

**City Impulses**

**The approach of city impulses**

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**Institute of systemic development**

Investing in your future  
Operational Programme for the European Union  
European Regional Development Fund

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**City Impulses**

**1. Analysis**

- continuous support by professional external experts
- evaluation from outside
- more information by comparative analysis

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**City Impulses**

**2. Knowledge**

- city academy in Weiz (city marketing)
- city academy in Velenje (location marketing, resident marketing)
- study tour to Bodensee (organisational models)
- ongoing exchange of experience

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**City Impulses** 3. Development

- establishing a team of public private partnership in each city
- Common analysis of the city
- developing strategies
- defining pilot actions

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**City Impulses** 4. Implementation

- realizing pilot actions with
  - external expertise
  - mental support of a public private partnership
  - financial support of the ETC program
  - bilateral exchange and coaching
  - motivation by partners

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**City Impulses** 5. Sustainability

- evaluating the outcome
- disseminating lessons learned
- planning future activities
- organizing further resources

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**City Impulses** 6.Results

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**Regional Voucher System Bärnbach**

- 265 companies, which are partner of the voucher system
- 450.000 € turnover which stays in the region
- 32 points of sale all over the region

Multifunctional projects  
Operational financed by the European Union  
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TECHNOLOGIEZENTRUM  
REGIONAL DEVELOPMENT CENTER

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**FERLACH**  
Results and successes of the pilot activities

**Noteworthy:**  
Intensive involvement of the population of Ferlach

**Place of creativity and education:**

- An open technology lab has been set up
- An IT company has relocated to the area
- "Design centre" being established in close cooperation with the HTL-Ferlach, realisation in 2015

**Concept for use of second homes**

- Broad-based Private-Public Partnership for implementing the usage concept:
- Income taking over marketing and sales, restaurant taking over servicing on the spot
- Tourism region taking over administration

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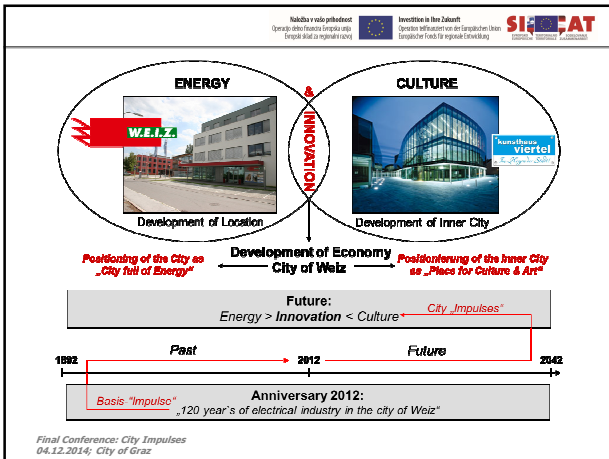
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Naključni vlogo pridobimo  
Opazajo naše Partnerje. Sprejemo veliko  
Evropski sklad za regionalni razvoj

Investicije in Inovacije  
Operativni Program Evropske Unije  
Evropski sklad za regionalni razvoj

SI: **WEIZ**  
WIRTSCHAFTS UNIVERSITÄT  
WEIZ

**Pilot Action 1**

**ART MEETS ENERGY**

Energy innovations  
combined with  
international rhythm

Every day  
another continent

2012  
Culture House Weiz  
> 3.000 visitors

International Week:  
Africa South America Europe Asia North America

City Impulses Das Land Steiermark REPUBLIC OF SLOVENIA MINISTRY OF ECONOMIC DEVELOPMENT AND TECHNOLOGY KÄRNTEN W.E.I.Z.

Final Conference: City Impulses  
04.12.2014; City of Graz

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2 – cooperation during the project phase **cima.**



- good and trustful cooperation with all CITY IMPULSES partners
- professional assistance by planning the pilot model workshops and SWOT-analysis
- perfect organization of the two CITY IMPULSES cross border conferences
- noticeable dynamic inside the CITY IMPULSES core team
- good starts and initial success of pilot models

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**City Impulses**

Thank you for your attention!

Herbert Mayrhofer



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