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Fehmarnbelt Days 2012

“The best way to predict your future is to create it.” This quote by US President Abraham Lincoln was the very essence of the Fehmarnbelt Days 2012 held in Hamburg and Lübeck from the 26th of September to the 28th of September 2012.

More than 600 people participated in 19 different events during the three days. Their common objective: to help shape the new Fehmarnbelt Region within the context of the future tunnel between Denmark and Germany. Workshops, conferences and podium debates generated countless ideas that point the way towards a dynamic and integrated Fehmarnbelt Region bound together by the Fehmarnbelt Fixed Link, which will open in 2021.

The majority of the proposals were innovative and tangible. A special cross-border ticket that offers access to all regional attractions, exchange programmes for public bodies, a mobile university that moves across countries: these are just some of the many suggestions that Germans, Danes and Swedes put forward together.

Carsten Hansen, the Danish Minister for Housing, Urban and Rural Affairs, pointed out that the responsibility of implementing the many and varied ideas lies with the political decision-makers: “Fehmarnbelt Days has shown the huge potential of the region between Copenhagen/Malmø and Hamburg. So many good ideas were developed over these three days. It is now our task in the governments of the three countries to use them to bring down barriers.”



STRING

In a video address to the participants, the Minister-President of Schleswig-Holstein, Torsten Albig, confirmed that the future Fehmarnbelt Fixed Link played a central role in dismantling those barriers and stressed the need for political action: “We must make the Fehmarnbelt Fixed Link into something positive for the whole of Northern Europe. I’m convinced that it will become a reality because our Danish friends are energetically pressing ahead with it. We need to bring people along with us and explain the benefits to them. We need to send a strong signal to Berlin from everyone who is present here today.”

The ideas will serve as guideline for the efforts of the different regional and national governments as well as for the many cross-border stakeholders and organisations in the region.

The organisers behind Fehmarnbelt Days 2012 have collected all the ideas from the creative days in Hamburg and Lübeck in this “Book of Ideas” that will be the reminder to all stakeholders in public or private administration, politics and business to think, act and do something to create the future. The organisers and the organisations involved in the process of creating the future of the Fehmarnbelt Region will participate in the process and forward the ideas to the relevant decision makers.



Tomorrow's Play-12 Ground



FEHMARNBELT DAYS IN LÜBECK
26TH - 28TH SEPTEMBER 2012

Tomorrow's Playground

"A person might be able to play without being creative, but he sure can't be creative without playing." *Kurt Hanks and Jay Parry*

In order to give the youth a voice in a matter that will affect their lives and their future in the Fehmarnbelt Region we set the scene for "Tomorrow's Playground" during the Fehmarnbelt Days 2012.

An event where students from Germany, Sweden and Denmark met and in groups worked hard to come up with the best idea to create integration in the future Fehmarnbelt Region.

For inspiration the students read a concept paper for discussion that analyses "The Blue Region" defined by south- and eastern Denmark, south Sweden and Northern Germany.

Idea: The Blue Bridge

Group members: Adrian Kzykacz, Andrej Plancic, Sara Wångdahl, Janelle-Lara Gonzales

Assignment

Qualified, competent people with good ideas in the Fehmarnbelt Region lack an outlet and connection platform for their ideas. The artisanal and innovative know-how, the expertise, the technology, it's all here. The region needs to look inwards precisely to build their competitive outward edge. The academic, professional, mental and personal silos we construct around who we are and what we do are preventing meaningful collaboration.

Skill sets are transferrable. Innovation in the region requires new ways of seeing problems to propel projects from stagnation. We see innovation in the region as a matter of connections. As such, we propose just that – a virtual platform to get the right ideas to the right people. The idea is simple. Members upload an idea, which are tagged in a category and then are commented on by others, who provide the missing piece (whether in terms of people, technical know-how, advice, etc.) thereby bringing the idea to life.

Audience

Small and medium sized companies and entrepreneurs. The SMEs are innovative, forward-thinking, interested in incubating/prototyping advanced ideas but they do not have the resource capacity to find and hire consultants. They are eager to create useful, non-redundant projects/products/outcomes but they do not know who is working on what in their fields of interest.

The entrepreneurs themselves have full time jobs but pursue their interests fervently. They are hobbyists to the extreme. That is, they are informal experts in their given interest. They invent makeshift but useful solutions. They have concrete ideas on how to improve/revolutionize existing situations, services, and structures. What they lack however, are the connections or business skills to get their idea off the ground.

Objective

Anyone within a defined geographic scale can sign up, create a profile, and click to see interesting ideas happening in their region or profession. This is the first point of contact between two people (whether individuals, entrepreneurs, SMEs, NGOs, or organisations) to see what is happening and how they can move their idea forward.

Time scale

- At what time scale could your idea get realised?
Within 2 months after an accessible, intuitive online platform is established.
- Is your project time-sensible (seasons, day-night, special dates etc.)?
Sure. It's online, which is inherently flexible.

Involvement

Small and medium sized enterprises, entrepreneurs, interested folks who have brilliant ideas, organisations. The fertile ground for an idea is one, which has network hubs that can fertilize the idea and allow for its organic growth but in a targeted way. We're looking for the people tentacles that can put the idea out there to their colleagues, friends, business partners, etc. to make innovation intentional.

Idea: Blue Brand

**Group members: Diana Gaftoneanu, Martin Drexler,
Miel Pedersen & Jaya Lakshmi Imadabatini**

Assignment

We try to build a Blue Region, a community, a society with no boundaries between Germany, Sweden and Denmark. But societies are made of people, not of cars, buildings or cities. They are the first ones who need to embrace The Blue Region. Who are the businesses, the universities, the people that are opened to this new society, that encourage cross-cultural experiences between the countries to create a free flow of people and information? How can you lure people and organisations to adopt this Blue Region mindset of no borders?

We introduce the Blue Brand – a mark for quality, a mark for belonging in the Blue Region and sharing the regions values. The Blue Brand ultimately creates a network of organisations and people and facilitates interactions and new experiences. You can even call it a pledge to an honor code. The organisations must achieve a set of criteria in order to gain the Blue Brand mark. Once marked, they gain the status of a Blue Brand and become a key organisation in the development of the Blue Region through policies and projects implemented to reach a common vision of unity and no boundaries.

Audience

The effort is aimed at people as individuals and at organisations: from businesses to the education system on all levels and later even NGOs. Projects or events can also be marked as Blue Brands. Blue Brand people strive for personal and professional development, best candidates for a Blue Brand hiring company. They see value in cross-cultural experiences and are future oriented.

The business we are considering have a high interest in proving that they are socially responsible and a part of the upcoming society. They want to show they are tolerant, open to diversity, people-oriented. Blue Brand Universities put an accent not only

on the theoretical education of its students, but also on gaining practical skills and international experiences. If we look at the region as a product, the target groups are the early adaptors, the ones that see value in the Blue Brand not only for themselves but also for the society.

Objective

The Blue Brand is, in the end, a product. We will create an image for the mark itself, the physical part of the Blue Brand. To have a successful selling product, we will need to identify the Blue Brand's characteristics, advantages and benefits for our target audience and sell it accordingly.

Once a network is built, there will be programmes between them to ensure we reach our goal of free flow of people and information on a professional and educational level. This in turn opens a whole new world of connections, business opportunities, ventures and collaboration between organisations that share the same feeling of belonging to the Blue Region.

Other benefits for our target groups are:

- CSR and publicity for companies
- Knowledge, expertise and new experiences for individuals
- Prestige and increased academic performance for universities and other institutions

Time scale

Blue Brand can start today, with slowly promoting it through PR methods. With an efficient selling team, by 2015, we can already talk about an early majority and a high level of awareness of the Blue Region in these three countries. Blue Brand is not time sensible but more of an on-going process.

Involvement

- Region officials
- Government can help with reducing tax or offering grants for project that are initiated in the Blue Brand's name

We have to stress that Blue Brand doesn't just stand by itself, but more as a component to the development of the area, a supplement for creating experiences and a united society. Cultural projects (festivals, events etc.), development of transportation structures, labor projects and others, work as a base for the Blue Brand idea, as they get marked accordingly and become part of the network. Blue Brand is basically directly proportional with the region development as the two grow together.



Idea: “PUB HUBs”

Group members: Edvinas Vosylius, Jessica Peters, Martin Cermak, Sabine Jepsen & Severina Teneva

Assignment

The rural areas of the region have been hit hard by the dwindling economy. Mix this with business gravitation towards big cities, mobility obstacles and few knowledge intensive jobs, and you have a high risk of stagnation or just plain decline.

The Blue Region needs places where new entrepreneurs, SMEs and innovators can meet locally and online. Creating subregional or local hubs of Public, Universities and Business (PUB) should result in better access to resources, investments and innovative ideas.

Hubs and networks could help make resource use more effective, attract new seed investments and form partnerships located in rural areas. This could be a way of creating growth in the rural areas and would help new businesses emerge and thrive. Our general idea is thus, to create a social network online and public PUB HUBs.

The PUB HUBs will be located in the rural areas, to provide buildings, facilities and general advice for new entrepreneurs. The public, universities and businesses must all be a part of this research – the three will interact in a Triple Helix.

The PUB HUBs will be connected through an online service. Linking the Hubs via a shared “intranet” would further extend the reach, adding the benefits of shared administration and more visible opportunities. The hubs are interconnected and facilitate business opportunities and partnerships between companies located in different parts/countries of the region. The concept will help students find jobs locally or start their own company after they finish their degrees, so they have the opportunity to stay in smaller university cities instead of moving to larger cities to find employment.

Audience

Entrepreneurs, investors, universities and public administration, interested in developing their local business environment.

Idea: Blue Trade Movement (Festival Ship)

Group members:

Hedda Rehner, Dardan Durmishi, Marina Cebotari & Iuri Biler

Assignment

In terms of culture and experiences, we identified three challenges.

1. There are mental and geographical cross-cultural barriers that prevent people within the 'Blue Region', to interact on a regular basis. Stereotypes and 'false' assumptions still exist which, needs to be overlooked, discussed and overcome in order to start building long-term relationships across borders.
2. The rapid development of technology and internet has somewhat resulted in a 'new standardised culture of social media', somewhat overshadowing the physical and tangible need for a public space/ platform where people can 'just be' without having to be 'connected'. In relation to this, young generations have a lot to learn from this region's history. In other words, step back and discover the traditions and trading culture of the past (i.e. educate).
3. In terms of globalisation, local talents and production have been outsourced to other continents. We therefore need to retain and invest in new regional entrepreneurs, which could not only benefit the economical landscape but also from a social and environmental aspect.

Audience

The platform or movement that we wanted to create, is targeted at all demographics regardless of age, working or social background. The aim is to provide a physical platform/ space where individuals, families, businessmen, NGOs and politicians can meet to discuss various aspects of life not only based on their working interests but as people.

As discussed in the Objective section below, the idea is to involve undiscovered local talents from the three regions who will showcase and spread new innovations that originate from their respective country and culture. In this way, people from the working industry are encouraged to attend the festival to support and hopefully at best, recruit potential talents and turn ideas into reality.

Objective

The following activities are explained briefly due to the nature of the task:

First, the ideal scenario would be to build a wooden ship (i.e. a replica) inspired by the times of the Hanseatic League. The ship should be built by local hand craftsmen that are specialised in this art/field (i.e. also students from regional universities practically studying this). Parallel to this, campaigns should promote such initiative by also encouraging citizens to proactively contribute and provide old and spare wooden and sails pieces (i.e. to promote this 'people's ship').

The second stage would be to set up what we have called the 'Blue Trade' criteria that should be met in order to qualify as a potential entrepreneur and participant on board the ship. Depending on the capacity, ten to twenty innovations should be shipped on board the boat to then be showcased at the festivals (i.e. three tents representing Sweden, Denmark and Germany). In terms of 'Blue Trade', the presented ideas should be: 100% recyclable, organic and built from regional sources as well as have a sustainable purpose.

Businessmen as well as families could all benefit from such initiative because regardless of them being implemented or not, curiosity and innovative 'seeds' towards a 'Blue lifestyle approach' are being planted. This should enable people to start thinking more about in which direction the Blue Region should develop into, how we should live and how to consume in a sustainable manner.

Thirdly, once the innovations from the three regions have been selected (through competitions open for all individuals/students) they should participate on the ship along with the festival and ship crew. All members will host the three festivals. As for the different activities taking place during the events;

- Local farmers, food markets and restaurants should provide organic food (to promote such lifestyle and plant 'thoughts' that people should support locally produced food and also eat less meat, non farmed, for environmental and ethical purposes).
- Local talents should participate in music tents and on stages, poetry tents, art/ historical (e.g. 'Vikings tent')/cultural and debate tents (i.e. people can debate on certain political or non-political issues).
- Festival participants can live in tents within festival borders at reasonable cost (perhaps divided into family and younger campuses).
- An important element of this festival is that the equipment and processes should be as self-sustainable as possible. The usage of 'normal electricity' should be a forbidden implementation, as solar panels, fires and other eco friendly energy sources should be incorporated instead (i.e. the replica ship in itself showcases this 'Blue Movement').

Time scale

If the ship is to be built, two years should be spent on planning, execution and construction of the ship. As for the three festivals, they should be set up during one week each. Four to six weeks should also be incorporated which should give time for the ship to sail to the other destined places but also enabling the event crew to build and pack down the festival equipments (i.e. a total of nine to ten weeks).

The actual festival will take place during the summer: a high season for tourism but also due to the nature of the activities. Despite this, the new locations of the upcoming festivals will be voted during the off-season period. Moreover, the entrepreneurs will also be handpicked during that time. In other words, this 'Blue Movement' will still create awareness outside of the summer season. What needs to be highlighted once again, is that the ideal scenario is to conceptualise some of the ideas presented by the entrepreneurs from the previous season/festival which from a business aspect, could penetrate new markets on an all year round basis.



Involvement

This 'Blue Trade Movement' should be positioned as an initiative and lifestyle that has been put into place for individuals from all three regions (i.e. a social and cultural motivation rather than financial). Therefore it is the politicians' and companies' duty to be present as not only they are responsible for certain issues but are moreover able to solve some of the challenges and needs.

In other words, the purpose of the 'Blue Trade Movement' is to:

- Bridge and increase understanding from the three cultures
- Nurture, invest in and market local talents/ innovations and 'Blue Lifestyle'
- Provide a public sphere where people from various backgrounds, generations, cultures and professions can interact as a collective
- Merge different local talents and artists who will entertain the public
- Alongside the festivities, allow the opportunity to debate and raise issues amongst individuals, business people and politicians

Idea: iE-HIGHWAY

Group members: Fredrik Svensson, Rolf Ryberg Rasmussen, Mikkel Biering Sonnenschein & Julia Malmsten

Assignment

To create a better sustainable transportation solution for the future.

The construction of the Fehmarnbelt tunnel provides a potential for connecting the people of Denmark, Sweden and Germany thereby creating the foundation for knowledge exchange, collaboration and better resource utilisation. In order to make use of this potential to its fullest a new and better transport system needs to be created. For people to travel between the regions it needs to be feasible. A way to make this feasible is by making the time spent in transit both faster and more efficient. The idea is to do this through creating a new market for the regional industries.

ISSUES

- Emission
- Transportation time
- Capacity
- Bottleneck issues during rush hour
- Unused electricity
- Accidents
- Human factor
- Inefficient labour hours
- Train's lack of flexibility
- Limited range for E-cars

SOLUTIONS

- Electrified highway
- Green energy/tech
- Local energy sources (sun, water, wind, human)
- Intelligent cars (faster, safer)
- Ability to work on the go

- Recharge of cars on highway, jobs, home, charge stations
- Quicker recharge
- Involvement of energy companies (Dong, Vattenfall, E-ON)
- Individual registration of electricity use in cars (chip)
- Implementing E-cars in everyday use

BENEFITS

- Environmentally friendly faster transportation
- Less pollution
- New market for car manufacturing companies and energy producing companies
- R&D in collaboration with universities
- Cross-border/Cross-country collaboration

Needs:

- Consumer need: Safer cars, ability to work in the car, time efficiency and intelligent cars
- Company need: New markets (cars, energy etc.)
- Blue Region need: Cross-border collaboration, "shrink the distances" in the region (give people the ability to work further from home)

Audience

Target groups:

- Car users – Want fast, cheap and safe transportations.
- Energy companies – Want to extend their business.
- Car manufacturing companies – Want to have the best and most modern cars.
- Local governments – Want better collaborations between the countries. Also wants a sustainable future society.
- Transportation and logistics sector – Wants faster, cheaper and more efficient transports.
- Environmental organisations – Want a sustainable future and environmentally friendly transport sector.

Objective

- Car users – They will get faster, cheaper, smarter and safer transportation, enabling them to work further from their homes.
- Energy companies – A new electricity market will open up, enabling them to sell more electricity.
- Car manufacturing companies – They will build the cars for the future, i.e they will have the absolutely latest car technique and can sell this to other countries as well.
- Local governments – Easier transportation will help communication in between the countries. The decreased environmental impact will help the three countries to reach the EU's climate goals.
- Transportation and logistics sector – Faster, cheaper and more environmentally friendly transport.
- Environmental organisations – Electricity driven cars will create a more environmentally friendly way of travelling (given that the electricity is coming from renewable sources). This will decrease the emissions of carbon dioxide, reducing the green house effect. Less pollution from combustion engines will also give a cleaner, healthier air.

Ideas

- Efficiency of trains, flexibility of cars
- Sustainable transportation solutions for tomorrow
- Creating new markets
- Intelligent cars, increasing security
- Travel at the speed of 300 km/h, reading the newspaper
- Connect and disconnect, whenever wherever
- Shrink the distances, extend the opportunities
- R&D collaboration with universities
- Export opportunity
- iE-CARS

Time scale

The time frame of the project is probably mainly dependent upon when the stakeholders will take action and commit to the project. Technology wise a realisation is within grasp, since the technology already exists, although some in early phases. Testing and final development will take several years at least.

Involvement

Various stakeholders from different sectors will have to be included and collaborate in order for the project to be realised:

- Government (Swedish, Danish and German) – Legislation, Financing
- Energy sector (i.e. Vattenfall, Dong, Vestas and so on) – Providing power, financing
- Universities (Swedish, Danish and German) – Making development projects, adjusting teaching in relation to the project
- Car industry (Volvo, BMW, Saab, Mercedes) – Developing new cars

Idea: A Unified Blue-Region

**Group members: Anna Naumenko, Jesper Stridh,
Niels Christian Zipelius & Yatin Sethi**

Our aim as 'ideators' in Tomorrow's Playground is to bring people together from three countries (namely Denmark, Germany and Sweden) and build a region that would be free of physical borders.

Working on the theme 'Increased mobility of people' among three countries, we conducted short interviews with people who live and work across different countries to understand some of the real problems people are facing today. Here are some of their comments:

- "I have been living and working across Denmark and Germany for 20 years now. Even now, I cannot transfer myself to Denmark (or get their citizenship) since I will lose almost my entire pension for 20 years in Germany."
- "When I shifted from Germany to Denmark for work, I was not allowed to take my car to another country. So, I had to purchase two cars, one for use in each country."
- "I have been working for a company in Denmark for 5 years now, but I live with my family in Sweden. I still work with the company as a consultant and don't want to join as a full time employee because I will have to go through complex tax systems."
- "I have to carry two mobile phones every day, one for each country. Roaming is charged every time you cross the border and the costs for this are high as well." What we need to understand is that it is not only about building a "physical connection", the main challenge is "To design the associated public services to enable people to free themselves mentally of any borders."

Audience

1. Politicians – They are really important for forming required policies and inviting industries across the border to enable inter-connected services.
2. Industry Leaders – Here we are referring to leaders working in Telecom, Transportation, and other relevant sectors. Leaders in the industry are required to come forward and take part in bringing together three diverse regions, form partnerships with their counterparts across borders and enable better services for people.

3. General Public – This whole effort is aimed at benefitting the general public which includes daily passengers who travel from one country to another for work, tourists who wish to travel and participate in events, and students and family members who also live in different countries.

Objective

What we need to understand is that it is not only about a "physical connection", the question is can we design our services and systems in such a way that it enable people to free themselves mentally of any borders.

Now here are few suggestions of the services that we would need to enable:

SERVICE 1: Easier Transportation for people travelling across borders

- BLUE CARD – Single Public Transportation Card that works on across three countries (The Blue Region)
To counter the challenge of working across different currencies (Euro, DKK, SEK), we can introduce a system of 'travel points' that people can purchase from any currency/region and load on their travel card. These travel points would enable them to travel across regions with the same card.
A bigger challenge is to integrate this transportation card with existing travel systems in each country, which is where we need to bring together existing transportation companies.
- BLUE CAR – Enable car-registration across countries - Imagine if every person has to purchase a different car to work and travel in different country? We need to enable people travelling and working in different countries to travel freely in their cars across different countries.

SERVICE 2: Easier and cheap Communication systems

- BLUE MOBILE – Enable mobile companies to work across borders or partner with their counterparts to enable 'No Roaming Charges' for calls as well as internet/data services.

SERVICE 3: Unified Tax Regulations and Pension Systems

- BLUE TAX – Special tax and pension rules need to be set up for people travelling and working across regions. The challenge is, if we want to encourage people to work across regions, can we set up a tax policy to incentivise this behaviour.

SERVICE 4: Easy Rules to set up Companies and employ people across borders

- BLUE COMPANIES – One of the biggest challenge companies' face is to hire people from across borders. The policies around this need to be revised and made friendlier to encourage companies to hire people across borders.

Time scale

We believe that each idea has its own time scale for realization. For example:

- BLUE CARD - Single Public Transportation Card that works on across three countries
 - Introduction of New Blue Card – 1 year
 - Integration with existing cards / systems – another 6 months
- BLUE MOBILE – This idea requires collaboration between telecommunication companies across borders. It should not take more than 1 year to make it happen on a priority basis. The technology exists, but it just needs a nod from the government for the companies to start thinking about exploring this option.
- BLUE CAR, BLUE TAX and BLUE COMPANIES – All these ideas require background research and a change in policies which takes time. But our suggestion is to make it possible within 1-2 year time frame so that people see the added benefits before the tunnel is completed.

Involvement

- BLUE CARD – Single Public Transportation Card that works on across three countries
 - This idea requires politicians to work together to discuss and finalize policies in collaboration with existing transportation companies
 - Then the project might be rolled out to a technology firm to design the systems that can be installed on the buses, metro and public transport stations.
 - In parallel, the technology firm needs to work together with existing transport companies to integrate the existing cards / systems with new changes.

ACTORS: Politicians + Existing Transport Companies + Technology Design Firm

- BLUE MOBILE – This idea requires collaboration between telecommunication companies across borders. The technology exists, but it just needs a nod from the government (politicians) for the companies to start thinking about exploring this option.

ACTORS: Politicians + Telecommunication Companies

- BLUE CAR – This idea require background research of how current registration systems work in each country and if they can be integrated in a certain way. If a car travelling from one country can be recognised, or entered into the system of another country as well, this change should make the registration possible. But before this, we require a change in government policies that enables people to take their cars across countries.

ACTORS: Politicians + Government Car Registration Offices across countries

- BLUE TAX – This is one of the most critical ideas, and requires a lot of background research to decide the needed changes in government policies. It also requires active participation of politicians from all the three countries to make the idea possible within 1-2 year time frame so that people see the added benefits before the tunnel is completed.

ACTORS: Politicians + Finance Departments from different countries

- BLUE COMPANIES – This requires politicians to work together with all kinds of companies – large-scale, medium scale and start-ups to understand the needs and design policies to suit the needs of the companies. Also it requires politicians to understand the needs of people who work across borders and design policies accordingly.

ACTORS: Politicians + Companies + People

This is the first time in the history of the world, where we are trying to erase our borders and to create something to bring people together. We are pioneers in building this cross-border collaboration. Today's need is to design these systems seamlessly to encourage the collaboration between borders and enable people to truly experience freedom.

Idea: An online business forum

Participant: Severina Teneva

Assignment

To create an online business bridge via social media, where Denmark, Germany and Sweden will be able to establish transparency, interactivity and cultural identity – on one hand for themselves and on the other hand for everyone else. That will be an international forum where ideas and business opportunities will be discussed, interviews and updates from the business world will be published and it will be open media for everyone who wants to get an access and will to do business with the region.

Benefits

- Instant merging of business sector, public sector and the universities
- Establishing culture bridges
- Interaction between the parties (articles, online interviews, forum, etc)
- Business co-operation and involvement
- Branding of the region
- Extending the business network and the idea about doing business
- Approving the business communication in, out and between the companies
- Job opportunities
- Exchange of experience

Why I find my idea relevant?

- Inexpensive
- Efficient
- Instant

Objective

This business forum can be linked to LinkedIn and Facebook, and an App can be created – this gives business people a unique opportunity to follow all updates about the business, public sectors and universities in the region. Everyone will have access to completely different business fields, via interviews, company virals, etc. People will be instantly involved in each new activity in the region, which can be used as a basis for new job perspectives. The exchange of experience will be foundation for development of SME and entrepreneurs. Also, the online forum will give opportunity for expansion based on it's online side. People from different regions will also be able to join this business forum, due to the online status of the region. Opportunities will in this way be opened for everyone.



IDEA FACTORY

Femern
Sund & Bælt



Idea Factory

300 people from companies, authorities, educational institutions and the general public in Germany, Sweden and Denmark gathered in Lübeck, to draw up their ideas on future opportunities in the Fehmarnbelt Region. It all happened on an afternoon the 27 September 2012, when Femern A/S held a major workshop called Idea Factory.

Divided into cross-organisational and international groups, the participants competed to produce the best ideas in eight different categories. A high-ranking jury, consisting of politicians, business people and bright students from the three countries of the Fehmarnbelt Region, scored the many ideas on the spot while the competition was on-going. Idea Factory was therefore also a great forum to network.

The diversity of people truly sparked a variety of ideas! As the coming pages will tell you the ideas range from joint sport and cultural events to exchanges between school children, students, administrative staff or even families to new tourist attractions and joint tickets in the region. But, we also had a common theme in many of the proposals; the importance of understanding each other across borders and of learning about the region, right from nursery and school age.

Femern A/S is happy to pass along the many ideas to national and regional politicians, business organisations and authorities as inspiration for work on breaking down barriers and creating new relationships in the regions from Hamburg to Øresund in the years ahead.

CATEGORY:

Common Laws and Regulations/ Removing Barriers

Idea: Establish a joint region

Group 7

- Re-design EU INTERREG VI A-regions to include Fehmarnbelt-Corridor from Hamburg to Øresund in one region
 - Establish a joint regional public transport system from Hamburg to Øresund
 - Establish an investor-friendly climate in the communities of the region. Offer space for development in regional hubs for fair prices. Supplement this with an inward investment agency for the Hanse Region.
-

Idea: Fehmarnbelt Business Support

Group 2

Initiative: Chamber of commerce PPP mode (ask for EU and national funding)

- A support function being proactive towards local SMEs. Help them to set up cooperation with other local firms and prepare for the subcontracts that will come from the major contractions on the construction of the tunnel. Help on the legal side, time frame, understanding the terms of the contracts.
 - Help the firms train and prepare for the contracts that will be up for subcontracting.
 - Training will enable the firms to get more valuable contracts and will help retain knowledge in the region once the construction is over.
-

Idea: Make a new treaty

Group 4

- Establish common legislative framework, remove barriers to ensure free movement of workforce (solve e.g. income tax issues)
 - Strong coordination of regional planning in all countries
 - Share costs and responsibilities 50/50 to create real ownership on both sides of the fixed link – make a new treaty
-

Idea: Fehmarnbelt Parliament

Group 3

- Fehmarnbelt Parliament that is open for everyone - kids, students, employers, enterprises etc.
-

Idea: Fehmarnbelt Ambassador

Group 6

- A Fehmarnbelt Ambassador should be installed in order to coordinate and inform about the numerous regional actors and organisations – from business to culture.
 - Preferably this person shall be well known /famous and have access to all relevant levels in politics and administration. A special task would be to make sure that different Fehmernbelt organisations move in the same direction and activities are better coordinated.
-

Idea: Political Activities

Group 6

- Common curriculum.
 - Student transport to create a “student card” which is greatly subsidized by the regional political system. This will make it easier to attend the different universities in the region either full time or even on a part-time basis.
 - Student accommodation in the region such that it will be easy to move to another university without the hindrance of accommodation.
 - Universities could have student villages with hostels or apartments that they can use when moving to a new region.
-

Idea: Blue Region

Group 5

- Found a Blue Region Board with members of all three countries (kind of parliament). It is mandatory to give them the authority to decide questions related to the development of the Blue Region
 - Define one goal for the whole Blue Region
 - Found a Blue Region Trade Organisation in order to reduce the barriers created by different tax and legal demands.
-

Idea: Establish common labour legislation

Group 7

- Create a common labour market with clear rules between the countries.
- Tear down barriers in tax regulations, social security, etc.
- Flat income tax for people commuting.
- One VAT-rate is enough.

Idea: Create an online dialogue forum

Group 4

- Create a common online dialogue platform for citizen involvement – videos, posts, projects
-

Idea: Create an info pool

Group 4

- Create an info pool – knowledge on regulations, tenders.
 - Create a platform for smaller companies to come together - opportunities for companies to access and collect input from the SMEs on what they need and the challenges they are facing. Exchange information and ideas and cooperate.
 - Street workers: ambassadors who go out to the SMEs and talk to them - information.
-

Idea: Joint labour market rules

Group 5

Labor market rules between Germany and Denmark need to be harmonized and more transparent to make it easier to work in the other country

- Recognition of degrees / certificates
- Tax rules
- Social security payments / pensions

Idea: Agree on political actions

Group 2

1. Set up a cross-border commission of ministers of education and culture
 - Objective: agree on (political) actions and a strategy for the joint Fehmarnbelt Region
 - Look at good ideas from “Idea factory” and transform them into political and agreed actions
2. Give the Fehmarnbelt Committee more power to implement their strategy and suggestions
 - E.g. allocate money so that they can put ideas and talks to reality
 - Following the money, they should get a responsibility to put thought to action
 - The money could come from a joint foundation, funded by governments (DK, SE and DE) and businesses. However, it must be the committee that decides what to do with it.
3. Raise the awareness that the TEN-T project is not only the fixed link, but also the “hinterland” infrastructure (the bottlenecks)
 - Include SE, DK and DE
 - Can be initiated through a tri-national interregional initiative aiming at pointing out the importance of the issue

Idea: Create incentives for business establishment

Group 2

- Companies establishing their business in the region are tax-free for a period of 10 years if they invest in the local workforce, use trainees, use green energy and so forth (seen in France)
- Push for a funding mechanism to develop the STRING region in the EU, as the INTERREG Öresund has promoted development in Öresund region.
- The STRING region should establish a funding office in EU – integrating all region activities.
- Create a common set of rules and regulations on cross-border business activities – for instance same rules on construction sites in Germany as in Denmark making it easier to do cross border business

Idea: Enhance coordination in the Fehmarnbelt region

Group 5

- Allow foreigners to buy a house in Denmark
- Appoint one person officially in charge of matters concerning the Fehmarnbelt Region in all regional parliaments (SH Landtag, HH Bürgerschaft, Faxe Kommune, Lolland Kommune, Scania, etc.)

Idea: Create tax-free zones

Group 6

- Create tax-free zones/areas where companies, universities and associated employees & students are tax-free.
- The topics of the business and universities must relate to the regional development.

Idea: Create a Fehmarnbelt Council

Group 6

- We could agree on creating a Fehmarnbelt Council like the Nordic Council where Sweden, Norway, Denmark, Faroe Islands, Iceland, Småland meet and discuss matters that only concerns all countries. We could do the same in the Fehmarnbelt Region.
 - We could supply with a youth parliament.
-

Idea: Create political networks

Group 6

- Select 1 person from each party in the 3 national parliaments and let them meet 2 times a year (or more) to drink coffee and exchange ideas and views on our region.
-

Idea: Improve information for business and SMEs

Group 6

- Create a platform where differences in law, taxes and so on between Denmark, Sweden and Germany are explained
 - Offer help through consulting organisations to set up a German business in Denmark and the other way around
 - Focus on small/middle sized companies
-

Idea: Introduce a common tax for the region

Group 7

- Common tax for the region
 - SU for all 3 countries (student support) as in Denmark, so even Germany. Students get student stipendium
 - Regional president to take care of the affairs of the region and this should rotate to all countries.
-

Idea: Create economic benefits

Group 6

- Easy laws for setting up business in the region such that businesses from other regions can easily get established in other parts of the region without any hindrances.
 - The link will be used very often if the business people go to their businesses in the other parts of the region.
-

Idea: Create unified regional regulations

Group 6

- 1 set of rules and regulations within the entire region!
 - For Business! = easy way to start business = easy to understand rules = easy to move people & businesses.
-

Idea: Improve cross-border cellular communication

Group 1

- Telecommunication without borders. As in the Øresund Region there should be a company that has the same tariffs on both sides of the border – instead of limiting communication. This is very relevant for cross border communication.
-

Idea: Improve working conditions

Group 7

Companies that deal with working conditions in the countries should work towards:

1. Flexibility of work
 2. New possibilities of cooperative, synergy-effects
 3. Some conditions that create new chances in the whole area
 4. Use of the same resources
 5. Exchange of goods because it is a must
-

Idea: Political activities

Group 1

- Combined planning and secure development making architectural compositions for the large areas surrounding the tunnels openings in both ends (see answer to question 6).
 - Remove obstacles for cross border education – today it takes way too much paperwork to study abroad. The Fehmarnbelt Region is a future, not an obstacle region.
 - Establish a new network for politicians on both sides to reach common decisions and working together on influencing both "Copenhagen" and "Berlin".
 - Network of politicians must set common goals -> concrete strategy!
-

CATEGORY:

Cross-border exchange – learning environment

Idea: Joint curriculum

Group 3

- Theme called "Fehmarnbelt" in schools in Germany, Denmark, Sweden with the same programme about culture, geography etc.
-

Idea: Create greater cultural understanding

Group 4

- Make exchange programmes and language training mandatory
 - Create similar conditions/frameworks to facilitate this (e.g. by scholarships, guest families)
-

Idea: Improve student exchange programmes

Group 2

1. Further enlarge the student exchange programmes for
 - Elementary schools
 - Secondary schools
 - Higher education institutions
 2. Develop inter-regional teaching material with focus on aspects in the entire Fehmarn Region:
 - This material does not yet exist. Only national aspects are in books on history, geography, culture etc.
-

Idea: Educational partnerships

Group 1

- Supporting and using the neighbour languages by bilingual descriptions in public areas, road signs etc.
 - Bilingual and jointly developed teaching material to be used in bilateral partnerships by Danish & German schools, kindergartens etc.
-

Idea: Improve university conditions

Group 6

- New type of ship - innovative, faster
 - "Swimming university"
 - Laboratory for science, economy
-

Idea: Blue Region Learning Travels

Group 6

- We arrange learning trips for all interested citizens in the region, especially limited groups in regard to age, sex, nationality to visit neighboring regions including disabled people. Especially visiting NGOs and partner cities.
 - The trips should be sponsored by foundations.
-

Idea: Create a common talent pool

Group 4

Create a common pool of talents (students from all universities of the region) from which companies can source their preferred student/intern/research partner.

Idea: Joint curriculum

Group 6

Schools with "Fehmarnbelt-profile"
(three languages, knowledge, on regional history, culture)
(like Danish-German high-school or the like)



Idea: Better cooperation in higher education

Group 2

- Create an exchange programme in higher education and vocational training on higher levels, covering universities and universities of applied sciences (Fachhochschulen) in the STRING region. Combine student + teacher exchanges between institutions in Schleswig-Holstein, Mecklenburg-Vorpommern, Southern Denmark, Zealand and Scania).
- Develop common study programmes and grades and make wide use of internet based e-learning facilities.
- Point of departure should be a couple of “flag-ships” for the cooperation between universities, universities of applied sciences and businesses. For example centred around:
 - a. food industry
 - b. green energy
 - c. mechanical technology
 - d. labour-force qualification in the field of intercultural competence and knowledge of German, Danish, and Swedish preparing for common labour market for e.g. health care, social work and so on.

Idea: Enhance educational cooperation

Group 5

- Three schools from Sweden, Denmark and Germany are organising an event where they discuss the future of the region.
- We need to develop language skills – this should to start with school-teachers that need to create curiosity in the other languages.
- Each school should have partner schools in the other countries to establish exchange programmes.
- Exchange programmes should also be encouraged in other areas as sports and music.

Idea: Increase informational exchange

Group 1

- Learning by doing and exchange on all possible platforms: school, kindergarten, university, workplaces.
- To get cross border cultural understanding also on a mobile pontoon platform, and inner land communes.

Idea: Cross border school project week

Group 4

- Develop joint learning labs for education on sustainability
- Implement a twin-class system with regular IT-exchange in the framework of a social media platform
- The classes should visit each other (classic way of school exchange)
- OR joint class trips of two classes (one from each country) could go together to a “third” place
- The pupils should live with their “buddies” during the stay
- The journey should be in the beginning of the “cooperation” so they know each other when they communicate on social media
- The classes could figure out some themes which the partner school/pupils should learn about them. In order for others to be put into the curriculum of the other school

Idea: Develop new teaching materials

Group 7

Students and teachers jointly develop teaching materials about the region's history, geography, languages etc.

Create experimental learning milieus by visiting each other's institutions and learn new methods, create new knowledge and learn the language when you meet; examples:

- Medieval centres
 - Summer universities
 - Exchange of apprentices
 - Exchange of public school classes also by using new media
 - Focus on smaller children and institutions that do not exist in larger cities as Berlin or Copenhagen, for example the medieval centres.
-

Idea: Establish a “Baltic Sea Mobile University”

Group 4

- Establishment of “Baltic Sea Mobile University” in the Fehmarnbelt region. The university attracts students and scientists from the whole Baltic Region. Focus on green innovation and the university.
 - There will be an annual award of “best cross border innovative project”. Crucial parameters are that the project commercialises and involves partners from at least two Baltic Sea countries. Local businesses support and finance the university as they will benefit of the projects and products that are being developed.
 - The university is mobile meaning that it will move every year to a new location in the Baltic Sea Region. The university physically consists of some trucks / platforms / containers that can be moved around.
 - Quick wins: One parameter in the annual award: When a project/product commercialises, it should be able to generate surplus within 2 years. Another quick win is the visibility. A caravan/mobile university driving and moving around in the region will create immediate press coverage.
-

Idea: Develop better interregional knowledge of each other

Group 3

- Learn more about the region, starting in the kindergarten
 - Partnerships between kindergartens, schools
 - Projects about the others and the “Baltic region” – a steady lesson about the Baltic region each week, starting with kindergarten.
 - Common programmes for pupils & students (school partnerships) & exchange programmes. There needs to be an infrastructure (houses to live in) as well as welcome programmes.
-

Idea: Femern University of Green Technology

Group 1

- The area is perfect for green tech, that needs space and access to infrastructure and close to both water and land
 - Test center for electrical vehicles and other fuels for the transport sector including scientists: engineers, physicians etc.
-

Idea: Establish a Fehmarnbelt Institute of Technology

Group 1

Establish a Fehmarnbelt Institute of Technology – “FIT” – equivalent to Massachusetts Institute of Technology

Idea: Create a university platform

Group 2

Create a platform that is an architectural eye-catcher. Make it like an oil platform but inside it should be like a campus and with living facilities, e.g. hostels for the students.

Idea: Create a Center for Innovation and Creativity on Lolland

Group 6

Why? – central

Aim: electronic development.

Events:

- Research
 - Entrepreneurial week for students and business from the region
- Lectures transmitted to the rest of the region. To universities where students are
- Board of directors from the three countries
- Get small scale businesses to move to the area
- Get other big companies to establish local offices

Idea: Introduce common educational material

Group 1

Improvements for school classes: education of younger kids in school about common culture and history in school. Camps and exchange for school classes. Common education material!

For high school classes: Engaging companies on both sides of the link to improve job opportunities and inspire for future choice of education.

Idea: Joint workshops for teachers

Group 4

Workshops for teachers on the same level to:

- Work on methods
 - Develop common curricula
 - Testing with students
 - Students evaluate the teaching method
 - Evolve the subject math
-

Idea: Baltic Knowledge Bridge

Group 3

- A study/education programme where you study one subject at three Baltic universities – forming one university out of several ones.

Idea: Create school partnerships

Group 7

Exchange of school-classes in 3 partner schools in Denmark, Sweden and Germany once a year for 1 or 2 weeks. Students should be housed by families, so they are able to participate in family-life and really experience the culture.

Idea: Implement common teaching modules

Group 7

- Implement a common/joint teaching module in primary and high schools
 - Fehmarnbelt Deputy in each ministry with impact to make suggestions for changes of law that promote the region etc.
 - Bi-annual cross country political meetings with representatives from business, education, culture and the interested public
-

Idea: Student/business match making

Group 6

Possibility of companies sending CV to students (not like now when students send them to companies) such that students can see the companies and what they do and if they have a good idea, they can line up with the company and help develop the company's idea.

Idea: E-learning as a tool for inter-cultural dialogue and language skills

Group 2

- Interactive learning games in several languages
 - Starts even in primary school
-

Idea: E-learning partnerships

Group 6

- E-learning-cooperation between universities
 - Transnational learning- groups
 - Cooperation between schools
 - Connecting via e-learning
-

Idea: Create an offshore international university

Group 2

Offshore international university as a moving "platform" university in the Baltic Sea. Use it as a summer university for exchange experiences and cross-barrier learning. What better place to exchange studies from DK, DE and SE than on the Baltic sea.

Idea: Create exchange programmes for both education and business

Group 2

- Make an exchange programme between the universities in the STRING Region. This will enable better integration and understanding, and hopefully the students will be more willing to move around in the region after finishing their education.
 - Furthermore it should already now tap into the cooperation opportunities btw. ESS (European Social Survey) and XFEL (The European XFEL is a research facility currently under construction in the Hamburg area, Germany. From 2015 on, it will generate extremely intense X-ray flashes to be used by researchers from all over the world).
 - Attract more foreign researchers and their families (will also boost the local economy)
-

Idea: Create a joint cross-border scholarship

Group 1

A joint cross border scholarship = Fehmarnbelt Scholarship. Covering grants for students & lectures for education, residence etc. within a specific period

Idea: Create exchange programmes for civil servants

Group 1

- Exchange programmes for civil servants within public administration – a way to enhance trust, confidence, mutual knowledge of bureaucracies, culture, language
 - Mutual full recognition of exams, certificates etc. within all areas
Joint environmental standards for spending of energy, water consumption etc.
= positive effects for tourism etc.
 - Ecological ISO certificate Fehmarnbelt
-

CATEGORY:

Tourism, festivals and events

Idea: Eliminate language barriers and increase cultural knowledge of each other

Group 6

- Offer guided trips for tourists in the area of Ostholstein – Germany to see Denmark/Sweden and the other way around.
 - It will eliminate language barriers.
 - Set up an office, where people, locals as well as tourists, can turn to.
-

Idea: Introduce an exchange of cultural holidays

Group 6

- Celebrate German “Oktoberfest” with Swedish and Danish children;
 - Celebrate Swedish “Midsommer” with German and Danish children;
 - Celebrate Danish “Midsommer” with Danish and Swedish children.
-

Idea: Develop cultural cooperation

Group 5

Cultural:

1. Blue Region school orchestra
2. Blue Region bike weeks in 3 cities (combine existing events)
3. Blue Region water sports festival (professional and amateurs)

Financial Concept:

1. School competition: municipalities
2. Film weeks: municipalities, film funds
3. Sponsors and participation fees (professionals only) OR selling the event.

1+2: Organised from the Blue Region. They contact schools and film academies applications on a homepage, literally everybody in the Blue Region votes who shall participate in the contest.

Project groups for each project/competition.

3: Coordination done by the Blue Region Agency, organisation done by local harbour authorities.

Idea: Create new criteria for joint funding on tourism initiatives

Group 4

Pool resources/money from the entire region to promote (travel) packages that involve most of the region – only initiatives that follow this requirement can get funding.

Idea: Introduce a 'green points' awards scheme

Group 6

- Rent out electrical cars at selected locations on each side. Renting this car gives the customer a certain number of "green points" that can be exchanged into goods in selected shops. These goods are of course all produced with the highest level of sustainability.
 - This will make crossing the belt an even bigger experience (driving an electric car) and draw attention to the region as "the green corridor". Private companies (as hotels) can choose also to reward people/tourists who have green points.
-

Idea: Joint marketing of the Fehmarnbelt Region as a tourism region

Group 2

Marketing of the joint Fehmarnbelt Region as a tourism region

- Joint marketing material including information about which destinations can be reached within 1,5 hours (e.g. Copenhagen, Hamburg, Lübeck, Sailing, the medieval centre, etc.), cultural possibilities
- A Fehmarnbelt tourism card, that can be bought and includes free/ a limited number of free crossings of the fixed link

Idea: Establish a common wave park for regional energy production

Group 6

Establish a common wave park in order to produce energy for the region. Use the construction phase together with building the tunnel.

Fehmarnbelt TV (bilingual – trilingual) like ARTE

Cell phones should not switch back and forth while going from one country to another, but stay on the same roaming company, Fehmarnbelt Telekom.

Idea: Enhanced cooperation on cultural affairs

Group 1

- Joint tourism organisation
 - More and better access to information across borders
 - Free access to each other's TV channels (public)
 - Possibility to buy Danish/German newspapers on the other side
 - Fehmarnbelt Cultural Website
 - Information on all cultural activities
 - Joint Danish-German TV News Channel and Radio
-

Idea: Joint cultural celebrations

Group 7

- Culture: "Oktoberfest" is a very popular idea in DK. There is one in Næstved, Copenhagen, etc. We suggest a joint Oktoberfest for the region
 - Sports: Combined cycle & sailing event from Malmö-Copenhagen-Lübeck: Who's faster: the bikes, or the sailing boats?
 - European Championship in e.g. handball (which is big all over the region)
-

Idea: Create regional identity

Group 1

- Create regional identity – a local hotspot, interesting for living. Combine with the physical planning in the municipalities to attract people. Companies and cultural life.
 - This could be done by creating a new area for power, sun power and other new technologies that needs the combination of open spaces and efficient infrastructure.
-

Idea: "Visit your neighbour"

Group 3

- "Visit your neighbour"
 - Sport events should be "enlarged" (tour de Fehmarnbelt = tour de France) and exchanged, should take place in "the other city"
 - Fehmarnbelt Olympics
 - Learn a new sport, local team exchanges, regional league tournaments
 - Regional music events & cooking competitions
-

Idea: The Baltic Sea Tourist Unit

Group 1

- The Fehmarnbelt Region must be marketed & recognised as THE Baltic Sea Tourist Unit.
 - The powerhouse of the region: rural wind power as well as water based and wave energy!
 - Here, haptic and university people come together in the Fehmarnbelt Region to take superpower technology the tourists.
 - Organise tours to technical and tourist attractions.
-

Idea: Develop best practice models

Group 5

- The outcome is that businesses learn from other successful companies how they could develop their business. For the region we could develop guides for the best – bio restaurants, allergy free hotels, family friendly hotels, old people friendly cities, marketing concepts.
- Start teaching the other languages already in primary schools / kindergarten by singing songs, nursery rhymes in Danish, Sweden and German

Tourism

- Official Associations organise a best practice roadshow (cross border)
Themes: best holiday home, best hotel, best restaurant, innovative ideas for old people (target group oriented)
-

Idea: Cooperation within tourism, culture and media

Group 2

- Establish cooperation within Agro and culinary tourism in the STRING region.
- Tourists should be able to travel in the region and eat local dishes made of local products.
- This should be branded in order to create value within tourism. New Nordic kitchen could for example be a part of the concept.

Idea: Fehmarnbelt ticket and Fehmarnbelt ‘culture package’

Group 7

Fehmarnbelt ticket + Fehmarnbelt “culture package” with offers on cultural activities, hotels etc. and combine it in a “power house” that works with universities (to get research) and new technology (apps, Facebook, e-mails)

Idea: German-Danish travel packages

Group 1

More people generate more income, for example through higher overnight tourism figures, more day-guests and more retail, as well as more visits to museums etc. We could introduce German-Danish travel packages, where the tourist could spend two days in Denmark and two days in Germany.

Idea: Swimming hotel route

Group 4

Small cruise ship going to small harbours on a fixed route during the summertime.

1. Connect the region
2. Everyone can get on and off at any place
3. The ship is an environmentally friendly ship
4. Food from the region will be served
5. Specific cultural events at different spots, which are typical for the region.

Idea: Cross border tourist packages

Group 1

Cross border tourist packages

Idea: Create a landmark of identity

Group 1

Addition to earlier answer: A Fehmarn Monument at the tunnel entrance – maybe two at both entrances to create a reason (or two) to go.
Also a landmark of identity.

Idea: Create a smartphone app

Group 2

A tourist app for smart phones with info about the region.
It should include funny local and regional expressions and anecdotes, e.g. historic facts.

Idea: 3 countries –1 sustainable region

Group 2

3C “sustainable parks” (like fun parks)

Sustainable, interactive parks where tourists create ideas in competitions and get awards on it.

- The industry will put the ideas into an interactive map and post it on websites.
 - The sustainable park should work as + energy parks.
 - They have to “feed” the 3C Region directly
 - The solutions will be posted all over the world
 - The sustainable park will be a tourist attraction to a bigger region.
-

Idea: Turn the tunnel into an attraction

Group 3

- The tunnel entrance could be the mouth of a whale and part of the tunnel could be out of glass – so the tunnel is an attraction by itself
 - While waiting to enter the tunnel, there could be video installations to show e.g. films about the region you are going to
-

Idea: The Fehmarnbelt Rock Day

Group 3

The “Femernbelt Rock Day” on “29 February”

- For all citizens in the Fehmarnbelt Region (including Hamburg)
 - 24 hours of culture/sport events
 - Candles in the windows
 - Free transportation across Fehmarnbelt
 - Children get the day off from school
-

Idea: Fehmarnbelt Christmas Market

Group 2

- Christmas market – show Christmas traditions, food, etc.
 - Handball challenge – competition between selected Fehmarn/Ostholstein and south Zealand teams
 - Cycling event Copenhagen-Hamburg – weekend event with barbecue/parties along the way in e.g. Rødby, Lübeck
 - Many people are willing to pay for such a thing
 - Can also be supported by local sponsors (firms and regions)
-

Idea: Cultural “get-together”

Group 1

- Cultural “get together” (Open Ferry)
 - Day 1: joint workshops developing
 - Joint Fehmarnbelt Music (musicians)
 - Joint Fehmarnbelt dishes (cooking)
 - Joint Fehmarnbelt craftsmanship products (craftsmen)
 - Joint Fehmarnbelt dance performance (dancers)
 - Day 2: Open for the public
 - Co-sponsored by Scandlines + Femern A/S, maybe Handwerkskammer
 - Participation in workshops for free
-

Idea: “Future funders”

Group 5

- Tour de France Prologue 2021 from Malmö to Lübeck as part of the opening celebration of the tunnel
 - “Future funders”: We organize a new kind of entrepreneurship in the future by organising a cross border exchange between young trainees (16-25). In 2021 they will be in the right age to build new cross border companies and develop ideas.
-

Idea: Cross-border cooperation on sporting events

Group 1

- Cross border cooperation with Baltic Surfing, Baltic biking, Baltic walking - like Baltic sailing
 - Cross border festival on pontoons in different places in DE/DA/SE
-

Idea: Kulturlink

Group 7

- Kulturlink: Financed by INTERREG, private businesses and governments
 - Fehmarnbelt “Kubb”-Cup common sport competition financed by Carlsberg
 - “E-mobility race”: Race with electric cars and bikes from Malmö to Hamburg; financed by companies that produce the bikes and cars.
-

Idea: Joint music festivals

Group 5

- Organise three music festivals with – classical music, ballet and rock music – sponsored by big companies. The festivals could be organised by professional event organisers.
 - We promote the festival via online marketing and social media (Facebook). We'll get a specific profile as we will – next to international stars – only engage artists from the region. This will create a high identification for the festival
-

Idea: “Count the birds along the line from the Öresund Region to the Elbe”

Group 2

“Count the birds along the line from the Oresund Region to the Elbe” - a yearly event under this heading

- Prize for those who find the most birds species
 - Celebration around the line
 - Port for next year's “Idea factory”
-

Idea: Get royal patrons to endorse the region

Group 4

The royal crown prince of Denmark should be appointed patron together with the crown princess of Sweden and other celebrities close to local places.

The festival should be kicked off already in 2013; content should be developed on an ongoing basis to support actual issues and strategies in the Fehmarnbelt Region.

Idea: Balloon Race

Group 2

- Across all three countries in one competition
- Stops on land – for example at festivals – make different themes, starting/ taking off in a park (go of the region), ambassadors on board – common people, standards, entrepreneurs, artists etc. - they bring a message or are looking for something – involving the region around the air field (balloon). Direction, other craft/land/sea.

Match-making service and events for

- Small business
- Media companies
- Cultural organisations
- Tourism offices

By improving communication, creating exchanges, conferences, involvement cross borders at big events inviting foreign media creating platforms where companies could find similar companies or new partners within their field.

Idea: Establish an exhibition

Group 6

- Establish an exhibition about the “reconnection” taking place in this region. In other words: we make the development of our region a live study about re-integrating people who were once “linked” together socially and culturally speaking. This live study will provide the rest of the world with valuable and proved documentation of a subject that should be of interest throughout the world.
 - This exhibition could develop to a university faculty, school projects, consultant services etc.
-

Idea: Idea Factory for youth organisations

Group 6

Let's make an annual come together – you can call it “Idea Factory for youth organisations”:

- A factory for sport arrangers
 - A factory for culture/artists
 - A factory for public debate with participation of the other areas as than the mainstream topics (e.g. politics & economy).
 - Create growth initiatives for smaller cities and communities also.
-

Idea: Create a cultural roadshow

Group 6

A cultural event lasting for a week in each country, with the possibility of attendance from the other countries. This event moves to the next region:

Make use of the waters around or let it be by the sea shore

Make use of the foreigners in the countries and organise a dance/music/drama from each country or continent (Africa, Asia, etc.) or may be East Africa, West Africa etc. so we get to know the cultures of the people who are living with us in the region and then it is possible to know how to integrate them in our region so we can all live as one family. A BIG BLUE family in the BLUE Region.

CATEGORY:

Fehmarnbelt ticket – tourism, train/bus

Idea: Fehmarnbelt Ticket

Group 1

- Combined ticket (cheap) including
 - Fixed link for free
 - Parking for free
 - Entrance to three attractions of your own choice
 - Discount for hotels
 - Categories: Tourist or family, one-day or weekend
 - Sponsors: Femern A/S, merchant unions, shopping centres
-

Idea: Fehmarnbelt Explorer Days

Group 1

One weekend per year, we open up the region by offering cheap packages for everyone, including

- Transport to the ferry
- Transport with the ferry
- Transport around
- Admission to cultural attractions
- Welcome activities organised by sport clubs, NGOs etc.
- Open homes, open farms
- Domestic accommodation with joint cooking
- Symbolic price, children for free

Idea: Loyalty bonus card

Group 1

- Bonus card for every three stays (stays include hotel, participation in events) in the region. You get the fourth for free.
 - Administration by tourist organisations and funded by the “stakeholders”(hotels, SAS, cultural institutions – as they want the people to come).
-

Idea: Experience packages

Group 1

Combine entrance and transport tickets. Create experiences for the visitors to make sure they will cross through the tunnel and get experiences from “the other side”.



CATEGORY:

Media

Idea: Joint TV shows

Group 4

Giving people the “notion” that they own this project through media-events / cooperation history. For example, such as after the Oresund Link the tv-series “The Bridge” (Oeresund Krimi) was made.

We suggest to make a Fehmarnbelt-Krimi or Talent-shows with Danish /German/ Swedish young people. The Killing (Forbrydelsen) goes German (das Verbrechen) and Tatort goes Danish.

Idea: More common television

Group 1

- More common television, for example local news (Femern News?) or other feature programs.
 - Other media could be a common newspaper, or German/Danish/Swedish articles.
-

Idea: A “cultural link” train

Group 2

- First of all we have to realise the cultural differences and use them as our advantage, instead of trying to blend them into one culture. The variety is the wealth here.
 - When we market the region towards the rest of the world, we show that the differences are what make us attractive.
 - Creative events where you could see theatre and music events, starting in for example Germany, moving on to Denmark and then to Sweden. “A cultural link” train.
-

Idea: Make TV documentaries about the region

Group 2

TV documentaries about the region, fx a Dane going to Germany to work for a week (experiencing cultural differences, way of living, to gain insight) and vice-versa. This can be used in order to educate/inform about “the other side”. (Collaborations between for example DR-SVT-ARD). Docu-soaps running over a long period.

Idea: Create a joint online newspaper

Group 4

- Develop an “online” newspaper for the Fehmarnbelt region and the Rostock area. The online newspaper is for all people to learn what is going on in the region. The paper should offer competitions in order to make people curious – and also provide good offers when you are a subscriber.
 - You pay for it yourself. Advertisement = financing
 - Tri-national business incubator: Guidance on how to make business in each country.
-

Idea: Exchange programmes

Group 3

- Get to the heart by knowledge of each other
- We want to invite the others
- We want to keep the “otherness” of the other, don’t make “our own”
- Media campaign: Introduce areas through mixed media teams
- Sport and music events together
- Student exchange programmes
- Senior exchange programmes (“Prize” in crossword puzzles)
- Company exchange programmes

Idea: Create a dedicated Fehmarnbelt channel

Group 3

Fehmarnbelt channel for Television, Web-TV, mobile phones, iPods etc. with music, culture, reports, economics, life experience, family, kids etc.

Idea: Establish bi-lateral networks

Group 7

- Media: Establish a joint TV channel (on the internet?) between D, DK & SE with sub-titles (translations) [TV on demand]
- Culture: The TV channel could focus on culture & education
- Tourism: Follow the ideas of the already established “Fehmarnbelt Corridor tourism network”!
- Technology: Establish bilateral (for example two partners) networking between universities & R&D Departments (e.g. Summer schools)

Idea: Be a trend-setter

Group 7

Media

The “TV-channel”, or online club, Internet TV-channel is intended to be elite – on culture, business, science etc. We want to establish a high-quality platform, that stands out from the usual and is directed to “trend-setters”

Media: Establish a joint TV-channel between D, DK and SE with subtitles (translations) (TV on demand).

Culture: The TV channel could focus on culture & education.

Tourism: Follow the ideas of the already established “Fehmarnbelt corridor tourism network”!

Technology: Derive novel travel technology from the tunnel & bridge projects in our region:

- Fuel efficiency
- Electric motorway
- Payment system
- Environmental aspects
- Traffic management/control
- Etc.

Idea: Create the Fehmarnbelt version of Big Brother

Group 2

- Elect new politicians to get the project on-going. The important feature of these people should be that they are “doers”.
- While they are building the tunnel you start a Big Brother house where the contestants are from Denmark, Germany and Sweden. The goal is not necessarily for one person to win, but to come up with a great plan for marketing of the region, future events to attract new people and new ways of integration. The people in the house are normal people with no political background.
- They can also give assignments / contests to people on the outside.
- There would be an instant gain since the show will be on TV, being watched by a lot of people. This will spread the name even if people do stupid things on TV (very popular)
- People physically fall in love on Big Brother, this creates cross-border partnerships
- If we suggest a Big Brother like this it should surely be picked up by TV. The positive impact is that we show that normal people have been involved in creating a long-term plan for the region. Democracy process with comments from TV-news.

CATEGORY:

Cross border exchange sports, competitions & families

Idea: Tour de Fehmarnbelt

Group 4

- Fehmarnbelt Cup – sailing event in a number of ports throughout the region, connected to harbour parties
- “Tour de Fehmarnbelt” cycling competition – for regular people
- Food ambassadors that travel the region and showcase samples of local food/products on market squares

Idea: Fehmarnbelt Olympics

Group 1

- Cross border school event – competitions open for all school children doing sports, organised by the athletic unions, (Sportverband), school unions (Schulverband), sponsored by Bad Schwartau Muesli Riegel, banks, etc.
- Joint Theater Festival with a bilingual pantomime, joint theatre piece
Fehmarnbelt Circus – open for all talented artists

Idea: Fehmarn Olympics – motto “sports and culture”

Group 6

Sponsored by

- Television (media (local))
- Private sector (local)
- Foundations (local)
- With regional clubs/athletes
- Opening ceremony with local traditional groups
- Evening: local musicians, local beer

Idea: Best practice challenge for health care, for patients’ needs and solutions

Group 3

Organising body: Alliance of patient associations on both sides of the Fehmarnbelt – experiencing the health care problems of ordinary people

Idea: An annual “Idea factory” in the region

Group 2

- Invite students and business representatives from the enlarged region
- Topic changes every year
- Competition with nice prizes
- Allow the winners to assist implement their idea
- Organizer – e.g. the Fehmarnbelt Committee
- Sponsors from EU, national level, private companies (PPP model)
- Ideas focus: on new technologies and knowledge within the topic on the annual meeting

Idea: Social and sports camps for cross-border exchange

Group 7

- Learning environment: social/sports camps for cross border exchange & learning languages
 - We should try to involve “education systems” and sports clubs/organisations
 - To organize language schools combined with sports events/activities such as sailing/riding/soccer/handball (all strong sports in the area) - these could be summer camps
 - Seek sponsorships from for example DBU and cities and other sports organisations; students could pay parts of it themselves
-

Idea: Create the first ever cross-border games between three countries

Group 1

Improvement: Application for Fehmarnbelt Olympic Games 2028 (First Cross border games – 3 countries) – the infrastructure is already very good!
Two large metropolitan areas and space to expand in between

Idea: Interregional Olympics

Group 2

Interregional Olympics – 3C Olympics (3-countries Olympics)

- Age 14 – 25
 - Competing in sports, computer games, academics etc. music, languages, physics
 - Cultural activities/performances
 - Should be hosted by one country/region every 3rd year or as an annual event
 - A bit like a youth camp
 - Founded through regional funds / social funds
 - Sponsorships/EU funds
 - Put it on the national curriculum
-

Idea: Create a joint tournament

Group 2

- Create a large handball tournament that rotates between the three countries (Denmark, Sweden and Germany) but with a common organisation that helps out and it should be under one flag. Handball is a sport that is very popular in this area (many fans).
- Summer camp in a similar form for younger kids/teenagers that covers culture (music, theater and dance). It rotates between the countries and the purpose is to invite children from specifically these three areas.
- Learn from each other’s knowledge and cultural traditions
Learn about different cultures.

Idea: Create the Fehmarnbelt 'Ironman' challenge

Group 1

1. The Femern Challenge (ironman)
Swimming in Fehmarnbelt, biking 180 km through the Femern Tunnel -> switch to run 41,1km to Copenhagen and Malmø, and cross the Øresund Fixed Link.
 2. Fehmarnbelt games: Tournament for local sport clubs
 3. FFF: Femern Folklore Festival
 - Sponsorship and voluntary engagement
-

Idea: Create a sporting event in the tunnel

Group 6

- Sport event – marathon or half-marathon after finishing the tunnel.
Danish runners and German runners meet in the middle of the tunnel
- Very symbolic – connection through the tunnel
 - Financed by sponsoring
 - Incentives should be given for the winners.
-

Idea: Fehmarnbelt Athletics EM

Group 6

- The Fehmarnbelt Region could share sport events like “Athletics EM” – The Fehmarnbelt Region Championships concerning golf – tennis – you name it.
 - It would catch the interest from the whole world. We could also have a cultural festival and an annual seaside festival with everything that can that place on the water.
-

Idea: Host a science Olympics for young students

Group 7

Science Olympics for young students across the region. A competition each year with local qualifications, regional championships and a prize for the school of the winning students. The language skills (Danish, Swedish and German) can also be part of the Olympics. Involve TV-channels/programme like the Danish DR Ramasjang in promotion.

Idea: Create joint festivals

Group 7

- A food festival focusing on northern gastronomes with activities in all major cities
 - An e-rally race for electrical / hydrogen cars across the borders and tunnel (based on existing experiences from CPH, Malmö)
 - A music festival based on existing festivals like Roskilde Festival + Reeperbahn Festival
-

Idea: Create an idea-festival

Group 6

Let's create an idea-festival for different groups: one like today's and one for students – one for tourism organisations, one for youth-organisations – one for cultural-people (theaters, museums, and so on)

Idea: Apprentice Championships

Group 2

1. Entries from all aspects of handcrafting like carpentry, hair-dressing, home building, plumbing, agriculture etc.
 2. Once a year, rotating through all three countries
 3. Apprenticeship can take place in the individual countries and/or new skills can be acquired via an internet platform
 4. Chambers of handcraft will coordinate
 5. Prizes will be tools, extra school busy, etc....or vacations in the region
 6. The competition will be filmed and broadcasted
-

Idea: Host an Adventure race in the Fehmarnbelt Region

Group 7

Imagine different ways of getting around – hiking, bicycling, running, camel-riding (or horse-back riding) through the lovely country side between Hamburg and Copenhagen. It is an annual event for people living in the region. You can jump on and off and see the culture, meet the people. This is integration.

Idea: Host a regional running competition

Group 4

- Running competition
-

Idea: Create a technical contest between trainees and schools

Group 1

- Universities exchange programmes like German / French youth exchange – NOW Baltic Sea youth
 - Exchange
 - Language competence – Germans have to get much better in English and Scandinavian languages
-

Idea: Create swimming meeting and working platforms

Group 1

- Swimming meeting and working platforms for 100-150 communes near the water with harbour and beaches to reach population and tourists at their home nearby
 - On the platform sport, cultural and musical events can take place as well as edutainment for old with NABU etc. Fun stuff for young people at night.
-

Idea: Create joint events for youths and students

Group 2

- Create a STRING soccer league for amateurs
 - Create the “STRING Olympics” where students meet and compete on various sports once every year
 - STRING cultural pass: a pass which includes the train ticket and entrance to museums and cultural events.
 - German-Danish-Swedish “Jugendwerk” like the one, Germany and France launched in the 60ies! Young people on all levels of education (7-27 years of age) get involved in learning to get to know (and to know about) each other
 - Intercultural competence - knowledge of the language (not just English)
Activities in sports, culture and taking care of the environment
-

Idea: Green water mobility cup

Group 4

(Part of Fehmarnbelt Festival) Cross the sound on water with your own vehicle without using the tunnel and as fast as possible. Categories of groups:

1. Schools: Pupils – funded by ministry of education
2. High schools and universities: students – funded by research institutions
3. Companies: business people – own funding
4. Fun: Everyone – funding by Red Bull

Fehmarnbelt Festival “The other side is on our side” – an annual or bi-annual event held on the shores of the tunnel on both sides. The event is planned to take place around the World Maritime Day and can start in 2013. The festival will include sports, art, music and entertainment. The driver of the event should be the local municipalities on both sides, who will be in charge of planning, funding and execution as they stand to benefit from the event.

Funding: Red bull, maritime businesses, Cities of Copenhagen and Hamburg, EU.

Event examples:

- Fehmarnbelt Cup – see Green water mobility cup above.
 - Art-Fehmarnbelt: Exhibition and competition, school projects.
 - Fehmarnbelt Jam: Music stages, school projects.
 - The Longest Beach Party: participate and increase the chances on both sides.
 - The royal crown prince of Denmark should be appointed patron together with the crown princess of Sweden and other celebrities close to local places.
 - The festival should be kicked off already in 2013; content should be developed on an ongoing basis to support actual issues and strategies in the Fehmarnbelt region.
-

Idea: Home-exchange between families in the Fehmarnbelt Region

Group 7

A web-based platform forum where you can swop house/apartment with other families across borders. This will create personal, strong experiences for all involved. Low cost to implement, easy to use and can be implemented now.

Idea: Establish a scheme for life-swaps for families

Group 2

- Family exchanges: Set up a platform enabling families to see the life of families on “the other side”
 - “Fehmarnbelt Christmas market”: Include and brand different regional Christmas traditions; food etc. to the already famous Christmas market in Lübeck
 - These suggestions increase peoples’ awareness of people, traditions etc. on the other side
 - Removes the “suspicious barrier” for further integration
-

CATEGORY:

Language

Idea: Mandatory offer of language lessons in school

Group 2

Every German school has to offer Danish lessons and every Danish school has to offer German lessons in order to break down the language barriers

Idea: Aim to overcome language barriers

Group 7

- Language is important and it is a barrier.
- German should be compulsory language in Danish/Zealand schools.
- Combine language schools with fun: sports, summer camp.
- Market the region with a brand, e.g. "New Hanse"; "Hanse Business Network" was a working network between Luebeck/Næstved/Cop. & Malmö in the past.

Idea: Use English as the official language in education systems

Group 1

Education systems 100% adapted to the English language

- Fewer administrative obstacles
 - Courses in English
 - More students from the rest of the world
- = truly international education system + breaking down the language barrier



Idea: Create a new language

Group 3

We develop our own language for the Fehmarnbelt-area with the name: Femeranto and for the young people we make a Femeranto-rap-award.

CATEGORY:

Matchmaking / networking

Idea: Create a 'dating' service for universities and companies

Group 7

- Exchange between universities, companies, talents floating across the border.
 - A web hotel, platform/forum where universities and companies can "date" each other with support from EU.
 - This "dating list" can connect people, families, companies etc. all over the globe.
 - This international environment will attract talents from all over the world. Malmø – Copenhagen – Hamburg etc.
-

Idea: Create triple-helix cooperation

Group 7

A triple cooperation between research, education and business e.g. a maritime biotech cluster.

Idea: Create a platform for working and commuting

Group 2

- People are willing to travel 1,5-2 hours one directory to get to work
- Travelling time will be shortened on both sides by approximately 1/2 hour
- Find people / companies in the relevant areas in Germany + Denmark

Start getting them together now, so that everything will be set to go when the construction work is done.

- Car sharing as a future offer on the platform
 - High-speed trains and transit busses after a few years, when the main routes are done
 - Develop new business centers in the process
 - Get companies to fund for each offset/ factories
-

Idea: Bring together players from different countries

Group 5

- Top-down: Organize Meetings from business council / IHK-Level to bring together members in the different countries
- Peer-Level: Open source conference to bring together people of same business sectors / industries to exchange ideas cross-border

Idea: Create databases helping match-making between companies in the region to work together on investment projects

Group 2

- Why? The region has some unique competitive advantages if the different parts work together. E.g. DK > easy to hire and fire / DE > low wages > USP
 - Together they have a unique competitive advantage towards for instance companies only representing one country.
 - How? Make a database helping match-making between companies in the region on concrete investment projects.
-

Idea: Create a 'purchasing community'

Group 2

Purchasing partnerships with producing companies to join in order to form a "purchasing community". The Fixed Link will make it very easy to deliver just-in-time.

Idea: Create a strong science and tech region

Group 2

Each university has an environment for tech-transfer. However, it is difficult for companies, especially SMEs, to get an overview on how to get in contact with universities and which competencies the university have.

Idea:

- Create a system (website) where companies get an overview of which competencies and technologies the various universities in the STRING region have, including contact persons.
- The system should allow companies to post ideas for student projects at one or several universities at the same time.



CATEGORY:

Knowledge sharing

Idea: Create a “Health Region”

Group 7

- Cooperation with hospitals, municipalities, local food producers, bicycle races, cultural activities etc.
- Organised by the “Kulturlink Office”, funded by governments, medical industry, municipalities, cultural institutions and private funders

Idea: Educate trainees and Ph.D. students in connection with the construction of the fixed link

Group 4

This is one of the largest – if not THE largest tunnel project and a lot of new knowledge will be developed and gained. Topics:

- Technical construction
- Environmental aspects
- Social aspects
- Transport pattern changes
- Mobility
- Changes in company structure – placing warehouses and centralizing distribution

Idea: Entrepreneurship

Group 6

Cross border entrepreneurship initiatives between regional firms and regional students.

- Venture cup for the region
- Experience exchange from other universities and businesses
- Start teaching primary school about entrepreneurship on a small scale
- Encourage business startups in schools and universities with awards

Idea: Fehmarnbelt Trans Tech Trans (Transnational Technology Transfer Fund)

Group 7

- A fund to foster collaboration in R&D in the Fehmarnbelt corridor by giving grants for short-term delegations, starting in the life sciences
- Contact Dirk Hermsmeyer (IHK Lübeck) for details

Idea: Develop political topics for cooperation

Group 4

- Knowledge Dimension: Think outside the tunnel, knowledge is everywhere.
- Facilitate the awareness of companies and organisations on their knowledge potentials beside the knowledge developed at universities/high schools.
 - Knowledge capacity of regions increases
 - Intellectual capital (K) of regions should be documented in reports
- Financing: EU-funding programme
Implementing:
 - 3-nation expert board appointed by German-Danish-Swedish ministries
 - Providing expert advice on growth

CATEGORY:

Science and technology

Idea: Create a high-speed train connection

Group 4

Create a high speed train connection to enable people to live in one place and work in another – this will lead to a truly harmonized labour market and decreases unemployment.

Idea: “Power House”

Group 3

- We call the significant project „Power House“ – it promotes sciences of pharmacy + medicine (“university + business cooperation”) on a cross border level.
- Slogans: “You get high + higher”; “Health makes you strong – invest in power / power house.”
- How do we promote our project? By all the enterprises which are already located in the region and the universities.
- We create a festival and a campaign with all stakeholders (students, professors, representatives from industry and politics) to promote our ideas on research in pharmacy and medicine.

Idea: Use the economic benefits of the Fixed Link in the recycling industry

Group 7

An example of ensuring the economic benefits of the fixed link in the recycling industry. Denmark is not as developed as Germany and Sweden. And therefore Denmark could learn from the two other countries. When the Fixed Link is here we have the opportunity to develop this industry. That would fit well together with vision of a green STRING-corridor. To get there we need to educate the labour force, to set up networks within the industry and to implement it in private households. Partners include local municipalities, companies, schools etc.

Idea: Cheaper production of energy in the region

Group 5

The fixed Link connects the region to an international working region. This attracts international experts and talents from the region. The fixed link enables faster transportation and a more flexible work force because of shorter distances / shorter ways to work; the collaboration becomes easier.

The region should become the world’s leading region in Blue Biomass technology (using biomass in water as a source of renewable energy). By this it attracts more international companies, widens its range and builds new companies and jobs.

Economic benefit:

- The region generates more revenue and more taxes for the communities.
- The workforce profits from safe jobs, higher wages and rising industries.

The use of new technologies for securing the energy needs enable the region to produce cheaper energy, which is another economic advantage.

CATEGORY:

Common branding

Idea: “The Blue Region” brand

Group 5

We use the name “Blue Region” for the Fehmarnbelt Region and connect the “Blue Region” to major topics in the life of all people, e.g. good environment, comfortable life and renewing energies (e.g. blue biomass). Then we communicate these targets and enable personal meetings in the region. People should say: “We live in the best region with the best future for our children in the world.” This should further personal contacts and the idea of learning from each other.

Idea: Create a joint information platform

Group 2

Information platform: One of the important steps is the branding (name/logo) so that everybody knows what it is.

- Create a secretariat
- Newsletter with information on a broad level related to culture, tourism, what is going on with the construction work, continuous updates and benefits etc.
- Make sure the newsletter covers from southern Sweden to northern Germany
- Similar to what they have at Øresundsbron
- Big updated website and showroom. It should have technology online where people could see updates and learn more as the area is so big.
- Maybe also facilitate an on-line match making service for small business and new entrepreneurs.

Idea: Rename the region

Group 6

- Rename the region to Hansestad DK, Hansestad D, Hansested S
 - One name, one focus, one goal
-

Idea: Create a common brand for our common history

Group 7

Branding our common history while making space for different identities. For example

- corporations between museums about common history (Danish, Swedish, German).
 - Create new cultural artefacts together
-

Idea: “Talk about it”

Group 5

- New brand name for the region
-

Idea: Joint promotion of the Fehmarnbelt Fixed Link

Group 5

All regional fairs / trade shows / volunteer exhibitions (Ehrenamtsmesse, “Du und Deine Welt”, etc.) should host a stand to promote the Fehmarnbelt Fixed Link.

Idea: Create a common identity

Group 4

Create a common identity by:

- Common logo, flag, media, platforms (e.g. social media)
 - Ambassadors that communicate the assets of the region e.g. blogging
 - Facilitate meeting each other e.g. by common university programmes with joint degrees in all 3 countries, schools exchanges, partner cities
-

Idea: Promote common features of the region

Group 6

Region building to promote:

- Common branding
 - Common identity
 - Common day each year “Fehmarnbelt Games”!
 - Common feeling for all ages
 - How will you do this? Fehmarnbelt parliament
 - What brand?
 - What geography? Sweden/Denmark/Germany/Poland
-

Idea: “Fehmarnbelt collaboration award”

Group 3

For companies in the Fehmarnbelt region cooperating with other firms

- Who does it best? Which firm is most innovative in the way to cooperate
 - Every year, the award will be given to a firm in the region
-

CATEGORY:

The Fehmarnbelt Fixed Link and infrastructure

Idea: Combined physical planning: Get more traffic and activities by planning ahead for development – public physical planning

Group 1

- Developers will need land for new truck stops, shopping centers, cultural attractions, etc.
 - Getting people to stop in the region instead of just passing through, for instance by providing free electrical charging for electrical vehicles by these attractions.
-

Idea: Formulate and agree on an action plan for the infrastructure development in the region

Group 2

Make the necessary approvals.

- Speed up the process of the construction start as it will then become “real” to the companies and people living in the region. Get the action started as this will improve conditions for companies / employment
 - Decide to have high-speed trains between Hamburg-Copenhagen
-

Idea: Utilise the economic benefits of the fixed link

Group 2

In order to get the economic benefit you have to start with

- Getting governments to agree and actually start the project
 - Marketing!! It's a big thing to actually advertise the tunnel as the port to Europe (or the port to Scandinavia) and explain the benefits of using this path. Today it's quite cheap to take the ferry from Sweden to Germany (both price rate competition and freight competition). What are the benefits to go through Denmark? Is it cheaper? Will there be trains? Make it attractive and convenient to use the line. Good prices and reliable trains is the best incentive to increase traffic in this direction
 - Other benefits: more trains, less trucks, fewer accidents.
 - Align it with the labour market. Higher employment rate and facilitation of mobility across the borders which leads to economic growth.
-

Idea: Create logistic hubs

Group 6

- Develop the starting points of the fixed link into logistic hubs focusing on Northern Europe (Germany, Poland, DK, SE and NO).
 - With this basis for tourism and culture, development is possible. We should use the possibility of giving tax exemptions for 10 years as France has done in areas where they have closed military installations.
 - We should use the benefit of being proximities of Hamburg, Berlin and Copenhagen/Malmö to generate new cheap housing areas.
-

Idea: Political cooperation to quicken the integration in the region

Group 1

- Quick completion of the Fehmarnbelt fixed link
 - Clarification on the routes operated by DB
 - Political consensus on the implementation measures
 - Closer cooperation in all areas
-

Idea: Collect tolls for using the tunnel

Group 3

We collect tolls and fees for crossing the tunnel. The market should be more transparent and there should be something like tenders that are limited to the regional areas so that the enterprises can expand.

Idea: Annual tour of the politicians

Group 3

Annual politicians on tour:

- Go from Hamburg to Copenhagen via train – time for discussions and to assure progress of the fixed link and to establish a quick rail connection between these cities.
-

Idea: “Fehmarnbelt Trading Zone”

Group 6

- Special regional frame
- With favourable conditions for firms
- In order to create “Fehmarnbelt-clusters” (eg. logistics, shipping, food sector)
- Promotion of regional, sustainable products

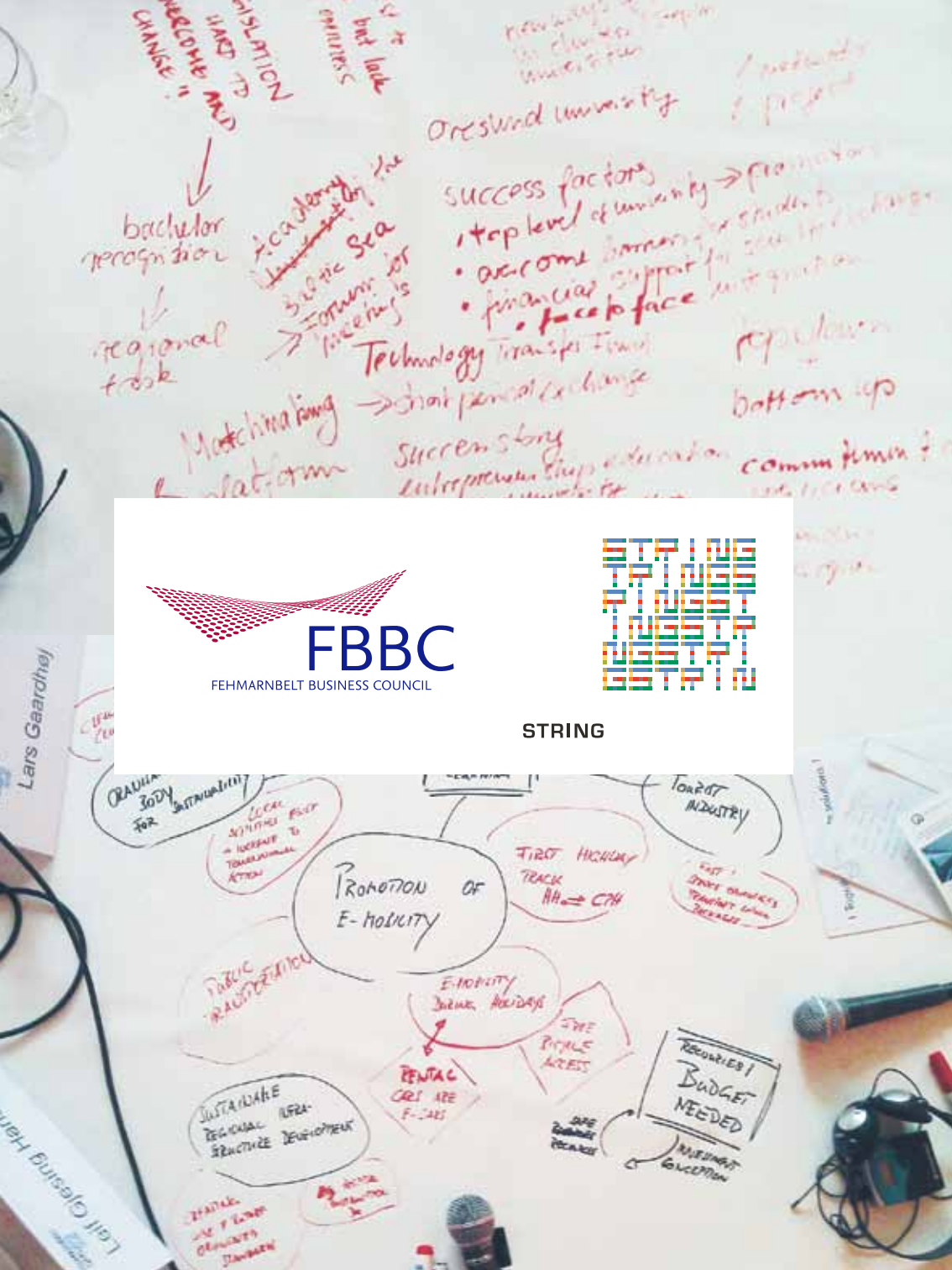
FBBC-STRING Conference

Regions toward a common future
Integrated perspectives on regional development
sustainable growth, labor market, infrastructure
and scientific cooperation

A strong growth area with huge potential is about to be created in the corridor between Southern Sweden, Denmark and Northern Germany. The increasing amount of cross-border activities, combined with the Fehmarnbelt Fixed Link, have the potential to boost regional development and create a North European Growth Region with more than 8 million inhabitants. The FBBC-STRING Conference was one activity to support the process toward creating such a sustainable North European Growth Region.

The Conference “Regions toward a common future”, organized by Fehmarnbelt Business Council (FBBC) and the cross-border political partnership, STRING, on Friday, 28 September 2012 in Lübeck, was aimed at decision makers, opinion leaders, experts and policy makers within the corridor. About 180 participants from business, science, politics, NGOs/associations, regional agencies and public authorities attended the conference, which addressed the integrative perspectives on regional development.

Part of the conference consisted of four thematic workshops, each led by two moderators who led the discussions and compiled the ideas that emerged. The input from the workshops is reported here.



Ideas and Results 'Thematic Workshop Corners'

Workshop 1: Sustainable Growth

Moderators: Lars Gaardhøj (Committee for Environment and Green Growth in the Capital Region of Denmark), Leif Gjesing Hansen (Project manager for the Green STRING Corridor project)

The discussion took a holistic view of sustainable development in the region. Sustainability integrates economic, ecologic and social aspects of development, and a successful implementation of this perspective must be based on awareness. Consequently, education and training have been identified as central aspect to aid sustainable growth.

Following this perspective, a number of topics and themes were pointed out. An important emerging aspect was the need for close coordination between different topics such as the tourism industry, e-mobility and informal learning to lessen the environmental impacts and promote sustainable growth across all sectors. Such linkages could be the basis of a promising strategy stressing the importance of the issue as well as suggesting some firm actions.

Workshop 2: Labour Market

Moderators: Sybille Kujath (Außenwirtschaftsberaterin, Handwerkskammer Lübeck), Søren Lange Nielsen (Senior Consultant, Employers Secretariat at Dansk Byggeri)

The following issues were discussed

- (a) Problems with Danish tax legislation, especially concerning new criteria about taxation of so-called integrated work done by foreign subcontractors
- (b) Problems with the Unions
- (c) Acknowledgements of education
- (d) Language

The contributions and questions from the workshop participants were strongly focused on the present conditions for German companies working in the Danish market. Danish companies expressed similar concerns regarding legislation preventing their business integration on the German market.

The workshop showed that there are many challenges as well as more long term issues to address. As such, it would be highly beneficial to instigate a dialogue concerning labour market issues between three or more parties in the region. The workshop leaders are aware of the barriers on both side of the Danish / German border, and are ready to follow up on these as well as exchange information.

Workshop 3: Infrastructure

Moderators: Rüdiger Schacht (Geschäftsbereichsleiter Standortpolitik, IHK Lübeck), Rene Lønnee (Head of Regional Development in the Region of Zealand)

The participants of the infrastructure workshop were briefed on the latest work carried out by STRING and the FBBC in the fields of infrastructure, and a short overview of this was presented by the moderators. (STRING studies are available at <http://stringnetwork.org/library/infrastructure.aspx>)

The main aspects mentioned in the workshop discussion were:

- (a) It is important to assure that the EU remains interested and involved in the development of the STRING region, as it is a relatively small region compared to other European regions. As the fixed link is furthermore only one of nine different TEN-T corridors, it is increasingly important for the Danish, Swedish and German governments to jointly lobby the EU to stress the impact that this new infrastructure will have on the integration of Northern European countries.
- (b) To realise the integration it is necessary to have high quality train connections. The travel time between Hamburg and Copenhagen shall not be longer than 2,5 hours. Shorter times are possible and depend on the political decision-making process as well as on levels of additional investment.
- (c) To reach an acceptance and agreement between the metropolises in the region it is very important to offer good connections within the region and from the region in terms of high-speed connections. A "fish-bone-model" was presented, showing an

upgrade of the infrastructure and comfortable transfers between the systems as a pre-condition. A common action plan is needed in order to realise this.

- (d) The Fehmarnbelt Fixed Link and the upgrade of the hinterland connections is an important investment for coming generations.

Workshop 4: Scientific Cooperation

Moderators: Sabine Hackenjös (Geschäftsbereichsleiterin Wirtschaft und Wissenschaft, IHK Lübeck), Per Homann Jespersen (Associate Professor, Department of Environmental, Social and Spatial Change, RUC - Roskilde University)

The participants in this thematic workshop discussed the following questions:

- What are the main topics that have to be addressed within the upcoming years?
- What are the challenges, obstacles and opportunities to act?
- Which activities could facilitate cooperation between researchers, universities and companies?
- How can we bring together partners from science and industry from different countries within the Fehmarnbelt region?

A number of success factors for scientific cross-border cooperation were collected:

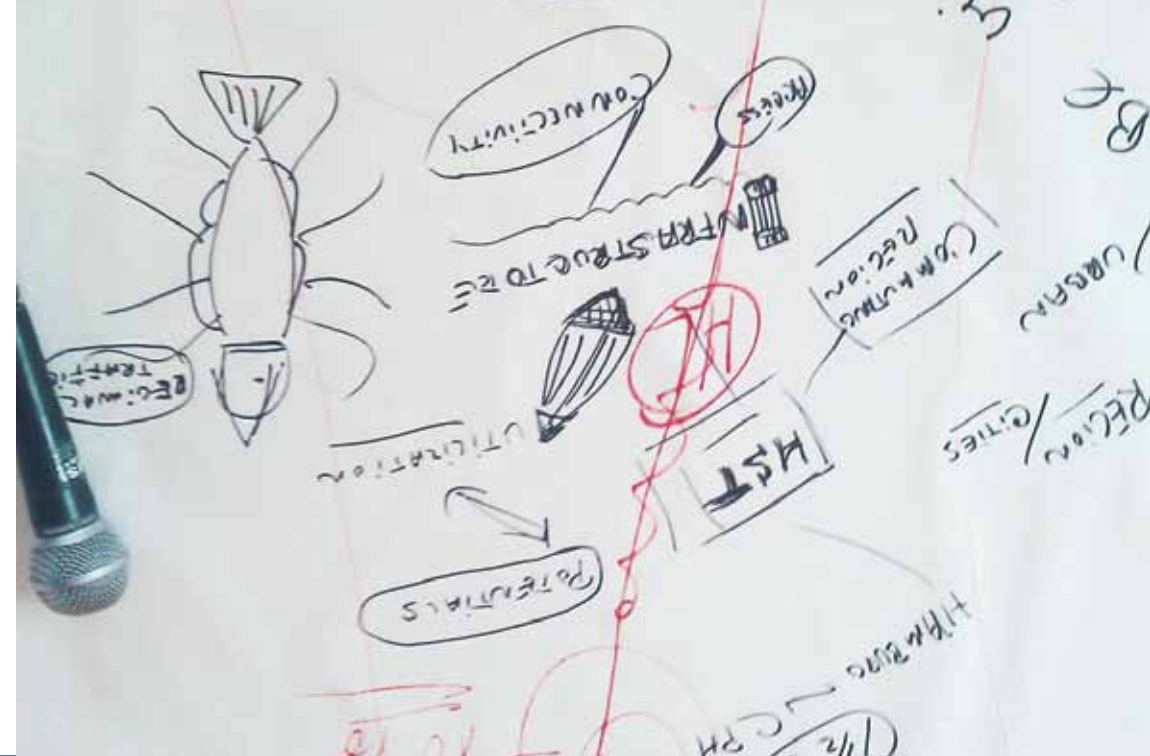
- Promoters from the top level of universities
- Financial support for scientific exchange
- Facilitation of face-to-face contacts and integration
- Commitment from the national and regional political level for cross-border cooperation
- Top down and bottom up approach
- Agreement to provide incentives for cross-border cooperation

Some challenges were also identified:

- Legislation, for example a joint bachelor recognition
- No specific funding in the STRING region

Finally, some initial project ideas were mentioned:

- Matchmaking (could be organized by FBBC)
- Technology Transfer Fund for short period scientist-exchange
- Baltic Sea Academy



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To find the winner there was a jury consisting of:

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Femern Bælt Forum

Steen Bach Nielsen

Chairman of the Regional Council of Region
Zealand and Deputy Chairman of the
Fehmarnbelt Committee

Reinhard Sager

Reinhard Sager, District Administrator of the
District of Ostholstein and Chairman of the
Fehmarnbelt Committee

Klas Andersson

Public Relations Officer at The Öresund
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Bettina Gerti Groß

MRICS and Business Development Scandinavia

Martin Skibsted

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* The list of groups members from Idea Factory is not exhaustive. It represents those participants who entered their name, organisation and group number during the competition.

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