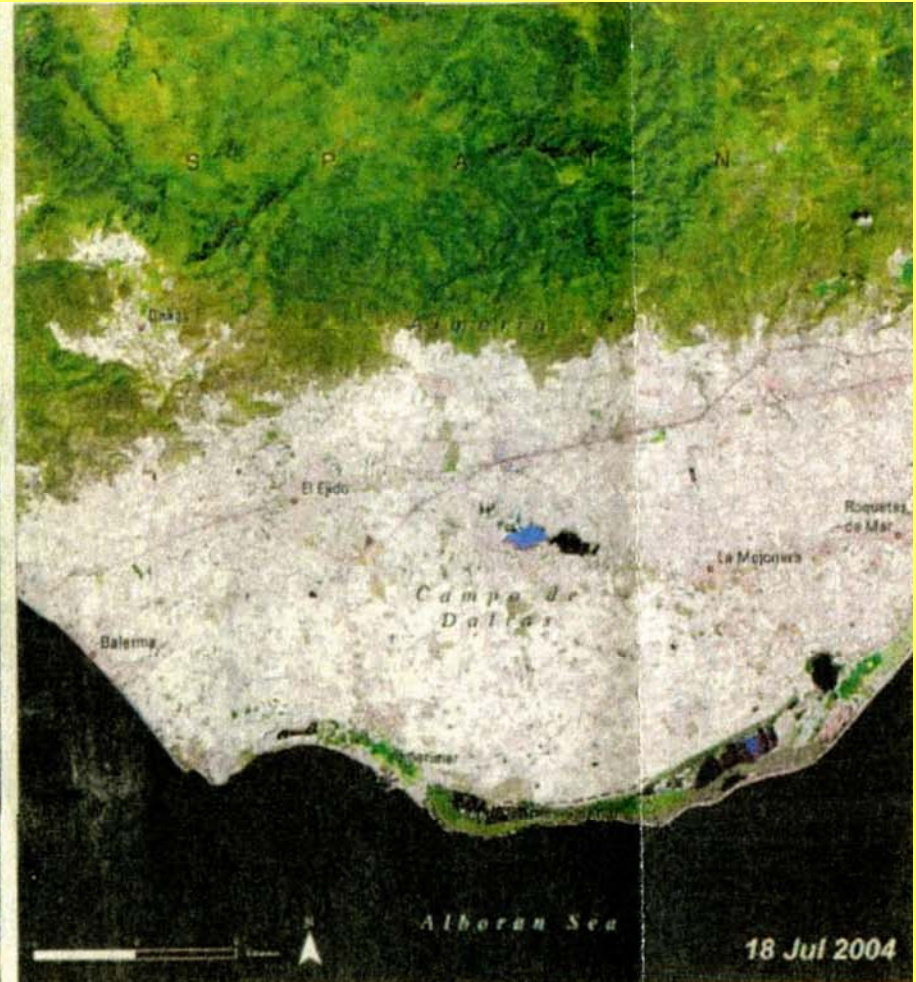
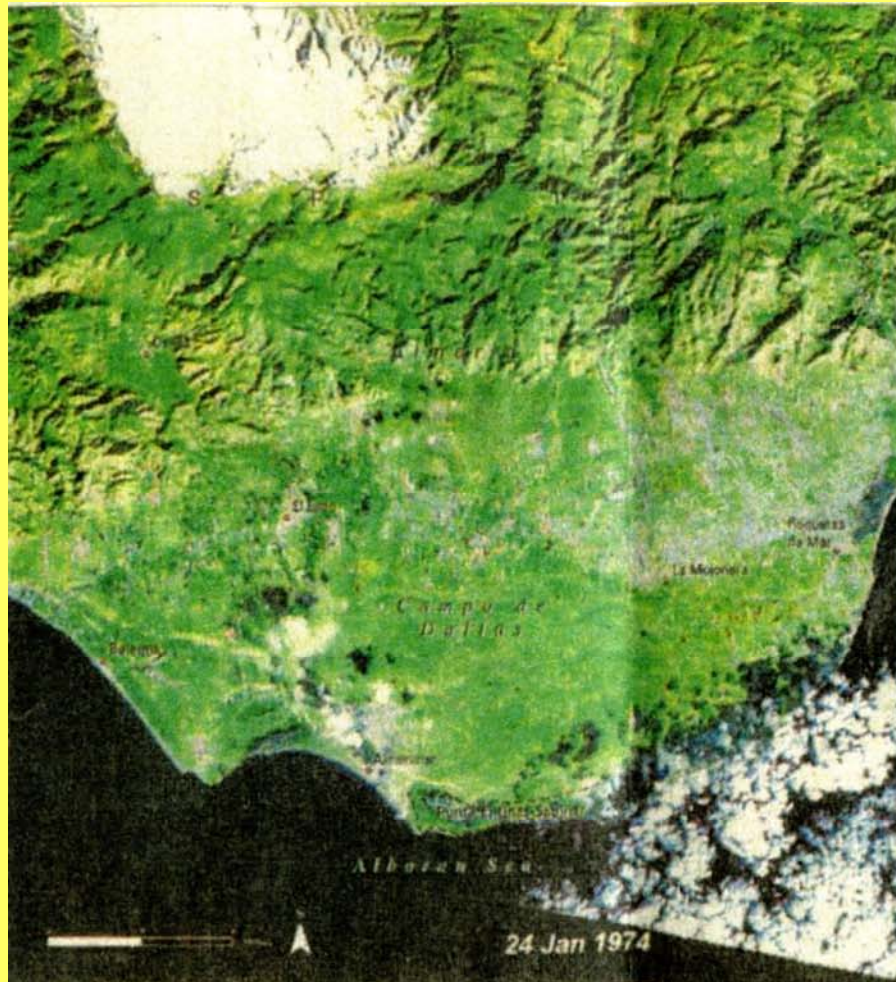


LINKING CULTURE AND SUSTAINABILITY FOR REGIONAL DEVELOPMENT IN STYRIA

The role of the University of
Applied Sciences FH JOANNEUM
in Graz

Presentation at the 2007 UNeECC Annual Conference in Sibiu

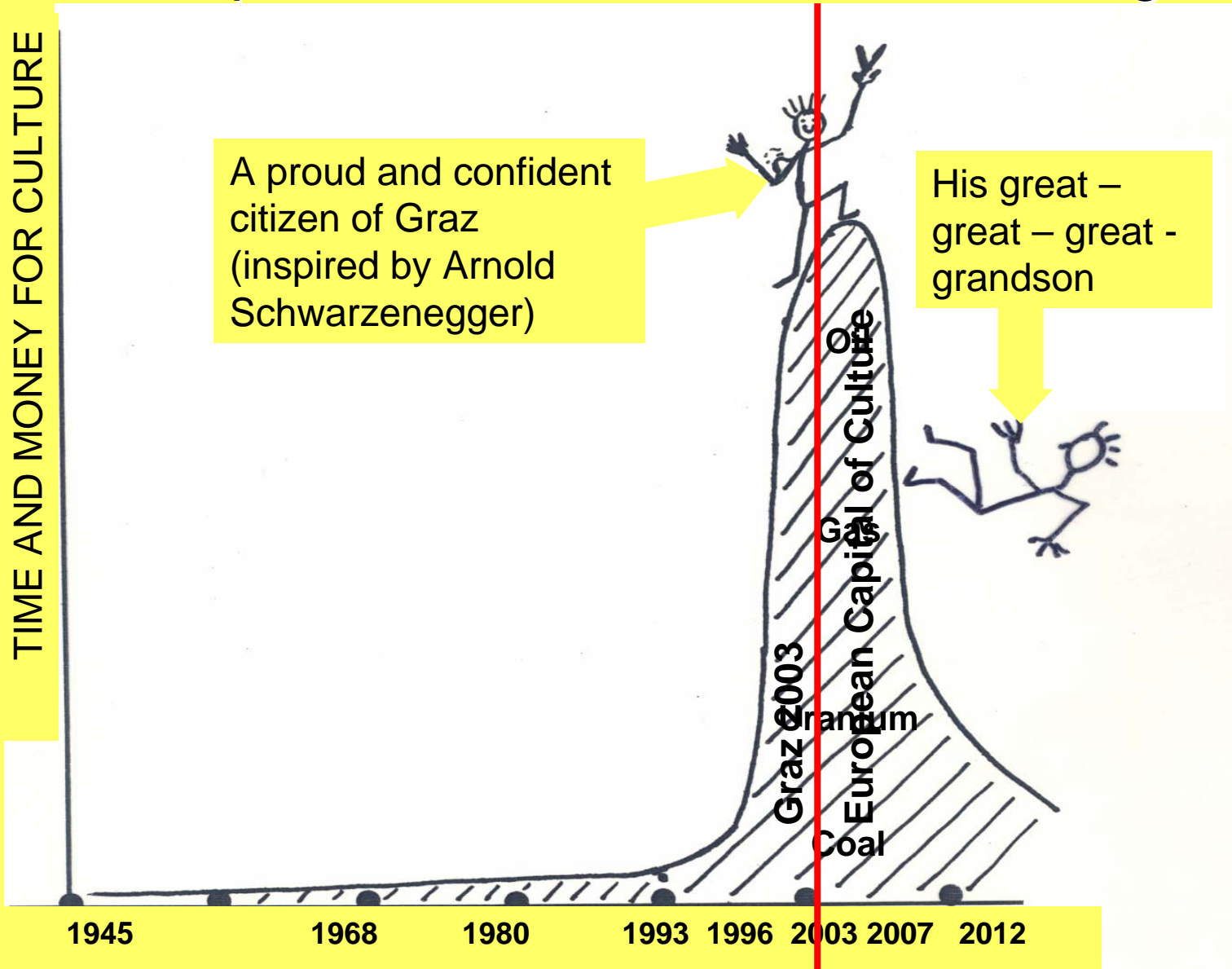
A visit to Andalusia



.... Thirty years of economic development in Almería

A COMMON GROUND

.....for our present wealth and future challenges.....

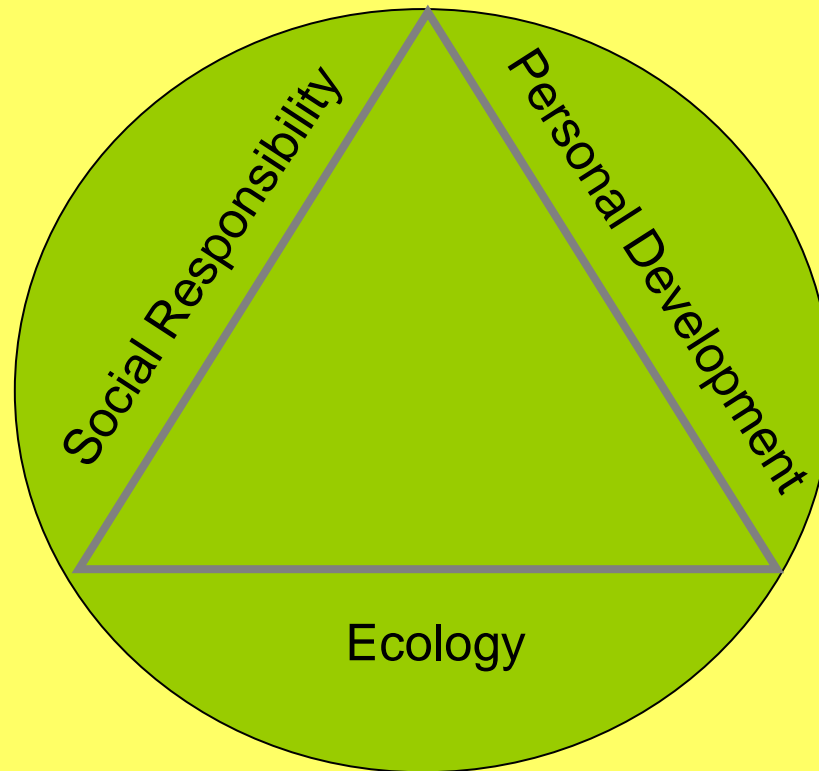


The European Dream

- Sometimes during the next month, more people on earth will live in cities for the first time.
- The American Dream of equal opportunities in a frontier country has failed – the world looks for an alternative European Dream built on culture and sustainability.
- In Megacities all over the world it is the slums that are growing at a threatening pace.
- European cities are the most important laboratories to search for ways of coping with future challenges – we are responsible to show that sustainability and integration are possible.
- What else could be a better role model than a city set out to live up to the prestigious title „Cultural Capital of Europe“?
- My personal opinion as a native citizen: Graz has done a good job in this direction during the past 40 years.

SUSTAINABILITY

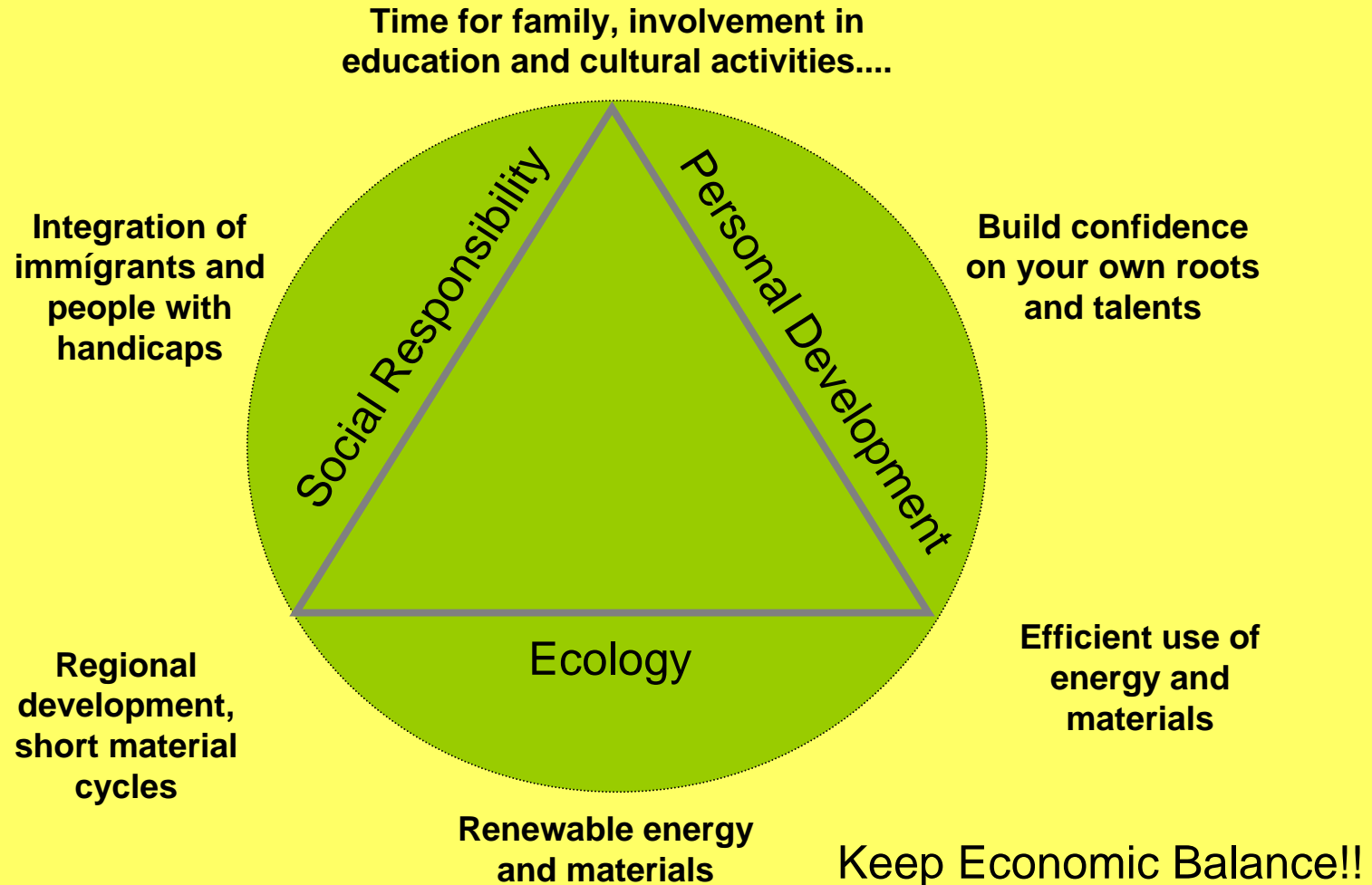
.....my personal definition.....



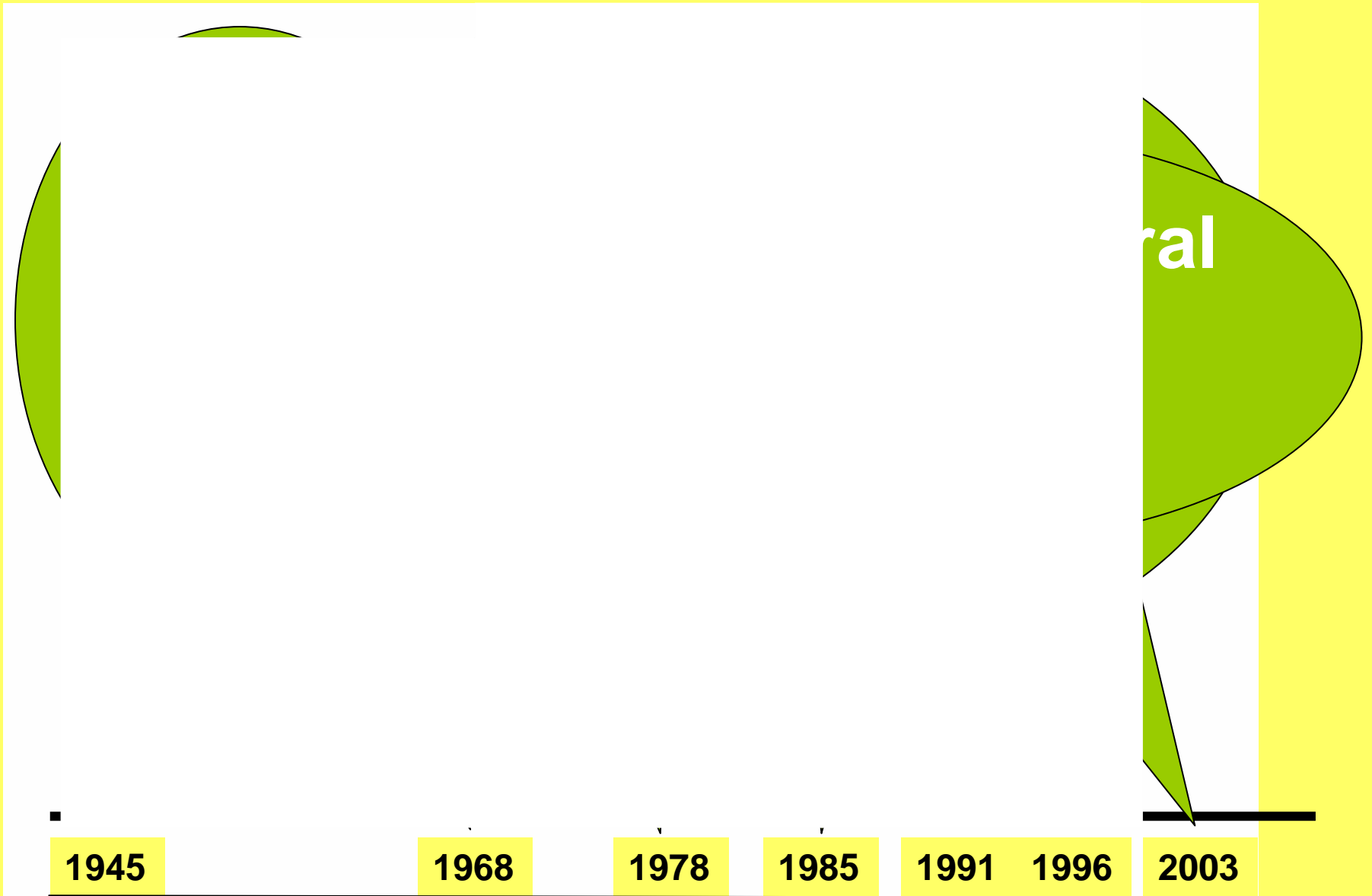
Keep Economic Balance!!

SUSTAINABILITY

..... could mean something like



A HISTORY OF CULTURE AND SUSTAINABILITY IN GRAZ



A REGIONAL SOCIETY THAT FINDS A PATH FOR SUSTAINABLE DEVELOPMENT IS ON THE WAY TO CULTURAL IDENTITY

Success factors

1. Rooting firmly in history
2. High level of identification and self esteem
3. Courage to take risks
4. Strong supporting networks
5. Innovative potential
6. Professional Project Management
7. Patience

Lessons learned in 40 years

- World cultural heritage, Post World War II is the historical situation of our generation
- „Graz is small and attractive“ (scenery, job situation, education), firmly integrated in the region
- Former success with big events
- Within administration, with universities and industry, European networks and projects
- Laboratory University, high potentials, diversity, constant exchange
- Learned by doing, sense of economy, role of politics, getting the best into the team
- Sustainability is a new word with new meaning in cultural development

LINKING CULTURE AND SUSTAINABILITY

ROLE OF FH JOANNEUM

1. Created, started and (co-)financed by City, State Government and private initiatives just as performing arts festivals, Sustainable City of Europe and European Capital of Culture
2. FH JOANNEUM and each individual study program network with a wide range of partners for regional development (industry!) and open doors towards world wide cooperation (UNeECC!)
3. A city like Graz and a region like Styria are „pilot plants“ for sustainable global solutions - a University of Applied Sciences has to be the laboratory to develop these solutions
4. FH JOANNEUM integrates study programs across all disciplines with special emphasis on cooperative initiatives (Example: Social Work and Construction Management for the development of building solutions for handicapped people)

LINKING CULTURE AND SUSTAINABILITY

EXAMPLES FOR SPECIFIC ACTIVITIES AT FH JOANNEUM

- From the start in 1995: Emphasis on programs in Media and **Design** to support public and private initiatives (strong support for the city's effort for being named „City of Design“)
- Since 2000: Partner in supporting **networking** activities (Example: Information Management helps the City of Graz in connecting with local businesses).
- Since 2002: First fully cooperative study program joining more than 100 regional companies in an effort to **integrate work and studying**
- Since 2006: Health Care Services became University programs and work together on strategies for securing **quality of life** for an aging society.
- 2007: Reorganization of the faculties to reflect actual needs of regional development (Example: Social Work, Urban Technologies and Construction Management join forces to form a new faculty for „**Urban Life Solutions**“)

FINAL REMARKS – OUR CHALLENGE

- **Quality of life in the world's cities will determine the fate of mankind – are there alternatives to megacities?**
- **European Capitals of Culture can play a central role in developing models for sustainable and attractive urban living for the next centuries.**
- **I hope they will keep on improving towards becoming Capitals of a European Culture in the broad meaning including sustainability and integration.**
- **Universities will have to be the laboratories for this process and networking within UNeECC will make a difference if taken seriously.**

FINAL REMARKS – A MESSAGE FROM GRAZ

- **Graz has done a good job so far and is already able to harvest a first crop as attractive place for highly qualified experts, demanding high tech jobs and students from all over the world.**
- **FH JOANNEUM will continue with the small steps taken so far: Supporting networks of all kind, integration accross all barriers, educating for technological, social and cultural creativity.**
- **This conference has already given me a suggestion for the next step: I will go back and suggest to install an office for cultural affairs directly attached to the rectorate of our University.**

I thank you for your attention.

I thank the Universities of Pecs and Sibiu for leading the way in offering a forum for an exchange of experiences from European Capitals of Culture and visions for a European Urban Culture.