

URBACT II THEMATIC NETWORK



Connecting cities
Building successes



Cruise Traffic and Urban Regeneration (CTUR): genealogy of the topic

The topic « Cruise traffic and urban regeneration », initially proposed by the city of Naples, is in the continuity of work carried out from 2005 to 2007 in the framework of the URBACT SUDEST working group, which focused on the study of the specificities of sustainable development of port cities.

During this programme, the partners identified a tendency of the port cities to propose the city-port interface as a place where new metropolitan approaches are structured and where, in a way, « the future of the port city » is organized:

- new specialized port terminals and large logistic zones are being created in the cities' outskirts;
- the more central sequences of city-port interface are subjected to urban interventions on a large scale which aim, among their priorities, to favour a diversity of functions: functional diversity vs requalified city neighbourhoods; functional diversity vs superior service sector and logistic functions; functional diversity vs tourism, leisure activity and free time. In most situations, the intention is to develop or reinforce the diversity between port functions and urban functions.

In many waterfront development projects, cruise activity is put forward as a strong element of the will of port cities to develop/reinforce the urban tourism industry. Cruise tourism has now become a new market for the ports. In the past 10 years, this market has literally exploded with over 10 million people who embark each year on large ships; the rate is estimated at 8% a year until 2010 (Seatrade, 2006). Let's note that this phenomenon does not only concern the southern ports nor the ones disconnected from merchandise flows. It also concerns the northern ports and all the big trading ports.

Cruise tourism is a function which necessarily involves the city and the port as much in the definition of spatial organization for operational modalities as for the elaboration of a development strategy. Thus, to be included in the circuits, it is necessary to offer guarantees of port reliability, but also of a « global quality » of the stay.

Its development assumes prior local political intervention. It is then a **question of governance**, between the « urban and territorial » public institutions, the port authorities, the local economic actors and civil society. As a matter of fact, developing cruise activity assumes a strong engagement from the public sphere and the private local one in the **construction of the port city image** and in the development of the territorial and urban infrastructures and facilities: international airport, the extent and quality of the hotel industry and the quality of transport connections from the

city to the hinterland. Cruise tourism is also favourable to the emergence of **cooperation between port cities**. As a matter of fact the activity also depends on its inclusion in a « route », a network of cities having convergent interests.

Cruise tourism has close links with urban tourism: the flow of persons it generates is conditioned by the quality of the city's cultural offer. In the past years, many port cities, whatever their rank in the urban hierarchy, have concentrated on the **creation of cultural facilities of national or even international importance**. The Guggenheim museum at Bilbao is the best example of this well marked tendency.

The urban-port heritage intervenes here as a favourable component in the affirmation of the identity of the places and the offer of a new experience for visitors. For some cities (Naples, Barcelona, Amsterdam, etc.), the presence of an exceptional « historical » urban heritage allows them to establish their tourist reputation. But other cities find it more difficult to bring out artistic and cultural interest in their built environment. For the latter cities, the solution is to give value to the industrial and port heritage, which have a strong identity and social value, and are always seen as a curious and exotic place by visitors, and which need to be transferred into a cultural or leisure field. Nonetheless, there is the question of re-use of these large structures and the capacity of medium-sized cities to absorb them. The commercial function in its most innovative aspects can help to reinforce the preservation and the enhancement of the largest historic port structures. The warehouses and the docksides can be opportunities to revitalize and diversify commercial facilities in the heart of the cities. By associating medium and up market specialist shops with an environment empowered by a strong identity (built heritage and docks), these achievements are offered today as a new kind of urban focal point.

As for employment, the cruise market, and the urban tourism it generates, requires specific and qualified professional competences:

- in the training of cruise personnel (on board and land-based);
- in urban services (hotel industry, catering industry, business industry, etc.);
- in the transport sector on a local, regional, national and international level;
- in the servicing of ships (supplies, etc.);
- in the activities of naval industry and other industry (purchases by cruise lines).

This assumes the setting up of **specific professional training** open to the local population so as to maximize the **social effects** in the city.

(abstract from "CTUR Baseline Study" by Rachel Rodrigues Malta)

Work methodology and activities

From the key problems and challenges, 3 general thematic approaches can be identified to address the topic "Cruise Traffic and Urban Regeneration of city port heritage as a key for the sustainable economic, social and urban development" in its full dimension (integrated approach). Therefore for each main topic, many practical sub-themes have been identified by the partners:

- Transforming, regenerating, and adapting the physical and environmental components of the "port-city system".
- Cruise traffic and port heritage as economic and social generator.
- Planning and managing the cruise development within a global port city project.

The network, from January 2009 to July 2011, organizes 9 seminars: one Kick off meeting, six thematic workshops on integrated approach and main topics, one Steering Committee and a Final Conference.

The Steering Committee will take part in two Annual International Thematic Conferences (2010-2011) on selected topics of specific relevance for all partner in the framework of the CTUR theme, promoted by the International Association of Cities and Ports (AIVP) and the URBACT Secretariat with the cooperation of CTUR Thematic Network.

An **Urbact Local Support Group (ULSG)** will be organised and animated by each partner through a series of meetings at local level. Thereby the ULSGs will take part in the design and follow up of the Local Action plan, identify and validate network inputs, take part in exchanges and report back to the other stakeholders, involving and/or informing the associated Managing Authorities.

Each partner will develop its own **Local Action Plan (LAP)** as a result of exchange and learning activities and as output of its participation in the network. The LAPs will be a result of a shared work between partners and their Local Support Group.

The AIVP supporting and collaborating with the CTUR project

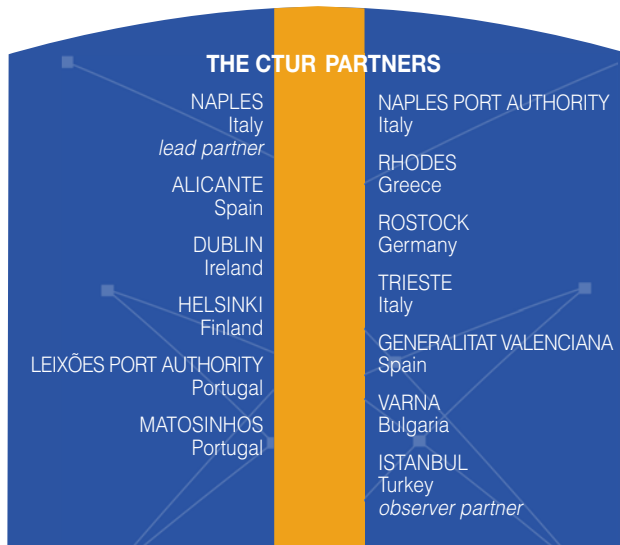


The AIVP, the worldwide network of port cities, was founded in France in the port-city of Le Havre in 1988. The Association includes today nearly 200 ports, cities, business firms or public organisations. The AIVP international network covers 37 countries. The active members of AIVP all share the same will: to improve the dialogue between the cities and the ports and to advantage exchanges of experience between port city communities.

It is therefore more than obvious for AIVP to support and to collaborate with the members of the CTUR project, which is dealing with issues having an important impact on the port city relationships. AIVP is happy to provide CTUR network with complementary examples of good practices in fields as diversified as the issues of urban development at the city- port interfaces, territorial development policies, sustainable development and the environment, the particular economies of port communities...

More specifically, cruise tourism and urban development can be linked in a strong way and we do observe in many port cities all around the world, that cruise industry has a strong social and economic impact on the territory. Transport connections, infrastructures, security strategies, but also cultural and leisure services are some of the many items which need to receive a lot of attention when implemented and developed.

AIVP is happy to continue and contribute in this specific network by presenting complementary case studies during the workshop meetings, helping with providing with special documentary reports, exchanging appraisals, but also by disseminating and promoting the different results and projects of the partners and the works in general. At last but not least, each meeting represents a great occasion to discover the particularity and the specificities of a port city together with the local stakeholders and gives us the opportunity of strengthening our relationships.





NAPLES (Italy) - Lead Partner **The port in the heart of the city**

Naples is the third largest city of Italy, and is also the most important of the south Italy; it lies on the Tirrenical coast of the Italian peninsula, and is in an advantageous position in the Mediterranean basin. It is the capital city of the Campania Region and the province of Naples counts more than 3 million inhabitants on a surface of 1.171 km². The Greek - Roman road network was preserved until now in the old town centre and the stratification of the following ages enlarged its heritage of many major monuments. For this reason the old town centre of Naples was included in the "Word Heritage List" of UNESCO in 1995.



PORT AUTHORITY OF NAPLES (Italy) - Partner

The Port of Naples has a considerable importance among Mediterranean harbours, confirmed by a positive trend of commercial traffic registered over the most recent years. Its strategic location between Europe and Asia characterized it as a transit area of goods; furthermore, it shows a constant increase of cruise and passenger traffic. The commercial area of the port of Naples has a good level of inter-modal connection. It is directly connected by highways and railroads to other central structures. Passenger traffic is still a crucial point in the activity of the Neapolitan Port, considering the fact that the amount of passengers traffic (including cruise passengers, gulf traffic and coastal navigation) reaches 9 millions which is the result of the involvement and care of the whole Neapolitan maritime system.

Cruise traffic reaches excellent scores: passengers in 2009 have been 1.300.000 in comparison to 1.150.000 in year 2008. The increase is more clearly visible comparing the amount of cruise passengers landing in Naples in 2001 (469.632 pax) with today data, increasing by 130 %.

Expectations from CTUR network

- Strengthening and rationalization of the port logistics infrastructures, taking in to account the multifunctional vocation of the port.
- A positive economic impact for commercial and handicraft industrial areas close to the port.
- Re-qualification of the building heritage close to the port area with a subsequent increase and enhancement of the infrastructures for hosting cruise call .
- Approaching the cruise activity as an opportunity to redevelop the industrial derelict areas in an urban park and recreational/cultural places and to upgrade the quality of life.



ALICANTE (Spain) - Partner **The maritime Station a gateway to the historical city**

The city of Alicante, located right on the heart of the Mediterranean coast, is one of the favourite Spanish destinations. It is strategically located and has excellent communications with the rest of Spain and Europe, thanks to the international airport and an extensive network of roads, dual carriageways and motorways, as well as railway links to the main Spanish cities. It is the capital of a rapidly developing commercial and industrial province, conference venue, tourism and university. Alicante has realized that the cruise market could be another option to bring tourists to the city. A new Maritime Station was built 5 years ago. The Port of Alicante has known a good evolution during last ten years and has improved its facilities to become not only a "port of call" and but also a "home port". The Old Town or Historical City, just 10 minutes walking from the Maritime Station, has been improved with an important effort to restore most of their buildings and public areas and also a business and neighbourhood revitalising by supporting new enterprises and young people.

Expectations from CTUR network

- To reactivate and re-use the port area as a commercial and leisure zone.
- To become a cruise home port being a attractive destination for tourists.
- To attract the old town of Alicante to the cruise market as a new option for their excursions.
- To revalue the old town and the urban heritage.



DUBLIN (Ireland) - Partner **Cruise tourism linking between city, port and docklands**

Dublin has been at the centre of Ireland's phenomenal economic growth over the last 10-15 years. Living standards in the city have highly risen. In 2008, Dublin was listed as the fifth-richest city in the world. The economic boom years have led to a sharp increase in construction, which is now also a major employer. Redevelopment is taking place in large projects such as Dublin Docklands, transforming a run-down industrial area into a new world class city quarter. Dublin is one of the constituent cities in the Dublin-Belfast corridor, a region which has a population of just under 3 million. Cruise tourism is a growing part of Dublin's tourist industry. Since 1994 Cruise ship calls have increased from 20 to 80

calls in 2008. Dublin Port is the principal port of call in Ireland. The principal cruises consist of repositioning cruises, Theme cruises, North West European Cruises and baby boomers, and those interested in education. At present, cruise tourists are offered 20 touring options in the City including sightseeing, cultural tours, shopping and activities/sport. In general these tours are organized and managed by the cruise operators.

Expectations from the CTUR network

- Development of an agreed Local Area Plan for the future development of cruise tourism and associated infrastructure.
- Development of an agreed set of project proposals and identification of funding sources that will:
 - facilitate greater connectivity between the city and the port and docklands;
 - regenerate historical buildings in the Poolbeg area;
 - provide a greater range of facilities (infrastructure and services) to support cruise tourism.
- Improved co-ordination and co-operation between the 3 organizations involved in the project.



HELSINKI (Finland) - Partner A home for all boats

Helsinki is the capital of Finland on the southern coast of the country, has about 577,000 inhabitants and the whole metropolitan area, Helsinki and the neighboring cities of Espoo, Vantaa and Kauniainen, about 1,300,000.

The capital status means that Helsinki is Finland's leading city for all transport, port activities, amount of tourists and is a student city with a large number of universities and institutions giving higher education.

Since 2005, cruise traffic has registered an important increase with, in 2009, 360 00 passengers and 270 calls.

The cruise ships moor at the West Harbor or at the South Harbor, which is also Finland's largest passenger port. Some five million passengers pass through it annually.

The West harbor also serves Tallinn and Rostock traffic. There are up to 8 departures a day to these cities. Some four million passengers pass yearly through the West Terminal.

Expectations from CTUR network

- Short term solutions for the next five to ten years to temporarily enhance a former industrial dock yard area into uses for leisure and tourism both for the locals and the tourists. Special attention will be paid to connections from the terminal to the city, the attractiveness of the port and the surrounding area and services to the passengers and the locals.

- Long term solutions to combine a new residential area of 4600 new residents and 2000 workplaces, maritime activities and cruise port in a sustainable way.



MATOSINHOS (Portugal) - Partner A new cruise terminal. Challenges and opportunities to the surrounding area and the Northern Portugal

Situated on the Atlantic coastal strip, Matosinhos is the 8th most populated municipality in the country (third in the metropolitan area), concentrating 11% of the metropolitan population in 3,9% of the surface area of the metropolitan region. The municipality grew from 25 to 169 thousand inhabitants, from 1900 till 2006.

The main problem of Matosinhos is the lack of attractive tourist places for the cruise passengers who ignore and "jump" the city in favour of Porto and other regional places. So the challenge is to up-grade the attractiveness of the city through the revitalization of the commercial infrastructure and restaurants, and the creation of cultural facilities and urban services in the deprived areas.



PORT AUTHORITY OF LEIXÕES (Portugal) - Partner

The Port of Leixões comprises the largest seaport infrastructure in the North of Portugal and one of the most important in the country. Leixões has excellent road, rail and maritime accesses and is equipped with advanced information systems for vessel traffic control and management.

Since its inauguration (1892), the Port of Leixões has left its mark on the development of the municipality of Matosinhos. A multitude of interactions have been, and in fact still are, reflected in local land, economy and society. The intensity of the relationship between port and city areas has given rise to decisive moments which have greatly contributed to the economic and social development that both areas have experienced throughout their common history.

Expectations from CTUR network

- Learning how to strengthen the port-city relationships through the building of a cruise terminal.
- Developing a network of relationships with the partners of CTUR in order to improve the cruise business and its hinterland interactions.
- Debating about better strategies to elaborate port projects with a strong urban integration and development potential.
- Encouraging the identification of Matosinhos as a tourist place.



RHODES (Grece) - Partner **Modern approach in a medieval port**

Rhodes is the capital of the Prefecture of Dodecanese and the capital of Rhodes Island. It is located in the South Eastern edge of the Aegean Sea and it is the 3rd largest island of the Aegean. Rhodes has an international port and an international airport, which, mainly in the summer time, has many arrivals from all over the world.

The Medieval City of Rhodes is a world heritage monument of culture registered on the UNESCO List since 1988. It is located in the centre of the urban tissue of the city.

Rhodes hosts two departments of the University of the Aegean, which are the "teachers' Department" and the "Mediterranean Studies Department". While Rhodes has been a very important tourist destination for decades, cruise tourism was not the major product. But nowadays Cruise tourism is a sector which is registering a fast and strong development in Rhodes. These last years, the island of Rhodes has got its place in the cruise market and the goal is to achieve a good position in this market.

Expectations from CTUR network

- The city of Rhodes expects to develop a Master Plan for cruise tourism in the framework of the TN CTUR
- The CTUR project will be a good opportunity to exchange best practices for the best integration of cruise tourism in the economic and social life of the city.



ROSTOCK (Germany) - Partner **Awakening the sleeping beauty**

Because of its high urban qualities and its high position in the German and Baltic settlement structure Rostock is identified as a "Regio Pole" (regional metropolis). The accessibility of Rostock is provided by 2 highways, high developed railroad connections, an industrial and ferry harbour, a new Cruise liner terminal in Rostock-Warnemuende and a modern regional airport.

Rostock's roots come mainly from the Hanseatic League, dominated by the ideal location on the river Warnow with ice-free access about 17 km to the Baltic Sea. Traditionally it was the city of 7 towers, 7 churches and 7 bridges to the historical city centre. Rostock is the turnstile for business relations with Scandinavia, Baltic States, Russia, Western and Southern Europe. The harbour and University were and are two of the main economic functions of the city. University and maritime business are also a backbone for the economic change and development at local and regional scales. Experts estimate that jobs related to port activities add up to 10 000 - 15 000 working places. Today one of the booming sectors is the one of the cruise traffic. In

2010 Rostock will be called by 33 different cruise liners with 13 stops and about 200.000 tourists. In 2009 the turnover of the cruise ship operators amounts to 773 Mio €, the industry employed 4,765 staff including 665 ground staff.

Expectations from CTUR network

- Contribution to the change of marketing strategies and activities to increase the stays of Cruise tourist in Rostock
- Recommendations for the development of host qualities like intercultural competence, language skills, signs, maps, etc
- Support to the decisions concerning the increase of business in different sectors of the cruise (short range, river, etc..) mega yachts, etc., which attract tourists in the port and old town centre
- Exchanging experience with the CTUR partners to get new competences in order to develop efficiency.



GENERALITAT VALENCIANA
CONSELLERIA D'INFRAESTRUCTURES I TRANSPORT

VALENCIAN REGION **(Spain) - Partner**

One port, many destinations

Generalitat Valenciana is an autonomous community located in southeastern Iberian Peninsula. It covers 23,259 km² of land with more than 5 million inhabitants. Its capital and largest city is Valencia, that is the 3rd city in Spain and it lies on the central area of the Mediterranean coast of Spain. The historic centre of Valencia is one of the largest in Europe. But for years it suffered great degradation process. The RIVA Plan, a historic management office working within the framework of successive collaboration agreements between the regional and local governments, culminates in significant interventions, creation of rehabilitation areas and restoring heritage, not only in the historic centre but also in other historic districts and the seaside districts.

For years, the relationship between Port and city was neglected. However, nowadays the city is again looking to the sea.

Valencia is one of the main industrial centres on the Mediterranean. It also has good communications with the rest of the country and main international destinations: an international airport; a train station in the centre of the city with national and international connections, completed by a bus station; ferry lines to the Balearic Islands and cruise lines; 2 motorways connecting Valencia to the European motorways network. It has also become a European Congress Centre as well as an important focal point for international business, trade fairs and cultural exchange. Thanks to its expertise in staging important events and the unstinting efforts of central, regional and local government, Valencia was selected ahead of 65 other cities around the world as the host of the 32nd and the 33rd America's Cup. The port has a powerful area of direct influence. It encompasses a radius of 350 km. Its location and connections make it the ideal natural port for Madrid,

and an essential platform for the Iberian Peninsula.

Expectations from CTUR network

- Getting a collection of best practices in cruise activity from the partners and the network
- Focusing the attention on the impacts of cruise tourism on the historical district and promoting cultural tourism
- Creating new facilities in the historic districts
- Rising the cruise activity as dynamic business



TRIESTE (Italy) - Partner **A gateway to the Mediterranean in the heart of Europe**

Trieste is the regional capital of Friuli Venetia Giulia and the key port both for the region and for central European countries. From the 1960s up today, Trieste has been developed as an important centre for scientific research thanks to the presence of many international institutions (ICTP, ISAS-SISSA, AREA SCIENCE PARK). The Port of Trieste is the most important port in the region and it is also the most important national port for oil traffic, for ferry lines linking Turkey and Italy, and for the coffee business.

Trieste has been developing cruise tourism since 2003. During 2008 more than 100.000 passengers have reached Trieste on a cruise. In 2007 and 2008 Trieste was a "Home Port" for the most important cruise national companies: Costa Crociere and MSC. Trieste is also a "Call Port" for many international cruise companies (Cunard, Crystal...).

Expectations from CTUR network

- Exchanging experience with the CTUR partners and getting new competences in order to develop efficient strategies to attract the cruise companies and to increase the cruise traffic.
- Keys learning to develop a marketing strategy to promote Trieste as a cruise port and tourist destination.



VARNA (Bulgaria) - Partner **A gateway to 3.500 years of history**

Varna is the second largest city in Bulgaria having recently taken over from Plovdiv in terms of residents, commuters and GDP. It is located in the north east region of the country with the City and Municipality of Varna being the local regional administrative capital. It has the largest port on the Bulgarian coast line handling the largest quantity of cargo. There have been a number of investments made in the infrastructure of the port with renewal of rail links in recent years allowing expansion and growth.

The port used to be one of the major employers in the city but since the fall of the Communist era the economic transition has moved towards more service based industries such as tourism. Notwithstanding this fact the port area and the associated industries such as ship building and repairs still remains a major employer. During the Communist era the port of Varna was a favourite destination for cruise and passenger ferry routes with numerous ships berthing during the tourist season at the purpose made terminal which still exists today.

Varna has now started to become a port of call and is being heavily promoted by cruise line operators and being included in their itineraries. At present this is nascent but is a key issue for the Municipality and is something that it wants to develop as part of the overall strategy of the Municipality for economic growth and tourism linked to cultural and heritage development.

Expectations from CTUR network

The identification of good practices from other port cities in the preparation and implementation of port and cruise industry development is very important for Varna to institute an integrated, sustainable and suitable development of the cruise industry which embraces all participants at all levels. Transfer of good practices from the project will ensure that Varna becomes a 'must visit' destination linking with the cruise industry and its operators.



ISTANBUL (Turkey) - Observer partner

Istanbul, as well as being the largest city, is the financial, cultural and economic centre of modern Turkey. Many of Turkey's major manufacturing plants are located in the city and in its peripheries, which is generally considered as the metropolitan area, making it one of the twenty largest metropolitan areas in the world.

Istanbul has more than one port, in particular the port of Haidarpara and Ambarli, concentrating on goods traffic (container port) and Galata port, concentrating on cruise liners.

Expectations from CTUR network

Development of cruise ports is one of the issues in the city's agenda that is strongly linked with the CTUR standing point of urban regeneration. The ongoing demand from the sector, the city's tourism-led visionary components, and urban regeneration challenge require advanced knowledge based on how other cities deal with that. For that respect cross-learning environment among cities within the CTUR network could provide significant input to the city's ongoing development choices. The main expectation from the network is being more active rather than an observer role.

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WEBSITES

URBACT II Programme
www.urbact.eu/ctur

CTUR NETWORK NATIONAL DISSEMINATION POINTS

Updated on 01/06/2010

ITALY

<http://www.unich.it/dart/urbact/urbactII.html>

GERMANY

<http://www.oerok.gv.at/contact-point/urbact.html>

SPAIN

<http://www.ecosistemaurbano.com/urbact>

BULGARIA

<http://www.namcb.org>