



# PROSPECTS

TO PROMOTE ENTREPRENEURSHIP AND NEW SMES

## Newsletter n° 3

April 2011



# To promote the attractiveness of territories in the coalfield regions

### About the PROSPECTS project

#### Key objectives:

- To promote the entrepreneurship regional policies in the current or former regions heavily dependent on mining or on other traditional mono-industries
- To identify and analyze a significant number of good practices in the field of the local/regional promotion of entrepreneurship and select the best of them
- To improve the partners' policies by setting up 10 Transfer Plans
- To contribute to the improvement public policies on entrepreneurship throughout Europe

#### 4 strategic sub-themes:

- Business support structures
- Attractiveness of territories
- Clusters
- Innovation and knowledge economy

### PROSPECTS partners

- ACOM France
- Houthalen-Helchteren (Belgium)
- District of Karvina (Czech Republic)
- County council of Pas-de-Calais (France)
- Tatabanya (Hungary)
- ACOM Poland
- Labour Fund Zasavje (Slovenia)
- Laviana (Spain)
- Wigan council (United-Kingdom)
- Science Park Gelsenkirchen (Germany)

### FOREWORD



The project PROSPECTS is generating significant exchanges between partners. Specifically, the workshop held in Asturias has allowed us to see first hand the processes of change that have occurred in the socioeconomic fabric of these areas, placing value on the importance of promoting entrepreneurial culture especially among young people most disadvantaged by the current economic crisis.

During his stay in our region, PROSPECTS participants have known the footsteps of our mining and industrial past, still part of our history continue to be our present and our future. Also been able to learn about our experience in the use of our mining and industrial past, which combined with our natural landscape, is a major tourist attraction of the first order.

Thus, the PROSPECTS project meets its objective. Is a source of knowledge and exchange of experiences useful to all participating members and the results will benefit the population of these territories.

Adrián Barbón  
Mayor of Laviana  
PROSPECTS' partner

### To promote attractiveness of the mining territories Partners' good practices

More than 60 participants attended to the second thematic meeting of the PROSPECTS project (Sept 2010). After the regional business support structures, the 10 partners exchanged their experiences on the **attractiveness of territories**. As PROSPECTS' partner, **the city of Laviana hosted the event**. Located in the center of the community of Asturias (Spain), Laviana has about 14,000 inhabitants and represents the hinge between the industrial and rural areas of the High Nalón. Laviana in recent years has experienced significant changes, especially in its economic structure, moving from a traditional mining sector to an emerging service sector. At the occasion of the meeting, a focus has been made on the Science and technology park of Gijón nearby.

#### In this issue

- **Spatial development plan for the former mining site and the city centre** – Houthalen-Helchteren
- **Preparation of real estate for the arrival of new business activities and investments** – District of Karvina
- **The Project Centre, Nord Pas-de-Calais Region** (ACOM France)
- **To promote tourism in Pas-de-Calais** – County committee for tourism (County council of Pas-de-Calais)
- **Emscher Landscape Park and the new Emscher Valley** (Science Park Gelsenkirchen)
- **Integrated Vocational Training Centre** - City of Tatabanya
- **Forming of attractive and strong centre interacts on Silesia Voyevodship West Sub-region**, (ACOM Poland)
- **Project Nature 2000 – tourist attractions of the Zasavje region**
- **New model of integral sustainable development for mining districts** - Principality of Asturias (Laviana)
- **Greenheart Regional Park** – Wigan council



## PROSPECTS PROJECT : TO PROMOTE THE ATTRACTIVENESS OF TERRITORIES (1)

### Spatial development plan for the former mining site and the city centre – Houthalen-Helchteren (Belgium)

After the closing of its mining site Houthalen-Helchteren has searched for a new economic dynamic. The mining slag heap was pushed flat and **two large industrial areas were created**. These new industrial areas resulted in new employment opportunities.

The city has several opportunities and projects to develop its attractiveness:

- A development plan aiming at **connecting the former mining site and the centre** of Houthalen-Helchteren;
- The installation of a **cleantech campus** in the former main building of the mining site;
- The **administrative centre** of the cleantech future which will include a city hall, a social service, a library, a police office, a district court, private offices, a bank etc (construction started on September 2010).
- The **cleantech residential project** situated between the cleantech campus and the cleantech administrative centre. It provides a quality living environment with 160 residential units in a park. Proximity of employment to the cleantech campus and the cleantech industrial site is an advantage.
- **The commercial city centre** will be enlarged up to 20,000 m<sup>2</sup> of commercial space and 200 residential houses.
- **The construction of a new national road** around the centre to increase the accessibility of the city.

**Contact: Peter Timmermans,**  
*deputy mayor of Houthalen-Helchteren*

### To promote tourism in Pas-de-Calais (France) – County committee for tourism / County council of Pas-de-Calais

A programme has been set up to attract visitors and make them experience the region and meet the inhabitants. The programme aims not only at boosting the economy but also at **sharing experience between people, at improving the image of the Pas-de-Calais and at increasing the self-esteem of the inhabitants**. This is a 'warm' marketing, based on human values. The programme has been implemented from 2007 until 2010.

The good practice includes four programs:

- "The Pas-de-Calais, that other paradise": a 7 week 'teaser' poster campaign.
- The Greeter program: volunteers share their love for their city or region in an enthusiastic and hospitable manner.
- Greet the World.
- The Big Day Out: 20 000 entries are offered to local inhabitants to enable them to visit local attractions free of charge.

Thanks to "The Pas-de-Calais, that other paradise" programme, **the number of visitors of the tourism websites of the County Council was extended to 2 million. Also as a consequence of the overall strategy, 306 visitors have been welcomed by 25 Greeters**, while the number of greeters was expected to reach 50 visitors by the end of 2010.

**Contact: Diana Hounslow, Director of the County Committee for tourism,**

### Preparation of real estate for the arrival of new business activities and investments – District of Karvina (Czech Republic).

Karvina city acquired a land of 40 ha from the Coal Company on 1997 and in 1999, with governmental subsidy, Karvina city developed a sewage and drainage network, water, gas and electric connection and built a new access road. This land development was followed by the construction of three new industrial buildings (1000 m<sup>2</sup>, 1500 m<sup>2</sup> and 2000 m<sup>2</sup>).

**The industrial park 1<sup>st</sup> phase (40 ha) was completely full on 2008** and across a road a new site (8 ha) was developed on 2007 as 2<sup>nd</sup> phase of the project.



**A bird view of planned buildings in the industrial park**

The total investment amount is approximately of **€4 million in infrastructure development and €3 million in the new industrial buildings**.

Since 2000 the new industrial zone has **attracted private investments of approximately €40 million** and resulted in the **creation of 1,500 new vacancies**. The investments come from various countries (Japan, Sweden, USA, Switzerland, Czech Republic and Korea) and concern various industrial sectors (Bicycle spare parts, medical sets, electric industry, manufacturing of springs and spare parts for automotive industry, elevators and production areas for rent).

**Contact: Ceslav Valosek, coordinator of the District Karvina,** [valosek@rikka.cz](mailto:valosek@rikka.cz)

### The project Centre – Nord-Pas-de-Calais region/ACOM France



**The project centre in Lille-Nord/Pas-de-Calais**

The objective is to highlight the competitive advantages of the region, its territories, businesses and centres in an attractive and uniform manner in order to **develop the renown and image to international investors and opinion leaders** and thus promote the establishment of new activities that create jobs in the territory.

The project was launched by the Regional council in back office and by the actors involved in the economic development of the region: development agencies, Chambers of Industry and Commerce and inter-municipal cooperation bodies.

The marketing content can be accessed remotely through a secure external portal. **The tool provides turnkey, multilingual and multimedia marketing pitches** (videos, digital animation, posters, key figures, databases). It also has a special multimedia room with 3 screens broadcasting simultaneously.

**Contact: Arnaud Benesy, officer in the Economic development department of the NPDC Region,** [arnaud.benesy@nordpasdecals.fr](mailto:arnaud.benesy@nordpasdecals.fr)

### Emscher Landscape Park and the new Emscher Valley –Ruhr area

The Emscher Landscape Park aims at reevaluating a landscape which had been modelled by mining activity and to create a new identity. The Emscher Landscape Park comprises a total area of 450 km<sup>2</sup> and form the green backbone of the metropolis. **It is the largest regional park in Europe.**

A crucial element in the process of creation of the park is an **overall approach related to the design of landscape and built infrastructure**. Design competitions form part of the planning process. The cultural interpretation of the post-industrial landscape by the means of art is also a core element for the re-definition of sites. Scenic park elements like the Tetrahedron are transformed remnants of the post-industrial era and contribute to a new modern image of the Metropolis Ruhr. The park has created a new type of urban landscape.

**The river Emscher which stands in the middle of the park will be completely redeveloped.** The whole river system which functioned as an open sewer for a century will be transformed into a natural-like river by building a new underground sewer. The whole length of the underground sewer is 400 km. It is planned to be achieved by 2020.

**Contact: Heinz-Peter Schmitz-Borchert,**  
*Director of the Science Park Gelsenkirchen,* [sb@wipage.de](mailto:sb@wipage.de)



## PROSPECTS PROJECT : TO PROMOTE THE ATTRACTIVENESS OF TERRITORIES (2)

### New model of integral sustainable development for mining districts - Principality of Asturias (Spain)

Mining districts have been working really hard towards an economy based on innovation and new technologies, a difficult task taking into account their initial backwardness. The objective of the new model of integral sustainable development for mining districts is to **create alternative employment and to support the transition of the mining districts by developing value economic activities.**

4 measures are taken:

- Reactivation of the mining districts.
- Subsidies for the development of infrastructures.
- Subsidies for business investment projects.
- Training and study grants.

**The objectives for economic and social revival of the mining regions are in the process of compliance.**

They have signed two recovery plans, one for the period 1998-2005 and the second during the period 2006-2012. Currently running activities under the second plan being pending execution of recovery activities in the coming years.

**Contact: Isaac Pola Alonso,  
Director-General of Mining & Energy  
Regional Ministry of Industry & Employment**

### Project Nature 2000 – tourist attractions of the Zasavje region (Slovenia)



**Logo of the new trademark  
« In 3 Magnificent »**

favour of tourist development.

The main objective of the project was the elaboration of the strategic document for tourism development in Zasavje region. The second objective of the project was how to motivate local population for tourism, while the third objective was the analysis of current natural and cultural potentials of the Zasavje region that will be included in tourist offer of the region.

Project Natura 2000 achieved several actions: the creation of a guidebook of the Zasavje region (the first one in the Zasavje region), an operational program for the development of tourism in the Zasavje region, the creation of a trademark "in 3 magnificent", the production of a party game and the realization of numerous workshops. A mining thematically way Gverk was formed during a summer school, which binds up all the elements of the Zasavje regions mining legacy. The region has also recently successfully signed up a tourist development oriented project "All runs in three magnificent".

The elaborated guidelines will help municipalities and region in their elaboration of spatial plans and will also help to realize any potential investments into tourist infrastructure in the future.

**Contact: Stasa Baloh Plahutnik  
Regional development centre,  
Stasa.baloh-plahutnik@rcr-zasavje.si**

### Forming of attractive and strong centre interacts on Silesia Voyevodship West Sub-region, ACOM Poland

Rybnik is a natural centre for transportation, administration, economy, culture and education for neighboring towns. In Silesia Province strategy for development Rybnik has a status of the centre of Western Sub-region - recognized as a modern and well managed local administration.



**Main square of Rybnik**

Over the past few years Rybnik has changed from typical coal-mine city to education centre for 600 thousand people living in the sub-region.

Many investments are made with regard to young people, among them Complex of Higher Education Schools.

The business environment is also conducive to investments. There are non-governmental organizations, good local commerce network, banks, advisory agencies, insurance companies and editor's offices. **Organizations gathering and supporting businessmen take active part in the process of industry restructure.** Rybnik's virtues

have also been highly acclaimed by investors as this is one of few cities in the region with grounds both in the centre and in the outskirts of the city designed for investment projects.

The abundance of green fields - forests, parks, squares and flower compositions is just one of many advantages of the city inhabited by 140 thousand people.

**Contact: Marceij Puzon,  
Technological Incubator in Rybnik,  
marceij.puzon@gapp.pl**

### Integrated Vocational Training Centre - City of Tatabanya (Hungary)

The objective is to **provide professional vocational training so that the local supply can meet the local demand.**

The local government intended to carry out a regional vocational training reform to ensure the required skilled workforce for the companies established in Tatabanya. **A survey was carried out** with 150 companies to rely on to outline the baseline strategy of the reform. As a part of this the Bánki Donát Regional Integrated Vocational Training Centre was founded in Tatabánya with a strong regional function.

The mission of the training centre is to achieve life-long learning by the vocational and professional trainings it offers. 1500 m<sup>2</sup> of workshop area and 1500 m<sup>2</sup> of training rooms have been built and reconstructed. The training centre is a centrally managed vocational training institution, which built on local demands for human resource development.

**Contact: Ferenc Levai,  
deputy mayor of Tatabanya  
Website : [www.tatabanya.hu](http://www.tatabanya.hu)**

### Greenheart Regional Park – Wigan council (United-Kingdom)



**Greenheart regional park  
Wigan**

Greenheart is an extensive network of high quality landscapes and open spaces which provide an attractive countryside setting for the Wigan Borough. It covers 15 square kilometers, includes 11 km wetland corridor and is one of the first urban forest parks in Europe.

**The Greenheart Regional Park Project provides a multi-faceted approach to improving the appeal of the region.** The project aims at creating a positive image to potential new businesses considering relocating to the area. The use of Green space supports the future growth and regeneration of the core of the Borough as an attractive

place to live. Ensuring Wigan is open and attractive to outside talent and **plays a key role in attracting employers based on the proximity and availability of the talent pool.**

The initial Greenheart vision was first launched in December 2006. Since that time the wider site has received sustained investment over an extended period which continues today.

Greenheart itself is a strategic vision linking up a number of individual green sites to establish a larger regional park. Consequently Greenheart Regional Park is a collection of smaller projects and individual budgets.

**Contact: Susan Gambles, Head of Regeneration Agency, [S.Gambles@wigan.gov.uk](mailto:S.Gambles@wigan.gov.uk)  
Website : [www.wigan.gov.uk](http://www.wigan.gov.uk)**



## FOCUS on the Science & Technology Park of Gijón (Asturias—Spain)

The Science and Technology Park of Gijón has a main objective: **to support the creation and establishment of companies and institutions based in science and technology.** It is a corporate campus for the exercise of new forms of technology transfer and of mixed character, to develop projects



The Science & Technology Park of Gijón has been visited while the 2nd Prospects Thematic Meeting



that involve the use of Research, Development and Innovation business and entrepreneurship contribute to the university.

**The presence of companies sharing space with similar and complementary activities facilitates mutual relationships and fosters collaboration, also the home market, wide and without borders, supports this dynamic.**

The Science and Technology Park, promoted by the Municipality of Gijón and managed with the support of the Municipal Business Center, **the only park of its kind in Spain promoted by a local authority has already awarded more than three-quarters of the final surface**, including its ongoing expansion. His activity in the coming years exerts a direct influence positively to the industry and academic environment.

**Website:** [www.prospects-project.com](http://www.prospects-project.com)

**Contact:** LEAD PARTNER -  
ACOM France,

Centre administratif  
« Les Grands Bureaux »,  
B.P. 49, 62801 Liévin Cedex – France  
Email: [acom.france@nordnet.fr](mailto:acom.france@nordnet.fr),  
Tel: +33 3 21 44 86 25,  
Fax: +33 3 21 44 86 22

**Editorial staff:** Patrice Delattre,  
Anne-Catherine Michel,  
Juan Vasquez

**Page setting:** Gaëtane Hotte

The contents of this document reflect the authors' views. The INTERREG IVC managing authority is not liable for any use that may be made of the information contained herein.

This project is co-financed by the ERDF and made possible by the INTERREG IVC programme.