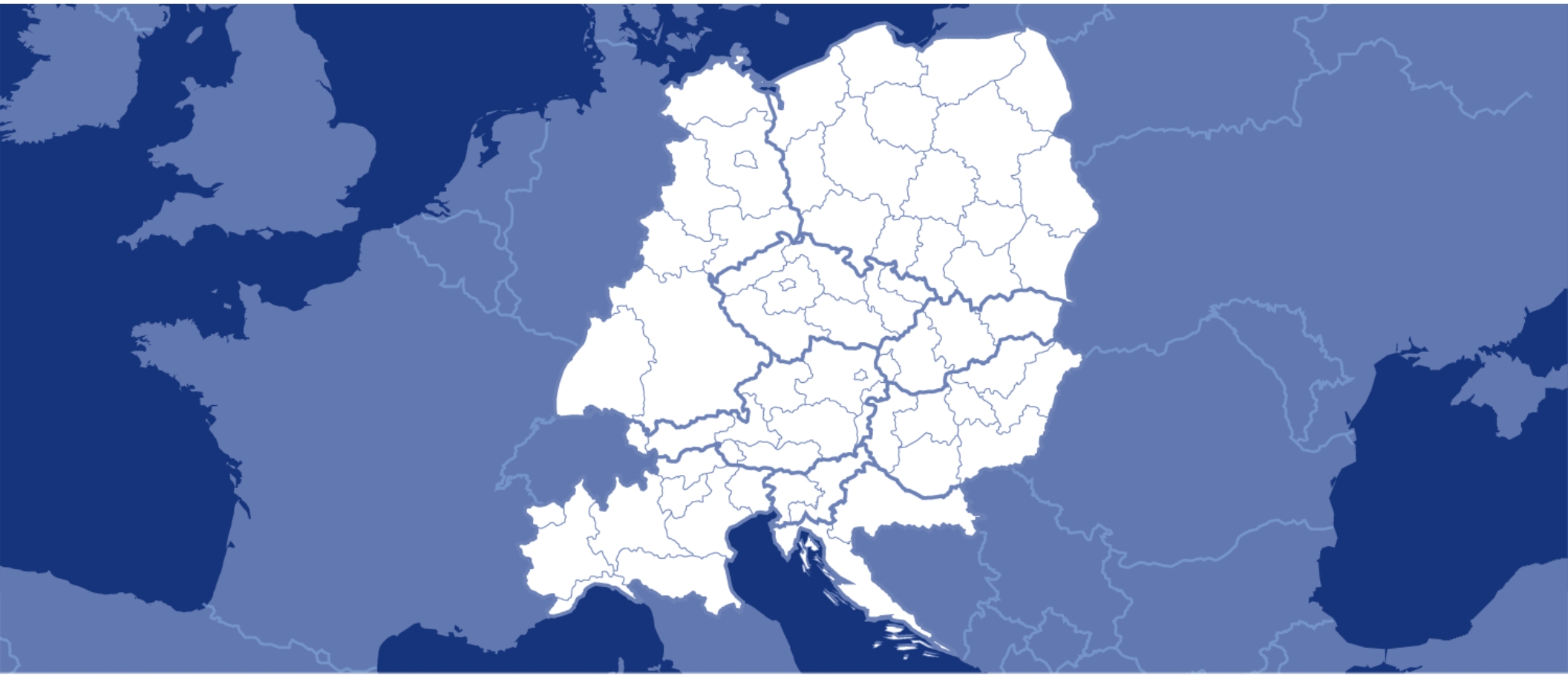

CENTRAL EUROPE Annual Conference, Vienna, 2 July 2014

Introduction to CENTRAL EUROPE 2020 Priorities and Specific Objectives

CENTRAL EUROPE Joint Secretariat

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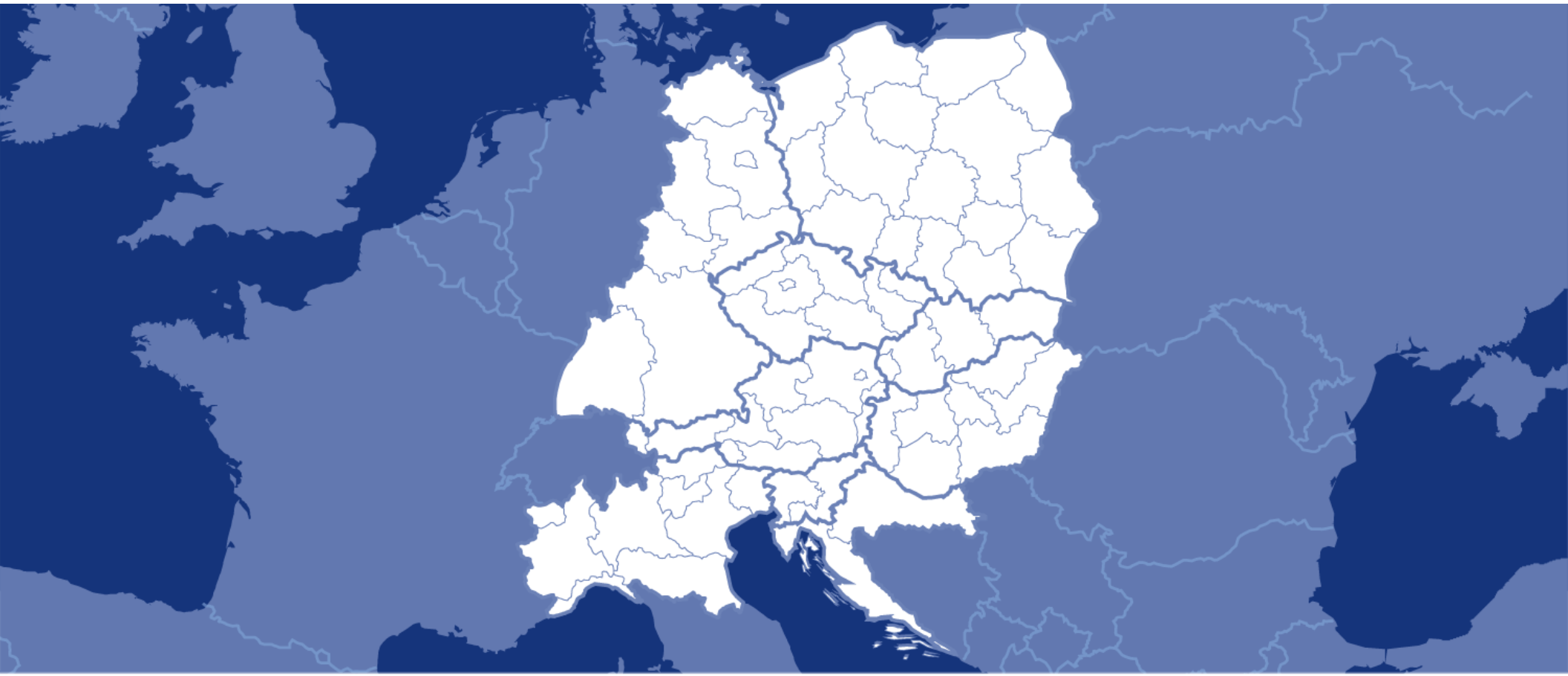

Priority Axis 1: Innovation

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Priority Axis 1:
Cooperating on innovation to make CENTRAL EUROPE more competitive

Contents

- Specific Objective 1.1
  To improve sustainable linkages among actors of the innovation systems for strengthening regional innovation capacity in central Europe

- Specific Objective 1.2
  To improve skills and entrepreneurial competences for advancing economic and social innovation in central European regions

Specific Objective 1.1

Priority Axis 1:
Specific Objective 1.1

Objective and results expected

To improve sustainable linkages among actors of the innovation systems for strengthening regional innovation capacity in central Europe

Main topics

- Transnational and internationalised regional networks and clusters
- Knowledge and technology transfer between key players of the innovation systems
- Improving access to research results for enterprises, notably SMEs
- Stimulation of further investment in innovation
- Contribution to smart specialisation strategies

Key terminology

Innovation systems and actors

Network of institutions in the public and private sectors whose activities and interactions initiate, import, modify and diffuse new technologies and methods. Actors of the innovation system include stakeholders from the research and business sector, policy makers and public authorities.

Linkages

Innovative activities partly depend on variety and structure of links to sources of information, knowledge, technologies, practices, human and financial resources. Linkages connect companies to other actors in the innovation system such as universities, laboratories, policy departments, regulators, competitors, suppliers and customers.

Priority Axis 1:
Specific Objective 1.1

Potential actions

All supported actions shall contribute to creating better linkages among actors in the innovation systems as precondition for innovation, such as:

- Transnational innovation networks and clusters, also supporting their internationalisation
- Transfer of R&D-results from research institutions to the business sector (in particular SMEs) leading to new services and products
- Improving existing and developing new services which support innovation in businesses
- Strengthening links between the public sector, finance institutions and the business sector (in particular SMEs) to design and test new structures and services that facilitate access to financing of innovation
- Increasing cooperation between research, public and private sectors to stimulate innovation and entrepreneurship (e.g. reduction of administrative barriers, public procurement of innovative products and services, social innovation, etc.)
- ...

Specific Objective 1.2

Priority Axis 1:
Specific Objective 1.2

Objective and results expected

To improve skills and entrepreneurial competences for advancing economic and social innovation in central European regions

Main topics

- Fostering entrepreneurship
- Increase skills of employees and entrepreneurs for applying novel technologies/methods leading to innovative products, services or processes
- Emphasis on social innovation and challenges deriving from demographic change, migration and brain drain
- Contribution to smart specialisation strategies

Priority Axis 1:
Specific Objective 1.2

Key terminology

Social innovation

New ideas (products, services and models) that simultaneously meet social needs (more effectively than alternatives) and create new social relationships or collaborations. Fields of activity are e.g. work integration, social services, education and research, culture and recreation, health etc.

Entrepreneurship

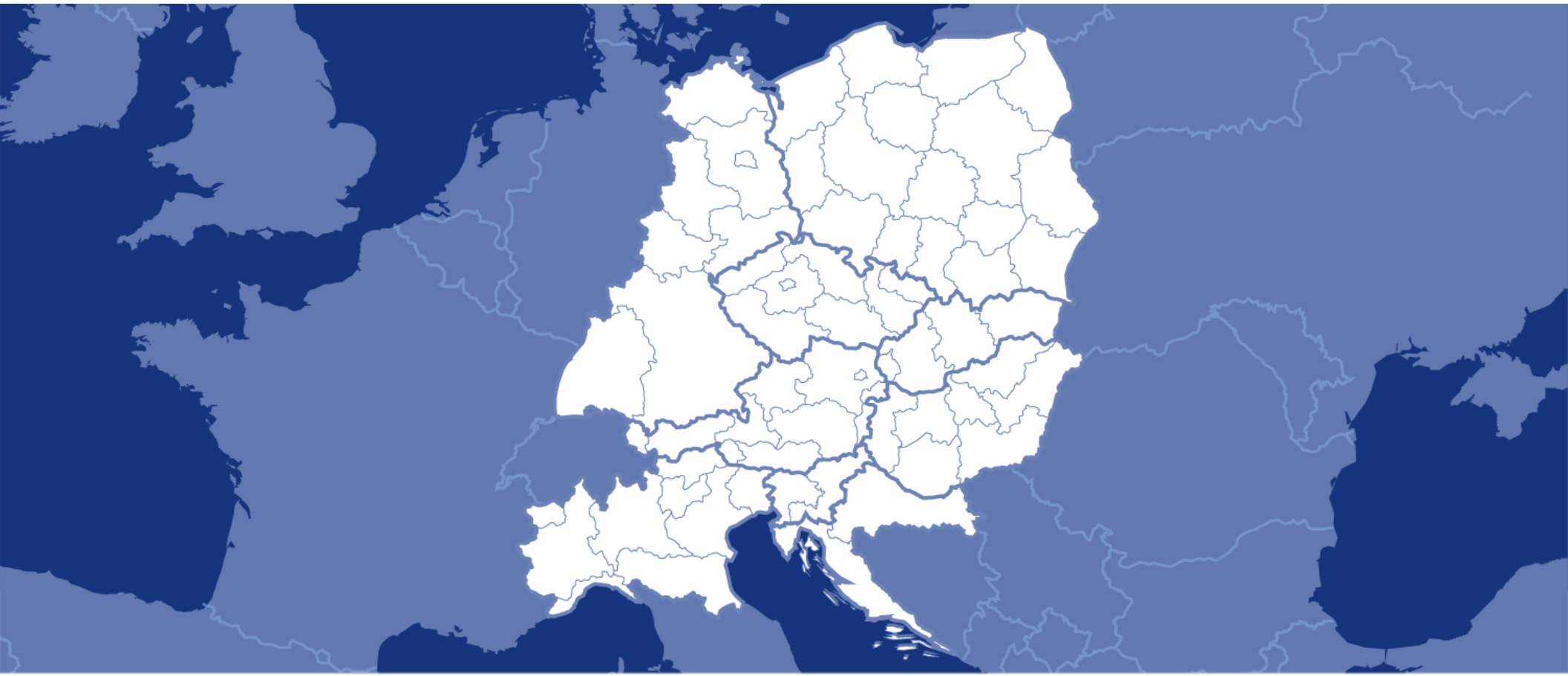
Mind set and process to create and develop economic activity by blending risk-taking, creativity and/or innovation with sound management, within a new or an existing organisation

Priority Axis 1:
Specific Objective 1.2

Potential actions

All supported actions shall contribute to improvement of knowledge and skills of employees and entrepreneurs for economic and social innovation, such as:

- Increasing employees` skills in the business sector (particularly SMEs) regarding novel technologies (e.g. eco-innovation, low-carbon technologies, ICT, key enabling technologies, etc.), innovative products, services or processes and social innovation
- Improving creativity and entrepreneurial mind-sets building on different business cultures and on all levels of education
- Improving technological and managerial competences for entrepreneurship for economic and social innovation (e.g. healthcare and social inclusion of minorities, disabled persons, elderly, etc.)
- Innovative learning systems for increasing skills and entrepreneurial competences considering demographic change challenges (e.g. ageing society, youth unemployment, shrinking regions facing skills shortages, etc.)
- ...



Priority Axis 2:
Low Carbon

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Priority Axis 2:
Cooperating on low carbon strategies in CENTRAL EUROPE

Contents

- Specific Objective 2.1
  To develop and implement solutions for increasing energy efficiency and renewable energy usage in public infrastructures

- Specific Objective 2.2
  To improve territorially based low carbon energy planning strategies and policies supporting climate change mitigation

- Specific Objective 2.3
  To improve capacities for mobility planning in functional urban areas to lower CO_2 emissions

Specific Objective 2.1

Priority Axis 2:
Specific Objective 2.1

Objective and results expected

To develop and implement solutions for increasing energy efficiency and renewable energy usage in public infrastructures

Main topics

- Increase capacities of the public sector and related entities for reducing energy consumption and CO_2 emissions of public infrastructures
- Fostering increased renewable energy shares in consumption
- Contribution to climate change mitigation
- Seedbed for follow up of energy efficiency investments

Key terminology

Energy efficiency

Reduction in the energy used for a given service (heating, lighting, etc.). Reduction in energy consumption is usually associated with technological changes, but can also result from better organisation and management or improved economic conditions in the sector ("non-technical factors").

Public infrastructure

Public infrastructure comprises infrastructure that is owned by the public and/or is for public use, including public buildings.

Renewable energy sources

Technologies that capture energy from existing flows of energy, from on-going natural processes, such as sunshine, wind, flowing water, biological processes, and geothermal heat flows.

Priority Axis 2:
Specific Objective 2.1

Potential actions

All supported actions shall contribute to build competences, accomplish strategies and management approaches for improving energy efficiency in public infrastructures, such as:

- Improving energy efficiency in public infrastructures including buildings and to increase use of renewable energies
- Innovative management approaches to increase regional capacities for improving energy performance in public infrastructure including buildings (e.g. energy managers)
- Novel energy saving technologies for increasing energy efficiency in public infrastructures including buildings
- Harmonising concepts, standards and certification systems to improve energy performance in public infrastructure including buildings
- Strengthening the capacity of the public sector to develop and implement innovative energy services, incentives and financing schemes (e.g. energy performance contracting, PPP models, etc.)
- ...

Specific Objective 2.2

Priority Axis 2:
Specific Objective 2.2

Objective and results expected

To improve territorially based low carbon energy planning strategies and policies supporting climate change mitigation

Main topics

- Supporting innovative local and regional energy planning strategies
- Facilitating the transition towards 'Sustainable Energy Regions'
- Linking of approaches between demand and supply sides
- Mobilising investment for low-carbon measures at territorial level

Key terminology

Energy planning

Energy planning at the territorial level provides a framework linked to policies and economic development which considers specific local/regional patterns of energy needs and resources serving as a tool to mitigate climate change and enhancing sustainability.

Priority Axis 2:
Specific Objective 2.2

Potential actions

All supported actions shall contribute to the improvement of capacities of the public sector and related entities for an increased and balanced use of endogenous renewable energy potentials, such as:

- Integrated territorial strategies and plans to increase the use of endogenous renewable energy potentials and to improve regional energy performance
- Designing and testing concepts and tools for the exploitation of endogenous renewable energy resources
- Territorial strategies to improve energy management in both the public and the private sector (especially in SMEs)
- Demand-focused strategies and policies to reduce energy consumption (e.g. smart metering, distribution of smart consumer applications, etc.)
- Solutions for improved interconnections and coordination of energy networks targeting the integration and use of renewable energy sources
- ...

Specific Objective 2.3

Priority Axis 2:
Specific Objective 2.3

Objective and results expected

To improve capacities for mobility planning in functional urban areas to lower CO_2 emissions

Main topics

- Reduction of greenhouse gas emissions through cleaner and low-carbon public urban transport
- Supporting authorities towards the goal of sustainable urban mobility
- Integration of mobility planning and solutions between urban cores and their hinterlands
- Vertical and horizontal coordination of governance levels

Priority Axis 2:
Specific Objective 2.3

Key terminology

Mobility planning

Set of interrelated measures designed to satisfy the mobility needs of people and businesses. They are result of an integrated planning approach and address low carbon forms of transport.

Functional urban areas

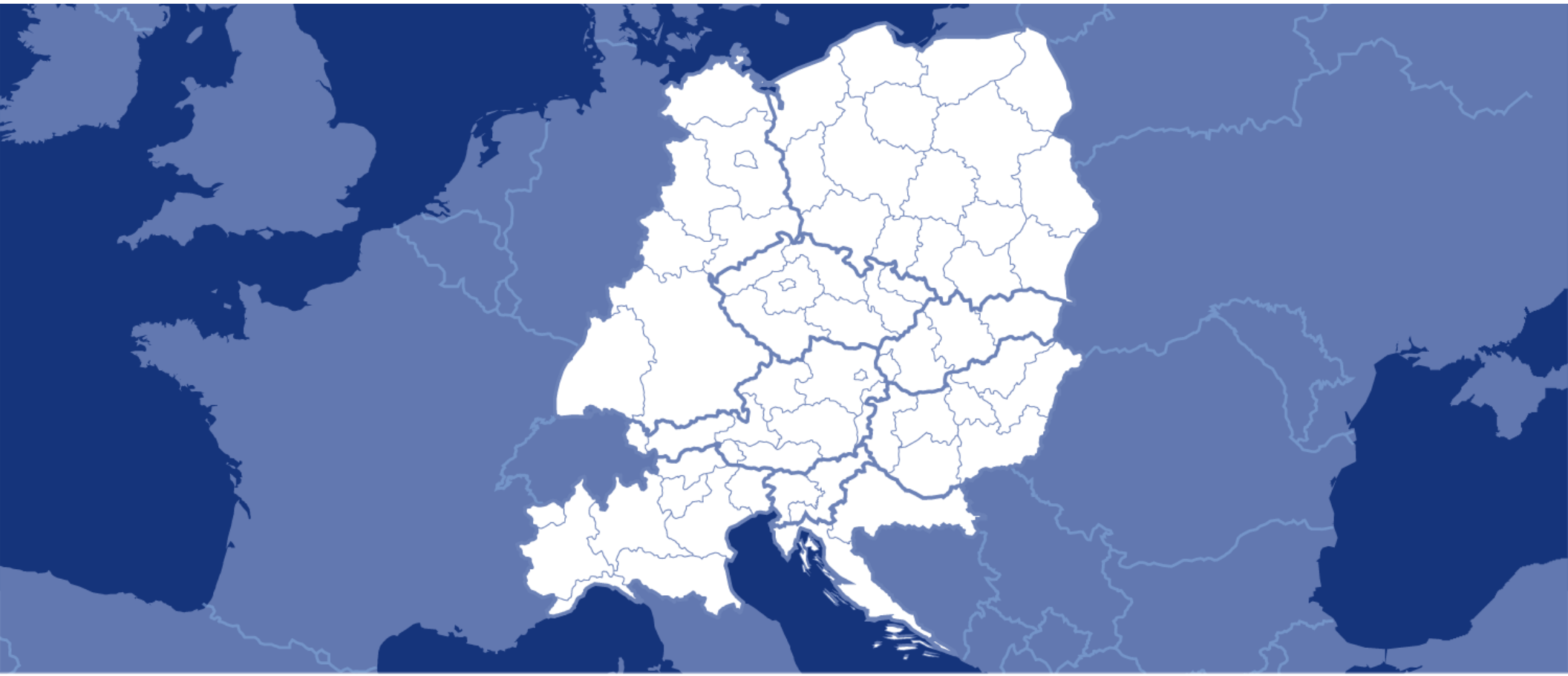
Functional economic unit characterised by densely inhabited “urban cores” and “hinterlands” whose labour market is highly integrated. This spatial delimitation beyond administrative borders is relevant for a multitude of thematic fields, e.g. for transport (commuting, transport flows etc.), economic development (labour market, strategic positioning, etc.), environment (air/water quality, soil sealing, urban sprawl, etc.), social (health care, social housing etc.).

Priority Axis 2:
Specific Objective 2.3

Potential actions

All supported actions shall contribute to the improvement of capacities of the public sector and related entities for mobility planning in functional urban areas, such as:

- Integrated mobility concepts, action plans and services for reducing CO_2 emissions
- Setting up and/or adapting governance systems as a basis for integrated low-carbon mobility in functional urban areas
- Developing and testing concepts and strategies (including innovative financing and investment models) to facilitate introduction of novel low-carbon technologies in the public transport sector in functional urban areas
- Services and products fostering smart low-carbon mobility in functional urban areas (e.g. multimodal services, etc.)
- ...



Priority Axis 3:
Environment and Culture

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Priority Axis 3:
Cooperating on natural and cultural resources for sustainable growth in CENTRAL EUROPE

Contents

- Specific Objective 3.1
  To improve integrated environmental management capacities for the protection and sustainable use of natural heritage and resources

- Specific Objective 3.2
  To improve capacities for the sustainable use of cultural heritage and resources

- Specific Objective 3.3
  To improve environmental management of functional urban areas to make them more liveable places

Specific Objective 3.1

Priority Axis 3:
Specific Objective 3.1

Objective and results expected

To improve integrated environmental management capacities for the protection and sustainable use of natural heritage and resources

Main topics

- Focus on integrated environmental management approaches and uptake into the public and private sector
- Reducing current and avoiding future usage conflicts
- Resource efficiency as guiding principle
- Capitalising on location factors
- Promoting sustainable regional development

Priority Axis 3:
Specific Objective 3.1

Key terminology

Integrated environmental management

Comprehensive approach to natural resource planning and management encompassing ecological, social, and economic objectives. It considers interrelationships among different elements and incorporates concepts of carrying capacity, resilience and sustainability.

Natural heritage

Natural features, geological and physiographical formations (including habitats) and natural sites or precisely delineated natural areas.

Natural resources

Produced by nature, including non-renewable resources, such as minerals and fossil fuels, and renewable natural resources that sustain life and are naturally self-renewing when properly managed, including plants and animals, as well as soil and water

Priority Axis 3:
Specific Objective 3.1

Potential actions

All supported actions shall contribute to increasing capacities of the public sector and related entities to preserve, manage and use natural heritage and resources (including water, soil, fauna and flora), such as:

- Integrated strategies and tools for sustainable management of protected or highly valuable areas (e.g. biodiversity, landscapes, ecosystems etc.)
- Sustainable use of natural resources for regional development, avoiding potential use conflicts (e.g. with tourism, transport, industry, agriculture, energy, etc.)
- Developing and testing of innovative technologies/tools for effective integrated environmental management (e.g. remediation, monitoring etc.)
- Efficient management of natural resources in public institutions and enterprises (e.g. resource efficiency, closed loops etc.)
- Harmonising environmental management concepts and tools to reduce negative climate change impacts (e.g. adaptation measures)
- ...

Specific Objective 3.2

Priority Axis 3:
Specific Objective 3.2

Objective and results expected

To improve capacities for the sustainable use of cultural heritage and resources

Main topics

- Coordinating preservation and management of cultural heritage and resources with sustainable growth
- Emphasis on integrated approaches and managing conflicting usage interests
- Valorising cultural heritage and exploiting potentials of cultural and creative industries

Key terminology

Cultural heritage and resources

Composed of tangible heritage (buildings and historic places, monuments, etc.) and intangible cultural heritage (practices, representations, expressions, knowledge, skills etc.)

Cultural resources comprise both tangible and intangible cultural heritage, encompassing current culture, including progressive, innovative and urban culture.

Creative industries

Industries which use culture as an input and have a cultural dimension, although their outputs are mainly functional. They include architecture and design, which integrate creative elements into wider processes, as well as subsectors such as graphic design, fashion design or advertising.

Priority Axis 3:
Specific Objective 3.2

Potential actions

All supported actions shall contribute to improving capacities for sustainable use of cultural heritage and resources, thereby fostering their preservation as well as their economic valorisation, such as:

- Valorising cultural heritage and resources and/or the potentials of cultural and creative industries
- Integrated territorial development strategies and concepts building on cultural heritage to foster sustainable economic growth and employment (e.g. in the tourism sector)
- Developing and testing innovative management tools for preservation and sustainable use of cultural heritage and resources (e.g. ICT applications)
- Establishing and strengthening transnational cooperation among relevant actors to foster sustainable use and the promotion of cultural heritage sites
- ...

Specific Objective 3.3

Priority Axis 3:
Specific Objective 3.3

Objective and results expected

To improve environmental management of functional urban areas to make them more liveable places

Main topics

- Emphasis on integrated environmental management to tackle urban environmental problems related to both core areas and their hinterlands
- Cross-sectoral and multilevel governance contributing to better planning, management and decision making
- Reducing current and avoiding future usage conflicts
- Triggering follow-up investments for improving the quality of the urban environment

Priority Axis 3:
Specific Objective 3.3

Key terminology

Functional urban area

Functional economic unit characterised by densely inhabited “urban cores” and “hinterlands” whose labour market is highly integrated. This spatial delimitation beyond administrative borders is relevant for a multitude of thematic fields, e.g. transport (commuting, transport flows etc.), economic development (labour market, strategic positioning, etc.), environment (air/water quality, soil sealing, urban sprawl, etc.), social (health care, social housing etc.).

Integrated environmental management

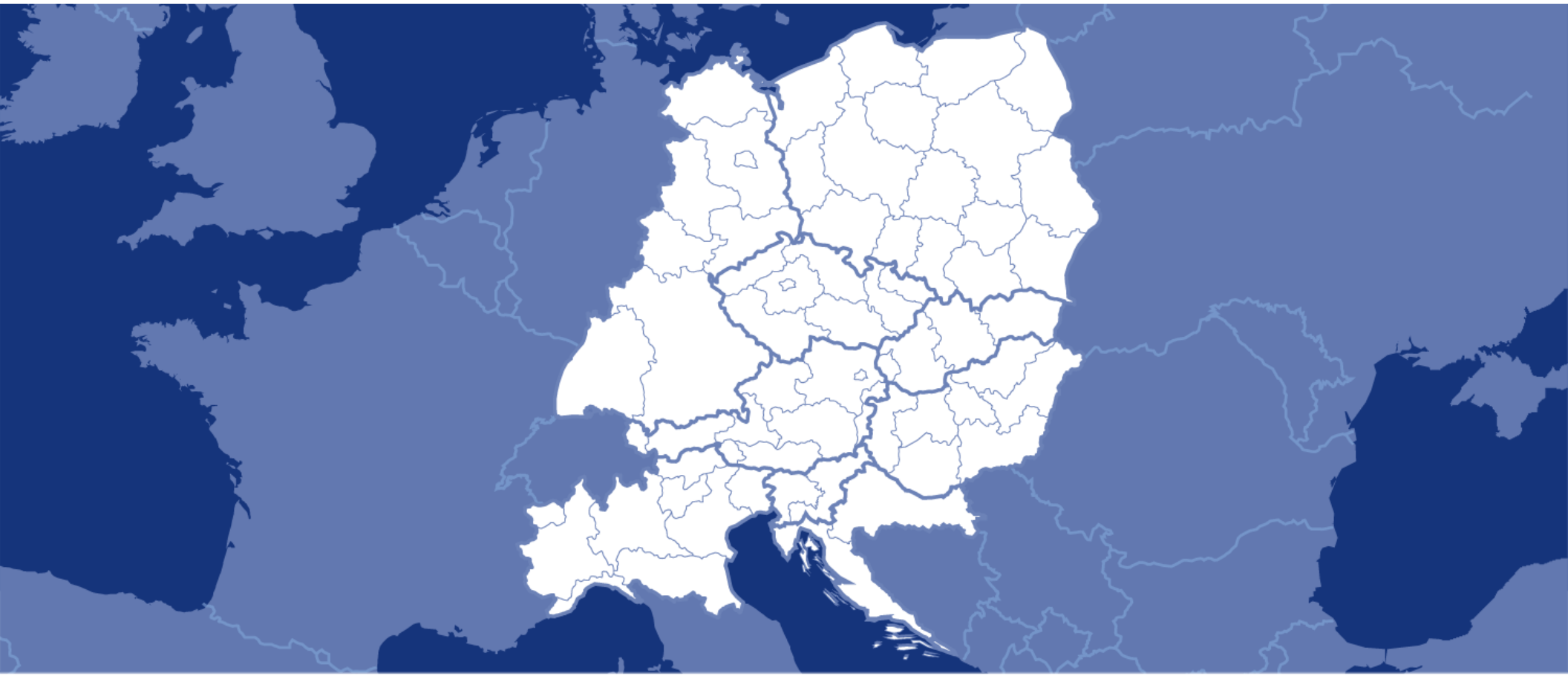
Comprehensive approach to natural resource planning and management encompassing ecological, social, and economic objectives. It considers interrelationships among different elements and incorporates concepts of carrying capacity, resilience and sustainability.

Priority Axis 3:
Specific Objective 3.3

Potential actions

All supported actions shall contribute to improving integrated environmental management capacities in functional urban areas, such as:

- Strategies and tools (including innovative financing and investment models) to manage and improve environmental quality (air, water, waste, soil, climate) in functional urban areas
- Strengthening the capacity for environmental planning and management (e.g. participatory planning mechanisms and decision-making processes) at the level of functional urban areas
- Reducing land-use conflicts in functional urban areas (e.g. urban sprawl, shrinkage and fragmentation also in the view of social implications)
- Integrated strategies and pilot applications for the rehabilitation and reactivation of brownfield sites
- Environmental pilot applications to support the development towards smart cities (e.g. ICT applications, environmental technologies)
- ...



Priority Axis 4:
Transport

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Priority Axis 4:
Cooperating on transport to better connect CENTRAL EUROPE

Contents

- Specific Objective 4.1
  To improve planning and coordination of regional passenger transport systems for better connections to national and European transport networks

- Specific Objective 4.2
  To improve coordination among freight transport stakeholders for increasing multimodal environmentally-friendly freight solutions

Specific Objective 4.1

Priority Axis 4:
Specific Objective 4.1

Objective and results expected

To improve planning and coordination of regional passenger transport systems for better connections to national and European transport networks

Main topics

- Fostering improved connections to the TEN-T network and transport nodes, especially for peripheral regions/areas
- Focus on sustainable public transport at regional level
- Increasing planning and implementation capacity in the field of integrated passenger transport systems
- Improving regional and transnational coordination between stakeholders

Priority Axis 4:
Specific Objective 4.1

Key terminology

Regional passenger transport system

Combination of vehicles, infrastructure and operations that enable the movements or satisfy the travel demand of people within a defined region.

Peripheral region/area

Marginalised or badly accessible territory showing mostly rural characteristics with only few major centres of urbanisation. Most people work in primary activities, while job opportunities and wage levels tend to be lower than in core regions. Consequently those regions often suffer from out-migration.

Priority Axis 4:
Specific Objective 4.1

Potential actions

All supported actions shall contribute to improving the planning and coordination of regional passenger transport systems, thus strengthening links to national and European transport networks, such as:

- Strategies (including innovative financing and investment models) to link sustainable passenger transport, in particular in peripheral areas, to the TEN-T network as well as to the primary, secondary and tertiary transport nodes
- Coordinated strategies, tools and pilot applications to improve regional public transport systems for passengers, in particular across borders (e.g. commuter connections, interoperability, etc.)
- Developing concepts and testing pilot applications for smart regional mobility (e.g. multimodal ticketing, ICT tools, routes on demand, etc.)
- Improving mobility services in the public interest (e.g. for disadvantaged groups, for shrinking regions, etc.)
- ...

Specific Objective 4.2

Priority Axis 4:
Specific Objective 4.2

Objective and results expected

To improve coordination among freight transport stakeholders for increasing multimodal environmentally-friendly freight solutions

Main topics

- Enhancing efficiency, reliability and quality of greener freight transport modes (e.g. rail, river or sea transport) and services
- Strengthening capacities in multimodal logistics management
- Overcoming discontinuities of logistic chains and services across borders and optimising freight flows
- Paving the way for designing and implementing future freight transport infrastructure

Key terminology

Multimodal transport

Carriage of goods by at least two different modes of transport. Thereby environmentally friendly transport solutions are those allowing a significant reduction of emissions of CO_2, NO_x and particulate matter as well as of noise.

Coordination

Synchronization and integration of activities, responsibilities, and command and control structures to ensure that resources are used most efficiently in pursuit of the specified objectives.

Priority Axis 4:
Specific Objective 4.2

Potential actions

All supported actions shall contribute to improving coordination among freight transport stakeholders, thereby increasing multimodal environmentally-friendly freight solutions, such as:

- Coordinated strategies (including innovative financing and investment models) for strengthening the multimodality of environmentally-friendly freight transport systems (e.g. rail, river, or sea transport)
- Coordination and collaboration mechanisms between multimodal freight transport actors
- Coordinated concepts, management tools and services aimed at increasing the share of environmentally friendly logistics through optimised freight transport chains (e.g. multimodal transnational freight transport flows)
- Coordinated strategies and concepts for "greening" the last mile of freight transport (e.g. logistics planning)
- ...