

Quality of life to public spaces

SUCCESS FACTORS

- mind set / role models
- Cultural change
- strategy / strategic approach (also connection to urban planning)
- market research / analysis of needs of customers / investors
- brand building (key-)
- communication of players
- 5 basic elements of success:
 - supportive framework (regulatory) for sustainable enterprise
 - access to funding / finance / bank (institutions)
 - reduce bureaucratic burden
 - business / favourable tax system
- transparency
- education & open with behaviour market needs
- successful management of business, team
- Success- stories communication

NEXT STEPS

Activating Local Economy

- resilient policy for city:
 - continuity (also expansion)
 - to high drop of changing administration
 - mechanism has to be created
 - strategy driven mid-/long-term development
 - building up trust:
 - transparent administrative structures
 - continuous, reliable communication / participation
 - creation & innovative climate:
 - sharing knowledge, experience, talent, culture
 - start-up lab / incubator
 - brand building & identification
- ⇒ identify success stories / best practice

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Open Dialogue 2 (14:00 - 16:00)

Strengthening of Local Governments in EU Perspective

Activating Local Economy

Moderator:
Alexander G. Weid - EUPH, Bureau for European Projects, Austria

Chairing:
Bjorna Konic - Municipality of Ljutsk, Republic of Serbia

Keynote Speaker: Network of Associations of Local Authorities of South-East Europe (NALAE)

Public Representative: Business Women Association of Montenegro

Table 2

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