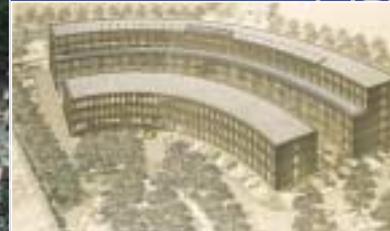


# Summary

Objective-2-Programme of the Federal Land of Bremen

2000-2006



European Union  
European Regional  
Development Fund (ERDF)

The Senator  
for Economy  
and Ports

Free  
Hanseatic City  
of Bremen

# Objective-2 (2000 - 2006) BREMEN

## (Federal Republic of Germany) – Overview

▶ Objective-2 Assisted Region (NUTS-III)	<ul style="list-style-type: none"><li>– Urban district of Bremen (in part, 217,249 inhabitants)</li><li>– Urban district of Bremerhaven (whole city, 126,915 inhabitants)</li><li>– total population affected: 344,164</li></ul>
▶ Participating Funds	European Regional Development Fund (ERDF)
▶ Term	Expenses eligible for support as from: 01.01.2000 Funds tied until 31.12.2006 Payout until 31.12.2008
▶ Administrative Authority / Contact	The Senator for Economy and Ports Zweite Schlachtpforte 3 D-28195 Bremen  Department 24 "Structural and Economic Policy Programmes"  Mr. Wiebe, Tel.: ++49 421 361 8620, Fax: ++49 421 361 8810 e-mail: Swiebe@wuh.bremen.de  Mrs. Krumsee-Budde, Tel.: ++49 421 361 8443, Fax: ++49 421 361 8810 e-mail: Ukrumsee@wuh.bremen.de
▶ Priorities (Fund volume of public expenditure in €)	<ol style="list-style-type: none"><li>1. Diversifying the Economic Structure (19,628,102 €)<ol style="list-style-type: none"><li>1.1 Financial Assistance for SMEs (16,975,635 €)</li><li>1.2 Innovative Start-ups (2,652,467 €)</li></ol></li><li>2. Strengthening the Service Sector (128,457,976 €)<ol style="list-style-type: none"><li>2.1 Promoting the Information Society (37,134,200 €)</li><li>2.2 Technology-Oriented Institutions / Technology Transfer (38,725,700 €)</li><li>2.3 Promoting Tourism (31,908,930 €)</li><li>2.4 New Services / Cohesion Projects with ESF (20,689,146 €)</li></ol></li><li>3. Environmental Protection, Land Redevelopment (56,231,862 €)<ol style="list-style-type: none"><li>3.1 Promoting Application-Oriented Environmental Technologies (8,487,890 €)</li><li>3.2 Promoting Infrastructure Projects in the Environment Sector (5,304,886 €)</li><li>3.3 Redevelopment of Derelict Land (42,439,086 €)</li></ol></li><li>4. Urban Areas in Difficulty (16,975,656 €)<ol style="list-style-type: none"><li>4.1 Stimulating Economic Activities (10,117,767 €)</li><li>4.2 District Development (2,614,050 €)</li><li>4.3 Revitalisation of District Centres (4,243,930 €)</li></ol></li></ol> <p>Technical Assistance (4,774,404 €)</p> <p>Total: 226,068,000 €</p>
The amounts comprise 50 % structural fund contributions and 50 % national contributions.	

The Objective-2 Programme of the Federal Land of Bremen was approved by the European Commission, Decision No. K(2001) 774 on 22 March 2001 (Reference Number CCI 2000 DE 16 2 DO 009).

**Single Programming Document  
for the Objective-2-Programme of the  
Federal Land of Bremen (2000 – 2006)**

*Summary*

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## *Introduction*

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The year 2000 saw the start of a new assistance period in the European structural policies which have been realigned on the basis of Agenda 2000. In the course of this seven-year assistance period, from 2000 – 2006, the Federal Land of Bremen will continue to receive European funding as part of the Objective-2-Programme to support the economic and social redevelopment of areas with structural problems. These support funds will benefit not only the entire city of Bremerhaven (population approx. 127,000), but also parts of the city of Bremen (affecting a population of approx. 220,000). The area designated for assistance in Bremen itself is smaller than in the past, when a population of almost 300,000 was registered for the relevant area. Despite that reduction, however, the cuts for the Federal Land of Bremen are still below average. At around €16 million per annum, the financial assistance is still higher than the figure for 1994 – 1999. The total volume of funds provided for 2000 – 2006 thus amounts to approx. €113 million. The Federal Land of Bremen is obliged to provide co-financing of at least the same extent, so that total resources of approx. €226 million are available for the measures of the Objective-2-Programme.

The primary objective of this EU support in the Federal Land of Bremen is to safeguard existing jobs and create new ones. This can only be achieved by establishing a competitive economic structure. The Single Programming Document (SPD) for Bremen (2000 – 2006) concentrates on those areas

which are deemed to have the greatest regional potential, e. g. redevelopment of derelict land, promotion of tourism, and the promotion of application-oriented environmental technologies. On the one hand, this ensures continuity of Bremen's Objective-2 support during the 1994 – 1999 period, while simultaneously setting new priorities in the sector of regional assistance. This includes in particular the increasingly important role played by the "information society". The new Objective-2 Programme also places great emphasis on providing support for new businesses. Finally – as a consequence of the new structural fund regulations – support for urban development, which was previously covered only by the Community initiative URBAN, has now been integrated in the Objective-2-Programme.

Under the new structural fund regulations, more attention is to be given in future to the aspects of equal opportunities and environmental protection. This involves devising specific measures for those sectors and also integrating these components as cross-sectional objectives in the overall support programmes.

As in the past, the support provided by Bremen within the framework of the Objective-2-Programme ties in perfectly with the other activities effected in its structural policies, which are focused and implemented within the scope of the following programmes: Wirtschaftsstrukturpolitisches Aktionsprogramm (WAP) [structural policy action programme], Beschäftigungspolitisches Aktionsprogramm (BAP) [employment action programme] and Investitionssonderprogramm (ISP), the special investment programme launched to consolidate Bremen's budget (ISP).

Contrary to the past, however, the current Objective-2-Programme has been devised as a monofund programme, i. e. it is financed solely from the European Regional Development

Fund (ERDF). The effective inter-meshing of economic structural policies and labour market policies, however, retains its central role. Objective-2 assistance and Objective-3 assistance, which form the frame of reference for all action to be taken in the interests of human resources, are consequently closely coordinated.

The programming document has undergone ex-ante evaluation, conducted by an independent expert. The Objective-2-Programme will be implemented in close cooperation with the Commission and Federal German government, in consultation with all the regional players involved in the Objective-2-Programme. These include first and foremost the economic and social partners in the Federal Land of Bremen, who participate in the work of the Regional Monitoring Committee which was officially constituted in May 2001 in accordance with the provisions of the structural fund council regulation.

1

*Description of the Initial Situation*

## 1.1 *The Objective-2 Assisted Region*

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In the course of the internal German negotiations for allocation of the German Objective-2 funds, a ceiling of a maximum population of 347,650 was set for the Federal Land of Bremen, based on the level of need which had been established. This was derived within the national context on the basis of the criteria stated in the Joint Programme "Improving the regional economic structure".

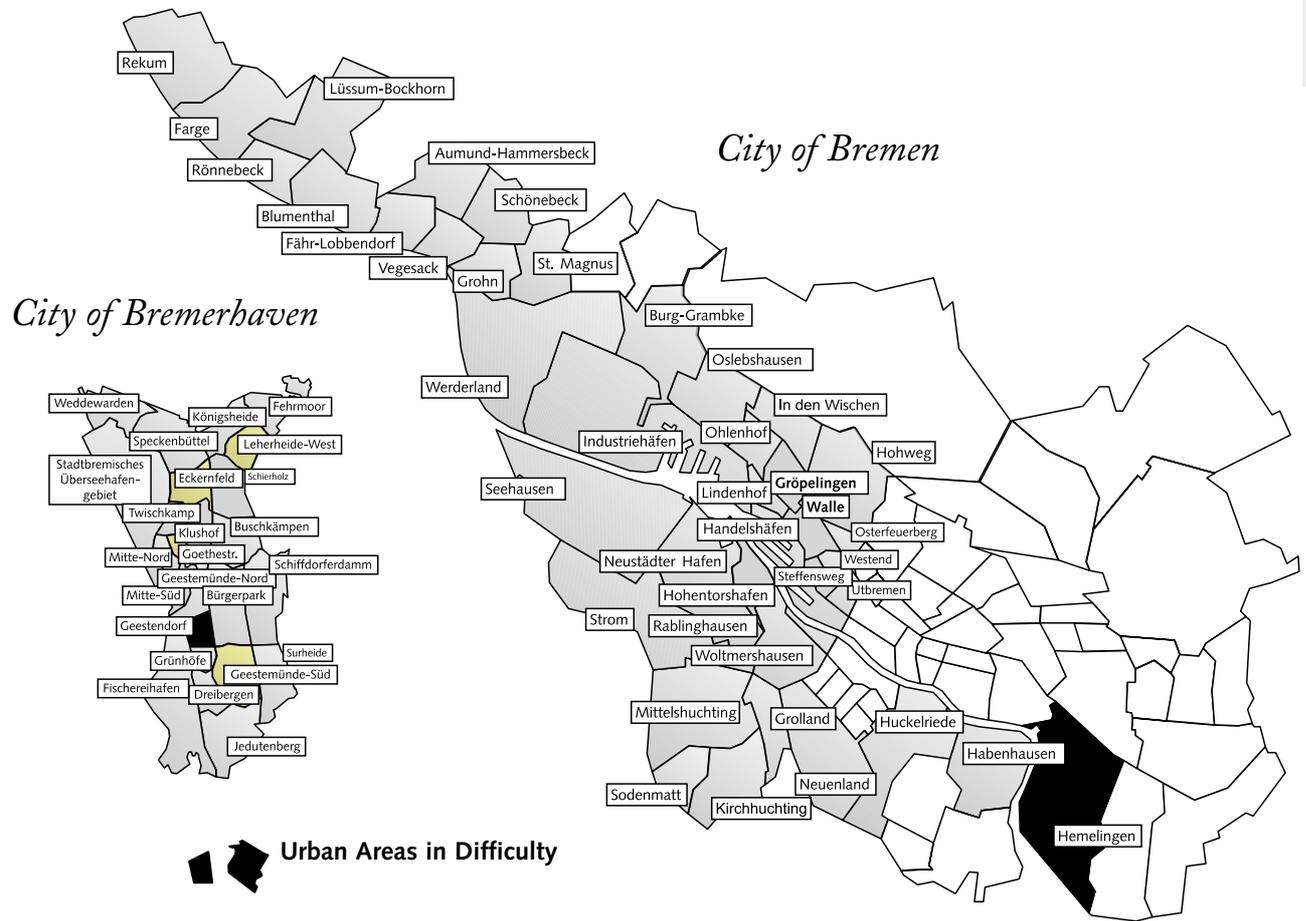
Bremen's Objective-2 assisted area encompasses approx. 51 % of the total population of the Federal Land. The enclosed map and tabular summary show the boundaries of the assisted area.

In view of its immense structural deficits, the city of Bremerhaven satisfies the "hard" criteria for admission to the Objective-2 assisted region. Only some parts of the city of Bremen, on the other hand, can be designated eligible areas. These parts of the city also contain the majority of Bremen's typical conventional industries, i. e. in particular shipyards (in the north of Bremen) and steel production (in the west of Bremen) as well as the industrial ports of the city of Bremen, the importance of which has also suffered a drastic decrease. The area participating in the programme also includes many derelict sites in that connection which are earmarked for reconstruction under the new Objective-2-Programme for both economic and ecological reasons.

It should also be noted that in both Bremerhaven and the city of Bremen, one district from the regular assisted region is simultaneously to serve as an assisted urban district. The new Objective-2-Programme includes a separate assistance priority in that respect. The two districts concerned *additionally* satisfy the criteria specified in Article 4 Section (7) of Council Regulation (EC) No. 1260/1999: in other words, they are densely populated districts which have a long-term unemployment rate which is higher than the Community average and/or they have inadequate living conditions.

The Federal Land of Bremen covers a total area of 404 km<sup>2</sup>; the city of Bremen accounts for 318 km<sup>2</sup> of that total, Bremerhaven 86 km<sup>2</sup>. The Objective-2 area refers to approx. 61 % of that figure (160 km<sup>2</sup> in Bremen city, 86 km<sup>2</sup> in Bremerhaven).

## Objective-2 Assisted Region in the Federal Land of Bremen from 2000 to 2006



### City of Bremen

#### Central Bremen

**Ports District**  
Handelshäfen  
Industriehäfen  
Stadbrem. Überseehäfen  
Neustädter Hafen  
Hohentorshafen

#### South Bremen

**Neustadt District**  
Neuenland  
Huckelriede

**Obervieland District**  
Habenhausen

### Huchting District

Mittelhuchting  
Sodenmatt  
Kirchhuchting  
Grolland

### Woltmershausen District

Woltmershausen  
Rablinghausen  
Seehausen  
Strom

### West Bremen

**Walle District**  
Utbremen  
Steffensweg  
Westend  
Walle  
Osterfeuerberg  
Hohweg

### Gröpelingen District

Lindenhof  
Gröpelingen  
Ohlenhof  
In den Wischen  
Oslebshausen

### East Bremen

**Hemelingen District**  
Hemelingen

### North Bremen

**Burglesum District**  
Burg-Grambke  
Werderland  
Sankt Magnus

### Vegesack District

Vegesack  
Grohn  
Schönebeck  
Aumund-Hammersbeck  
Fähr-Lobbendorf

### Blumenthal District

Blumenthal  
Rönnebeck  
Lüsum-Bockhorn  
Farge  
Rekum

### City of Bremerhaven

The entire city of Bremerhaven is an Objective-2 assisted area

## 1.2 *Socio-Economic Analysis*

### **Economic Situation in Bremen**

Between 1990 and 1999, the population in the Federal Land of Bremen decreased by 1.8 %, which can essentially be attributed to migration to the surrounding area. The overall economic development for that period was not only lower than the national average, but also remained below that of comparable locations. Nevertheless, the latest gross domestic product and investment activities provide grounds for optimism, as the figures have risen steadily since 1996, in some cases with trends which are divergent to the reference locations.

### **Labour Market**

In relation to the area of former West Germany, the Federal Land of Bremen holds an outstanding negative position as far as unemployment is concerned. In 1999, no other West German Land matched the annual average of Bremen's unemployment rate of 15.8 %. It can be noted that during the period from 1990 to 1999, unemployment in Bremen rose by 2.3 percentage points, in keeping with the national trend. In the Federal Land of Bremen, the city of Bremen has a far lower unemployment rate than Bremerhaven (1999: 14.9 % in Bremen compared with 19.5 % in Bremerhaven<sup>1)</sup>).

### **Gainful Employment**

There are still problematic areas as a result of the structural changes. Between 1991 and 1999, gainful employ-

ment in the Federal Land of Bremen decreased by 6.7 %. During that same period, employment in the area of former West Germany decreased by 1.9 %. The employment trend correlates positively with the aforesaid population development, i. e. a drop in population also causes a decrease in gainful employment.

### **Selected Sectoral Aspects**

A decisive factor for the drop in gainful employment in the Federal Land of Bremen is the development in the manufacturing industry, or secondary sector. Between 1990 and 1998, more than 70 % of the regional loss of employment affected the manufacturing industry. At the same time, employment in the sector of other services increased. However, the heterogeneous growth of the entire tertiary sector in Bremen will not be sufficient to compensate for the loss of jobs in other sectors<sup>2)</sup>.

Although the sectoral structure of the Federal Land of Bremen is comparable with that of other former industrial regions, the degree of tertiarisation still lags behind most of the other reference regions, so that this sector can reasonably be assumed to harbour growth potential. Tourism, in particular, plays an increasingly important role.

As in other regions with a high proportion of conventional industry, the economy in the Federal Land of Bremen tends to show a large-scale enterprise structure. Moreover, Bremen has a disproportionately low share of small and medium-sized enterprises; such companies are considered flexible and adaptable, and generally have a high employment intensity factor<sup>3)</sup>.

<sup>1)</sup> Registered unemployed based on wage and salary earners, average for the year. Source: Federal Labour Office

<sup>2)</sup> Cf. also report on the labour market situation and labour market policies in the Free Hanseatic City of Bremen (1998), P. 18f.

<sup>3)</sup> Cf. von Gleich, A. (1991), *Sanfte Biotechnologien in der Region Bremen*, P. 121

### **Selected Aspects of Structural Development**

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At the present moment, there is no acute shortage of industrial sites in the Federal Land of Bremen. However, a far-sighted, demand-oriented industrial site policy is essential to ensure that high-quality trade and industrial sites can be provided for different target groups in future. In a city-state like Bremen, the revitalisation of existing sites is of crucial importance, even though it is far more expensive than the development of new sites.

In the field of research and development, Bremen is one of the leading locations in the north-west of Germany and boasts competitive corporate structures thanks to its intense vocational training activities and positive division of labour in terms of function and location. An analysis of R&D developments reveals a decline in activities in that sector in Bremen between 1991 and 1997: this could lead to a reduction in R&D structures in the Land and thus weaken Bremen's position as a business location. Declining corporate R&D activities also reduce the capacity for product and process innovation and thus bring about competitive disadvantages for the regional economy.

### **Aspects of Urban Development**

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As a conventional industrial region which is currently in the throes of a radical restructuring process, certain, clearly delineated districts in the Land of Bremen have a high concentration of negative socio-economic features which are reflected in a lack of economic prospects, low income and poor quality of life for the inhabitants of these districts. This is true both of

Bremen itself and also of Bremerhaven. It is proving extremely difficult for the Federal Land of Bremen to tackle the problems in these districts exclusively with its own resources as Bremen is currently making extreme financial and political efforts to compensate for its sectoral losses (e.g. shipbuilding), to overcome its one-sided industrial orientation and to remedy the deficits in the service sector.

### 1.3

#### *Environmental Analysis*

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48 % of the 32,663 hectares of local community area in the city of Bremen refer to settlement and traffic areas in the stricter sense. On the other hand, Bremen has almost 26 hectares of recreational, agricultural and forest areas per capita and thus by far the largest area available for leisure and recreation compared with other large cities. It is worth noting that Bremen has the healthiest trees of all regions in Germany.

In Bremerhaven, there are two nature reserves which cover a total of approx. 16 ha, corresponding to a 0.24 % share of the total area. The city of Bremen has 15 nature reserves covering an area of roughly 1,890 ha, corresponding to an almost 6 % share of the total area of the Land. Bremen also has two designated landscape protection areas with a total area of 8,976 ha, which corresponds to 22 % of its total area.

Water pollution can be classified as largely unproblematic. Nor is there any above average soil pollution in the Federal Land of Bremen. The air quality remains clearly below the limits specified in the German Clean Air Act.

In view of the approx. 4 % rise in the quantity of hazardous waste between 1991 – 1997, the Federal Land of Bremen has set itself the target of advising companies on the avoidance and management of waste which requires special monitoring, and enjoys the support of the various economic chambers in Bremen in that respect.

One of the major aims of the Bremen Senate's energy policies is to reduce the emission of CO<sup>2</sup> in the Federal Land of Bremen. Suitable methods of doing so include in particular the more efficient use of fossil energy supplies and the increasing use of renewable energy sources.

The redevelopment of contaminated industrial locations, many of which have good infrastructure conditions, but have so far lain derelict or remained underused, is vital in Bremen – other than in those Federal Laender which have an extensive surface area. The necessary structural changes cannot be effected without the revitalisation of these sites inside Bremen's own boundaries. Redevelopment in this case is aimed at optimum exploitation of existing land resources, restructuring existing key industrial sectors, revitalising former industrial locations for the implementation of high-investment projects as part of the ISP, and the elimination of environmental risks and investment obstacles resulting from contamination.

## 1.4

### *Analysis of Equal Career Opportunities for Women and Men and of Problem Groups in the Labour Market*

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#### **Employment and Labour Market Situation for Women in the Federal Land of Bremen**

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In 1998, 41.5 % of the total workforce in the Federal Land of Bremen were women. Part-time jobs amounted to 15.1 % of all jobs, and approx. 88 % of part-time jobs were held by women.

There is a particularly high proportion of women in organisations with a non-profit character (65 %) and in the service sector, the most employment-intensive branch of industry (approx. 62 %). A quarter of all gainfully employed persons in the service sector works part-time, and 87 % of these part-time employees are women.

Between 1994 and 1997, the number of employed dropped by 5.3 % as a whole. The decrease in the number of female employees, at 5.1 %, was slightly below average. Part-time employment, on the other hand, showed a sharp increase of 6.3 %, which can be attributed predominantly to the increase in the number of part-time jobs held by men. With the exception of the service sector and non-profit organisations/private households, the number of employed dropped in all sectors of industry.

In 1998, male unemployment in the Federal Land of Bremen was higher than the rate for women, which at 9.8 % fell slightly below the average unemployment rate for women in the west of Germany (10 %). This was no doubt due to the reduction in jobs in the manufacturing industry, in particular in shipbuilding, which affected mainly male employees. However, it should be noted that these figures could conceal comparatively high hidden reserves. In the period between 1994 and 1998, female unemployment was down on the previous year only in the year 1998. In the other years in that period, the number of unemployed women rose steadily.

Even although the decline in unemployment in 1998 was higher in west Germany as a whole than it was in Bremen, at national level, men benefited to a greater extent than women – other than in Bremen – from the drop in unemployment figures.

The number of self-employed in the Federal Land of Bremen in 1998 was below the figures for the whole of Germany. A comparison of the share of self-employed women in Bremen with Germany as a whole also shows a below-average proportion.

#### **Comparison of the Development of Problem Groups in the Labour Market**

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The share of problem groups of young unemployed and unemployed women, both in the Federal Land of Bremen and on a national level, rose continuously from 1995 to 1997, contrary to the trend in the European Union. At the time of the survey in 1998, the rate of young unemployed was highest in Bremerhaven, at 11.3 % compared with 10.4 % in the city of Bremen and 9.9 % in west Germany. The share of older unemployed of the total unemployment rate in the two-city state was 18.7 %, and thus below that of Germany as a whole, which was 24.8 %. On the other hand, the higher

proportion of long-term unemployment (40 % in the Federal Land of Bremen compared with 37 % in the area of former West Germany) is indicative of the special structural problems of the regional labour market.

The reduction of industrial jobs in the manufacturing industry has a stronger effect on foreign employees than on other groups of the workforce. The population in former conventional industrial regions (typical Objective-2 regions) also shows an above average proportion of foreigners, many of whom have settled in specific districts of the conurbation centres. The comparatively low proportion of foreign unemployed in the city of Bremerhaven can be attributed to the low incidence of large-scale industrial enterprises. In the city of Bremen, such companies have traditionally played a more important role, so that this problem group consequently accounts for 18.3 %, a figure which is 3.5 percentage points higher in the city of Bremen than it is in Bremerhaven.

The employment rates in the Federal Land of Bremen in 1998 were lower than those of Germany as a whole. Amongst other things, this is due to core/periphery migration of the employed population, which lowers the employment rate in the central districts and raises it in the area surrounding Bremen.

As a whole, it can be stated that although unemployment in the city of Bremen is at an absolutely high level compared with other conurbations, it is nevertheless still within reasonable bounds, whereas the situation in the seaport of Bremerhaven is far more critical.

## 1.5

*SWOT<sup>4)</sup> Analysis of the Regional Economy*

Economic Structure	
Strengths	Weaknesses
<ul style="list-style-type: none"> <li>▶ Competitive manufacturing industry (in particular automobile construction, aerospace) with high turnover generated in other countries</li> </ul>	<ul style="list-style-type: none"> <li>▶ Gradual decrease in population</li> <li>▶ Comparatively low growth in added value</li> <li>▶ Comparatively weak growth in productivity</li> <li>▶ Decline in endogenous investments in fixed assets</li> <li>▶ Below average number of small and medium-sized enterprises</li> <li>▶ Above average rise in unemployment</li> <li>▶ Loss of employment opportunities</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>▶ Better investment climate thanks to ISP (= Special Investment Programme)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Dependency on individual sectors of industry (e. g. automobile construction)</li> <li>▶ Large-scale enterprise structures</li> </ul>

<sup>4)</sup> SWOT = Strengths and Weaknesses, Opportunities and Threats

### Aspects of the Sectoral Structure

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>▶ Increase in the workforce employed in automobile and aircraft construction</li> </ul>	<ul style="list-style-type: none"> <li>▶ Severe problems in conventional industrial sectors (particularly shipbuilding)</li> <li>▶ Insufficient growth in the tertiary sector</li> <li>▶ Divergent development (compared with area of former West Germany) from certain segments of the service sector</li> <li>▶ Below average growth in the corporate service sector</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>▶ Growth potential in tourism</li> </ul>	<ul style="list-style-type: none"> <li>▶ Further job losses owing to weak growth in the service sector</li> </ul>

### Technology and Innovation, Qualification Infrastructure

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>▶ Institutional mechanisms for qualifying R&amp;D personnel (university/colleges, scientific institutes)</li> <li>▶ Extra-university research institutes</li> <li>▶ Industries with intensive R&amp;D (aerospace)</li> <li>▶ High proportion of qualified employees</li> <li>▶ Positive division of labour in terms of function and location</li> </ul>	<ul style="list-style-type: none"> <li>▶ Comparatively strong decrease in R&amp;D personnel in the regional economy</li> <li>▶ Decreasing internal R&amp;D expenditure</li> <li>▶ In view of the regional requirement situation, there are still gaps in the available technology and qualification infrastructure</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>▶ Technology and qualification infrastructure/technology transfer boost innovative strength</li> <li>▶ Technology and qualification infrastructure boosts regional areas of competence</li> </ul>	<ul style="list-style-type: none"> <li>▶ Competitive position of the regional economy is weakened as a result of declining R&amp;D activities</li> </ul>

### Commercial and Industrial Sites

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>▶ Commercial and industrial site programme aimed at specified target groups</li> <li>▶ Bremen has an advantage in intermodal transport sector (commodity distribution centre)</li> <li>▶ Sufficient industrial sites</li> </ul>	<ul style="list-style-type: none"> <li>▶ Limited availability of greenfield sites</li> <li>▶ Relatively isolated position in terms of inter-regional market potential</li> <li>▶ Bottlenecks in city-centre connection of commercial/ industrial sites</li> <li>▶ Poor "soft" locational factors for Bremerhaven</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>▶ Synergy effects in key locations</li> <li>▶ Provision of inexpensive premises for founders of new businesses</li> <li>▶ Linking service locations with attractive residential environment (revitalisation of dock areas)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Relatively poor development of corporate services, especially in Bremerhaven</li> <li>▶ Lack of investments/migration of businesses to surrounding area owing to sluggish developments</li> <li>▶ Conflicts with other usage owing to general scarcity of land</li> </ul>

### Environment

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>▶ Relatively high proportion of leisure recreational areas compared with other cities</li> <li>▶ Attractive scenery in surrounding area (North Sea, moorland, sandy uplands)</li> <li>▶ Environmental engineering expertise (e.g. sewage disposal)</li> <li>▶ Innovative subsidy programmes in the field of industrial environment engineering</li> </ul>	<ul style="list-style-type: none"> <li>▶ Some polluted former industrial locations and former port districts</li> <li>▶ Despite recent improvements, still backlog in sector of preventive environmental protection</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>▶ Expansion of environmental infrastructure to strengthen Bremen's image as innovative location</li> <li>▶ Revitalisation of old industrial locations and port areas for new trade and industrial use and new urban development concepts</li> </ul>	<ul style="list-style-type: none"> <li>▶ Consumption of open spaces owing to general scarcity of land</li> </ul>

### Equal Opportunities

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>▶ High qualification level in some sectors, in particular of younger women</li> </ul>	<ul style="list-style-type: none"> <li>▶ Below average share of workforce</li> <li>▶ High female unemployment rate</li> <li>▶ Decline in part-time employment</li> <li>▶ Relatively few independent businesswomen in comparison with area of former West Germany</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>▶ Job potential in service sector</li> <li>▶ Targeted support for women founding new businesses</li> </ul>	<ul style="list-style-type: none"> <li>▶ Continuing weak growth in service sector</li> </ul>

### Urban Areas in Difficulty

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>▶ Workforce potential in the different parts of the city</li> </ul>	<ul style="list-style-type: none"> <li>▶ High unemployment rate, particularly in problem groups</li> <li>▶ High proportion of population on social security</li> <li>▶ Unattractive environment</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>▶ Economic strength increased by integrated projects for economic development and labour market policies</li> </ul>	<ul style="list-style-type: none"> <li>▶ Further social segregation</li> <li>▶ Lack of investors as a consequence of poor image</li> </ul>

## Conclusion

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The foregoing analyses have shown that the Federal Land of Bremen still holds a poor competitive position in both economic and structural terms. On the other hand, it also has potential and opportunities which can be exploited in the interests of successful restructuring. Based on the analysis of the starting conditions, the following sectors can be deemed as of particular relevance for the regional restructuring process:

- ▶ **Increasing regional investment activities** with the aim of creating competitive, diversified economic structures;
- ▶ as part of that process, **strengthening the service sector**, in order to exploit the existing growth and employment potential;
- ▶ ongoing **promotion of innovation and technology** including human resources, on the one hand to consolidate and expand regional competencies, on the other hand to make the most of the opportunities available in the information society as cross-section technology of the coming years;
- ▶ continuing **consolidation of business-oriented infrastructure**, in particular by putting derelict sites to new use and thus creating a high-quality business location;
- ▶ paying more attention to the **opportunities of environment protection** in the interests of an active strategy aimed at sustainability;
- ▶ better **integration of economically disadvantaged groups** in the economic process to raise equal opportunities, prevent isolation and segregation, and – in particular in urban areas in difficulty – open up new future prospects.

2

*Experience from the  
Preceding Assistance Period*

## 2. *Experience from the Preceding Assistance Period*

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The assistance provided in the scope of the Objective-2-Programme had – and still has – innovative effects on the regional economy, such as the realignment of certain programmes devised by the Federal Land of Bremen. Recommendations for the assistance period 2000 – 2006 tend towards concentrating single-business investment support, and strengthening the Cohesion Fund (joint projects by the economic and labour departments) and the aspects of support for new businesses and disadvantaged areas.

The discussion and implementation of the experience acquired in the course of the previous assistance periods are based on the “Initial Evaluation Report on the ERDF Measures in the Scope of Objective-2 Support (1994 – 1999), in particular of Phase III (1994 – 1996) in the Federal Land of Bremen”<sup>5)</sup>, prepared in 1999 by BAW Institut für Wirtschaftsforschung GmbH [Institute of Economic Research]. A microeconomic analysis conducted as part of that evaluation project came to the conclusion that the intended effects of the programme (such as strengthening the competitiveness of the companies, increasing the region's attractiveness for tourists, improving the environmental situation, raising locational quality) could be achieved with Bremen's Objective-2 support. “The interaction between the measures effected in the Objective-2-Programme has contributed amongst other things to the

redevelopment of land to create a suitable environment for the foundation and location of business enterprises, to develop and apply new technologies in the enterprises, to tap into new sales markets and thus raise the productivity and competitiveness of local enterprises and also to attract additional day trippers and overnight visitors to the region.”<sup>6)</sup>

Owing to its exceptional structural weakness, Bremerhaven received 32 %, i. e. DM 38 million of the support funds. In terms of the number of inhabitants in proportion to the entire population of the Objective-2 area, the seaport of Bremerhaven thus received a disproportionately large share. All in all, Phase III of Bremen's Objective-2 Programme has achieved a direct effect on the labour market of approx. 1640 saved and newly created jobs.

<sup>5)</sup> BAW Institut für Wirtschaftsforschung GmbH (2000): Erste Evaluierungsbilanz zu den ERDF-Maßnahmen im Rahmen der Ziel-2-Förderung (1994 – 1999) insbesondere der Phase III (1994 – 1996) im Land Bremen, Regionalwirtschaftliche Studien 16, Bremen

<sup>6)</sup> Ibid, P. 223

3

*Objectives and Strategy of the Programme*

### 3.1

#### *Objectives of the Programme*

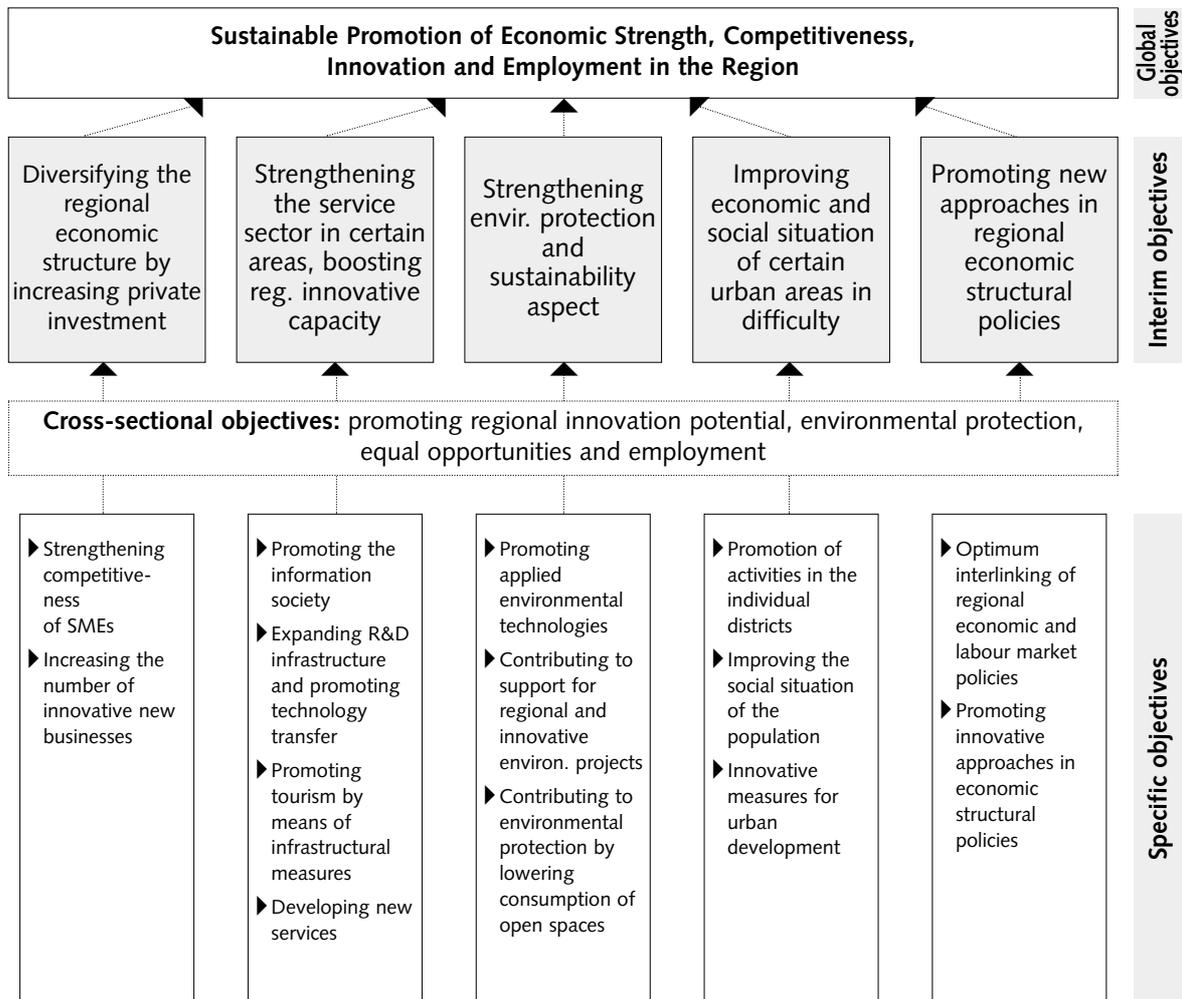
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On the basis of the relevant sectors stipulated in Chapter 1.5, Bremen's Objective-2-Programme 2000 – 2006 therefore has the following umbrella objective: **to promote economic strength, competitiveness, innovation and employment in the region.** This **global objective** corresponds with the regional development strategies set by the economic structural and labour market policies as a whole. It also highlights certain areas which are to be given special emphasis under the EU structural policies during the assistance period 2000 – 2006. This includes support for small and medium-sized enterprises, development of the information society, and paying due attention to equal opportunities and the principle of sustainable development, including the interests of environmental protection and improvement.

In the form of a pyramid of objectives, in addition to this global objective, there are also **interim objectives**, which are given concrete shape in the form of **specific objectives**. These serve as the basis for deriving the priorities and measures of the programme at operational level. All these objectives have also been allocated **cross-sectional objectives** the implementation of which should always be immanent in the specific objectives. The interim objectives provide the basis for deriving the functional breakdown of the programme and enables a rough division of the different support sectors.

Due attention should be given to the requirements of the cross-sectional tasks of sustainable development, environment protection and equal opportunities on the one hand by defining specific objectives (and measures). On the other hand, they are also firmly anchored as horizontal objectives in all other priorities of the programme. The programme objectives are also specially aligned to promoting the innovative ability of the regional infrastructure and business enterprises. As the socio-economic analysis shows, those R&D oriented infrastructure measures which have already been introduced should be intensified in order to encourage regional trade and industry to aim for innovative products and processes as a means of strengthening their competitive position.

## Objective-2-Programme Bremen 2000 – 2006: Objective Structure



The ex-ante assessment<sup>7)</sup> of the draft for the Single Programming Document (SPD) forecasts that the Objective-2-Programme 2000 – 2006 will generate **additionally induced regional GDP of around 0.25 %**, which is linked to direct job effects for the regional economy to a limited extent only.

The aggregation of the anticipated effects, based on empirical values from previous Objective-2-programmes and available project outlines for the

Objective-2-Programme 2000 – 2006 enables the deduction that it will be possible to **create 500 – 800 additional jobs and save 2000 – 2500 existing jobs** in the assisted area. Within that scope, incentive will also be provided for the foundation of 75 – 130 new businesses and approx. 30 – 40 hectares of top-quality sites developed for service enterprises and industry.

<sup>7)</sup> MR Regionalberatung (2000). Ex-ante Evaluierung zum EPPD Ziel-2 des Landes Bremen, Delmenhorst

### 3.2

#### *Strategy of the Programme*

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The strategy and objectives of the programme take into account suggestions arising from the **Evaluation of the preceding assistance period**<sup>8)</sup>. The provisional final assessment<sup>9)</sup> of Bremen's Objective-2-programmes for the years 1994 – 1999, for instance, provided information and recommendations for changes and placing new emphasis. It is considered advisable, for example, **to concentrate the support of individual enterprises into one focal point** and provide more support for the foundation of new businesses. These demands are largely met by the first priority of the programme, "Diversifying the economic structure". Further incentive should be provided for private investment activities in the form of direct financial assistance for companies and for the founders of new businesses. Corporate support in the sector of environmental technology is, however, allocated to the third priority, which is dedicated to the corresponding topics of environmental protection and land redevelopment.

It was also recommended that the **labour market and employment policy objectives** should be more clearly linked with the priorities of the Objective-3 Programme. In the Objective-2-Programme 2000 – 2006, this will be done in that the programme sector "Strengthening the Service Sector" will pay particular attention to the interests of Bremen's labour market policies, amongst other things by investing in infrastructure projects for the qualification sector. Vice versa, the Objective-3

Programme will complement the focal points of the Objective-2-Programme in the form of corresponding qualification projects.

During assistance period 1994 – 1999, the Federal Land of Bremen acquired good experience with the integrated approach of structural fund financing for **disadvantaged districts** in the Community initiative URBAN (Gröpelingen) and the "Urban Pilot Projects" (Article 10, ERDF Council Regulation) ("Multifunctional Service Centre" in Bremerhaven-Grünhöfe). These initial projects are to be continued and expanded as part of the Objective-2-Programme, thus implementing another recommendation of the provisional final report. Another item pointed out by the evaluation report refers to the stronger concentration of intervention measures in the **"Restoration/redevelopment of land"**. In future, this will counteract allocation problems which have occurred in practice by focussing the corresponding projects.

In the interests of promoting the regional information society and the Land of Bremen as a media location, the objective is to develop new economic fields of application and spheres of use in the sectors of information, communication and multimedia technologies and to exploit their regional employment potential. Initial assessments on that subject<sup>10)</sup> are already available as a conceptional framework for a regional initiative aimed at encouraging all sectors of the population and all sectors of the economy to make intensive use of the media in the interests of promoting the regional knowledge and information society, and thus to boost the locational assets and growth potential, particularly in the field of information and communication technologies.

<sup>8)</sup> BAW Institut für Wirtschaftsforschung GmbH (2000): Erste Evaluierungsbilanz zu den ERDF-Maßnahmen im Rahmen der Ziel-2-Förderung (1994 – 1999) insbesondere der Phase III (1994 – 1996) im Land Bremen, Regionalwirtschaftliche Studien 16, Bremen

<sup>9)</sup> Ibid

<sup>10)</sup> Schönert/Willms (2000): Medienwirtschaft in deutschen Großstädten. Entwicklungstendenzen und Beschäftigungspotenziale, Bremen (BAW monthly report)

There are also synergies with the other EU structural fund intervention measures for the region, in particular those of the European Social Fund in the scope of the Objective-3-Programme, which will consolidate the anticipated effects.

### 3.3

#### *Cohesion with Regional, National and European Policies*

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The Objective-2-Programme for Bremen and Bremerhaven has close political, thematic and financial links with those regional and national strategies and programmes which pursue similar objectives. At Federal Land level, it is integrated in the **Wirtschaftsstrukturpolitisches Aktionsprogramm** (WAP) [structural policy action programme], the **Investitions Sonderprogramm** [special investment programme] and the **Beschäftigungspolitisches Aktionsprogramm** (BAP) [employment action programme]. At national level, it is coherent with the Joint Programme for "Improving the regional economic structure" (JP). The individual enterprise intervention of the Objective-2-Programme is effected in accordance with the JP regulations in the version approved by the European Commission under aid law. This is also true of Bremen's Landesinvestitionsprogramm (LIP) [Land investment programme], the objectives and regulations of which are in line with JP support.

The relation to European policies is ensured inasmuch as the competitive policies, employment policies, environment policies and equal opportunities policies of the EU have all been observed in the planning and implementation of the Objective-2-Programme.

4

*Priorities and Measures of the  
Objective-2-Programme*

## 4.

### *Priorities and Measures of the Objective-2-Programme*

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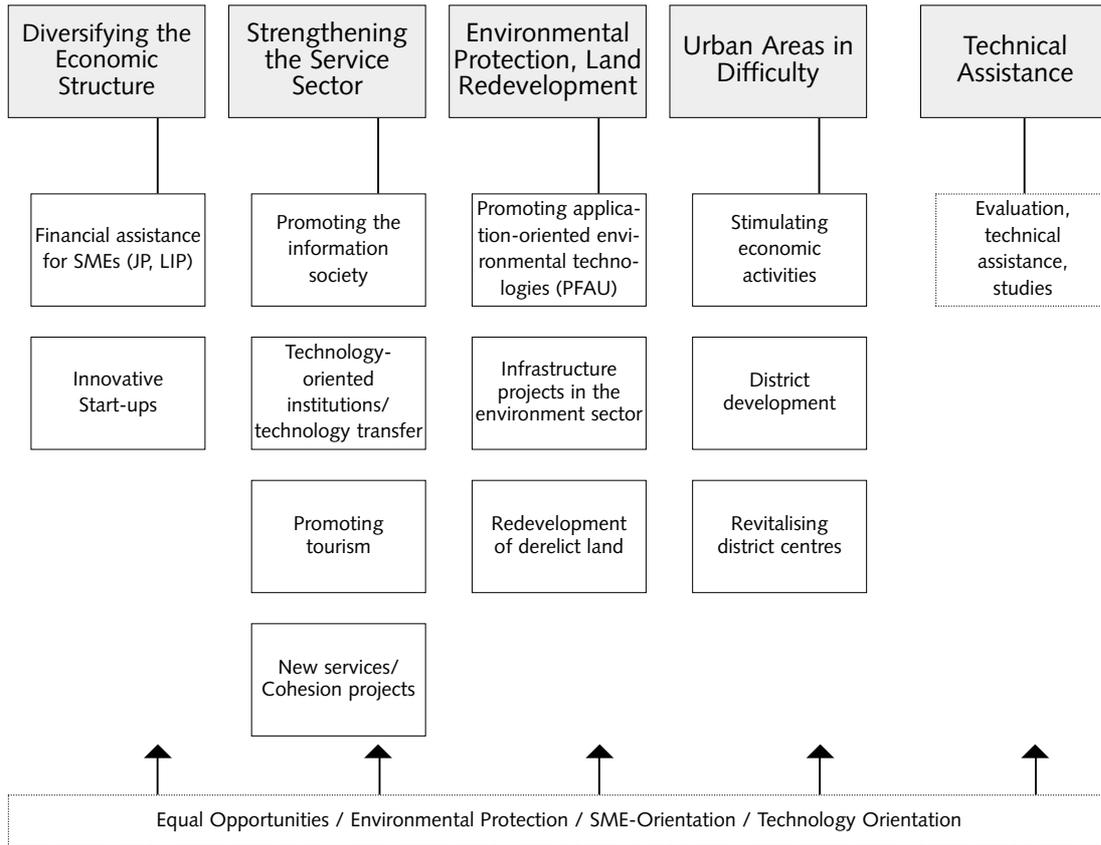
Bremen's new Objective-2-Programme for the assistance period 2000 – 2006 focuses on four priorities, each of which includes corresponding and integrated packages of measures and projects. These four key development points derive from the socio-economic analysis and the development strategy; their internal and external cohesion and also their suitability for achieving the set objectives have all been reviewed in the course of an ex-ante evaluation.

When drawing up these four priorities, due consideration was paid to the experience acquired with regional structural policies in the Federal Land of Bremen, in particular the knowledge gained from the four Objective-2-Programmes effected in the period 1989 to 1999. On the other hand, the specific economic challenges facing the region as from the year 2000 – such as keener competition on completion of the single European market and currency union, increasing competition between business locations following the foreseeable integration of the countries of central and eastern Europe, and the technological evolution into an information society – have led to changes in the programme structure. The reform of the structural fund has also been seen as a chance to tread new programmatic ground: this includes, for example, including urban support as a new priority of the Objective-2-Programme (Priority 4), or the *inter-programme* integration of ESF assistance provided within the scope of the

new Objective-3 Programme, or the explicitly permissible option of providing assistance for studies and pilot projects, especially in the sectors of equal opportunities, environment and culture, within the scope of Technical Assistance.

In addition to its programmatic developments, however, Bremen's new Objective-2-Programme also shows continuity and follows on from the previous priorities and focal points wherever this is recommended by the evaluation.

**Objective-2-Programme for Bremen and Bremerhaven 2000 – 2006**



#### 4.1

##### *Priority 1:*

##### *Diversifying the Economic Structure*

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The structural change in conventional industrial regional economies is strategically dependent on simultaneously diversifying and modernising the economic structure if it is to be sustainable over the long term. In that respect, private enterprises and the investments they make play a crucial role. To a certain extent, these investments can be effected only when public financial incentives are offered, or in conjunction with such incentives. Bremen's Objective-2-Programme for the new assistance period, in continuity with the preceding programmes, features a package of measures aimed at such a development as its first priority.

This involves a combination of the two support programmes which are aimed at private enterprises and at the founders of new businesses. Measure 1.1 refers primarily to financial assistance for small and medium-sized enterprises (SME). **The Landesinvestitionsprogramm (LIP)** [Land investment programme] is available exclusively for SMEs pursuant to the definition of the European Commission<sup>11)</sup>. In the past the Federal Land of Bremen allocated by far the greater part of assistance available for companies under the national **Joint Programme for "Improving the Regional Economic Structure" (JP)** to SMEs. Such assistance can be provided only in areas which are eligible for regional support in accordance with the individual JP framework plan as valid from time to time and approved

under competition law. Assistance for companies in this Objective-2-Programme pursuant to the JP regulations is restricted to such an extent that it can be claimed only by companies with a workforce of 500 employees or lower.

Measure 1.2 involves a new instrument which provides targeted support for new businesses founded by university graduates in promising sectors of industry.

<sup>11)</sup> European Commission recommendation of 03.04.1996 on the definition of small and medium-sized enterprises, Official Journal of the European Communities No. L 107/4 of 30.04.1996

**Measure 1.1: Financial Assistance for Small and Medium-Sized Enterprises (SME)**

Objectives and Contents	<ul style="list-style-type: none"> <li>▶ Diversifying and modernising the regional economic structure by increasing private investment</li> <li>▶ Investment aid for SMEs on the basis of the regulations of the Joint Programme ("Improving the Regional Economic Structure") and the LIP (Land Investment Programme)</li> </ul>
Sphere of Intervention	161
Support Volume	€ 16.976 million (= 7.5 % of programme volume)
Action Eligible for Support	Individual corporate investment plans by SMEs
Selection Criteria for Projects	<ul style="list-style-type: none"> <li>▶ Job effects of investment</li> <li>▶ Plausibility and economic viability of project</li> <li>▶ Contribution to diversifying the regional economic structure</li> <li>▶ Company contributes its own share</li> <li>▶ Number of jobs created for women</li> </ul>
End Beneficiaries	<ul style="list-style-type: none"> <li>▶ Economic development companies of the Federal Land as defined in Article 9 (l) of Council Regulation (EC) No. 1260/1999</li> <li>▶ Subsidy recipients are in particular SMEs and in Bremerhaven also companies with a workforce of up to 500</li> </ul>
Measure Indicators	inter alia number of supported companies, induced investment volume, number of newly created or saved jobs
Ex-ante Quantified Effects	<ul style="list-style-type: none"> <li>▶ Support for investments ranging from € 125 – 175 million in 70 – 130 companies</li> <li>▶ Creation of 500 – 800 additional jobs</li> <li>▶ Safeguarding 2,000 – 2,500 jobs</li> </ul>
Contribution to Sustainability/Environmental Protection	No environmental impact (investments must comply with currently valid environmental standards). Bonuses can be granted within the scope of LIP and the Joint Programme if current environmental standards are surpassed.
Contribution to Equal Opportunities	Positive effects (40 % of created/saved jobs should be for women). Bonuses can be granted within the scope of LIP and the JP.

**Measure 1.2: Innovative Start-ups**

Objectives and Contents	▶ Increase the businesses founded by university graduates in the region in the scope of a premium-based support programme which also includes consulting services
Sphere of Intervention	163
Support Volume	€ 2.652 million (= 1.2 % of programme volume)
Action Eligible for Support	Project-related premiums and cost of materials, costs of programme monitoring activities
Selection Criteria for Projects	<ul style="list-style-type: none"> <li>▶ Innovation content</li> <li>▶ Economic viability</li> <li>▶ Plausibility of foundation ideas</li> <li>▶ Contribution to improving the business environment, in particular strengthening the potential for new businesses</li> <li>▶ Share of women in newly founded businesses</li> <li>▶ Number of anticipated jobs which will be created/saved for women</li> <li>▶ Maximum priority to projects which enable ecologically efficient management by means of ecologically acceptable technologies</li> </ul>
End Beneficiaries	<ul style="list-style-type: none"> <li>▶ Economic promotion companies which execute the programme on behalf of Bremen</li> <li>▶ Subsidy recipients: founders of new businesses</li> </ul>
Measure Indicators	inter alia number of foundation projects supported, number of new businesses actually founded, number of jobs created, "survival rate" of the companies
Ex-ante Quantified Effects	<ul style="list-style-type: none"> <li>▶ Support for 15 grants per annum (4 of which for women) and 50 – 70 foundation projects</li> <li>▶ Foundation of 25 – 35 new businesses</li> <li>▶ Creation of 50 – 70 additional jobs</li> </ul>
Contribution to Sustainability/Environmental Protection	No environmental impact (investments have to comply with currently valid environment standards) Sustainability is a selection criterion for the projects
Contribution to Equal Opportunities	Effects neutral to positive (40 % of jobs are to be created/saved for women).

## 4.2

### *Priority 2: Strengthening the Service Sector*

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Strengthening the service sector is an important fundamental objective in all conventional industrial regions and particularly so in the Federal Land of Bremen in view of the deficits stated above, so that this objective has consequently been given appropriate emphasis in Bremen's economic policies. This is reflected in the fact that it has been accorded a separate development priority in the Objective-2-Programme, which also includes a package of measures and projects which are coherent with Bremen's other activities in this sector. The experience gained in the previous support programmes also indicates the advisability of upgrading this development priority (cf. Chapter 2).

The service sector covers a wide range of activities. As far as the ERDF activities are concerned, at operational level this involves the most strongly differentiated project package in the programme. In some cases, the strategies initiated in the previous programme phases are continued, while in other cases these strategies serve as the basis for highly diverse follow-up measures. It also involves the development of a great number of new concepts and project ideas.

Analysis of the regional economy reveals special potential for the development of the information society. The Objective-2-Programme consequently includes a separate measure for that aim, which was not yet the case in the programme for 1997 – 1999. In future,

particular importance will be attached to utilisation of modern information and communication technologies in connection with the information society. This applies particularly to the opportunities and need for cooperation between business enterprises on the one hand, and between the sectors of business and science on the other hand.

The "classical" technology policy will also be continued in the form of a separate measure, although it has very close links to the information society. There is still demand for "hard" infrastructural measures, especially in connection with the new technologies such as biotechnology. In addition, the transfer of know-how between business and science, as well as between different business enterprises, is also of outstanding importance.

As the promotion of tourism will generate substantial effects for the regional economy, in particular employment effects, this aspect continues to be given considerable significance.

The service sector is also of exceptional importance for the labour market for women, who account for a disproportionately large share in that sector. Apart from that general effect, the "New Services" measure is intended to define projects which offer an explicit and specific benefit for achieving equal opportunities for women and men.

Finally, the "Cohesion Projects with ESF" have now been allocated to the "New Services" measure. These projects involve a direct link between the two funds ERDF (Objective 2) and ESF (Objective 3) in the financing of individual projects. Past experience has shown that this generally happens in the service sector. However, as the potential for such integrated projects is limited, they have not been given the status of a separate priority, as in the preceding programme. In view of its innovative character, this is allocated to the heading of "New Services".

### Measure 2.1: Promoting the Information Society

Objectives and Contents	<ul style="list-style-type: none"> <li>▶ Development of new business application sectors for information and communication technologies</li> <li>▶ Achieving a regional growth rate for companies in the sectors of "Information/Communication" and "Multimedia" which is in line with the national trend</li> <li>▶ Priority support for infrastructure measures in the sectors of logistics, commerce, aerospace and media/leisure; Federal Land programmes in that respect will be backed by ERDF funds</li> </ul>
Sphere of Intervention	322
Support Volume	€ 37.134 million (= 16.4 % of programme volume)
Actions Eligible for Support	Investments in infrastructure and monitoring measures
Selection Criteria for Projects	<ul style="list-style-type: none"> <li>▶ Sustainability of the resources used</li> <li>▶ Creation of new jobs and saving existing jobs</li> <li>▶ Achievement of synergies with TIME<sup>12)</sup> projects which are already supported</li> <li>▶ Importance for location development</li> <li>▶ Communication of key topics to promote location marketing</li> <li>▶ Boosting regional potential</li> <li>▶ Contribution to improving employment opportunities for women</li> <li>▶ Potential of projects aimed at improving use of resources</li> </ul>
End Beneficiaries	<ul style="list-style-type: none"> <li>▶ Federal Land of Bremen;</li> <li>▶ Grant recipients: economic promotion and development companies and institutes which execute the projects on behalf of Bremen.</li> </ul>
Measure Indicators	inter alia number of supported infrastructure projects, number of new businesses founded and turnover trend (according to sector), number of new/saved jobs
Ex-ante Quantified Effects	<ul style="list-style-type: none"> <li>▶ Support for 5 concepts, 4 initiatives, pilot and cooperative projects and 5 investment projects</li> <li>▶ Foundation of up to 5 new businesses</li> <li>▶ Implementation of 5 corporate cooperation projects</li> <li>▶ Creation of 50 – 100 new jobs and saving up to 200 jobs</li> </ul>
Contribution to Sustainability/Environmental Protection	No environmental impact (investments must comply with currently valid environmental standards)
Contribution to Equal Opportunities	Effects neutral to positive

<sup>12)</sup> TIME = Telecommunications, Information Technologies, Multimedia, Entertainment

**Measure 2.2: Technology-Oriented Institutions and Technology-Transfer**

Objectives and Contents	<ul style="list-style-type: none"> <li>▶ Expansion and development of technology-oriented institutions</li> <li>▶ Promoting technology transfer by means of infrastructure investments and monitoring measures and thus boosting diversification of the regional economic structure in favour of research and development (R&amp;D). Federal Land projects in that respect will be backed by ERDF funds.</li> </ul>
Sphere of Intervention	182
Support Volume	€ 38.726 million (= 17.1% of programme volume)
Actions Eligible for Support	Investments in infrastructure (e. g. business incubation centres) and monitoring measures (e. g. consulting/transfer)
Selection Criteria for Projects	<ul style="list-style-type: none"> <li>▶ Importance for the regional economy</li> <li>▶ Employment effects</li> <li>▶ Innovation content</li> <li>▶ Effect on diversifying the R&amp;D sector</li> <li>▶ "Future relevance"</li> <li>▶ Adequate attention given to companies with high proportion of female employees</li> <li>▶ Potential of the project for improving use of resources and energy efficiency</li> </ul>
End Beneficiaries	<ul style="list-style-type: none"> <li>▶ Federal Land of Bremen</li> <li>▶ Grant recipients: economic development and development companies and institutes which execute the projects on behalf of Bremen.</li> </ul>
Measure Indicators	inter alia number of supported infrastructure projects and services, number of induced cooperative projects/new businesses in the R&D sector, turnover trend (according to sector), number of new/saved jobs
Ex-ante Quantified Effects	<ul style="list-style-type: none"> <li>▶ Support for 3 technology infrastructure projects</li> <li>▶ Execution of 5 cooperative projects with up to 30 participants</li> <li>▶ Creation of 150 – 200 new jobs (in business incubation centres)</li> <li>▶ Saving up to 250 jobs (through transfer projects)</li> </ul>
Contribution to Sustainability/Environmental Protection	No environmental impact (investments must comply with currently valid environmental standards)
Contribution to Equal Opportunities	Effects neutral (40 % of created/saved jobs should be for women)

**Measure 2.3: Promoting Tourism**

Objectives and Contents	<ul style="list-style-type: none"> <li>▶ Expansion and development of tourist infrastructure measures by means of investments</li> <li>▶ Diversifying the regional economic structure in favour of tourism. Federal Land projects in that respect will be backed by ERDF funds.</li> </ul>
Sphere of Intervention	171
Support Volume	€ 31.909 million (= 14.1% of programme volume)
Actions Eligible for Support	Investments in infrastructure and monitoring measures
Selection Criteria for Projects	<ul style="list-style-type: none"> <li>▶ Importance for the regional economy</li> <li>▶ Effects on regional labour market</li> <li>▶ Contribution to environmentally and socially acceptable tourism</li> <li>▶ Contribution to interregional cooperation (Lower Saxony/Bremen)</li> <li>▶ Contribution to improving maritime infrastructure to promote tourism</li> <li>▶ Indirect contribution to improving employment opportunities for women</li> <li>▶ Economical consumption of open spaces</li> </ul>
End Beneficiaries	<ul style="list-style-type: none"> <li>▶ Federal Land of Bremen</li> <li>▶ Grant recipients: development companies and institutes which execute the investment projects on behalf of Bremen.</li> </ul>
Measure Indicators	▶ inter alia number of supported infrastructure projects and services, trend in number of visitors, overnight accommodation figures etc., number of new businesses founded and turnover trend in the tourist sector, number of new/saved jobs
Ex-ante Quantified Effects	<ul style="list-style-type: none"> <li>▶ Support for 4 infrastructure projects</li> <li>▶ Raising number of cruise tourists up to approx. 90,000 by the year 2006</li> <li>▶ Saving up to 50 jobs (by means of infrastructure investments)</li> <li>▶ Creation of a total of approx. 70 direct and indirect jobs</li> </ul>
Contribution to Sustainability/Environmental Protection	No environmental impact (negative effects owing to increased volume of traffic cannot be ruled out)
Contribution to Equal Opportunities	Effects neutral (40 % of jobs created/saved should be for women)

**Measure 2.4: New Services/Cohesion Projects with the ESF**

Objectives and Contents	<ul style="list-style-type: none"> <li>▶ Development of new services with intensive employment potential</li> <li>▶ Diversifying the regional economic structure in favour of this sector</li> </ul>
Sphere of Intervention	163
Support Volume	€ 20.689 million (= 9.2 % of programme volume)
Action Eligible for Support	Investments in infrastructure and monitoring measures
Selection Criteria for Projects	<ul style="list-style-type: none"> <li>▶ Importance for regional economy</li> <li>▶ Effects on and involvement of SMEs</li> <li>▶ Effect on diversifying the regional economic structure</li> <li>▶ Employment effects, particularly for women</li> <li>▶ Integration of environmental aspects</li> </ul>
End Beneficiaries	<ul style="list-style-type: none"> <li>▶ Federal Land of Bremen</li> <li>▶ Grant recipients: institutions and organisations which execute the investment projects and monitoring measures on behalf of Bremen.</li> </ul>
Measure Indicators	inter alia number of supported infrastructure projects and services, number of new businesses founded in the service sector, especially businesses founded by women, number of new/saved jobs, especially for women
Ex-ante Quantified Effects	<ul style="list-style-type: none"> <li>▶ Design support: support for 2 competence centres and 5 individual corporate projects per annum</li> <li>▶ Competence centres: support for 6 centres</li> <li>▶ Women's advisory centres: support for 2 institutions and execution of approx. 300 consulting assignments for women per annum</li> <li>▶ Execution of 2 cohesion projects</li> <li>▶ 2 converted ships and approx. 5,000 visitors p. a.</li> <li>▶ Saving up to 120 jobs</li> </ul>
Contribution to Sustainability/Environmental Protection	No environmental impact (projects have to comply with environmental protection aspects)
Contribution to Equal Opportunities	Effects positive, as an above average number of jobs are created/saved for women in the service sector

### 4.3

#### *Priority 3: Environmental Protection, Land Redevelopment*

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Both the old and the new Regional Fund Council Regulations contain an express provision for financial contribution by ERDF to the protection and improvement of the environment.

The previous Bremen Objective-2-Programmes already conformed with that requirement. Strategic activities in the Federal Land of Bremen to protect the environment – in both the form of environmental policies combined with location upgrading and improving the economic development conditions – consequently show continuity which forms the basis for future activities.

As in the preceding Objective-2-Programmes 1994 – 1999, measures in the sector of environmental protection and land redevelopment will be treated jointly under the heading of one priority. This follows on from previous experience, which has shown that the necessary ecological restoration of land and redevelopment in the narrower sense are clearly related in terms of both contents and procedures.

In the scope of Measure 3.1 it is planned to use the funds of the Objective-2-Programme to boost the Programme for the Promotion of Application-Oriented Environmental Technologies (PFAU) and thus trigger important additional impetus for the environment-technology orientation of medium-sized companies in Bremen and Bremerhaven.

The programme concept pursued by PFAU is directly linked to the companies concerned. The central aim is to create environmentally relevant innovative problem solutions from and for Bremen and simultaneously generate demand in other regions, thus maximising the sales potential for Bremen-based companies in the environment market. In order to ensure that the range offered by Bremen is competitive, particular encouragement will be given to cooperation between Bremen-based companies with application-oriented research institutes.

Measure 3.2 will provide support for inter-company institutions and projects which play a central role for the sustainable economic development of the region and the provision of technological knowledge for the protection and improvement of the environment. The infrastructure projects in the environment sector – like the support provided by PFAU for individual companies – are extremely important for a permanent, environmentally acceptable development in view of their distinctly preventive and impetus-generating character.

Measure 3.3 provides support for infrastructure projects which are aimed at boosting corporate investments and attracting new companies to Bremen by converting industrial and other sites, e. g. former military locations, so that they are suitable for new types of use and diversification, and thus reducing the consumption of more open spaces. The projects often go hand in hand with the necessary ecological measures, in particular decontamination. However, the restoration of contaminated sites is eligible for support only if the polluter is unknown or cannot be held legally responsible for remedying the damage.

The division into ecological land restoration and general redevelopment measures practised in the preceding assistance period will not be continued in this programme. It was frequently the case that the measures referred to the same sites, so that it was then necessary

to resplit the projects into part measures. This in turn made it difficult to monitor the flow of financial resources. A further proposal made in the evaluation of the 1994 – 1999 period has thus also been implemented<sup>13</sup>).

<b>Measure 3.1: Promoting Application-Oriented Environmental Technologies (PFAU)</b>	
Objectives and Contents	<ul style="list-style-type: none"> <li>▶ Development and support of innovative and application-oriented environmental protection technologies, in particular by small and medium-sized enterprises (SME) which contribute to the technological modernisation and improvement of the regional environmental situation.</li> <li>▶ Bremen's Programme for the Promotion of Application-Oriented Environmental Technologies (PFAU) is backed by ERDF funds.</li> </ul>
Sphere of Intervention	162
Support Volume	€ 8.488 million (= 3.8 % of programme volume)
Actions Eligible for Support	Corporate investments and monitoring measures (R&D transfer/pilot plant, consulting, market development) in the sector of environmental protection technologies
Selection Criteria for Projects	<ul style="list-style-type: none"> <li>▶ Ecological and technical orientation</li> <li>▶ The project generates added value for Bremen/Bremerhaven; location-related</li> <li>▶ Project participants contribute their own resources</li> <li>▶ Contributes to resource and energy savings</li> <li>▶ Contributes to reduction of emission of noxious substances</li> <li>▶ Employment effect for women</li> </ul>
End Beneficiaries	<ul style="list-style-type: none"> <li>▶ Federal Land economic development companies as defined in Article 9 (I) Council Regulation (EC) No. 1260/1999</li> <li>▶ Grant recipients: especially SMEs</li> </ul>
Measure Indicators	inter alia number of supported pilot and demonstration projects and other measures, induced investment volume, number of new/saved jobs
Ex-ante Quantified Effects	<ul style="list-style-type: none"> <li>▶ 60 – 80 projects with approx. 60 – 80 new/saved jobs</li> <li>▶ An average support rate of 50 % will trigger total investments amounting to € 17 million</li> </ul>
Contribution to Sustainability/Environmental Protection	Environmental impact positive as the projects are explicitly aimed at improving environmental protection.
Contribution to Equal Opportunities	Effects neutral

<sup>13</sup>) BAW loc. cit.

### Measure 3.2: Promoting Infrastructure Projects in the Environment Sector

Objectives and Contents	<ul style="list-style-type: none"> <li>▶ Development and support of innovative infrastructure projects in the environmental sector, which thus contributes to improving the regional environment situation and diversifying the economic structure.</li> <li>▶ Federal Land projects with the emphasis on the sectors of product innovation, production-integrated environmental protection, recycling/waste management and designing environment-friendly traffic systems will be backed by ERDF funds.</li> </ul>
Sphere of Intervention	163
Support Volume	€ 5.305 million (= 2.4 % of programme volume)
Action of Eligible for Support	Infrastructure investments and monitoring measures in the environmental sector
Selection Criteria for Projects	<ul style="list-style-type: none"> <li>▶ Inter-company structural character</li> <li>▶ Innovation and sustainability aspects</li> <li>▶ Cooperative projects</li> <li>▶ Potential for improving energy efficiency and use of resources</li> <li>▶ Regional character of the products and services</li> <li>▶ Involvement of female employees</li> </ul>
End Beneficiaries	<ul style="list-style-type: none"> <li>▶ Federal Land of Bremen</li> <li>▶ Grant recipients: institutions and organisations which execute the projects on behalf of Bremen</li> </ul>
Measure Indicators	inter alia number of supported infrastructure projects and follow-up measures, induced product innovations and new production facilities, newly founded businesses, number of new/saved jobs
Ex-ante Quantified Effects	<ul style="list-style-type: none"> <li>▶ 3 – 5 infrastructure projects with approx. 30 – 50 indirectly created additional jobs</li> <li>▶ This will trigger approx. 10 – 12 subsequent integrated and cooperative projects and the foundation of 2 – 3 new businesses</li> </ul>
Contribution to Sustainability/Environmental Protection	Environmental impact neutral to positive as projects have to take environmental protection aspects into account.
Contribution to Equal Opportunities	Effects neutral

**Measure 3.3: Redevelopment of Derelict Land**

Objectives and Contents	<ul style="list-style-type: none"> <li>▶ Rehabilitation of derelict, conventional industrial sites</li> <li>▶ Creating the prerequisites for new economic use of these sites. Federal Land development and investment measures in that respect will be backed by ERDF funds.</li> </ul>
Sphere of Intervention	351
Support Volume	€ 42.439 million (= 18.8 % of programme volume)
Actions Eligible for Support	Infrastructure investments and monitoring measures in the sector of land redevelopment
Selection Criteria for Projects	<ul style="list-style-type: none"> <li>▶ Marketability</li> <li>▶ Compliance with polluter-pays principle</li> <li>▶ Contribution to intended occupancy of commercial and industrial sites for diversifying the regional economic structure</li> <li>▶ Connections to environment friendly transport</li> <li>▶ Minimum additional traffic incidence</li> </ul>
End Beneficiaries	<ul style="list-style-type: none"> <li>▶ Federal Land of Bremen</li> <li>▶ Grant recipients: development companies owned by Federal Land and organisations which execute the projects on behalf of Bremen</li> </ul>
Measure Indicators	inter alia number of supported projects and other measures, revitalised sites in hectares, induced number of company locations, number of new/saved jobs
Ex-ante Quantified Effects	<ul style="list-style-type: none"> <li>▶ Support for 6 projects</li> <li>▶ 30 – 40 hectare area for new business activities</li> <li>▶ Indirect effect in respect of 1,500 – 3,000 new/saved jobs</li> </ul>
Contribution to Sustainability/Environmental Protection	Environment impact positive as derelict sites are eligible for support and consequently reduce the consumption of new sites
Contribution to Equal Opportunities	Effects neutral

#### 4.4

#### *Priority 4:*

#### *Urban Areas in Difficulty*

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The conversion of areas in difficulty in Bremen is tackled in the form of a coherent package of complementary measures which are also interlocked in the overall concept for development activities and the overall regional economic and labour market policies of the Federal Land of Bremen.

Both the integrative and demonstrative aspects of Bremen's urban support concept are reflected in a programme structure which juxtaposes three different sectors. The first two measures concentrate on plans for the district of Hemelingen in the city of Bremen, while measure sector 4.3 is completely devoted to the district of Geestendorf in Bremerhaven. Measure 4.3 breaks down into clearly differentiated segments and also involves a coherent package of individual activities, which are however on a smaller scale than in the city of Bremen.

These are joined by initial and monitoring activities ranging from competitions to workshops, cooperative schemes and networks right through to evaluation and public relations (cf. explanatory notes on Technical Assistance).

The following descriptions of the measures correspond to the current planning status. Changes – particularly due to participation of the local actors in these processes – are not only possible, but in fact both probable and welcome, in order to put the learning processes and influence of the local and social partners into practice.

The interlinking of investment support with the direct integration of the inhabitants concerned in the labour market (qualification, employment, job placement) continues to be of central importance. As the current Objective-2-Programme itself, however, no longer includes any financial participation from the European Social Fund (ESF), this integration of the ERDF and ESF funds will now be ensured on an inter-programme basis within the scope of Objective-3 Programme in the Federal Land of Bremen (cf. also the relevant explanatory notes on Objective 3 in the Single Programming Document).

#### Measure 4.1: Stimulating Economic Activities

Objectives and Contents	<ul style="list-style-type: none"> <li>▶ Support for the economic development of selected urban areas in difficulty in the district of Bremen-Hemelingen.</li> <li>▶ Redevelopment of derelict industrial sites, urban improvement and other construction measures are aimed at creating prerequisites for use by new business sectors and creating jobs close to the employees' place of residence. Federal Land development and investment measures in that respect will be backed by ERDF funds.</li> </ul>
Sphere of Intervention	352
Support Volume	€ 10.118 million (= 4.4 % of programme volume)
Actions Eligible for Support	Infrastructure investments and monitoring measures
Selection Criteria for Projects	<ul style="list-style-type: none"> <li>▶ Compliance with aspects of urban development and employment promotion</li> <li>▶ Compliance with polluter-pays principle</li> <li>▶ Contribution to stabilising the economic situation in the urban areas in difficulty</li> <li>▶ Paying due attention to ecological criteria in the district development plans</li> <li>▶ Contribution to reducing traffic pollution and promoting local public transport</li> </ul>
End Beneficiaries	<ul style="list-style-type: none"> <li>▶ Municipality of Bremen</li> <li>▶ Grand recipients: enterprises and organisations which execute the projects on behalf of Bremen</li> </ul>
Measure Indicators	inter alia number of supported projects and other measures, converted and developed sites in square metres, newly created commercially usable area in square metres, induced number of company locations, number of new/saved jobs
Ex-ante Quantified Effects	<ul style="list-style-type: none"> <li>▶ Support for approx. 5 development projects</li> <li>▶ Revitalisation of up to 50,000 m<sup>2</sup> underused sites</li> <li>▶ Creation of up to 40,000 m<sup>2</sup> sites (usable area) for industrial, service and retail sectors</li> </ul>
Contribution to Sustainability/Environmental Protection	No environmental impact (positive, in so far as it can be proved that there is a reduction in inner-city traffic)
Contribution to Equal Opportunities	Effects neutral

#### Measure 4.2: District Development

Objectives and Contents	▶ Support for the economic and social/cultural development of selected urban areas in difficulty (Bremen-Hemelingen). Federal Land development and investment measures in that respect will be backed by ERDF funds.
Sphere of Intervention	36
Support Volume	€ 2.614 million (= 1.1 % of programme volume)
Actions Eligible for Projects	Infrastructure investments and monitoring measures for social and cultural development in Bremen-Hemelingen
Selection Criteria for Projects	<ul style="list-style-type: none"> <li>▶ Compliance with aspects of integrated urban development in respect of social and cultural amenities</li> <li>▶ Contribution to strengthening the community spirit and integration of minority groups</li> <li>▶ Due attention to specific interests of women in the development of social and cultural infrastructure</li> </ul>
End Beneficiaries	<ul style="list-style-type: none"> <li>▶ Municipality of Bremen</li> <li>▶ Grant recipients: companies and organisations which execute the projects on behalf of Bremen.</li> </ul>
Measure Indicators	inter alia number of supported projects and other measures, converted sites in square metres, newly created usable area in square metres, number of new/saved jobs
Ex-ante Quantified Effects	<ul style="list-style-type: none"> <li>▶ Support for approx. 2 development projects</li> <li>▶ No further quantification is possible at present</li> </ul>
Contribution to Sustainability/Environmental Protection	No environmental impact (positive, in so far as it can be proved that here is a reduction in inner-city traffic)
Contribution to Equal Opportunities	Effects neutral

**Measure 4.3: Revitalisation of District Centres**

Objectives and Contents	<ul style="list-style-type: none"> <li>▶ Support for the economic and urban development of selected urban areas in difficulty in the district of Bremerhaven-Geestendorf. Federal Land development and investment measures in that respect will be backed by ERDF funds.</li> </ul>
Sphere of Intervention	352
Support Volume	€ 4.244 million (= 1.9 % of programme volume)
Actions Eligible for Support	Infrastructure investments and monitoring measures in the sector of economic and urban development in Bremerhaven-Geestendorf
Selection Criteria for Projects	<ul style="list-style-type: none"> <li>▶ Ongoing development of small-scale service structures</li> <li>▶ Compliance with ecological aspects</li> <li>▶ Strengthening district identity</li> <li>▶ Safeguarding jobs for women</li> </ul>
End Beneficiaries	<ul style="list-style-type: none"> <li>▶ City of Bremerhaven</li> <li>▶ Grant recipients: companies and organisations entrusted with project execution.</li> </ul>
Measure Indicators	inter alia converted sites in square metres, newly created usable area in square metres, number of new/saved jobs
Ex-ante Quantified Effects	No further quantification is possible at present
Contribution to Sustainability/Environmental Protection	No environmental impact (positive, in so far as it can be proved that there is a reduction in inner-city traffic)
Contribution to Equal Opportunities	Effects neutral

projects which could have the chance, in the face of European competition, of setting examples of best practice.

A fund volume of approx. € 2 million has been earmarked for that purpose. Only public institutions can be considered for the execution of such studies.

## 4.5

### *Technical Assistance*

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This aims to support the additional measures taken by the administrative authority for execution and optimisation of the programme. First and foremost, these refer to ongoing programme evaluation, in particular the mid-term evaluation; programme administration, especially electronic capture and transmission of the financial data; programme monitoring by the Monitoring Committee and related activities, and the execution of relevant publicity measures as defined in Article 46 of Council Regulation (EC) No. 1260/1999 in compliance with Provision No. 11 of Council Regulation (EC) No. 1685/2000 on the eligibility of expenditure for grants.

The present Objective-2-Programme envisages anticipated costs amounting to € 3 million for the tasks stipulated in Section 2.1 of the foregoing Provision No. 11. The maximum sums stated under Section 2.4 will definitely be observed.

As monitoring activity, there are also plans for supporting explicit pilot projects and studies which – in the same way as the Cohesion Fund in the past – are aimed at helping projects and ideas to achieve a breakthrough. This is deemed particularly necessary in those fields which have gained in importance in the Guidelines of the European Commission and which rank amongst the firm elements of a modern regional structural policy, as reflected in particular in the subjects of equal opportunities, environment and culture. This provides a systematic basis for generating

## 4.6

### *Quantification of the Effects at Priority Level*

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In so far as possible prior to commencement of the programme, the following presents an initial assessment of the anticipated effects of the support provided by the Objective-2-Programme 2000 – 2006. The assessment is based predominantly on the experience acquired during the preceding assistance period and on some project proposals which have already been submitted for the new Objective-2-Programme. Where these effects could be quantified, recourse has been made to statistical data compiled from the evaluations of the preceding support measures.

Bremen's Objective-2-Programme has largely been designed as an infrastructure programme. This means that the greater part of the employment effects – and these are the focal point of the investigation – will be of an indirect nature. It is a known fact that infrastructure can only create the prerequisites for jobs. The jobs themselves are actually created only following the necessary entrepreneurial investments. As these investments in turn are additionally influenced or induced by other support forms (grants for individual businesses, consulting, know-how transfer), there is a risk that they are counted twice, i.e. multiple allocation of a job which only exists once. This therefore calls for a fundamental approach which is unfeasible ex-ante. It should also be noted that while increasing the employment rate is the core objective, it is not the sole object of regional programmes. Boosting competitiveness, for

example, can actually have the effect of lowering the employment rate, at least over the short term.

The following assessment refers in particular to the direct employment effects which could be achieved from implementation of the individual corporate support programmes which refer directly to investments aimed at creating jobs. However, it should be noted that these investments, too, can only pay off when they interact with the infrastructural measures. Regional policies therefore always involve the interlocking of various approaches, as documented in this Objective-2-Programme.

Subject to the given restrictions, quantification is as follows:

#### **Priority 1 Diversifying the Economic Structure by Increasing Private Investment Activities**

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The support measures are intended to contribute to the following:

- ▶ supporting private investments for the sum of € 130 – 180 million;
- ▶ thus supporting the establishment/foundation of 70 – 130 new enterprises;
- ▶ creating a total of 500 – 800 additional new jobs, approx. 40 % of which will be for women;
- ▶ saving a further 2,000 – 2,500 jobs, approx. 40 % of which for women.

#### **Priority 2 Strengthening the Service Sector in Selected Areas**

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The support measures are intended to contribute to the following:

- ▶ creating the infrastructural prerequisites for the creation of new jobs in the sector of tourist-related services by developing city tourism in Bremen and Bremerhaven;

- ▶ execution of 2 – 4 cohesion projects per annum, which will contribute to saving a total of up to 120 jobs;
- ▶ development of the regional information society by means of infrastructure measures (e. g. competence centres) by encouraging the foundation of new companies and expansion of existing enterprises so that the growth rate in the “information/communication” and “multimedia” sectors complies with the national trend;
- ▶ enabling the execution of 5 cooperative projects between university and business enterprises with up to 30 partners and approx. 250 saved jobs per annum (with a term of 2.5 years per project), approx. 40 % of which for women.

#### **Priority 3 Environmental Protection, Land Redevelopment**

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The support measures are intended to contribute to the following:

- ▶ project assistance at 60 – 80 companies for the application of innovative environment technologies which will support approx. 60 – 80 direct additional jobs;
- ▶ assistance for 3 – 5 infrastructural projects to trigger approx. 10 – 12 further integrated projects and cooperation between business enterprises and R&D institutes, and initiating the foundation of at least 2 – 3 new businesses. The infrastructure projects form the starting point for the indirect creation of approx. 30 – 50 permanent jobs;
- ▶ approx. 30 – 40 ha land is revitalised for industrial, service and leisure activities, thus providing the prerequisites for creating 1,500 to 3,000 jobs, so that this refers to indirect job effects.

#### **Priority 4 Urban Areas in Difficulty**

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The support measures are intended to contribute to the following:

- ▶ revitalisation of up to 50,000 m<sup>2</sup> underused area, some of which refers to derelict sites, and thus
- ▶ creating up to 40,000 m<sup>2</sup> new sites for industrial, service and retail activities.

#### **Effects on the Cross-Sectional Objectives Environment and Equal Opportunities**

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The following tables provide an overview of the anticipated direct and indirect effects of the programme on the cross-sectional objectives Environment and Equal Opportunities. The direct effects include the activities and the concrete output connected to execution of the project (e. g. creation or preservation of green spaces, support for companies managed or founded by women). The indirect effects refer to the results of these economic activities and the consequent potential of the measure for creating (women's) jobs.

**Priorities and Measures in the Single Programming Document and Effects on the Environment (Direct and Indirect)**

<b>Priority 1</b>	<b>Diversifying the Economic Structure</b>	<b>Direct</b>	<b>Indirect</b>
Measure 1.1	Financial assistance for small and medium sized enterprises	0	-
Measure 1.2	Foundation of innovative businesses	0	0
<b>Priority 2</b>	<b>Strengthening the Service Sector</b>	<b>Direct</b>	<b>Indirect</b>
Measure 2.1	Promoting the information society	0	0
Measure 2.2	Technology-oriented institutions and technology transfer	0	0
Measure 2.3	Promoting tourism	-/0	-
Measure 2.4	Promoting new services/ cohesion projects	0	0/-
<b>Priority 3</b>	<b>Environmental Protection, Land Redevelopment</b>	<b>Direct</b>	<b>Indirect</b>
Measure 3.1	Promoting application-oriented environment technologies	+	+
Measure 3.2	Infrastructure in the environmental sector	0/+	+
Measure 3.3	Redevelopment of derelict land	+	-/+
<b>Priority 4</b>	<b>Urban areas in Difficulty</b>	<b>Direct</b>	<b>Indirect</b>
Measure 4.1	Stimulation of economic activities	0/+	0
Measure 4.2	District development	0/+	+
Measure 4.3	Revitalisation of district centres	0/+	0

Legend: - negative / 0 neutral / + positive

Assessment of the environmental effects of the measures is based on the principles of permanent development in conformance with currently applicable Community law. The overall aim is for this Objective-2-Programme for the years 2000 – 2006 to have effects which are of differing intensity but are generally positive for the environmental situation and sustainable development.

**Priorities and Measures in the Single Programming Document and the Effects on Equal Opportunities (Direct and Indirect)**

<b>Priority 1</b>	<b>Diversifying the Economic Structure</b>	<b>Direct</b>	<b>Indirect</b>
Measure 1.1	Financial assistance for small and medium-sized enterprises	+	+
Measure 1.2	Foundation of innovative businesses	+/0	+/0
<b>Priority 2</b>	<b>Strengthening the Service Sector</b>	<b>Direct</b>	<b>Indirect</b>
Measure 2.1	Promoting the information society	0/+	0/+
Measure 2.2	Technology-oriented institutions and technology transfer	0	0
Measure 2.3	Promoting tourism	0	0/+
Measure 2.4	Promoting new services/cohesion projects	+	+
<b>Priority 3</b>	<b>Environmental Protection, Land Redevelopment</b>	<b>Direct</b>	<b>Indirect</b>
Measure 3.1	Promoting application-related environmental technologies (PFAU)	0	0
Measure 3.2	Infrastructure in the environmental sector	0	0
Measure 3.3	Redevelopment of derelict land	0	0
<b>Priority 4</b>	<b>Urban Areas in Difficulty</b>	<b>Direct</b>	<b>Indirect</b>
Measure 4.1	Stimulating economic activities	0	0/+
Measure 4.2	District development	0	0/+
Measure 4.3	Revitalisation of district centres	0	0/+

Legend: – negative / 0 neutral / + positive

The effects outlined above of the programme on the aspects of environment and equal opportunities are merely an initial rough assessment which is based on the experience acquired during the preceding assistance periods. The concrete effects will be observed as extensively as possible in the course of the ongoing programme monitoring and reviewed in the ex-post evaluation.

5

*Financial Plan*

Financial table\*) for programming complement, broken down according to priorities and measures, in current prices  
Reference number of Commission for the corresponding SPD: CCI 2000 DE 16 2 DO 009

## Objective-2-Programme of Federal Land of Bremen 2000 – 2006

Latest Commission decision on the corresponding SPD: K (2001) 774 of 21 March 2001

(in EURO)

Priority/Measure**)	Sphere of Intervention***)	Total Costs	Public Expenditure										Private expend. (estimated) ****)	Cohesion Fund	Other financing instrument (details)	EIB loans	
			Community contribution			National contribution - public expenditure			Other (details)								
			Total	ERDF	ESF	EAGFL	FIAF	Total	Fed. Govt.	Laender	Local Authorities	Other (details)					
<b>Priority 1</b>																	
<b>Diversifying the Economic Structure</b>		<b>19.628.102</b>	<b>9.814.051</b>	<b>9.814.051</b>							<b>9.814.051</b>						
1.1 Financial Assistance for SMEs (OP LIP)	161	16.975.634	8.487.817	8.487.817							8.487.817						
1.2 Innovative Start-ups	163	2.652.468	1.326.234	1.326.234							1.326.234						
<b>Priority 2</b>																	
<b>Strengthening the Service Sector</b>		<b>128.457.976</b>	<b>64.228.988</b>	<b>64.228.988</b>							<b>64.228.988</b>						
2.1 Promoting the Information Society	322	37.134.200	18.567.100	18.567.100							18.567.100						
2.2 Technology-Oriented Institutions/Technology Transfer	182	38.725.700	19.362.850	19.362.850							19.362.850						
2.3 Promoting Tourism	171	31.908.930	15.954.465	15.954.465							15.954.465						
2.4 New Services/Cohesion Projects	163	20.689.146	10.344.573	10.344.573							10.344.573						
<b>Priority 3</b>																	
<b>Environmental Protection/Site Rehabilitation</b>		<b>56.231.862</b>	<b>28.115.931</b>	<b>28.115.931</b>							<b>28.115.931</b>						
3.1 Promoting Application-Oriented Environment Technologies (PEAU)	162	8.487.890	4.243.945	4.243.945							4.243.945						
3.2 Infrastructure Projects in the Environment Sector	163	5.304.886	2.652.443	2.652.443							2.652.443						
3.3 Rehabilitation of Derelict Sites																	
<b>Priority 4</b>																	
<b>Areas in Difficulty</b>		<b>16.975.656</b>	<b>8.487.828</b>	<b>8.487.828</b>							<b>8.487.828</b>						
4.1 Stimulating Economic Activities	352	10.117.676	5.058.838	5.058.838							5.058.838						
4.2 District Development	36	2.614.050	1.307.025	1.307.025							1.307.025						
4.3 Revitalising District Centres	352	4.243.930	2.121.965	2.121.965							2.121.965						
<b>Technical Assistance</b>		<b>4.774.404</b>	<b>2.387.202</b>	<b>2.387.202</b>							<b>2.387.202</b>						
Technical Support and Evaluation Studies and Pilot Projects	411(50%), 412 (95%), 415 (15%) 413 (50%), 414 (50%)	2.652.450 2.121.954	1.326.225 1.060.977	1.326.225 1.060.977							1.326.225 1.060.977						
<b>TOTAL</b>		<b>226.068.000</b>	<b>113.034.000</b>	<b>113.034.000</b>							<b>113.034.000</b>						

\*) = Only eligible costs should be included in the financing plans

\*\*) = It should be stated for each measure whether the contribution of the structural fund is calculated in relation to the total eligible costs or in relation to the total public or equivalent eligible expenditure.

\*\*\*) = The sphere of intervention is given a three-digit code for each measure in accordance with standard classification; if necessary (in the case of heterogeneous measures) several codes should be stated, indicating the relevant percentage of each. The percentage information refers to estimates based on the allocation of resources to the different sectors.

\*\*\*\*) = In contrast to the SPD, in which private expenditure is indicated for information purposes, no figure is given here as only eligible costs are included.

6

*Partnership,  
Regional Monitoring Committee,  
Monitoring and Evaluation*

financing the programme elements concerned.

The Monitoring Committee is essentially obliged to pay attention to the efficiency and quality of execution of the intervention measures. It is further responsible for adapting the programme to any changes in circumstances and for submitting proposals for amendment to the European Commission.

## 6.1 *Partnership*

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Partnership between the different actors involved in the implementation of the Objective-2-Programme in the preparation, financing, monitoring and evaluation of the intervention measures is ensured by the Regional Monitoring Committee. The Monitoring Committee for Bremen's Objective-2-Programme is chaired by the Senator for Economy and Ports, as the administrative authority. Other voting members are the Senator for Employment, Women's Affairs, Youth Welfare, Public Health and Social Affairs, and the Senator for Building and the Environment. These departments are also involved in financing the programme. Advisory members of the committee are the European Commission and the Federal German government, represented by the Federal Ministry of Economy and Technology. The economic and social partners, as well as an independent environmental association and Bremen's committee for women's affairs also have an advisory vote.

The partners are responsible for cooperating in all tasks of the Monitoring Committee. The Monitoring Committee passes its resolutions by mutual agreement. If possible, it takes into account the proposals submitted by the economic and social partners, and in particular those relating to sustainable development and equal opportunities. Decisions on adjustments and amendments which affect execution of the programme from the financial point of view can only be taken, in compliance with the valid regulations, by those bodies which are directly involved in

## 6.2 *Monitoring Indicators<sup>14)</sup>*

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### 6.2.1 *Context Indicators*

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Context indicators are regional economy indicators which are intended to supply information about the structural development of the assisted region during the implementation period of the programme. They refer to data on economic and labour market developments and further information in connection with programme implementation (e. g. employment developments in the sector of research and development). The indicators are normally obtained once a year in a survey conducted by the statistical office of the Federal Land concerned or in the course of special surveys and evaluations. Information is provided on the development of the context indicators in the course of the annual execution reports on the programme.

### 6.2.2 *Principal Indicators*

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Principal indicators are a limited selection of easily determinable data which reflect programme progress. The purpose of these indicators is to provide a more general picture of a priority than an indicator which is directly linked with a measure. They can reveal the execution status at any given time in monetary terms (e. g. application of funds) and in material terms (e. g. number of assisted cases).

A total of eight principal indicators have been defined for Bremen's SPD; amongst other things, these include the number of supported cases, number of new / saved jobs, level of tied funds and payouts. Compilation of these indicators is an integral part of the monitoring process and is handled by the administrative authority and other departments involved in the programme.

<sup>14)</sup> The individual indicators are listed in Chapters 6.2.1, 6.2.2. and 6.2.3 of the full version of the Objective-2 Programme.

### 6.2.3 *Measure Indicators*

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Measure Indicators show the progress of the individual measures and thus also encompass further supplementary information. In accordance with their position in the chain of action, we differentiate between output, result and impact indicators. **Output indicators** refer to the work performed and can best be expressed as physical or financial units (e. g. approved volume). **Result indicators** refer to the direct effects of a measure. They provide information on the change in the capacity of a beneficiary. **Impact indicators** refer to the effect of a measure above and beyond the immediate results. We differentiate between impacts which set in after a certain time and impacts which act over the long term and affect a greater part of the population.

### 6.2.4 *Indicators for the Allocation of Performance- Tied Reserves*

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With the aim of increasing the efficacy of the support provided by the EU Structural Fund, the allocation of an "Efficiency Reserve" was adopted in the General Council Regulation on the Structural Fund (EC) No. 1260 / 1999) for the assistance period 2000 – 2006. On expiry of half the programme period, the programme efficacy will be evaluated on the basis of a limited number of monitoring indicators (performance indicators) as part of the mid-term evaluation. The indicators reveal the efficacy, administration and financial handling of the programme.

### 6.3

#### *Evaluation Activities*

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Bremen's Objective-2-Programme 2000 – 2006 was subjected to an **ex-ante evaluation** by an external independent expert, parallel to compilation of the programme. On expiry of half the assistance period, no later than 31.12.2003, the programme will be evaluated once again on the basis of the measure indicators set forth in the Programming Complement and the indicators for the allocation of performance-tied reserves. Taking the ex-ante evaluation into account, the **mid-term evaluation** will measure the results of intervention, their relevance and achievement of the objectives set. Remedial action must be taken if necessary, based on the results of these evaluation activities, in order to enhance the efficiency of the programme. The mid-term evaluation is also of relevance for the Commission's decision on the allocation of performance-tied reserves. By the end of 2005, the mid-term evaluation must be updated in preparation for subsequent intervention measures.

On conclusion of the programme, an **ex-post evaluation** of the programme results will be conducted no later than by the end of 2009. The ex-post evaluation is intended to provide information on the use of resources, efficacy and efficiency of the measures and their effects. The evaluation findings which are already available from previous evaluations will be included in that process. The aim of the ex-post evaluation is to draw the appropriate conclusions for subsequent intervention.

Execution of the ex-ante and mid-term evaluation is the responsibility of the relevant administrative authority, which commissions an external expert. The ex-post evaluation on the other hand, is the responsibility of the Commission, which also entrusts an independent expert with the work. The responsible administrative authority cooperates with the Commission on the ex-post evaluation by providing the necessary data relating to execution of the intervention, which should also be captured and evaluated electronically over the long term.

The administrative authority manages and coordinates the evaluation work. A central position has been created at the administrative authority for that purpose, which is funded via the "Technical Assistance" of the Objective-2-Programme. The administrative authority will present the evaluation results to the public pursuant to Article 40, Section (4) of Council Regulation (EC) No. 1260/1999 on application.

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