



JULY 2ND - 6TH 2012

„SYSTEMIC CHANGE IN TERRITORIES“

8TH INTERNATIONAL SUMMER ACADEMY 2012 • BERLIN-BRANDENBURG • GERMANY

**WE INVITE YOU TO WALK WITH US
THROUGH A CHANGE PROCESS**

The annual International Summer Academy on Economic Development has become an internationally renowned capacity-building event. The 8th Summer Academy in July 2012 will be slightly different from the events held in previous years due to the changes we have made to the programme. The most important changes are the location and the approach.

After holding the Academy for seven years in Duisburg, we decided to move the event to Berlin, a city at the heart of continental Europe, and one for many visitors which represents a vibrant and completely new image of Germany. For Mesopartner, Berlin is an especially exciting city, because it can be seen as a laboratory of economic and social polarities and provides a wide range of experiences of how to manage and overcome these polarities. We would like to guide you through these

insights of economic change.

Whereas our programme approach previously focused on different instruments and methods, our focus is now more on finding ways to connect the different principles, systems and methods according to our new strapline "connect the dots". Previous participants can be assured that we have adjusted the content of the programme sufficiently to provide many new insights.

WHO ARE YOU?

Do any of the following situations look familiar to you?

- Are you a practitioner or consultant in territorial and regional innovation and private sector development, and do you facilitate structural change processes for a wide variety of private and public actors?
- Do you work in or with government, a development agency, a business association, an NGO, or a donor or development agency where your task is to promote economic development in rural and urban regions?

- Perhaps you work in marginalised or rural areas and you want to link the existing SMEs with markets in larger cities.
- Do you work at national level and have to design decentralised strategies and policies that encourage concrete economic initiatives, innovation-oriented networks and local or regional clusters?

If you feel that one of these areas of work describes your situation, and you would like to widen your systemic perspective, you should consider attending our 8th Summer Academy from 2–6 July 2012 in Berlin.

Take a look at the videos below!



Summer Academy 2012
Berlin
"A Preview"



Summer Academy 2010
Duisburg
"A Review"

BERLIN-BRANDENBURG AS A LOCATION OF STRUCTURAL CHANGE

Berlin is an attractive metropolitan and multicultural city with a vibrant and creative industry. Brandenburg is the surrounding rural region which is famous for its history and the part it plays in supplying agricultural products to Berlin. However, when we look beyond the surface appearance, it becomes clear that this formerly divided city and region are still going through a challenging change process since the fall of the Wall in 1989.

Compared to many other large cities and regions in Germany, the Berlin-Brandenburg economy is lacking in larger enterprises and strong supplier linkages. Dynamic and declining economic sectors, regions and suburbs are located next to each other. During the last 20 years the city and the surrounding rural territories had to completely change their production processes, economic and physical infrastructure and their people's mindsets.

Territorial challenges everywhere require change agents and change initiatives to overcome territorial economic and institutional disparities as well as to create urban-rural economic linkages.

Our Summer Academy in this location, including our evening programme, will give you valuable insights into this highly interesting development laboratory.

WHO IS MESOPARTNER?

Mesopartner is a knowledge firm that specialises in territorial development, competitiveness and innovation. Key questions in our daily work are: How do we stimulate change, investment and dynamism in a territory? How do we find the systemic levers that matter, and where do we find the champions of change? Click on the pictures for a detailed profile



Christian Schoen



Ulrich Harnes-Liedtke



Frank Waeltring



Shawn Cunningham



Zini Godden

	Sunday July 1 st	Monday July 2 nd	Tuesday July 3 rd	Wednesday July 4 th	Thursday July 5 th	Friday July 6 th
Morning		<p>Session 1: Identifying current challenges for economic development</p> <p>Session 2: Delving deeper into characteristics of regions</p>	<p>Session 4: Understanding competitiveness from a systemic perspective</p> <p>Session 5: Practical approach to value chain analysis</p>	<p>Session 6: Recognising patterns within systems</p> <p>Session 7: Designing strategic interventions for change</p>	<p>Session 8: Monitoring, evaluation and adjustment</p> <p>Sessions 9-12: 4 half-day parallel sessions out of a selection of 5 topics will be held according to the preference of the participants:</p>	<p>Session 13: Designing or redesigning intervention processes</p>
Afternoon	Arrival	<p>Session 3: Deepening diagnosis of economic systems</p>	Continuation	Excursion into urban-rural economic diversity	<ul style="list-style-type: none"> • Promoting business-driven innovation systems • Decluttering „Green“ to unlock development opportunities • Inclusive economic development • Standards and quality systems that matter for competitiveness • Making markets work in territories 	<p>Session 14: Reflecting on main insights of the week: implications for our work</p>
Evening	Celebrating the change: Welcome event and dinner at the Berlin wall	Walk through a place of change: Economic development in a reunited region	The creative class in Berlin: Visit to „Adlershof“	Continuation of excursion	Surprise event	Departure

PLEASE NOTE THE FOLLOWING

The Summer Academy is not designed as a beginner's course on local and regional economic development. It targets individuals who have experience with economic development.

The training method of the Summer Academy will follow the usual Mesopartner style. It will be highly interactive, not primarily based on formal presentations. We will draw on participants' know-how, and we will stimulate exchange of experience among participants.

You will need a good working knowledge of English to participate in the Summer Academy.

COSTS AND LOCATION

The early bird tuition fee of the Summer Academy is €1.250,00 (19% VAT included). To qualify for the early bird fee, we must receive your registration by 15 March 2012 and your first instalment of €600,00 immediately on receipt of our electronic invoice (via e-mail). For registrations received after 15 March 2012, the tuition fee is €1.490,00 (19% VAT included).

The costs of meals, accommodation, evening events, local transport, etc. will be €1.495,00. This will also include local pick-up and drop-off at Berlin airport or the Berlin main train station (HBF). **Transport from your country to Berlin is not included.**

Our hotel, the "Grenzfall", is located only 30 metres from the Berlin Wall Memorial Park.

Click here  **Google**
Maps

REGISTRATION

Please note that the number of participants is limited to 25. Acceptance of registrations will be based on a set of criteria. We aim at having participants with diverse backgrounds, since this creates the best value for all participants. Registration deadline is Thursday, 19 April 2012.

Click **here** to download the registration form. For further information and reports from past Academies have a look **here**.

For any inquiries, please get in touch with Ute D. Mayer,
✉ **udm@mesopartner.com**

