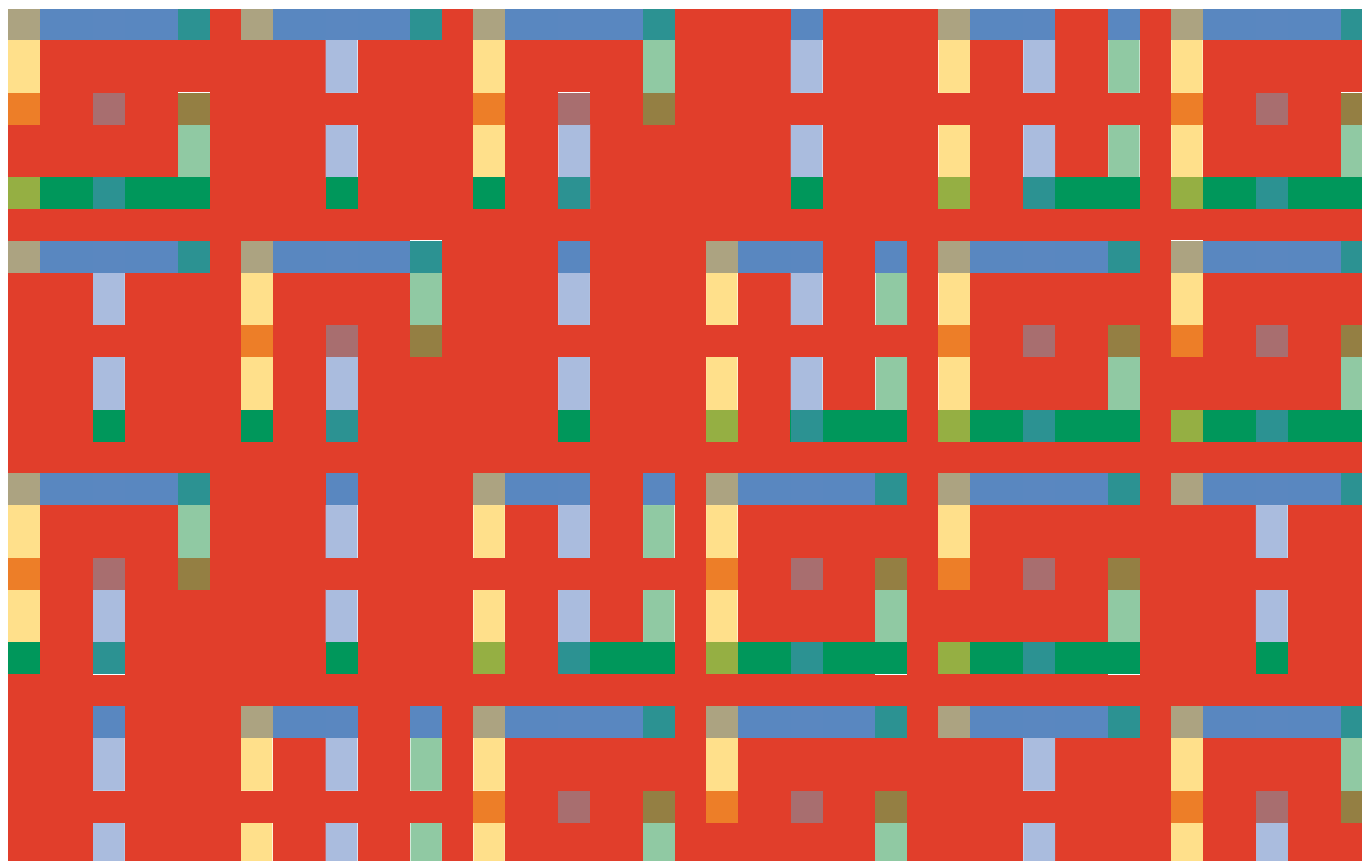


STRING

## STRING 2040



# About STRING

STRING is the cross-border political partnership between Hamburg and Schleswig-Holstein in Germany, Region Zealand, the Capital Region of Denmark and the City of Copenhagen in Denmark and Region Skåne in Sweden.

STRING was established in 1999 as an INTERREG project to promote the Fehmarnbelt Fixed Link. After the State treaty was signed by the German and Danish Governments in 2008, STRING shifted its focus towards developing the corridor between Hamburg and the Øresund area.

STRING is governed by the Political Forum, which consists of political leaders from the six partners represented in STRING. A joint secretariat was set up in 2011.

8.4 million people live in the STRING corridor, which, measured by GDP, is one of the most prosperous areas in Europe. We have 54 universities and 18 research institutions, and renewables, life-science, food, aviation, media, transport and logistics companies help to make up our leading knowledge-based and creative industries.

When the Fixed Link across Fehmarnbelt is completed in 2028, the journey time between Hamburg and Copenhagen will fall to just two and a half hour, creating a new, integrated and very dynamic metropolitan area in Europe.

## THE STRING REGION



## STRING FACTS AND FIGURES

Number of inhabitants (2015): **8,566,400**

Labour force (2015): **4,221,000**

Gross Regional Product (2014, EUR million):  
**364,911**

GRP/inhabitant (2014, PPP): **36,500**  
(EU 28 average, PPP, 27,500)

Unemployment levels (2014): **5.7%**  
(EU 28 average: **9.4%**)

**54** universities, **18** research institutes,  
**348,000** students, **70,000** scientific staff

SOURCE: EUROSTAT AND FBBC

# STRING 2040 – the strategy

STRING's work is based on our vision to establish a corridor where growth, job creation and sustainability go hand in hand for the benefit of our citizens while sustaining high welfare standards and quality of life.

This is a long-term vision and because of the recent delay to the construction of the Fehmarnbelt Fixed Link, we decided to review our strategy and extend our horizon to 2040 – 12 years after the opening of the Fixed Link. The strategy that was adopted by the Political Forum in 2012 has, therefore, now been reassessed and our focus and objectives more clearly defined.

In 2016 and going forward, most of our efforts and resources will be committed to highlighting to governments, businesses and individuals the importance of the Fixed Link for future generations. While the approval process continues in Germany, we will do our utmost to

explain why we believe the link is crucial for our communities. The Fehmarnbelt Tunnel and associated infrastructure in Denmark and Germany will lead to significant improvements to our competitiveness and economic development. At the same time, the project will contribute in a major way to the “greening” of the transport sector by promoting a shift from air and road to rail.

Once final approval has been obtained and the construction of the Fehmarnbelt Tunnel gets underway, our work and priorities will focus on developing more region-building activities. Until then, we will be very active in promoting this hugely exciting project and its game changing consequences for our citizens.

The following sets out how we wish to develop the STRING corridor in the years ahead.

# The STRING vision and ambition – the driver of green growth

STRING’s vision was jointly established by the partners in 2011, and states that:

**“The STRING region will be the driver behind a Northern European green growth corridor based on a functional partnership with our neighbouring regions. The corridor will be a green European powerhouse; a strong strategic axis contributing to knowledge, growth, welfare, and sustainability in Northern Europe, including the Baltic Sea Region.”**

This, in turn, ties into STRING’s overall ambition, which is to

**“create growth, jobs and ensure a climate-friendly development in our corridor”.**



## STRING focuses on:

Infrastructure: Hamburg-Copenhagen in 2½ hours

**Our ambition is to create the most effective infrastructure in the corridor in order to support growth and interaction between businesses and people. The construction of the Fixed Link across the Fehmarnbelt will dramatically improve connectivity and our overall target is reflected in a journey time of 2½ hours between Hamburg and Copenhagen.**

We see infrastructure – and in particular, the Fehmarnbelt Fixed Link and the hinterland connections in Denmark and Germany – as the means that will bring our communities together: The improved accessibility and mobility following the completion of the road and rail corridor between Hamburg and Copenhagen will lead to economic growth and jobs, especially in the areas directly affected by the link: Skåne, Zealand and Northern Germany. To maximise this effect it is our ambition to work with future operators to establish a modern, customer-friendly transport system that supports interaction between business, labour markets and people in the corridor.

STRING will be an active partner in communicating and developing the future infrastructure in its own geography and in the Scandinavian Mediterranean corridor, one of EU's prioritised corridors that include the two main bottlenecks the Brenner Base Tunnel and the Fehmarnbelt



Tunnel. The importance of the TEN-T policy and program and the financial support is crucial in developing the coherent transport system in Europe.

The outcome will be the successful implementation of the Fixed Link across Fehmarnbelt and its hinterland connections in Denmark and Germany. We will in 2028 have a customer-friendly and efficient transport system linking Northern Europe to Central Europe and a system that paves the way for sustainable growth and integration between Skåne, Zealand and Northern Germany.

Green Growth – growth, jobs and sustainability go hand in hand

**Our ambition is to create sustainable growth that benefits both the environment and future generations.**

Climate considerations and green growth are a key part of our approach to all aspects of STRING's activities from infrastructure improvements, to the research and production of our industries. The implementation of this approach is the unique selling point of our region in terms of our society, as well as research and competitive industrial advantage. This is a particularly important area for STRING since all our partners agree that green growth creates sustainability and prosperity, which leads to a better quality of life. Lighthouse projects such as the alternative fuels project GREAT (building charging and filling infrastructure); energy mapping in FURGY; and the idea of a regional bio-economy are all part of the STRING Green Growth Strategy and reflect our commitment to this area.

STRING wishes to facilitate interaction between projects and partners that will lead to more lighthouse projects in the green industry. By joining forces with industry, we wish to promote green innovation throughout the entire corridor. And by highlighting the various initiatives in this area, we will promote our communities as responsible, attractive and innovative.

The effects will lead to greater focus on our core competencies, more investment, more jobs, an attractive image and a better place to live and work for our citizens.





## Science and research – the STRING knowledge corridor

**Our ambition is to create an international knowledge corridor as the basis of our future economies and as the innovator of new, sustainable ways of planning and living in our communities.**

The establishment of ESS and Max IV in Lund/Copenhagen and DESY and XFEL in Hamburg gives us a strong, world-leading position in material science. The corridor also excels in life-science, food, transport and logistics, maritime, aviation and the creative industries.

STRING will continue the discussion on future work within this field as part of the development process, and act as a facilitator of meetings, conferences and discussions where people and industries can come together and generate new ideas. STRING will also strive to build mental bridges and establish meeting places to ensure that the business sector throughout the entire corridor is aware of these new opportunities – and capitalises on the facilities.

The effects will be a de facto science corridor, known to the world for its expertise in key areas and its commitment to issues brought about by climate change.

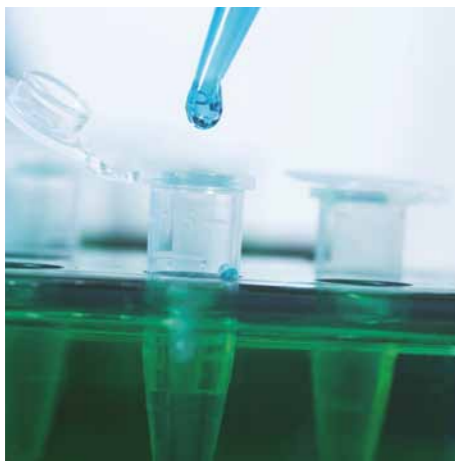
## Tourism – a bigger dot on the map

**Our ambition is to use tourism as a way of encouraging the future integration of the STRING corridor and create a sense of travel without borders. Externally, we will promote a destination that is attractive to visit.**

Creating incentives for increased tourism within the region is a pre-requisite for creating a sense of 'one region'. Tourism is essential for generating growth and for establishing a joint region, which will be underpinned by the upcoming Fehmarnbelt Fixed Link. This, coupled with the Öresund Bridge, will create opportunities for an integrated labour market.

STRING has established a joint Tourism Strategy through a network of tourist organisations in the corridor. As an important factor for growth, tourism integrates and builds relations across borders and strengthens the understanding of different cultures. STRING will facilitate meetings, seminars and conferences in this area as well as collaborate with tourist organisations to market Europe's 'new' corridor.

The effects will vary from more internal tourism, supporting the integration process, to greater international focus, which will attract more tourists and profile the corridor as an engaging place to live, work and invest. The overall result will be economic growth and more jobs.



## Culture – an essential growth factor

**Culture is at the heart of our common understanding, as well as a national and international catalyst for interaction, integration, creativity and innovation. Consequently, it is an essential growth factor on its own.**

Even if the Fehmarnbelt Fixed Link creates opportunities for an integrated labour market, we still need an incentive for people to understand our region and for them to come and live in it. Culture is an important social factor, which alongside economic growth lays the foundation for a high standard of living. Culture is also a highly growth intensive sector seen from a European perspective and therefore offers great potential for contributing to growth in the STRING corridor. STRING recognises the link between culture and growth and special focus is put on arts and technology, creative industries and film and video. To increase collaboration within these fields, STRING has established a Culture and Creative Industries Network with participants from the partner regions.

STRING wishes to facilitate meetings and increase cooperation with those involved in the cultural sector and also use culture as a means of marketing the region.

The effects of this will be increased cooperation between those involved in the cultural life of our region and greater understanding across borders. This, in turn, will pave the way for growth and jobs within the creative sector together with increased integration and more activity in other fields. The cultural sector will also attract people inside and outside the region and thus generate more revenue for the tourist industry and for cultural institutions.



## Cross-border barriers and Information – free movement of labour, business and people

**Our ambition is to eliminate/minimise barriers to mobility across the borders between Sweden, Denmark and Germany and provide information to help pave the way for a more homogenous labour and housing market, and ultimately promote integration.**

The free flow of ideas, activities and people across borders is our core idea for the future of the STRING corridor. Thus we support the work that is ongoing both in the EU and between the Nordic countries to minimise the practical and judicial barriers to integration.

### STRING STRATEGY 2040

The STRING Secretariat

Photos: News Øresund/Johan Wessmann, Femern, Yadid Levy/norden.org, Marius Brede, Colourbox, News Øresund/Jenny Andersson, Magnus Fröderberg/norden.org, a.o.

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STRING is the political cross-border partnership between Region Skåne in Sweden, the Capital Region of Denmark, the City of Copenhagen, Region Zealand in Denmark and Schleswig-Holstein and Hamburg in Germany.

Our vision is that the STRING region will be the driver behind a Northern European green growth corridor consisting of the STRING region in a functional partnership with our neighbouring regions. The corridor will be a green European powerhouse; a strong strategic axis contributing to knowledge, growth, welfare and sustainability in Northern Europe, including the Baltic Sea Region.

