

Salzburg Summit

12th Conference of European Regions and Cities

Sunday, 25th - Tuesday, 27th September 2016, Salzburg Congress

„Sustainability in the Regions and Cities of Europe“

(Green Meeting©)

Honorary committee:

Johannes Hahn, EU Commissioner for European Neighbourhood Policy & Enlargement Negotiations

Markku Markkula, President of the European Committee of the Regions

Reinhold Mitterlehner, Vice-Chancellor of Austria and Federal Minister of Science, Research and Economy

Sebastian Kurz, Austrian Federal Minister for Europe, Integration and Foreign Affairs

Andrä Rupprechter, Austrian Federal Minister of Agriculture, Forestry, Environment and Water Management

Hans Jörg Schelling, Austrian Federal Minister of Finance

In cooperation with Land Salzburg represented by **Wilfried Haslauer**, Governor of Land Salzburg

In cooperation with the City of Salzburg represented by **Heinz Schaden**, Mayor of Salzburg



Foreword FSC

Sustainability on regional and local level is one of the few effective counter-strategies to uncontrolled globalization. Global players are also using sustainability as marketing strategy. The required contribution of "rethinking and conscious behaviour" can be accomplished significantly more on regional and local level.

Municipalities and regions play a crucial role in the development process in their implementation level role for sustainability-oriented policies and strategies. Their decisions have immediate effect, the spatial coherence has a manageable size, and the involved actors are in direct and personal contact to each other. The main questions are: Where does a municipality or a region stand when it comes to sustainable development? How have other regions and municipalities successfully implemented sustainability projects? The method of implementation of sustainable development cannot be applied equally to all municipalities and regions alike, but Best-Practice examples will provide for numerous different approaches.

The 12th Conference of European Regions and Cities focuses on a number of regional sustainability issues. Firstly, the current topic of sustainable integration of immigrants in Europe will be discussed, which includes new tasks regarding housing and employment. Secondly, we will look into the sustainable use of the soil and water. Finally, the preservation of cultural heritage makes an important contribution to the promotion of sustainable tourism in cities and regions, which we will talk about on Tuesday. Also, the question of how to obtain financial support for major, sustainable regional projects from European funds will be discussed at the very beginning of the conference.

Prominent and renowned speakers will guarantee an exceptional and interesting course of the conference. The participants will have many opportunities to exchange experiences and to network with other professionals.

I welcome you to the IRE conference and hope that you benefit from our interesting programme. Finally, I want to sincerely thank all those, who contributed to this event.

Franz Schausberger, Chairman of the Institute of the Regions of Europe

Sunday, 25th September 2016:

- 12:00 hrs Welcome Lunch
- 13:00 hrs **IRE-General Assembly**
(All guests are welcome, only IRE members are entitled to vote.)
- 14:00 hrs Networking Coffee Break

12th Conference of European Regions and Cities

- 14:30 hrs Welcome Address
- Franz Schausberger**, IRE-Chairman and Representative of Land Salzburg at the Committee of the Regions
- Jörg Wojahn**, Head of the European Commission Representation in Austria, Vienna
- Harald Preuner**, Vice-Mayor of the City of Salzburg, Austria
- Brigitta Pallauf**, President of the Regional Parliament of Land Salzburg, Salzburg, Austria
- Sebastian Kurz**, Austrian Federal Minister for Europe, Integration and Foreign Affairs
(Video Message)

15:15 hrs

IRE Forum:

„European Financing of Regional and Municipal Projects“

How can European funding be obtained for important regional sustainability projects? This question will be raised at the beginning of the conference. The European Fund for Strategic Investments (EFSI) serves as an engine for investment campaigns, in case of market failure, to trigger market mechanisms and to mobilize private investment. The funds flow into strategic investments in key areas such as infrastructure, education, research, and innovation, and serve as risk capital for small businesses. The director of the EFSI, Wilhelm Molterer, will report on the details and methods of how to mobilize financial resources and investment financing. The Deputy Prime Minister of Bosnia and Herzegovina and Minister of Economic Relations and Foreign Trade, Mirko Šarović, will talk about the possibilities for sustainable investment in Bosnia and Herzegovina, which is followed by a discussion on the financial opportunities of regional and local projects by high-ranking representatives of the EIB and other banks.

Moderation: **Claus Reitan**, freelance Journalist, Vienna, Austria

KEYNOTE: **Wilhelm Molterer**, former Vice-Chancellor of Austria and Managing Director of the European Fund for Strategic Investments (EFSI), Luxembourg

KEYNOTE: **Mirko Šarović**, Vice-Prime Minister of Bosnia and Herzegovina, Minister of Foreign Trade and Economic Relations, Sarajevo, Bosnia and Herzegovina

“The potential of sustainable investments in the regions and cities of Bosnian and Herzegovina”

1. **Martin Brunkhorst**, Head of Vienna Office, European Investment Bank, Austria
2. **Wolfgang Kainzmeier**, Head of Public-private-Partnership, PORR AG, Vienna, Austria
3. **Wilhelm Molterer** former Vice-Chancellor of Austria and Managing Director of the European Fund for Strategic Investments (EFSI), Luxembourg
4. **Christoph Mühlbacher-Blum**, Strategic Development, Erste Bank Group AG, Vienna, Austria

17:30 hrs End of First Conference Day

19:00 hrs Reception upon the invitation of the Governor of Land Salzburg **Wilfried Haslauer** and the Mayor of Salzburg **Heinz Schaden** at the Residenz Salzburg, Carabinieri Saal
Welcome Speech of the Governor of Land Salzburg **Wilfried Haslauer**

22:15 hrs Bus shuttle to the hotels

Monday, 26th September 2016:

09:00 hrs Opening Address by IRE Chairman **Franz Schausberger**

09:15 hrs KEY NOTE: **Representative of the European Commission** (requested)

09:45 hrs Panel discussion I:

“Sustainable Integration of Asylum Applicants in Regions and Municipalities “

KEYNOTE: **Zoltan Kazatsay**, Deputy Director-General for Employment, Social Affairs and Inclusion, European Commission, Brussels, Belgium

„Sustainability and Integration into the European Labour Market“

KEY NOTE: **Melissa Siegel**, Senior Researcher and Migration and Development research theme leader, United Nations University, UNU-Merit, Maastricht University, The Netherlands

“Sustainable Integration of Asylum applicants in Regions and Municipalities”

KEYNOTE: **Michael Spindelegger**, Director-General, International Centre for Migration Policy Development (ICMPD), Vienna, Austria

„ Education and community - paths of integration in challenging times“

Panel discussion: **Best-practice examples from Europe**

Moderation: **Stefanie Schenker**, Editor-In-Chief, Bezirksblätter Salzburg , Salzburg, Austria

Speaker:

1. **Henrik Ankerstjerne**, Deputy Permanent Secretary, Danish Ministry of Refugee, Immigration and Integration Affairs, Denmark
2. **Christian Hlatky**, Sponsor Project for Refugees, Bürgerstiftung Rosenheim, Germany
3. **Lelia Hunziker**, Managing Director, Integration Aargau, Aarau, Switzerland

11:15 hrs ***IRE Journalist Award 2016***

Alexander Purger, Journalist, Salzburger Nachrichten

Krystyna Schreiber, Journalist and Author

11:30 hrs Networking Coffee Break

12:00 hrs

Panel discussion II

“Sustainable land management - challenges for Regions and Cities”

The topic of sustainable land use has gained importance in recent years. A farm of around 20 hectares, which equals 30 football fields, is being built on every day in Austria and 0.5 percent of the soil is (being) sealed every year. Given that this trend continues the entire agricultural soil of Austria will be covered with concrete in 200 years. In Germany and Switzerland only 0.25 per cent of the agricultural land is annually being build on and in the Czech Republic it is/ it amounts to 0.17 percent.

Austria has 1.8 square meters of supermarket space (Italy only 1.01 square meters) and 15 meters of road length per capita (Germany 7.9 m and 8.1 m in Switzerland), which is the internationally highest construction number. In the EU, 275 hectares are (being) built on daily. Every year an area twice the size of Vienna is under construction.

This topic has high relevance for all regions and cities. A sustainable soil protection strategy requires the interaction of spatial planning instruments with other measures such as incentives for restoration of vacant properties. The knowledge of the value and limitations of our livelihood soil must be increased amongst all relevant stakeholders.

Moderation: **Claus Reitan**, Journalist, Vienna, Austria

KEYNOTE: **Tarek Leitner**, ORF Journalist, Vienna, Austria

Author of the book “Mut zur Schönheit” (on the carless handling of landscape infrastructure and architecture)

1. **Claudia C. Gotz**, Executive Director, Urban Land Institute, Frankfurt am Main, Germany
2. **Karl Kienzl**, Deputy Managing Director, Environment Agency Austria, Vienna, Austria
3. **Tarek Leitner**, ORF Journalist, Vienna, Austria
4. **Josef Schwaiger**, Regional Minister for Agriculture, Forestry and Water Economy, Land Salzburg, Austria
5. **Christian Steiner**, Head of Rural Development Department, Lower Austrian district for Agricultural Authority, St. Pölten, Austria
6. **Jes Weigelt**, Coordinator of Global Soil Forum, Institute for Advanced Sustainability Studies e.V., Potsdam, Germany
7. **Kurt Weinberger**, Director-General, Hagelversicherung, Vienna, Austria

13:15 hrs

Networking Coffee Break

13:45 hrs

Panel discussion III

„Sustainable Water Management – Essential Task for Regions and Cities“

The water problem in the world is getting worse. Climate change and the growing population contribute to the problem. Sufficient clean water must be made available for man and nature in the future. The supply of drinking water, agricultural irrigation, industrial production, power production, and the overall treatment and use of sewage, are criteria for a peaceful and prosperous development in the world. Problems arise when e.g. the capacity of local water resources is exceeded due to the growth of urban areas, a progressive industrialization or climatic change. Global, national and regional water problems need to be tackled by comprehensive concepts of sustainable water use. Additionally, it is important to reduce the damage caused by pollutants of all kinds to a minimum and apply the polluter pays' principle. Comprehensive political and economic concepts for careful handling of the water as well as initiatives of citizens, communities, businesses and governments for sustainable water policy are as necessary as the personal use of the scarce resource. Not only direct water consumption, but also the water usage for the production of products and goods such as food, paper and clothes needs to be reconsidered.

Moderation: **Christian Hasenleithner**, Director of the regional energy supply company
Energie AG Wasser GmbH, Linz, Austria

KEYNOTE: **Zsuzsanna Jakab**, WHO Regional Director for Europe, Deputy Secretary-
General, Copenhagen, Denmark (tbc)

1. **Gerhard Gamperl**, Head of Department Strategy, Corporate Development and Innovation, VERBUND AG, Wien, Österreich
2. **Walter Kling**, Secretary-General, IAWD-Danube Water Programme, Vienna, Austria
3. **Thomas Kluge**, The Institute for Social-Ecological Research, Frankfurt am Main, Germany
4. **Jiří Paul**, Board Director, Vak Beroun a.s., Beroun, Czech Republic
5. **Georg Rebernig**, Managing Director, Environment Agency Austria, Vienna, Austria
6. Vertreter der **Austrian Development Agency**, Wien, Österreich

15:00 hrs

Networking Lunch

15:30 hrs

End of Second Conference Day

18:30 hrs

Bus shuttle to Stiegl's Brauwelt

19:00 hrs

Salzburg Evening at Stiegl's Brauwelt, 5020 Salzburg (Drinks for free, cost for meal: 20 EUR)

22:00 hrs

Bus shuttle to the hotels

Tuesday, 27th September 2016

08:30 hrs Registration

Venue: International Salzburg Association (ISA), Palais Kuenburg,
Sigmund Haffner Gasse 23, 5020 Salzburg

The session takes place in German (no translation provided).



09:00 hrs **IRE Symposium**

The significance of cultural and historical heritage for regional tourism“

Cultural heritage has eminent touristic importance in virtually every country in Europe. However, cultural heritage is still not fully and sustainably applied in all regions and cities. The preservation of cultural heritage is increasingly becoming the focus of tourism planning. Sustainable tourism is particularly keen to preserve cultural heritage and to encourage the regional and local identity. Tourism loses its appeal, when cultural resources are lost. Sustainable tourism increases the interest for other cultures. This is especially true for urban tourism. Sustainable Cultural Tourism consists of the sustainable use of cultural and historical elements, relics and presentation of traditional regional forms of living. The understanding of nature and the characteristic value of a region shapes the broad framework of a European cultural unity. All regions can make use of their cultural heritage for sustainable tourism. Not only historic buildings and museums but what is known as cultural heritage, regional way of life, vibrant customs, rituals and festivals, are part of cultural identity. This includes craft techniques, agriculture, wine and cooking culture, and indigenous healing methods, which makes up the special charm of a region. Cultural practices are part of heritage and attract tourists. Presenting traditions in an innovative context will contribute to a sustainable regional development. The IRE symposium presents best-practice examples of/for the successful use of cultural and historical heritage and discusses several forms of sustainable tourism in regions and cities.

Moderation: **Andreas Schiller**, Journalist, Germany

KEY NOTE: **Tomasz Wiktor**, Director of the Sport and Tourism Department, President of the Regional Tourist Office Wielkopolska, Region Wielkopolska, Poznań, Poland
„Preserving cultural and historic heritage. The Piast Route in Wielkopolska - presenting the cradle of Poland to the tourist“

KEY NOTE: Representative of the **World Tourism Organisation**, Madrid, Spain

1. **Johannes Hörl**, Director, Grossglockner High Alpine Road, Salzburg, Austria
2. **Christopher Losmann**, Marketing Management Germany/Austria/ Switzerland, SalzburgerLand, Tourismus Gesellschaft m.b.H., Salzburg, Austria
3. **Erwin Kubesch**, Former Austrian Ambassador, Director of the Council of Europe Office in Austria, Vienna
4. **Bruno Maldoner**, Federal Chancellery, Monument Protection and Art Restitution, Vienna, Austria

11:30 hrs Lunch Buffet

12:30 hrs Walk to the Festungsbahn (funicular railway to the fortress)

Meeting point: ISA (International Salzburg Association)



12:45 hrs **Visit to the Salzburg Fortress**

14:00 hrs End of Visit

Departure of the Delegations

This conference is organized on the criteria of the Austrian Ecolabel



The participation in the conference is free of charge for IRE Members, Sponsors and for all representatives of local and regional administrations.

All other participants pay 350 € conference fee.

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Impreună Construim Viitorul



Salzburg-Berchtesgadener Land-Tranststein

Union of District Councils of the Republic of Moldova

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