

Project co-financed by the European Regional Development Funds (ERDF) through the INTERREG Programme

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## INTERREG IIIC

INTERREG IIIC is an EU-funded programme that helps Europe's Regions form partnership to work together on common projects.

INTERREG IIIC projects enable Regions to share knowledge and experience that will help them develop new solutions to

economic, social and environmental challenges

INTERREG IIIC projects are designed to reduce the development gap between rich and poor areas of Europe and help Regions become more competitive.

To know more... [http://europa.eu.int/comm/regional\\_policy/interreg3/index\\_en.htm](http://europa.eu.int/comm/regional_policy/interreg3/index_en.htm)

## URBE VIVA

The Project is specifically focused on urban development issues and involves 5 cities (Padova, Bologna, Modena, Patras, Coimbra), 1 public body of urban development (Society of Development of

Santa Cruz de Tenerife) and 1 association of local authorities (AICCRE).

The Project is built on the direct experiences and the specific know how of Partners in these issues.

To know more... <http://www.urbeviva.net>

## BRIEF SUMMARY OF THE OPERATION

The loss of attractiveness of central urban areas on regards of population and economic activities is a problem which is confronting EU regions in a similar way and which is related with a variety of economic and social factors. The crisis of the economic fabric linked with the diffusion of suburban shopping centres is considered is at the same time cause and consequence of city centre risk of abandon. Based on the direct experiences of partner towns, the Project “Urbe Viva” starts from the idea that public policies tackling city centre decline need to be planned, lead and promoted by a unique coordination body which should be the result of a steady public/private partnership. At EU level (UK, Sweden, Belgium, France) integrated urban management experiences have already been tested often with good results. In Partners’ countries instead, although there are significant pilot experimentations, it doesn’t exist a comprehensive elaboration of tailor-made methodologies for town centre management. Therefore the Project intends:

- a)** to spread in partner Municipalities a strategic and managerial approach for tackling requalification of central urban areas;
- b)** to boost the creation of steady public/private partnerships and forms of “negotiated” and “participated” town planning;
- c)** to encourage partner Municipalities to develop policies and actions coherent with a strategic framework, jointly defined by different urban stakeholders and aiming at regenerating economic fabric of central urban areas and in the same time increasing employment opportunities, strengthening

social bonds, exploiting cultural and historic heritage of the town;

**d)** to spread in partner Municipalities the culture of ex ante and ex post evaluation of public policies and instruments for urban development.

“Urbe Viva” will be organized in four main steps:

- 1)** collection of experiences and international best practices;
- 2)** development and pilot implementation of a common analysis method of urban areas;
- 3)** elaboration of operative tailor-made models of coordinated urban management;
- 4)** creation of an ex-post evaluation methodology.

In Partner Municipalities is expected a sensible improvement of management capacity of facing historic city centre desertification. Furthermore, through a wide dissemination strategy, Partners intend to stimulate at regional, national and EU level the research of new tools and policies for urban development, and specifically the activation of support instruments to finance pilot experiences of urban integrated management.

The main outputs of the Project are expected to be:

- a)** publications and reports (local work tables reports, best practice reports, urban areas analysis reports, operative models for integrated management, final report);
- b)** communication means (Web Site with a dedicated Intranet area, communication materials, press releases and articles);
- c)** conferences (1 closing local conference in each partner town, 1 final conference in Venice).

## PARTNERS



**Municipality of Padua**



CÂMARA  
MUNICIPAL  
DE  
COIMBRA

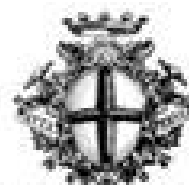
**Municipality of Coimbra**



**Italian Association of the Council of  
European Municipalities and Regions**



**Municipality of Bologna**



**Comune di Modena**

**Municipality of Modena**



Sociedad de Desarrollo  
de Santa Cruz de Tenerife S.A.U.

**Development Society of the Town Council  
of Santa Cruz de Tenerife**



**Patras municipal enterprise for planning  
& development**

## THE MEETINGS

### THE FIRST MEETING IN PADOVA

1-3 December 2004

#### **Objectives**

This meetings, the first of the project, has allowed the partners to know each other in a better way and has allowed to present and agreed on:

- the general objectives and work schedule for the project;
- the definition of the first semester of activity;
- the budgetary and administrative rules as well as the project management methods.

#### **Participants**

This meeting, open to the entire partnership, thus benefited from the participation of the following partners:



- AICCRE Veneto: represented by Lorenzo Segato;
- Santa Cruz de Tenerife: represented by Amelia Escolar Torres and Juan Luis Perdomo;
- Comune di Modena: represented by Giuseppe Caruso;
- Camara Municipal de Coimbra: represented by Sidonio Simões and Albuquerque Ana Paula;
- Comune di Bologna: represented by Andrea Arcelli, Inti Bertocchi, Manijeh Morshedi, Rossella Turco, Federica Frattini;
- Comune di Padova: represented by Domitilla Paccagnella, Antonio Casella, Rosita Scanferla, Valeria Pluti, Valentina Minto.

### THE SECOND MEETING IN SANTA CRUZ

6-8 July 2005

#### **Objectives**

This meetings has allowed the partners to discuss the first phase of the project regarding, with particular regard to:

- the presentation of the work carried out by the responsible of the component 2;
- the presentation of the best practices found by each partners;
- the presentation of the component 3.

#### **Participants**

This meeting was open to the entire partnership, and benefited from the participation of:

Lorenzo Segato (AICCRE Veneto)  
Amelia Escolar Torres, Juan Luis Perdomo, Alejandro Armas Díaz, Sandra Hernández Selle (Santa Cruz de Tenerife);  
Iella Ponzoni, Ludovica Cottica (Comune di Modena);  
Sidonio Simões, Albuquerque Ana Paula (Camara Municipal de Coimbra);  
Andrea Arcelli, Inti Bertocchi (Comune di Bologna);  
Maria Adamopoulou, Ioannis Kostopoulos (Municipalità of Patras).

Antonio Casella, Valentina Minto (Comune di Padova).

Santa Cruz presented the work carried out during component 2.

The objectives of the component were:

- to develop a scheme of analysis;
- to structure a report form for the collection of experiences;
- to collect contributions from each partner town for local, national and international cases;
- to spread Component 2 results;
- to present a guide with the descriptions and evaluations of all experiences collected.

During the Component 2 all partners collected policies, interventions, programmes. Project were also developed with public or private/public partnerships in relation to the revalorization, re-generation and the coordination of the management

in the central urban areas. These experiences were characterized in particular by an impact on commerce in urban areas.

The partners, according to the plan established during the kick off meeting, had to included positive as well as negative experiences, and also retail trade as well as personal services, bars, restaurants, etc.

Experiences with marginal or insignificant impact on commerce, as well as intervention just in urban furniture and/or refurbishing with any impact on commerce, were excluded.

The collection of best practices was divided in two phases: the first one regarding the collection of local cases, the second one concerning the collection of national and international best practices.

## CONTACTS

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