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Welcome to PURPLE!

Continuity post-SURF:

Options to take your message to Europe

Reinhard Henke,

Regionalverband FrankfurtRheinMain on behalf of PURPLE

Aberdeen, 28th June, 2012

Today's agenda

- What is PURPLE?

- PURPLE's approach: Political and pragmatic

- Recent successes

- Refining the definition

- How does SURF fit in?

- An invitation to PURPLE

The challenge

- „Not urban enough, not rural enough“
- Territorial capital split between lots of middle-sized towns and cities
- Needs explanation
- Needs awareness

The response: PURPLE

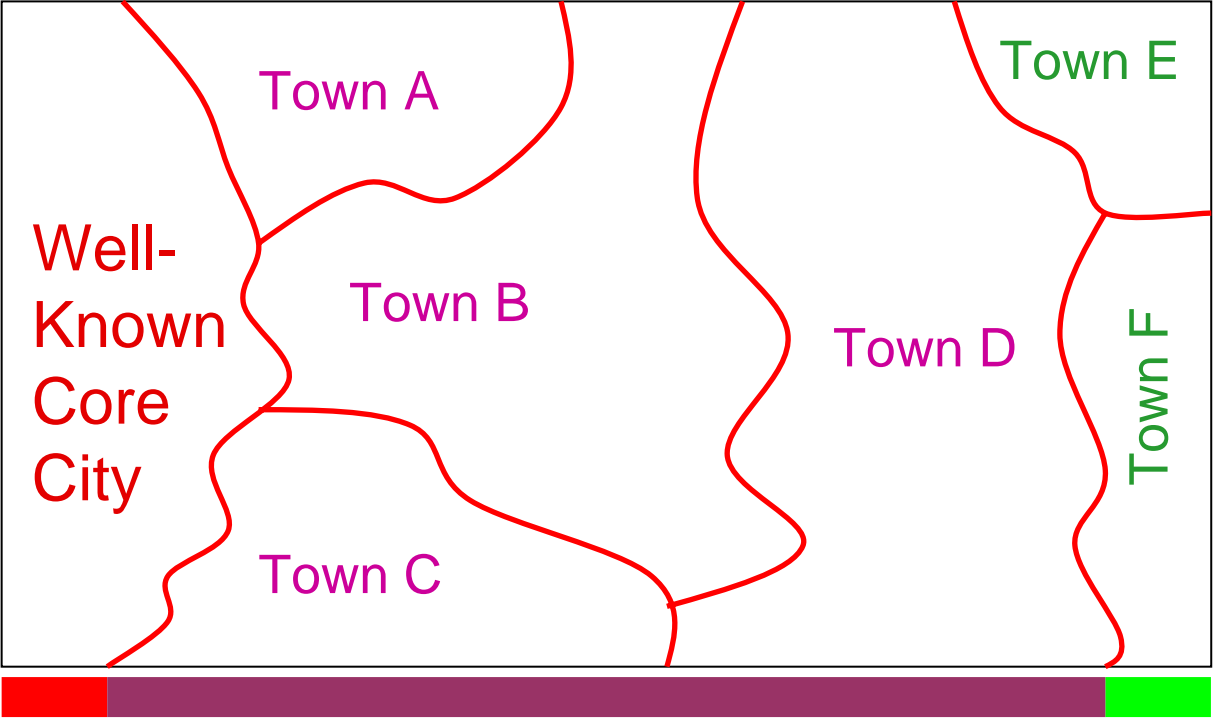
- 16 Regions – *Regions*, not cities
- Prosperous and dynamic
- Political platform
- Lobbying towards EU Parliament, Committee of the Regions, European Commission
- Promoting the Peri-Urban case wherever necessary



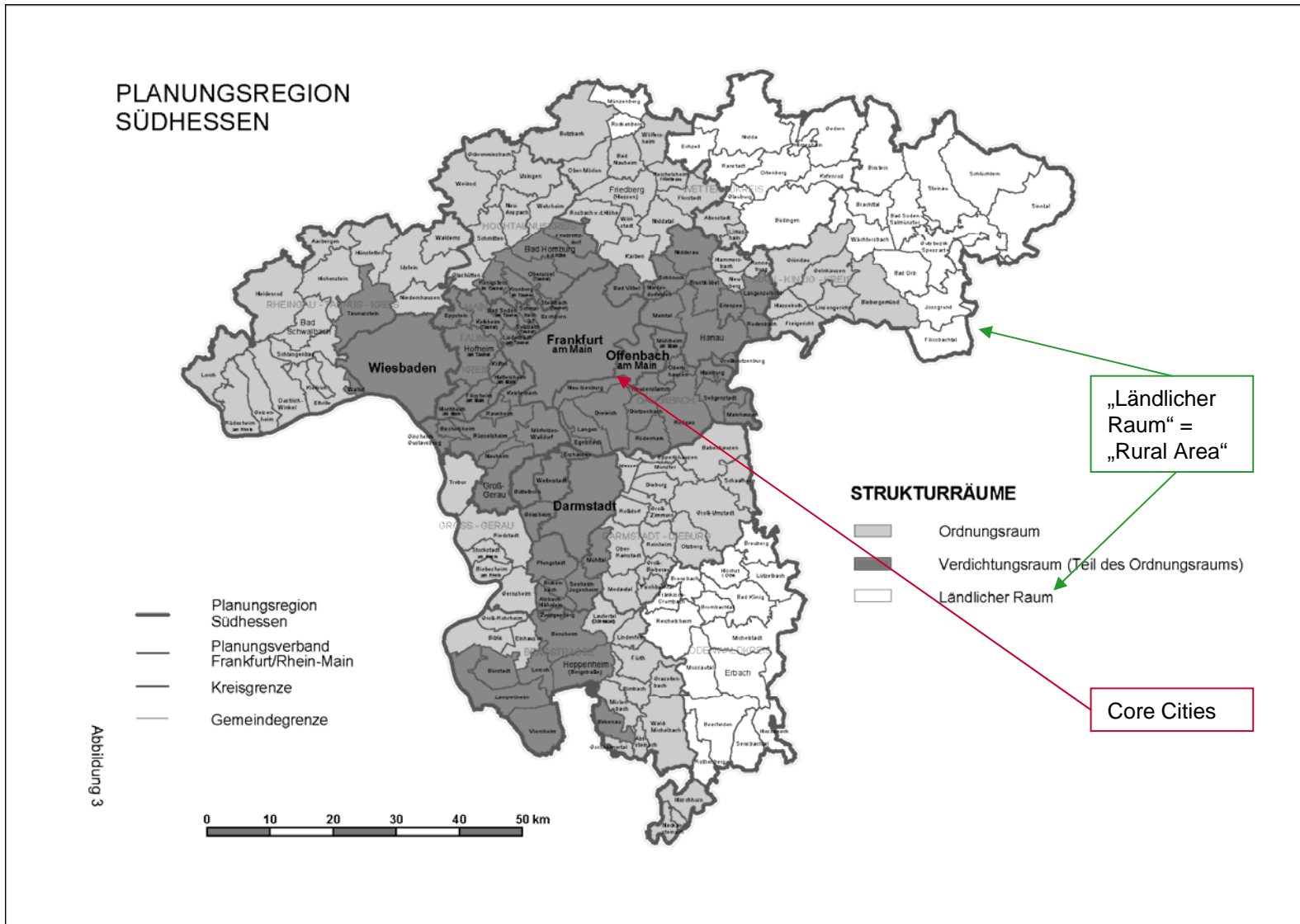
Recent successes

- Amendments to proposed 2014 funding regulations
- Selected MEPs are advocating these amendments
- CoR reports acknowledge the need to specify peri-urban areas
- References to peri-urban areas in the final declaration of the Copenhagen CoR summit
- PURPLE's position established and acknowledged
- Balancing political and pragmatic approaches and scientific evidence

Refining the definition: Common ground



Approach 1: Administrative



Politically decided
(Land Government)

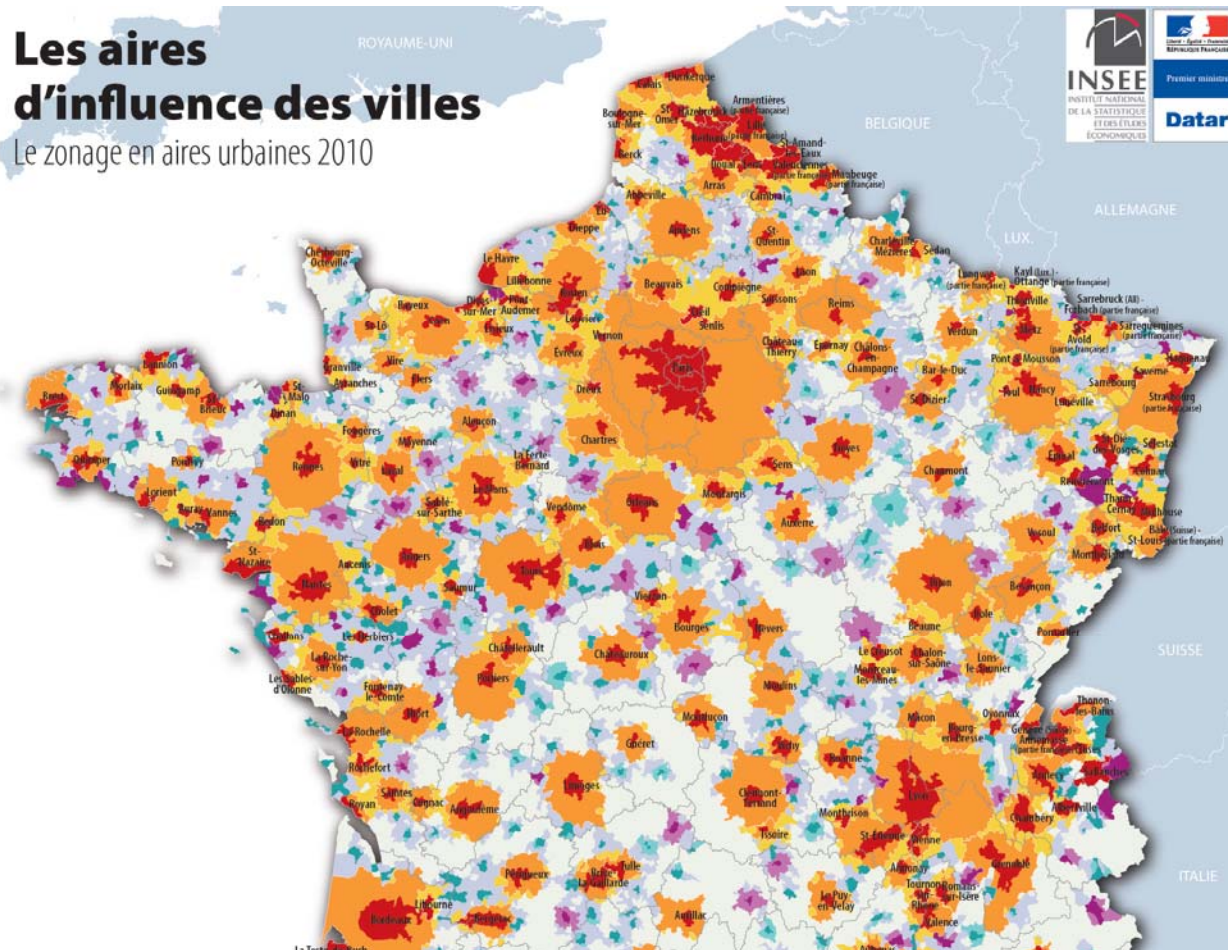
Legally binding

Basis for e.g. funding for agriculture

Approach 2: Functional

Les aires d'influence des villes

Le zonage en aires urbaines 2010



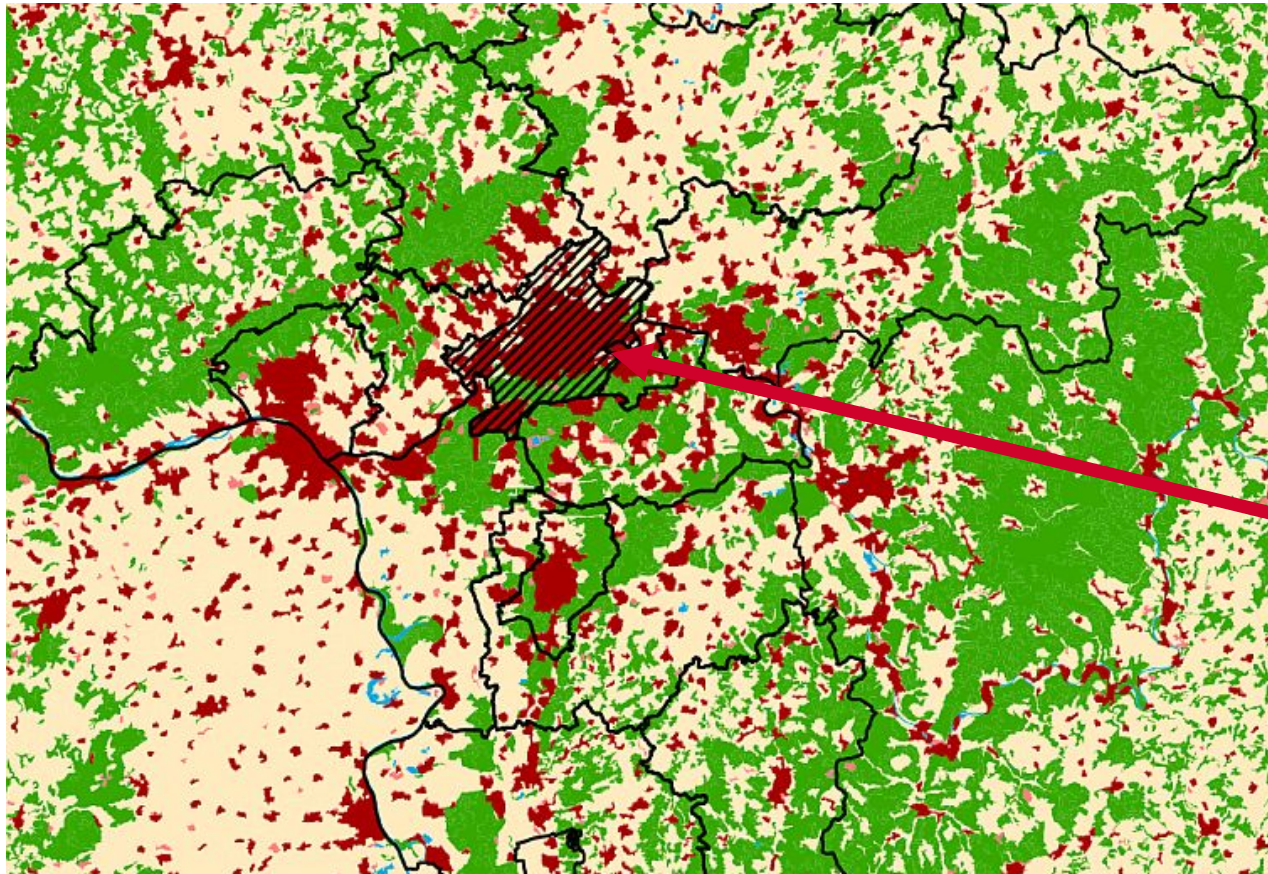
INSEE approach combining morphological criteria with commuting rates

Showing what is *not* there: relations like commuting patterns

Important: Feels to show the real thing

Tricky: Complicated calculations, hidden decisions, hard to compare

Approach 3: Morphological



Frankfurt

Showing what
is there

Well
established
method

Abstraction
and
Interpretation

CORINE
overcoming
national
specificities

Approach 4: Narrative

■ Former SE England (NUTS2 UKJ)

1. Next to London ...
2. with complicated governance patterns
3. and a complicated settlement pattern ...
4. with a buoyant economy
5. making it expensive to be in ...
6. and highly valued as a result.

Verbal
description

Using
images,
stereotypes,
clichees

Appealing,
avoiding
figures

How does SURF fit in?

Is the Urban Fringe seen as synonymous to the Peri-Urban Zone?
Peri-Urban is more than just a small strip around a city.

Please do not avoid to define what you are addressing!

Is there evidence about the specific features of the Urban Fringe?

Would you like to add to the Brussels profile and the brand identity of PURPLE?

An invitation: Brussels, 10th October

- CoR Open Days: „Contributing to rural-urban bonds in peri-urban regions“
- Afternoon political networking reception
- Presentation of the winning entries to the photo competition
- Opportunities to talk and to exchange ideas
- PURPLE originated from an Interreg project...
- ...and is a growing network, welcoming new members!

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www.purple-eu.org