

# Global Models of Binational Regional Collaboration: The Potential for Great Lakes Regional Innovation

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**Binational Regional Innovation and Collaboration Advisory Network  
(BRICAN) Meeting**

J.D. Snyder

Leslie Grimm

Aaron Galer

Kelly Christopherson

**MSU Center for Community  
and Economic Development**



## Binational Collaboration

- Let no one seek to devalue the achievements of our friendship by glossing over its occasional difficulties. It is true that, as is not uncommon among lifelong friends, we have sometimes had serious differences... Long ago we even fought each *other...The true nature of our international relationship, however, is revealed by the fact that it is not defined by our differences, but by our capacity and eagerness to resolve them* (emphasis added). Pierre Trudeau, 1976

# Binational Regional Collaborative Process

- GOAL: Create a global model of binational regional collaboration that includes development of new state/provincial & sub-state/sub-provincial policy linkages to support locally and regionally-based economic initiatives that benefit SMEs.
- High level of binational regional stakeholders engagement.
- Build on links provided by important physical infrastructure.
- Hold binational conferences.
- Develop MOUs for areas of common interest: e.g., joint marketing, transportation corridor planning.

# The Importance of Binational Regional Collaboration (BRC)

- Important questions to ask:
- When does it make sense to collaborate with cross-border neighbors for innovation-driven economic development?
- What kinds of governance approaches can be used to manage such cross-border collaboration?
- What are the policy instruments to facilitate cross-border collaboration for innovation?

# Elements of BRC and Innovation

Increase interest at each government level.

- Each level of government (local, regional, state, and national) can contribute to binational collaboration.

Identify overarching vision.

- A strategic purpose should integrate actions.

Demonstrate mutual benefit.

- Each side should conduct a cost-benefit analysis to share with the other side.

Governance beyond government.

- Bottom-up levers should be used with formal and informal governance that contribute to long-term trust relationships.

Private sector engagement.

- Insure a high level of private sector engagement in promoting the cross-border region, especially financially.

# The Importance of BRC

Six cases studies by the Organization for Economic Cooperation and Development (OECD), November 2013:

- Oresund Region (Copenhagen, Denmark-Malmo, Sweden)
- Tallinn (Estonia)-Helsinki (Finland)
- Hedmark (Norway)-Dalarna (Sweden)
- Ireland-Northern Ireland (UK)
- Bothnian Arc (Sweden-Finland)
- Eindhoven-Leuven-Aachen (Netherlands/Belgium/Germany)  
Technology Triangle

# Hedmark (Norway)-Dalarna (Sweden): Rural EuroRegion

- 500,000 people in 23,000 sq. miles.
- \$22 Billion of economic output.
- Socio-cultural and linguistic proximity.



# Hedmark-Dalarna: Rural EuroRegion

- Tourism and forestry are prime areas for collaboration.
- Construction of a new airport will only help.
- Skistar Resorts.





# Hedmark-Dalarna: Rural EuroRegion

## Strengths:

- Oslo growth nearby.
- Global brand of tourism based on sports and the outdoors.

## Weaknesses:

- Lack of infrastructure.
- Imbalance of wages between countries.
- Outmigration .

# North American Models: Cascadia Region

- Various geographic definitions.
- Nationalist Identity
  - Jefferson and Shasta Movements.
- Cascadian Independence Project
  - Advocates for regional autonomy through internet platforms.
  - Focus on bioregional identity.



## Collaboration in Cascadia

- Cascadia Mayors Council
- “Mainstreet Cascadia”
- Cascadia Center for Regional Development
  - Regional Transportation Research
  - Small - One staff person
- Associated with Pacific NorthWest Economic Region (PNWER), est. 1991.
  - 5 states: Washington, Oregon, Alaska, Idaho, Montana
  - 5 Canadian units: British Columbia, Alberta, Saskatchewan, Yukon Territory, and Northwest Territories

# North American Models: Blue Water Region

## Blue Water Region of Southwest Ontario/East Michigan

- Blue Water Bridge built in 1939
  - expanded in 1997
  - second busiest truck crossing on U.S.-Canada border
    - ~15,000 cars cross on avg. day
- St. Clair River Rail Tunnel provides double-stack capacity for rail freight between Port Huron and Sarnia.
- Economic Sectors:
  - St. Clair County: automotive parts manufacturing, plastics manufacturing, utility power generation, healthcare.
  - Sarnia-Lambton: petrochemical production, oil refining, industrial bioproducts, energy, tourism.

# Binational Conference Planners

- **St. Clair County EDA**
- **MDOT, MEDC, MDARD**
- **Canadian Consulate of Detroit**
- **Sarnia-Lambton Economic Partnership (SLEP)**
- **Southwest (ON) Economic Alliance (SWEA)**
- **MSU Center for Canadian Studies**
- **George Morris Centre, Guelph, ON**
- **University of Guelph**
- **Middlesex County, London, ON**
- **Blue Water Bridge Authority**
- **I-69 International Trade Corridor**
- **St. Clair County Community College**

## Blue Water Region Collaboration

- Conference planning committee identified 5 collaborative areas w/ opportunities for collaborative initiatives:
  - Green chemistry
  - Agri-food production
  - Joint regional marketing
  - Regional transportation and logistics
  - Immigrant attraction.

# First Binational Blue Water Regional Collaboration Conference in 2013

- Held October 2, 2013 in Port Huron, MI
- Roy Norton, Canadian Consul General, delivered keynote: Building U.S.-Canada Prosperity through Binational Regional Collaboration.
- Expert panels on 5 identified areas of potential binational regional collaboration.

## Future Steps in Blue Water Region

- Nov. 2013, MSU CCED received six-month grant from Michigan Applied Public Policy Research (MAPPR) program.
- Promote binational regional cooperation and increased global competitiveness in Green Chemistry, Agri-food, and Joint Marketing areas.
- SWEA will host 2nd Annual Binational Blue Water Regional Collaboration Conference, June 11, 2014.



# North American Models: Twin Saults Region

- International Bridge built in 1962
  - Provides link between Canada, Eastern UP, and MI Lower Peninsula
    - Big Mac opened 1957 connecting UP & LP
- Bridge Governance: Model of binational collaboration
- Sault Ste. Marie Bridge Authority Board of Directors
  - 4 Americans & 4 Canadians
  - Staff evenly divided between Canadian & U.S. residents

# North American Models: Twin Saults Region

## Sister City Agreement, 2012

- 50th Anniversary of International Bridge, 2012
- Sister City Two Nations -- One City Agreement signed August 16, 2012
  - Foster and formalize long-term informal collaborative relationship

## Economic Sectors

- SSM, MI: accommodations; food services; healthcare and social services; retail; professional, scientific, and technical services
- SSM, ON: advanced manufacturing; alternative energy; lottery and gaming; and industrial/regional services.

# Twin Saults Collaborative Process

- 50th anniversary celebration of bridge created momentum for planning first Twin Saults Region collaborative conference in 2012.
- Planning committee identified 4 binational collaboration opportunities:
  - Alternative energy
  - Multi-modal transportation
  - Higher education
  - Small business issues and connections.

# Twin Saults Conference Planners

- Broad binational representation on conference planning committee:
  - Eastern Upper Peninsula Regional Planning & Development Commission (EUPRPDC)
  - Upper Peninsula Economic Development Alliance (UPEDA)
  - International Bridge Authority
  - City of SSM, MI Economic Development Corporation (EDC)
  - City of SSM, ON Economic Development Corporation (EDC)
  - MSU Center for Canadian Studies
  - Great Lakes International Trade and Transportation Hub (GLITTH)
  - Lake Superior State University
  - MSU CCED

## Two Successful Binational Twin Saults Regional Collaboration Conferences

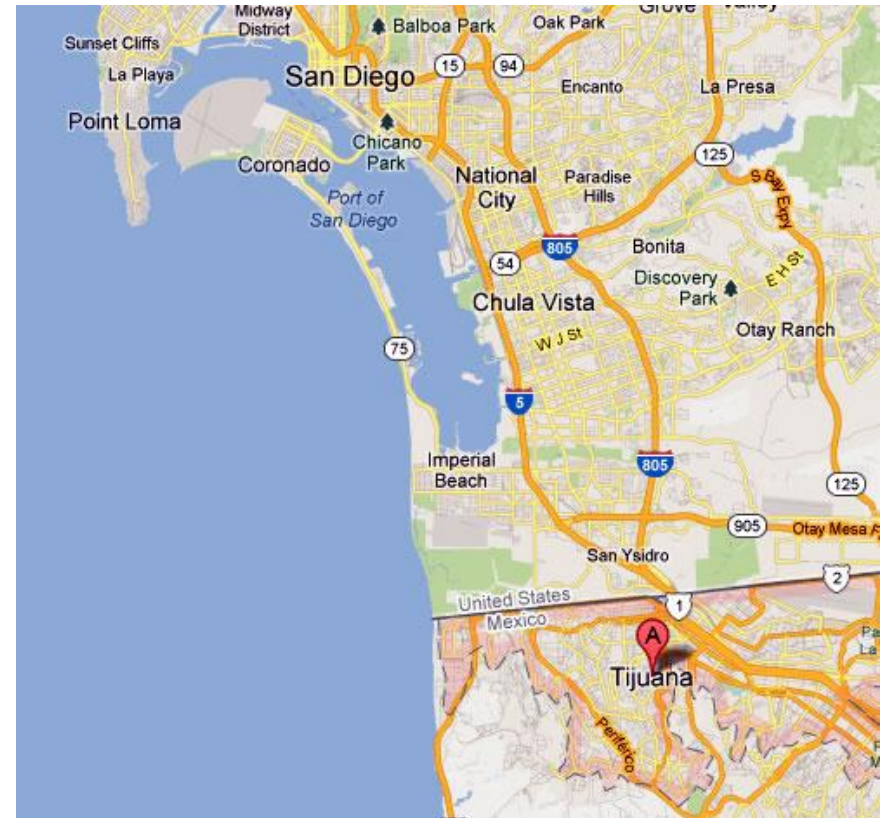
- First Twin Saults Regional Conference: Sault Ste. Marie, MI and Sault Ste. Marie, ON, October 30-31, 2012.
- Second Regional Conference held October 24-25, 2013.
  - Designed to further leverage the collaborative assets in binational region.
  - Focus areas: tourism, border crossing issues, trails and natural resources, and transportation corridor.

# Future Steps in Twin Saults Region

- Twins Saults Conference Planning Committee will organize third annual Binational Twin Saults Regional Collaboration Conference that will be held November 2014.

## North American Models: San Diego, CA – Tijuana, Baja CA Region

- Region Population ~ 5 million.
- 3 Million around San Diego Region.
- Nearly 2 Million in Tijuana Area.



# Collaboration in San Diego –Tijuana Region

- San Diego Association of Governments (SANDAG)
  - San Diego County and 18 municipalities in county.
  - Sponsors Annual Binational Event 1997-Present.
  - White paper: The Mechanics of Crossborder Collaboration for the San Diego Region and Tijuana, Tecate, and Playas de Rosarito (TTPR) Metrozone.
- Otay Mesa Binational Corridor Strategic Plan approved by SANDAG and Tijuana City Council in 2007.
- San Dan Diego Regional Economic Evaluation and Prosperity Strategy, 2008 - Involved Mexican Consulate and Tijuana EDC.



## Collaboration in San Diego – Tijuana Region

- CaliBaja Binational MegaRegion
  - 2 U.S. counties/ 5 Mexican Municipalities (CHECK NUMBERS)
  - Started from U.S. EDA grant in 2008
  - Asset mapping for strategic industries in region.
  - Binational marketing memorandum for region.
- California - Baja California Border Master Plan
  - Completed September, 2008
  - Plan to coordinate Point of Entry projects

## Challenges in San Diego – Tijuana Region

- Differences in government structures.
- All important local decisions made by Mexican central government.
- Cultural differences.
- Confusion between binational planning and binational collaboration.

## Other N.A. Case Studies

- Buffalo Niagara-Southern Ontario Region.
- El Camino Real: El Paso, Texas, USA-Ciudad Juarez, Chihuahua, Mexico.
- Brownsville, Texas, USA-Matamoros, Tamaulipas, Mexico.

# Thank You!

Center for Community and Economic Development

1615 E. Michigan Avenue, Lansing, MI 48912

Phone (517) 353-9555 • Fax (517) 884-6489

[Knowledgeplanning.org](http://Knowledgeplanning.org)