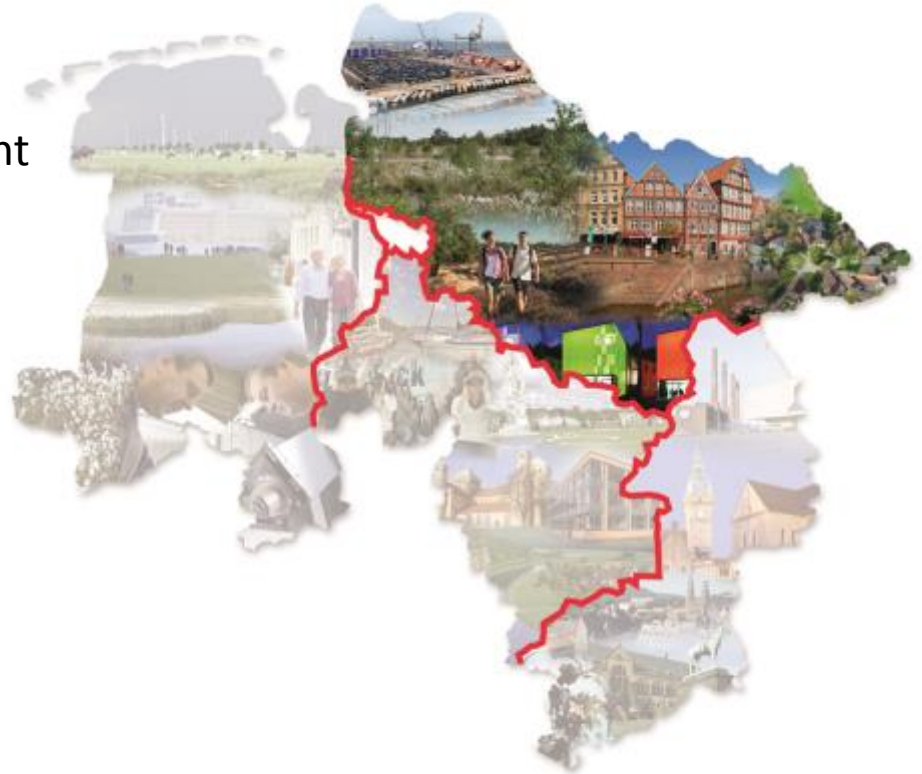


Amt für regionale Landesentwicklung Lüneburg

Office for Regional Development
Lüneburg



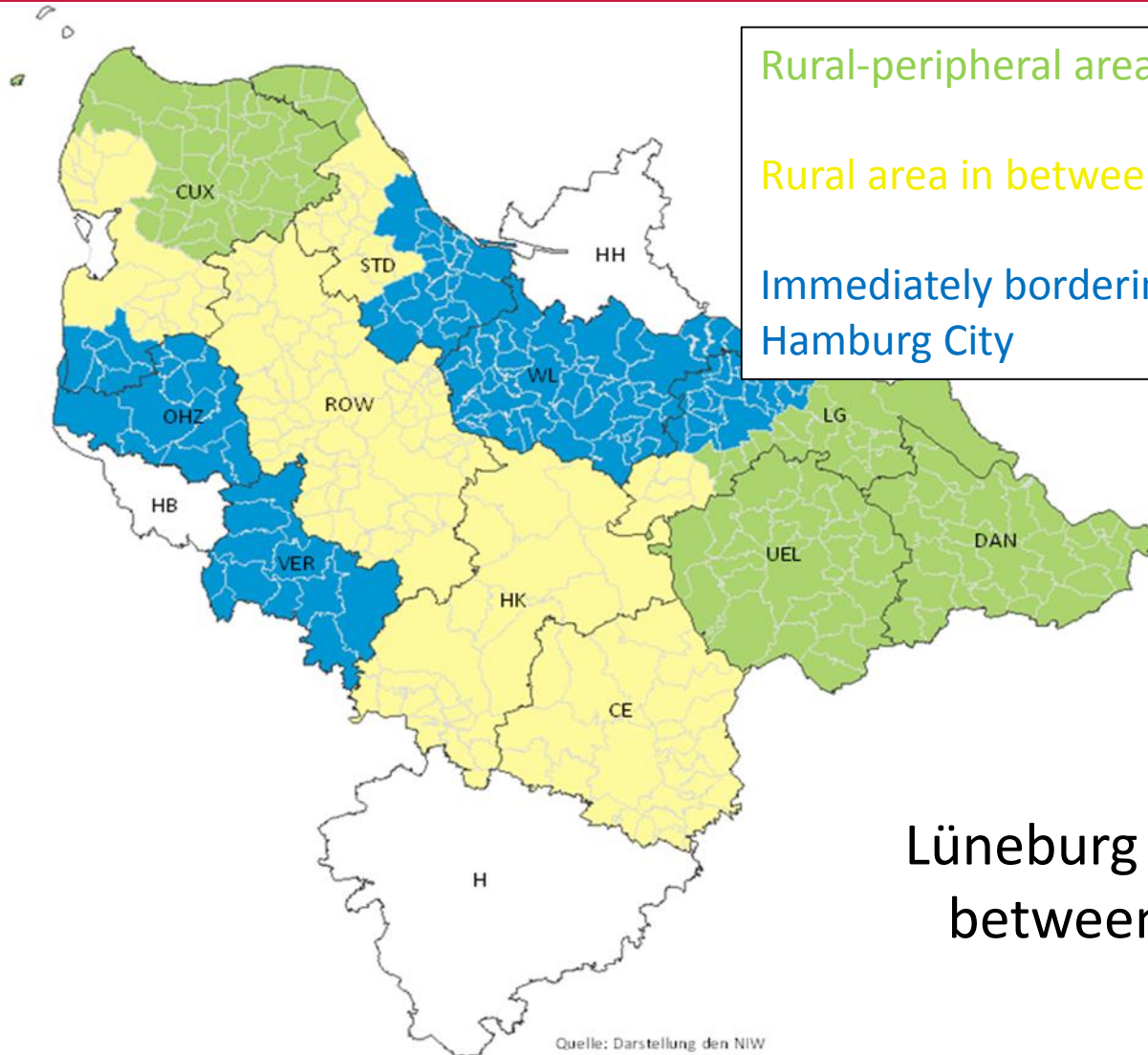




The Region Lüneburg:



- **11 Counties**
- **3 Independent Cities**
- **105 Towns and Municipalities**
- **15.500 km²**
- **Approximately 1,7 Mio. inhabitants**
- **Characterized by its position between the cities Hamburg, Bremen and Hannover**



Rural-peripheral area
Rural area in between metropolitan areas
Immediately bordering Bremen or Hamburg City

Lüneburg Region is situated between three big cities

Quelle: Darstellung den NIW



metropolregion hamburg



The Office for Regional Development Lüneburg

- Connects stakeholders from the region with the Lower-Saxony State Government
- 5 Departments
- Broad spectrum of tasks: Regional Planning, Metropolitan Regions, Interreg, Rural Development (especially LEADER), Land Consolidation, Management of state-owned Estates...
- Responsible for the regional coordination and implementation of structural funds (ERDF and ESF) in the district of Lüneburg



Economic Situation – Lüneburg Region

- Unemployment Rate Lüneburg Region: Between 3,2 % and 6,7 % in November 2018 (depending on county)
- GDP per capita close to EU-average (in 2016 rank 136/263)
- High attractive forces by bordering cities –
Commuter flows



SMEs, Agriculture and High-Tech Industry – Backbones of the Regional Economy

- Lower-Saxony (including Lüneburg Region) is Agricultural State Nr. 1 in Germany (38.000 Agricultural Enterprises, ca. every 10th workplace)
- Emerging Offshore Industry in Cuxhaven (SIEMENS)
- Highly Specialized Lightweight and Chemistry Industry in Stade (CFK-Valley, DOW, Airbus)
- 3D-Printing and Media Industry in Lüneburg



Main Challenges for Rural Areas

- Digitalization
 - Infrastructure: Comprehensive broadband connection as prerequisite
 - Practice: Establishment of a 3D-Printing Network
- Skills Shortage and demographic change
 - Skills Alliances (connect relevant key stakeholders and initiate projects against skills shortage)
- Services of General Interest
 - ESF Funding Programm Social Innovation



Further Activities to enhance the Regional Innovation Capacity

- Support of existing transfer networks and institutions (Transfer-Centre Elbe-Weser)
- Establishment of an Hydrogen Network and a regionwide project about Technological Impact Assessment for E-Mobility
 - Implemented and financed jointly by 11 counties
 - Co-Financed by the “State Program Regional Development Impulses”, a rather flexible one-time funding program



Further Activities to enhance Innovation

- InnoRampUp Programm –
 - Standing up for the introduction of a new Funding Programm
 - To reduce the subsidy gap for Start-Ups between Hamburg and Lower Saxony
- Innovation Assistant and Digitalization Assistant
 - Standing up for the (re-)introduction of a funding program bringing SMEs and young college graduates together



Heath Landscape

Foto: Lüneburger Heide GmbH



Elbe Estuary

Foto: Schiecke



Cuxhaven Harbour

Foto: AfW-CUX



Townhall Lüneburg

Foto: Kolosso



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