



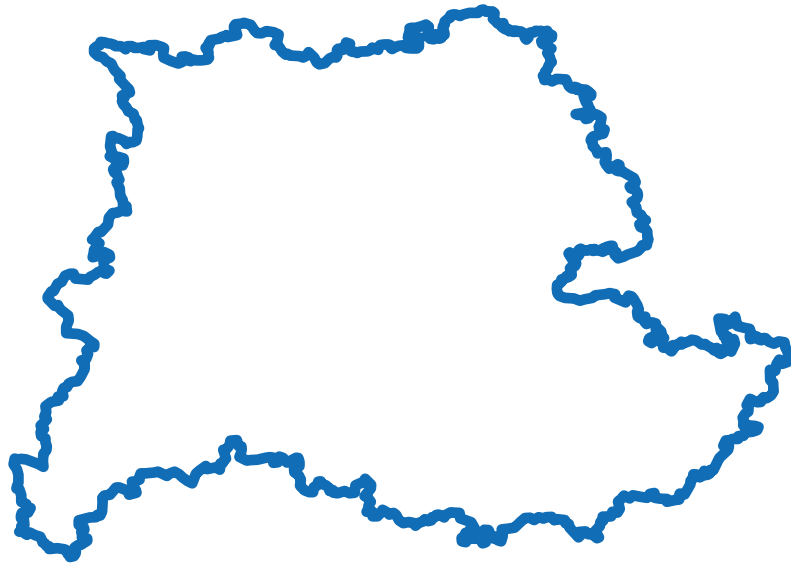
# Executive Summary

D. 1.2.1.  
Summary of existing  
tools/best practices  
at partner's MA for enhancing  
metropolitan cooperation

This document was elaborated within the project MECOG-CE: Strengthening metropolitan cooperation and governance in Central Europe and is part of the WPI: Analysis of metropolitan dimension, Activity 1.2. Analysis of existing tools/best practices for enhancing metropolitan cooperation. The content of the document is based on information supplied by the MECOG-CE consortium partners and was reviewed by them for final approval.

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# Stuttgart Region



Official name of the main governance structure in the MA

## Stuttgart Region

(Verband Region Stuttgart, VRS)

Date of creation/ start of cooperation	Number of municipalities	Area (in km <sup>2</sup> ) <sup>5)</sup>
<b>1994</b>	<b>179</b>	<b>3.654</b>
Population (in mln) <sup>5)</sup>	Population density (people/km <sup>2</sup> ) <sup>5)</sup>	GDP per capita (EUR) <sup>5)</sup>
<b>2,8</b>	<b>765</b>	<b>53.033</b>

<sup>5)</sup> Source: Eurostat (2020). The calculation based on the Eurostat statistical unit - the Stuttgart metropolitan region (METROREGION).

## Agency (relations with the state)

The Stuttgart Region is characterized by deep functional connections, as evidenced by the fact that 75 % of the residents of the functional area do not work in their town of residence and cross municipal borders each day. As a result, the Stuttgart Region Association (Verband Region Stuttgart, VRS) was established in 1994<sup>6)</sup> as the political entity of the Stuttgart Region, whose Assembly is elected by direct elections and which has extensive powers.

## Tasks

The Stuttgart Region has the following mandatory tasks defined by state law:

- ▶ Regional public transport (responsibility for the S-Bahn).
- ▶ Regional planning, regional transport planning, landscape planning.
- ▶ Landscape Park Stuttgart Region (a public funding scheme for the development of open spaces).
- ▶ Business and tourism development and waste disposal.

The Region is also voluntarily involved in other sectors such as sports and culture and the trade fair - however, these are not mandatory policy arenas.

## Main strategic documents

- ▶ The Regional Plan (2009-2023):  
<https://www.region-stuttgart.org/de/bereiche-aufgaben/regionalplanung/regionalplan>

<sup>6)</sup> The state parliament adopted the law "on strengthening cooperation in the Stuttgart Region" and "on the establishment of the Stuttgart Region Association" on February 2, 1994.

Other governance structures in the MA

## Stuttgart Region Economic Development Corporation

(Wirtschaftsförderung  
Region Stuttgart, WRS)

Date of creation/ start of cooperation	Number of municipalities	Area (in km <sup>2</sup> ) <sup>7)</sup>
<b>1995</b>	<b>179</b>	<b>3.654</b>
Population (in mln) <sup>7)</sup>	Population density (people/km <sup>2</sup> ) <sup>7)</sup>	GDP per capita (EUR) <sup>7)</sup>
<b>2,8</b>	<b>765</b>	<b>53.033</b>

<sup>7)</sup> Source: Eurostat (2020). The calculation based on the Eurostat statistical unit - the Stuttgart metropolitan region (METROREGION).

## Agency (relations with the state)

The Stuttgart Region Economic Development Corporation is a publicly owned subsidiary company of Verband Region Stuttgart, acting as an independent legal body. As the VRS is the biggest shareholder of WRS, the latter constantly reports and legitimates its projects and initiatives in the Assembly and committees of VRS. Nevertheless, WRS acts independently from VRS regarding its core competencies in business development. The VRS provides the necessary funding and political support, and the WRS implements specific projects or co-funding programs.

## Tasks

WRS is a publicly supported company responsible for business development in the Stuttgart Region, promoting the Region's qualities at national and international levels. WRS is the central point of contact for investors in the Stuttgart Region that helps companies find suitable commercial properties. Main tasks:

- ▶ Promoting technological change and digital transformation,
- ▶ Progressing the sustainable use of resources,
- ▶ Encouraging entrepreneurship and creativity,
- ▶ Helping to shape the world of work and ensure the availability of skilled staff.

## Main strategic documents

- ▶ Mission statement for Stuttgart Region as a business and science location: <https://www.region-stuttgart.de/die-region-stuttgart/politik-organisation/leitbild>

Other governance structures in the MA

## Stuttgart Transport and Tariff Association

(Verkehrs- und Tarifverbund Stuttgart, VVS)

### Agency (relations with the state)

VVS was created in December 1977, and on October 1, 1978, the first 3 S-Bahn lines were operating, introducing the VVS tariff. VRS holds 19 % of VVS' shares. The State of Baden-Württemberg as well as the city of Stuttgart and the other counties of the Region and the Stuttgarter Straßenbahnen AG (a public company), DB Regio AG, and the bus companies are other shareholders of the VVS.

### Tasks

- ▶ VVS is a public transport company that ensures the application of a common tariff system for public transport in the Stuttgart Region.
- ▶ VVS aims to improve public transport by coordinating designs and services as well as tariffs, i.e., by creating a common passenger fare for the transport network.

Date of creation/ start of cooperation	Number of municipalities	Area (in km <sup>2</sup> ) <sup>8)</sup>
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Population (in mln) <sup>8)</sup>	Population density (people/km <sup>2</sup> ) <sup>8)</sup>	GDP per capita (EUR) <sup>8)</sup>
<b>2,8</b>	<b>765</b>	<b>53.033</b>

<sup>8)</sup> Source: Eurostat (2020). The calculation based on the Eurostat statistical unit - the Stuttgart metropolitan region (METROREGION).

# Metropolitan governance system in the MA

The Stuttgart Region Association (Verband Region Stuttgart, VRS) established in 1994, is the center of the metropolitan governance system but is not the only entity.

Essential and closely related elements of the governance system are the public transport company VVS (Verkehrs- und Tarifverbund Stuttgart), which has been operating since 1977, and the WRS, the regional economic development agency of the Stuttgart Region (Wirtschaftsförderung Region Stuttgart), established in 1995. VRS is the biggest shareholder of WRS. Nevertheless, WRS acts independently from VRS regarding its core competencies in business development. The VVS is a public transport company that guarantees a common tariff for all regional buses and railways.

The VRS is the biggest public shareholder of VVS. All three structures comprising the metropolitan governance system (VRS, WRS, and VVS) have unique competencies and tasks. Still, at the same time, they also closely cooperate to ensure a sustainable and future-proof development of the Stuttgart Region. These three institutions' relationships can generally be described as trustworthy and consensual.

# Best tools and practices

- 1. LANDSCAPE PARK STUTTGART REGION** is a combination of joint planning in masterplans with municipalities + providing co-funding (50%) to implement the projects in order to not only protect, but upgrade the landscape. In a high-density place like Stuttgart Region, the natural environment and landscape are an essential basis for recreation, agriculture and forestry as well as ecological and climatic balance. Green and blue infrastructure are also crucial soft location factors in order to attract a qualified workforce. (VRS)



- 2. S-BAHN STUTTGART** is the commuter rail service, acting as the backbone of the regional public transport. Every 15 minutes, an S-Bahn departs from each station in the Region. It is crucial for the Region's outskirts that 4 S-Bahn trains depart from their stations every hour. Meanwhile, in the Region's denser and more urban areas, an S-Bahn departs every 2 minutes. It is a unique situation that the Region is responsible for the S-Bahn, as it is most commonly within the competence of the state (Länder). (VRS)



**3. GIGABIT REGION STUTTGART** was initiated in 2019 by VRS, which coordinates broadband activities on a regional level. In 2018, only 2.3 % of households had access to broadband internet, and by 2022, that number had risen to 24.8 %. The goal is to reach 50 % of all households, schools, and industrial areas in the Region with access to broadband internet by 2025. (VRS+WRS)

**4. DIRECTLY ELECTED ASSEMBLY** of the Stuttgart Region. The introduction of the directly elected regional Assembly in 1994 (in line with the foundation of VRS) can be seen as an innovation. The Assembly has at least 80 and at most 96 honorary members, elected by universal suffrage for five years. The city of Stuttgart and the five counties of the Region form the electoral constituencies for the election of the Assembly. Direct elections provide the authorities of the Stuttgart Region with democratic legitimacy for their actions and ensure discussions, debates, and decisions at the metropolitan level. (VRS)



**5. POLYGO** stands for mobility and services in the Stuttgart Region. The polygoCard and the polygo website/app provide easy access to services from the various areas of mobility, urban services, and sharing in the Stuttgart Region. The aim is to strengthen the sustainability network (walking, cycling, sharing concepts, public transport, and electromobile individual transport) and to advance electromobility by combining mobility and services. (VVS)

**6. ARTIFICIAL INTELLIGENCE (AI).** The AI Alliance Baden-Württemberg aims to create an internationally competitive and visible center and ecosystem for artificial intelligence (AI) in Baden-Württemberg. In real contact points and experimentation rooms, all alliance partners' competencies and value chains become accessible and available to customers. (WRS)

**7. CARS 2.0.** Transformation Network for Automotive and Mechanical Engineering to enable companies in the automotive and mechanical engineering sectors to master this change and succeed in their transformation. CARS 2.0 uses the specific competencies of the participants and makes them accessible to the target groups - especially small and medium-sized enterprises (SMEs) and start-ups. (WRS)

**8. HYDROGEN.** VRS and WRS established a regional co-funding program for implementing hydrogen projects, which provides a common approach to pool the resources and specific knowledge to create innovation. Hydrogen has a high potential to make the energy system more sustainable. Furthermore, the main result of the ERDF model region for green hydrogen will be the construction of a hydrogen pipeline along the river Neckar between the two cities of Stuttgart and Esslingen, where major industrial areas are located. (WRS+VRS)

**9. COMPETENCE CENTRES.** Using the „regional cluster management concept,“ the project aims to develop „innovative forces“ in the Region and harness the synergies between actors. The nine different Centres support this goal by connecting the relevant know-how carriers from business and science in a regional network. (WRS)

**10. INTERNATIONAL BUILDING EXHIBITION (IBA) 2027.** The project aims to find solutions for new forms of living and housing. It is relevant for all metropolitan areas because they experience an influx of citizens, rising rents, and building costs. By anticipating the future, innovative solutions are developed by constructing new buildings or refurbishing existing ones. The final results will be seen in 2027 during the IBA exhibition year. (VRS)







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