



Rethinking territorial balances between urban and rural areas in the European Mountains:

How can innovation support win-win solutions?

Wednesday 20 November 2019 from 09H30 to 13H00

Representation of the Lombardy Region,

Place du Champ de Mars 2, 1050 Brussels, Belgium

According to the OECD, territorial relationships have deeply changed in recent decades. Improvements in communication technology, increasing movements of peoples and goods, and changes in land use have reshaped the relationships between urban and rural areas. This is also true for mountain areas, where large metropolises like Milano have recently been integrated in new development strategies - such as the macro-regional strategy for the Alps.

Urban and rural areas are interconnected through different functions (demographic, economic, delivery of public services, provision of ecosystem services...). To encourage an integrated functional approach based not only on win-win partnerships but also on the recognition of the added value brought by rural areas, mountain territories should be recognised not only for their attractive landscapes and good quality of life, but also for their expertise, economic contribution, and capacity for innovation.

Technological and social innovation is a key component in mountain areas. It can help increase the visibility of these territories and valorise exchanges between urban and rural areas in mountains while recognising their differences.

During this conference, Euromontana will give the floor to representatives of the European Commission, researchers, representatives of regions and practitioners. Speakers will explore how innovation can help develop win-win solutions between urban and rural areas in the mountains. The event will also be an opportunity to investigate on the possibilities to support this vision within the framework of the new Cohesion Policy.

Interpretation will be available in French and English.

PROGRAMME

09.30 – 09.40 *Opening remarks by **Juanan Gutierrez**, President of Euromontana: Mountains - a spirit of innovation*

Session 1: How can innovation encourage win-win partnerships between urban and rural areas in the mountains? Practical Examples

*Moderation: **Marie Clotteau**, Director of Euromontana*

09.40 – 10.00 What is the role of social innovation in mountain areas in the framework of global urbanisation? Professor **Manfred Perlik**, Geographer, Centre for Development and Environment at the University of Bern

10.00 – 10.20 Adapting educational and research activities to the needs of mountain communities: how is the University of Milano (UNIMONT) taking up this challenge? Prof. **Anna Giorgi**, Director of UNIMONT - University of Milan

10.20 – 10.40 How can the development of quadruple helix policies increase cooperation in rural innovation systems? The example of the P-IRIS project. **Danijel Bertovic**, Director of PINS

10.40 – 11.00 How can a large metropole benefit from its specific regional socio-economic ecosystem based on tourism and mountain sports to develop its territory? The example of Grenoble – Alpes Metropole, **Malek Bouhaouala**, Lecturer at the University Grenoble Alpes

11.00 – 11.15 Questions and Answers

11.15 – 11.45 *Coffee break*

Session 2: Roundtable: How innovation can be encouraged in the future CAP and Cohesion Policy for more win-win partnerships between urban and rural areas?

Moderation: Erik Gløersen, Director, Spatial Foresight France and Coordinator, ESPON BRIDGES project

11.45 – 11.50 Introduction: key insights from ESPON BRIDGES

11.50 – 12.50 *Discussion with the following panellists*

- **Marek Teplansky**, Head of Unit of Inclusive Growth, Urban and Territorial Development, DG REGIO
- **Benoit Esmanne**, Project Officer of the Unit Conception and Consistency of Rural Development, DG AGRI
- **Jone Fernandez**, Director of rural and littoral development and European policies of the Basque Government
- **Francesco Brignone** – Delegate of the Lombardy Region for Mountain Development Policies

12.50 – 13.00 *Concluding remarks*