

# CTUR THEMATIC NETWORK

## **Eighth Seminar, Steering Committee, Experts and Managing Authorities Workshop**

March 9 - 10 - 11 2011 Helsinki (Finland)



### **“Helsinki: A home for all boats”**

*The report, written by Pauline Geoghegan, CTUR Thematic Expert, refers to the work and contribution of the Helsinki seminar participants, Gaetano Mollura CTUR Lead Partner, Vittorio Torbianelli, CTUR Lead Expert and the CTUR partners and participants that attended the meeting. Anna Arena, Cristina Fato, Maria Luna Nobile and Giovanni Hoffmann, lead partner staff contributed to the editing of this report.*

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## 1. INTRODUCTION to the meeting in Helsinki

The Helsinki event was a different seminar from the previous CTUR thematic seminars; it included an exchange of experience with Creative Metropoles network, another EU funded network of cities, a focus on Helsinki, the host city, with a presentation of the city and topics in the framework of CTUR theme, case studies and visit on site, as well as discussion on the Local Action Plans with host city ULSG members, partners' case studies, an encounter with the Managing Authorities from CTUR partner cities, presentation of the definitive Local Action Plans and the travelling exhibition panels, discussion with Steering Committee partners, experts, AIVP and Managing Authorities, and a discussion on final conclusions/recommendations from the network, final products and the final event with AIVP.

### Joint event with two other European networks

On the eve of the opening of the CTUR meeting partners took part in an evening event and buffet dinner in Hernesaari, for an exchange of experiences between three EU funded Programmes: **CTUR Network, the Creative Metropoles Network and Clusnet.**

**Creative Metropoles**<sup>1</sup>, presented by *Anu Mänttäre, Business development Manager, City of Helsinki Business Development Unit*, is aimed at helping cities to support creative industries, through exchange of experience events. Examples cited included the Amsterdam Art factory, which makes use of temporary spaces, Berlin Design Reaktion, a multi disciplinary project aiming at the creation of small companies linked with universities, Brilliantly Birmingham, a festival in the Jewellery Quarter; 'Barcelona Creamedia', Oslo support for start up companies, a film pool in Stockholm, the free wifi areas in Tallinn, or an art printing house in Vilnius... *Marianna Kajantie, from the City of Helsinki Cultural Office*, recalled that Helsinki took part in all the URBAN projects, and that **CTUR** aimed at finding out how to handle cruise traffic and make it important enough for people to get off the cruise ships to visit, and that they will then want to come back. *Project Manager Per*

*Justesen* presented **Clusnet**<sup>2</sup>, the third network present at the joint event, a platform for cluster policy exchange. Cooperation stimulates innovation and performance; it includes industry, universities, public authorities, with the aim of improving performance through exchange, and includes such cities as Lyon and Barcelona, Stockholm, as well as Eurocities. Case studies are prepared on different issues, for example in Helsinki, about a cluster of digital services. *Jari Huhtaniemi, Architect, Helsinki City Planning Department*, described how **Hernesaari** was formerly an island, and that in 1946 a Ford factory had been built on the site. In the 90s a new port was built to the east. The plan is now to build up the area over 20 years, with 20 000 inhabitants, 8 000 workspaces, a ferry and cruise harbour, marinas and parks. The area is linked to the city centre among the coastline with attractive parks. Specific plans include signposting for the cruise tourists to walk to the city centre, waterbuses to the city centre, a market place for passengers and local citizens, European sailing championships, a historical survey in view of creating a House of Dance in the former Ford headquarters, 'Design saunas' on the quayside, an 'art wall' facing the sea, and cooperation with the private sector to divide large shipping halls into small business locations. *Ville Hara and Anu Puustinen, Avanto Architects*, the designers of **the Design Sauna** project presented the 'sauna village and restaurant'; there are 4 saunas, which are public saunas open to everyone: one underground and three floating on the water, and even a hole in the ice for winter use. A restaurant will cater for 100 people, with sun on the terrace all day long, and a view to the city as well as to the open sea. *Pekka Timonen, Director of the Helsinki World Design Capital 2012 foundation*, told how Helsinki has been designated **World Design Capital** in 2012: a 'dynamic' designation, not a 'prize'. It has been selected by the world design community. Focus is on the use of design for cultural, social and economic development, thus creating an additional visitor interest for Helsinki as a cruise destination. Helsinki was chosen because it is credible, it has a substantial design

<sup>1</sup> [www.creativemetropoles.eu/](http://www.creativemetropoles.eu/)

<sup>2</sup> [www.clusnet.eu/](http://www.clusnet.eu/)

history, and that design is part of the national identity, providing intelligent solutions for everyday life, it is also a centre for innovation. The political commitment and understanding of design is a competitive factor for well being. Helsinki has over 10 000 design professionals, and design is seen as essential for business, the city has a strategy, and the EU is now taking design onto its agenda, considering design as a competitiveness factor: the new EU design agency is going to be based in Aalto University. The city believes that design should be 'embedded in life', playing a key role. Design is a 'creative human-centred' way of approaching things: objects, methods, decision-making, services/public services, in a holistic view. Design is always about people, and about creating a good experience, often solving people's problems, and concerns all of society: metropolitan areas, governments and NGOs. Design is now a key element of major companies, e.g. shipping companies; in addition industrial design started in ship building. **Luis Carvalho**, CEO of Consult DC, briefly recalled that the cruise industry needs destinations, so all must work together, and communicate.

### Study visits

On the first morning of the meeting, three different **study visits** were organised and participants were invited to choose one option beforehand. The first visit was organised by the CTUR project and the two other in collaboration with the Creative Metropolises network which met in Helsinki on the same dates as CTUR

- **Hernesaari and Jätkäsaari:** these harbour areas located in the Western part of the city are at the moment under redevelopment. Jätkäsaari was the location of the main container harbour in Helsinki until late [2008](#), when the harbour moved to the new facilities in [Vuosaari](#). Hernesaari is a former dock area where the city is working with an important city development plan, and is the focus of the Helsinki CTUR Local Action Plan.
- **Arabianranta area and Aalto University:** meeting with Philip Dean, the director of Media Factory (Aalto University), Arabianranta art tour and visit to the Fiskars showroom. <http://www.arabianranta.fi/en/info/> and <http://www.aalto.fi/en/>



1. Hernesaari from Jätkäsaari. Photo PG



2. Site for future Jätkäsaari development. Photo PG



3. Existing up market residential development in the port area. Photo PG

- **Suvilahti & Kalasatama: boosting creativity around the old harbour:** meeting with the planner and the art planner of the Kalasatama area and visit to Suvilahti with the managing director Stuba Nikula. For more information

<http://www.suvilahti.fi/front-page/>

and

[http://www.kalasatama.fi/english\\_default.html](http://www.kalasatama.fi/english_default.html)

## 2. Opening session

### Welcome of the City of Helsinki and general introduction

*Katrilena Eklöf, director of the Helsinki City Tourism Office*

When Helsinki became independent in 1917 it had to create its own style; culture, economy, youth and modern design. The city is at the heart of the Baltic Sea region, at the cultural crossroads between east and west: the “city of extremes”: the city still works in the extreme cold of the winter, and thus has inspired research and development. Ecology is in all its strategies: to preserve nature; there are 315 islands, 98 km of shoreline, 11 400 boat moorings, beaches, and everywhere can be reached on foot, and it attracts major international events.

Tourism is on the increase, with 3 187 136 overnight stays, representing an increase of 9.7%. with a length of stay of just over 2 days. In 2008 248 cruise ships visited, with 344 000 passengers (a slight reduction on 2007 with 270 ships and 360 000 passengers).

### Presentation of the agenda, and Rhodes Seminar Outputs

*Gaetano Mollura CTUR Lead Partner -  
Pauline Geoghegan Thematic Expert*

The Helsinki meeting is an important occasion to finalise the work of the CTUR network, to prepare the final outcomes, to decide on the final products as well as the final seminar, now planned for July 8-9. Participation of the Managing Authorities in the meeting is particu-

larly important, as is the discussion on the Local Action Plans. The draft report of the Rhodes seminar had been sent to participants for comments, and will shortly be laid out by the CTUR team in Naples, so any final feedback is welcome.



4. Helsinki heritage restaurant: detail. Photo PG



5. Helsinki a heritage destination in all seasons. Photo PG



Hernesaari overview

### 3. Case studies

#### 3.1 Helsinki case study on the topic of how new technologies could serve cruise tourism?

Kimmo Lehtonen, Lasipalatsi Media Company

A context orientated service for cruise tourists is being developed: not a technological innovation, but rather using existing services. The challenges for independent visitors are seen as a lack of expectations, a short visit so lack of confidence, and the danger of it becoming 'just one more' unmemorable visit. The project uses the Google interface, as well as information from the Visit Helsinki website.

Start by asking what the visitor would like to experience, before arriving in the city, during their visit, and afterwards, then build up expectations: history, culture, architecture, design... provide with information on languages, and email contacts, and for example use panoramic views of the city. Though it is not possible to add one's own information onto that provided by Google, if a copy is made then it is possible to plan routes for tourists, and add historical photos to describe specific points.

Devices can be tablets, mobile phones, and mobile internet. The user picks up the device at the harbour: ease of use and novelty are important factors; a direct view of the reality

augmented by sound or graphics, plus additional information if required, a small dictionary on language, and a hotline to the tourist information office.



6. West Harbour Projects, PPT Jari Huntaniemi, Helsinki case study

Devices come with software and the same content as a panoramic walk, and work as a city guide, and automatically save the visitor's route. At the end of the route the visitor is directed back to the website. The visitor can also take their own photos or add their own photos en route.

The maps are a form of diary, showing the route covered, and comment at each actual location, as well as points of interest in the city. Using one's own device would be an expensive use of one's own phone, especially for visitors from another country who are subject to roaming charges.



7. From the top: Workshop village at Levhyalli; Hernesaari market place; Saunaranta design saunas, from PPT

### 3.2 CTUR Partner case study: Infrastructures, connection port and city: the Piazza Municipio Station Project – Underground Line 1/Naples

Gaetano Mollura, City Council of Naples, CTUR Lead Partner

The reform of the public transport system started in 1994 with the 'Indirizzi per la pianificazione urbanistica'. This was followed in 1997 by the City Council transport project, a Primary infrastructure net plan in 2002. In 2003 a 100 stations project was announced. Between 1994 and 2004 a general master plan was drawn up.

The aim is to decrease the use of the car, to increase the possibilities for tourists to visit the city and to connect the city with the region.

In 2002 the transport system consisted of 4 national lines, 6 country lines, 2 metropolitan lines, 4 funiculars, 4 tramway lines, 57 stations and 5 connecting stations. From 45 stations in 1994, this grew to 61 in 2011, and with a total of 114 planned by 2015. Within the historical area there will be 26 stations. Out of

these 11 are already built, 4 are in progress, 4 are at the planning stage, and 7 are only foreseen.

**LINE 1 Stations (1993-2011):** many architects and designers have been associated with the new stations, such as Renato Miano (Rione Alto Station), Michele Capobianco (Vanvitelli station), Domenico Orlacchio (Quattro Giornate station), Alessandro Mendini (Salvator Rosa station). For example in the Salvator Rosa station contemporary art works have been installed, by Enzo Cicchi, Perino y Vele, Renato Bansani, Ernesto Tatafiore, Mimmo Paladino, Mimmo Rotela, Ugo Marano. Materdie Station was designed by Alessandro Mendini. Two stations have been named 'art stations': Cavour Square and Dante Square, with sculptures and other art pieces, for example by Janis Kounellis and Joseph Kosuth. The Museo station was designed by Gae Aulenti. Within the historic centre there are 'archeology' stations: of Toledo, Municipio, Università and Duomo. The Toledo station is designed by Oscar Tusquets, the Municipio station by Alvaro Siza. For the design of the Municipio station a historical analysis was carried out on the relationship with Castel Nuovo, and the Hill of Sant'Elmo. At the site of the Municipio station there have also been archeological excavations, linked to the hypothesis about the location of the ancient port. Remains of the Roman port have been exposed close to the site of the new station. The station is also at the heart of a major urban renewal project, linking the city and its castle to the port.



8. Infrastructures, connection port and city: the Piazza Municipio Station Project – Underground Line 1. Naples PPT

Along **line 6**, stations have been completed at Augusto, Lala and Margellina, and are in progress at Arco Mirelli, San Pasquale, Chiaia, Municipio (where it crosses line 1) and Mostra. The Stazione Univesità has been designed by Karim Rashid, the Duomo station by Massimiliano Fuksas and the Garibaldi station by Dominique Perrault.

On the **line 1A**, the Stazione Centro Direzionale was designed by Miralles Tagliabue, the

Stazione Poggioreale Tribunale by Mario Botta and the Stazione Capodichino by Richard Rogers. Also included in the historical centre is the refurbishment of an existing station Montesanto, which is in both the regional and metropolitan network.

The stations are the property of the city council and have been funded by a combination of city council, region and the EU.

## 4. The point of view of the Cruise companies

*Luis de Carvalho, CEO, Consult DC*

### Transformation

In the late 60s the shipping industry began a transformation from a being a transportation provider to become a leisure and hospitality product. Ports and their communities became purely cargo and ferry facilities; the grand liners no longer called, and the modern jet captured the future. Containers revolutionised shipping, cities relegated piers to the urban fringes, waterfront piers were eliminated or dedicated to other uses, and the dependency on shipping for jobs disappeared. Then cruise ships arrived. Ports became no longer just a point of arrival, but a point of departure. Towns and small communities became destinations for mega ships.

The cruise industry today includes 90 global cruise ocean going companies, 320 ocean going ships with a total capacity of approximately 400 000 passengers. 30 new ships will be built by 2014, adding 50 000 passengers. In 1995 there were 4.5 million passengers, in 2009 17.5 million and in 2020 over 20 million are expected, representing an average annual growth of 7.4 %, making a €34M economic contribution in Europe. At present the US market is stalling, and the EU on the increase. More cities are becoming turnaround ports.

Total economic impacts amount to €34.1 billion in total output in 2009, €14.1 billion in direct spending, €9.0 billion in employee compensation, 296 288 jobs. Each €1 million in direct expenditure generated €2.42 million in business output, and 21 jobs paying on average over €30 000.

The direct impact of the cruise industry comes

from shipbuilding, maintenance, food and board, hotel supplies, provisions in general, fuel, commissions to travel agents, insurance, advertising, engineering, passenger spending: shore excursion, restaurants, hotels, shops, airlines. Average passenger spending for turnaround is estimated at: €70 per day, and for a port of call: €60 per day. Crew spending is on retail, food and board, and salaries of crew, offices and administration.

Cruises represent less than 5% of the global tourism industry. The potential is huge. More destinations are also paying attention to the potential revenue from crew members as well as passengers.

*"Each destination should have a strategy about which type of cruise ships they want to attract."*

Cruise ship types vary, from contemporary or standard, mainstream and large ships, premium, luxury, expedition destination or niche, to 'exclusive'. Cruise destinations contact the cruise lines and vice versa: most business is via port agents and tour operators. Passengers are very interested in the potential destinations, so cities should be aware of this: passengers have time to research on the destinations they are interested in (by internet etc), but still most cruise bookings are made via travel agents.

It is important to understand how a cruise company works: typical cruise line internal structures consist of president, environmental department, hotel operations, business development, financial control, retail, purchasing, air department, sales, marketing, land programmes and a marine department.



9. Cruise City Port. Luis de Carvalho PPT

**Reasons why cruise lines visit a destination** include consumer demand, revenue, return on investment, costs versus revenue, passenger satisfaction levels, safety and security. Cruise lines' expectations are the challenges for destinations: attractions, programmes, products, services available, infrastructure, quality of services, competitive pricing between destinations (which has become more urgent since the 'crisis'), flexibility and continuous product development. Examples of the type of facilities which could encourage cruise lines to select a destination are the reliability of whether buses will be in place on arrival at the destination, or links between the city centre and the terminal. In Helsinki 'Green helpers' are present in the city to guide tourists. It is also important to provide information on the cost of taxi trips to the city centre. A detail such as the handling of lost property can also influence the destination. Everyone must take responsibility for the quality of the visit.

**What passengers do ashore:** this includes tours arranged by the ship through the local

operator, special 'concierge' private arrangements, independent sightseeing, eating out, shopping, adventure, special events in town, theatre, shows, concerts, museums, cultural centres, hotel pre and post programmes, extended programs, and having fun! In order to help those who choose independent sightseeing, deliver maps and other practical information to passengers on or before disembarking.

**Target the crew members:** Barcelona is one of the few ports with a specific 'crew lounge' in one of their terminals, yet on luxury ships crews amount to 35-50% of total passenger numbers. Not much is being done to captivate and offer options to the crew that can generate a good source of revenue.

Regarding the **passenger experience** – passengers are not cargo! Providing an outstanding guest experience is central to cruising. Cruise lines are challenged to keep the cruise experience exceptional. They must deliver a variety of products and services, and deliver a destination within a short period – there will be no second chance: a negative experience can tarnish a passenger's entire cruise vacation. When cruises begin everyone likes them; however if passenger dissatisfaction develops, cruise line dissatisfaction emerges, along with a potential community backlash...

A comprehensive approach to cruise planning is needed, focusing on the delivery of the destination: port, tourism infrastructure (airport, hotel and transportation); venues and sites; city, cruise lines and associated service providers.

Linkages also need to be developed between operations (cruise lines, community, tourism), business plan (establish goals, educate, joint efforts, manage) and design (land uses, master plan, specific projects).

### **The challenges:**

How to reap the benefits from the industry?

How to position your destination as a favourable destination to the cruise lines?

How to maximise your chances for profits and spread them throughout your destination?

How to get the passengers and crew to spend in your city?

How to make them return and talk about your destination to friends?

>The answer is 'you and your strategy'

### Successful Cruise Tourism Planning Principles

- Know the supply coming to the community: Identify the tourist – both cruise and land-based, and ensure that there are enough trained guides.
- Drive the demand components, with transportation and tours, attractions, venues and services, information, promotion and assessment.
- Successful plan characteristics: Create clustered tourism activities for all, explore and link business opportunities, protect destination characteristics and resources, reap the economic benefits, and practice continuous product development. For example Cruise Baltic treats the region as a whole.

Educate yourself about the cruise industry, and be 'creative, for example in promoting your destination! Learn languages: passengers will spend more... use surveys to know what passengers want or what is missing. Make it easier for passengers to pay, and provide free shuttle buses, and get everyone to share the costs, as this will most surely bring a return to the city.

### Successful Destination Characteristics

Whether homeport or port-of-call, successful cruise destinations have two basic features in common: **"Supply Side" Characteristics**, that is those items that attract and retain cruise lines and passengers to a destination, regional and/or international appeal as a travel and leisure destination. A cruise tourism infrastructure is needed to support vessel operations & passenger movements. **"Demand Side" Characteristics**, i.e. a market basis or strategic fit within a greater cruise ship deployment. However outstanding a destination is in terms of cruise-tourism offerings and facilities, it must fit within a wider itinerary, operational and regulatory scheme to be a viable option.

**Destinations** comprise a complex interaction of bodies which all work together to better host the cruise tourists: port authorities and cruise terminals, immigration, customs, guide associations, bus, rest, museums, taxis, local providers, tour operators, port agents and ship chandlers, city hall and chamber of com-

merce, airport and airlines, tourism organisations and travel agents. Everyone has a role, and now most successful destinations are talking to each other!

### Suggestions to the CTUR partners

Educate yourself and your city partners about the cruise industry, be creative, learn the languages of the passengers – they will spend more, survey the passengers and cruise companies, find what they want, what is missing, anticipate their needs, share information, encourage participation, use the network, cooperate, make it easier for the passengers to pay, free shuttle buses – all cost has a return if well planned, information, brochures, directions, signs, create a brand, offer incentives to crew, special prices, promotion, wireless at the pier, phone cards, retail, food, importance of master planning and port infrastructures alligned with the city and tourism strategy, think and plan ahead – choose partners wisely – know, get people involved – your destination is everyone's responsibility, share information, listen and learn – use the network, Passengers are not "prisoners" of the ship, but need to know what you can offer – keep them informed!

### Benefits to the destination and why support cruise tourism

1. Cruise tourism is an economic generator for the local business community
2. Cruise tourism provides incentive for business development.
3. Cruise tourism offers a sense of place making in terms of the appeal of a destination that reflects positively in local attitudes towards the community.
4. Cruise tourism generates direct income to the local government through fees. These can be applied back to the city, for re-structuring, renovations and new projects...
5. Cruise tourism provides a base for tourism growth for land-based tourism and return visits.
6. Homeport operations add hotel & airlines to mix – 10 times greater for economic impacts.

7. Addition of complementary uses provides significant opportunities for year-round activities: marina, entertainment, residential, offices, conferences, concerts and others.

The **Copenhagen cruise network** came together since 1992, with 50 leading players, including Copenhagen & beyond, for networking and knowledge sharing, also a marketing platform and education. Its mission is "Together we initiate access to more business opportunities". Target groups are Cruise Lines, agents, media and guests. Values are "Customer Focused, Open-Minded, Innovative, Committed,

Quality". The key objective is more dollars, euros and pounds. In 2011 Copenhagen received 358 calls of which 159 turnarounds, with a growth of 13% (passengers), turnarounds: 45% - transit: 55%. The focus here is not so much about facilities but more about attitude. Projects include proactive greeting, piers, personal welcoming, brochure racks, flat screens, music, and a welcome to the BIG small port".

*Last words: the objective is to deliver quality and think together, resulting in sustainability and profit... "passion for the cruise industry"*

### **Responding to the CTUR partners**

*Regarding the choice of the **size of ships**, each company has a strategy, in the light of the demand for big ships. Destinations must make a choice to host big ships or not. Inspections do take place to avoid any safety issues that might arise. At the same time, ships are becoming more and more environmentally friendly.*

*Concerning the increase in **independent travellers** taking trips, people will go into the city if there is something to do, and especially if there is good value for money. It is very important to have good guides on the tour buses. Now more 'independents' are booking their tours on internet beforehand. A problem can arise if there is a delay in returning to the ship, as operators are generally not insured for this eventuality: if a trip organised by the ship is delayed, the ship will wait, but if not it will not wait, as delaying the departure can incur additional port fees.*

*There are no criteria for **ranking destinations**, though Luis' company does this. Cruise Baltic has tried this but it is difficult due to different size and volume of business of the destinations. Cruise Baltic works with all destinations sharing a common strategy for promotion and networking. Cruise Atlantic Europe is also considering workshops about destinations.*

*Setting **rules to attract passengers** must be made easy: carry out a self analysis of what you have to offer, especially what you are doing well, which must be pleasant, attractive and original (e.g. a medieval market, or a Caribbean village). Test the waters, and consult the guides you work with.*

*At least 50% of **crew** remain on board for +/- 5 hours. The others may well visit the destination city. They may not go sightseeing but still disembark onto the pier, so maybe organise special trips for crew members?*

*Cruise line **business development departments** increasingly contact the city, for example by talking to the purchase department. Even cruise line presidents take an interest in destination planning.*

*It could be useful to have a **common strategy** for common criteria to help identify priorities for the host cities, maybe through the networks (Cruise Atlantic Europe / Cruise Baltic / Med Cruise / Cruise Europe and many more). Cities should realise that in general what is good for the cruise tourists is good for the city as a whole, so a good relationship between port and city is important.*

## 5. Managing Authorities Workshop

*Derville Brennan, Southern & Eastern Regional Assembly, Ireland, for Dublin; Fernando Gomes, North Regional Coordination and Development Commission, Portugal, for Matosinhos; Sebastiano Zilli, Regione Campania, Italy, for Naples and Harri Ahlgren, Ministry of Employment, Finland, for Helsinki.*

The URBACT II programme focuses on involving Managing Authorities: over 120 Managing Authorities of Operational Programmes officially declared their intent to take part in the implementation of an URBACT project. Now that URBACT II is moving to its final phases how are they involved at present, and how can they be more involved in a future programme? The presence of Managing Authorities in the project is an added value, which is considered by some cities in the programme as challenging and rewarding at the same time. On one side, there is the work of attracting them and obtaining a continuous presence and interest from their part. On the other hand, their participation puts "pressure" on the final Local Action Plans which have to be good and coherent with the Operational Programmes.

The meeting was the **opportunity** for the Managing Authorities and the network partners to have an exchange about their cooperation to date, for the Managing Authorities to look to future cooperation beyond URBACT II, and to exchange and learn between the Managing Authorities.

The Managing Authorities were asked to prepare a few key points:

- A brief overview of their **role as Managing Authority**: geographical area covered, and for example whether they are responsible for the management of other Operational Programmes such as ESF?
- Managing Authority involvement in the **Urbact Local Support Group** in the city for which they are responsible, as well as feedback about their respective city's URBACT **Local Action Plan** in terms of quality of the project and governance.
- If the timing of their **Operational Programme(s)** is different from the timing of

the planned activities of the LAP, they were asked to indicate whether **the Managing Authority would consider taking the Local Action Plan proposal into account in the next programming period?** Will the Operational Programme for the next period include urban renewal policy?

- Their views on the **strengths and weaknesses of the URBACT Initiative at local level**, and suggestions about **how to improve the implementation of local development projects and EU financing in terms of governance and quality of the projects.**

For example how to engage the Managing Authorities? Is it a question of resources needed to become more involved? Is there a better way to engage them (with training on urban issues for example)? Does involvement in an URBACT project lead to ideas for new project areas to be funded? Is the role of Managing Authorities in URBACT projects clear enough, or could it be improved? Can the Managing Authorities have a role in bringing together different departments in the city?

### 5.1 Dublin

*Derville Brennan, Southern & Eastern Regional Assembly<sup>3</sup>, Ireland*

The South and East Region Operational Programme area includes five regional authorities: the Dublin Region, the Mid East Region, the South East Region, the South West Region and the Mid West Region, covering over 50% of the land mass of the country.

They manage the Competitiveness and Employment Objective, under Objective 2 status; the Exchequer + EU funding package amounts to a total of €830: €367M total Structural Funding, of which €146M ERDF.

**Priorities for ERDF Co-funding** are the following:

- Priority 1: Innovation & the knowledge economy: encouraging innovation, entrepreneurship and the growth of the knowledge economy by research and innovation

<sup>3</sup> [www.seregassembly.ie](http://www.seregassembly.ie)

- capacities, including new information and communication technologies;
- Priority 2: Environment & Accessibility: Improving the attractiveness of Member States, regions and cities by improving accessibility, ensuring adequate quality and

- level of services, and preserving their environmental potential;
- Priority 3: Sustainable Urban Priority: sustainable transport initiatives and enhancement and regeneration of urban areas;
- Priority 4: Technical Assistance.

**ERDF Allocation per Priority :**

| Priority                            | Total allocation |
|-------------------------------------|------------------|
| Innovation, ICT & Knowledge Economy | 96 m             |
| Environment & Risk Prevention       | 26 m             |
| Sustainable Urban Dimension         | 20m              |
| Technical Assistance                | 4.6m             |
| Total                               | 146.6m           |

The Managing Authority has a watching brief on regional development, and specifically on CTUR and cruise tourism development. Regarding the CTUR **Local Action Plan** the Managing Authority welcomes the initiative led by Dublin City Council, as it further develops the cruise potential, leading to a greater integration of the port and urban functions, and to improve the level of the visual amenity. They are impressed by the **Local Support Group**, which brings together a broad representation, strong business acumen, and has established a creative/imaginative pedigree.

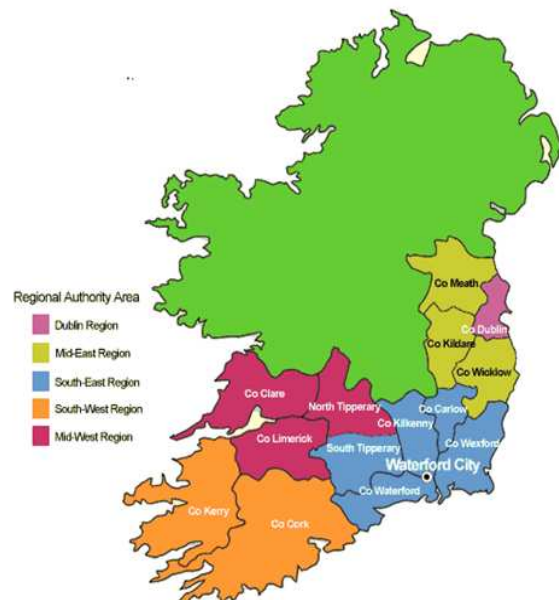
Other programmes run by the Managing Authority include:

- S&E Regional Assembly – MA & CA for Ireland/Wales TCP '07-'13
- North West Europe TCP – hosts the National Contact Point & FLC; represented on the Monitoring & Steering Committee
- INTERREG 1VC – hosts the National Contact Point & FLC; represented on the Monitoring & Committee
- Northern Periphery Programme – hosts FLC for projects with partners located in S&E region

The **Local Action Plan** is well conceived, the research supports strong tourism potential for Dublin, and it is also integrated into Dublin Port Company's Master Plan for the docklands. Governance of plan is ensured by three 3 organisations with statutory responsibility (Dublin City Corporation, Dublin Port Company and the Dublin Docklands Development Authority) and other Local Support Group members. It has a proven track record, and

regular meetings.

The Local Support Group facilitates fertilisation between the public and private sector, is representative, and hopes for an exchange of ideas across member states. It allows space to explore new ideas and establish feasibility; however it doesn't necessarily provide "best fit" with Structural Fund programmes. The potential for a flagship project could be explored. The Managing Authority will be also be pleased to explore how the Local Action Plan can fit in with the next round of programmes.



10. S&E Regional OP Area

## 5.2 Helsinki

Harri Ahlgren, Senior Officer, Finnish Ministry of Employment and the Economy, Regional Development

**NUTS II Level Programme Areas in Finland are:**

- North Finland: Keski-Pohjanmaa, Pohjois-Pohjanmaa, Lappi
- East Finland : Etelä-Savo, Pohjois-Savo, Pohjois-Karjala, Kainuu
- West Finland : Satakunta, Pirkanmaa, Keski-Suomi, Etelä-Pohjanmaa, Pohjanmaa
- South Finland : Uusimaa, Itä-Uusimaa, Kymenlaakso, Etelä-Karjala, Päijät-Häme, Kanta-Häme, Varsinais-Suomi

The Managing Authority manages the 4 ERDF programmes and one country wide ESF programme.

**Characteristics affecting the implementation of Operational Programmes**

**A late start:** Approval was received from the Commission in autumn 2007; the launch of business promotion measures was in spring 2007, and large scale implementation started in 2008, a normal implementation rate was reached in 2009.

**The global economic and financial crisis** made slight impacts at project level, projects were somewhat smaller sized and changed focus from investments to development activities; some had problems finding the necessary co-financing, through either private or municipal funding. However: impacts are still limited and implementation rate is satisfactory; still to be seen is how the slow recovery will affect the public finances, especially in municipalities and how it will impact on the implementation rate. There are 6 000 projects, most of them small: introducing a 'flat rate' is being discussed. In particular there is a challenge to find projects under the measures to support 'attractiveness' of cities (which is of interest to the partner in Helsinki!).

### Finnish ERDF Operational programmes; level of implementation

| OP            | Public funding<br>2007-2013 | Commitments<br>2nd March<br>2011 | Payments<br>2nd March<br>2011 | Committed<br>(%) | Paid (%)      | Number of<br>Projects* |
|---------------|-----------------------------|----------------------------------|-------------------------------|------------------|---------------|------------------------|
| South Finland | 345,158                     | 186,929                          | 79,406                        | 54,2 %           | 23,0 %        | 964                    |
| West Finland  | 398,440                     | 206,936                          | 95,890                        | 51,9 %           | 24,1 %        | 1 304                  |
| East Finland  | 731,129                     | 412,905                          | 209,510                       | 56,5 %           | 28,7 %        | 1 632                  |
| North Finland | 622,546                     | 390,498                          | 189,468                       | 62,7 %           | 30,4 %        | 2 015                  |
| <b>Total</b>  | <b>2 097,272</b>            | <b>1 197,269</b>                 | <b>574,273</b>                | <b>57,1 %</b>    | <b>27,4 %</b> | <b>5 915</b>           |

The main priorities in the programme are:

- Priority 1: Business promotion (1/3 of the programme)
- Priority 2: Improving knowledge and innovation
- Priority 3: Accessibility of areas (20%)
- Priority 4: The development of urban areas. This priority includes elements of the other priorities.

#### Priority Axis 4 in South Finland and West Finland Operational Programmes

- Priority 4: Development of large urban areas
- 5 % of total funding in both Operational Programmes
- Measures supporting the attractiveness of towns, community spirit, inclusion, social cohesion, service production

South Finland: 16.7 million euros (total public funding, ERDF 40%)

- Helsinki Metropolitan area 60 %
- 12 projects, 6,3 M€ committed, 1,9 M€ paid
- Turku urban area 40 %
- 7 projects, 6,8 M€ committed, 1,9 M€ paid

West Finland: 17.2 million euros (total public funding, ERDF 40%)

- Tampere urban area 50 %
- 25 projects, 7,9 M€ committed, 1,1 M€ paid
- Vaasa urban area 50 %
- 7 projects, 6,8 M€ committed, 1,9 M€ paid

As for the next programme, the big cities are looking for inclusion measures.

### 5.3 Matosinhos

*Fernando Gomes, North Regional Coordination and Development Commission, Portugal*

The geographical area covered by the Managing Authority is the North Region, with 3.7 million inhabitants, over an area of 21 300 km<sup>2</sup>, with 144 km of atlantic coast, 568 km of geographical border with Galiza, Castilla y León (Spain) and Centro, 8 NUT III, 16 Municipalities Associations and 86 Municipalities .

The North Regional Coordination and Development Commission (CCDR-N) is a regional development agency created in 1971. It is a Central Government organisation under the **Ministry for the Environment and Spatial Planning** and the **Ministry of Economy and Innovation**. The **main goal** is to promote the integrated and sustainable regional development of Portugal's Norte Region, promoting the competitiveness and cohesion of its territory.

CCDR-N intervention fields include strategic planning, environment, territorial management, interregional, international, and cross border cooperation, management of regional funding instruments, and support to local government.

**Management of regional funding instruments:** ON operacao norte: 2000/2008 3 Billions Euros of structural funds, and ON2 novo norte: 2007/2015 2.7 Billions Euros of strucural funds. Large projects supported are:

- The **Metro of the Metropolitan Area of Porto** (AMP), renowned as the main project of infrastructure for transport in the North of Portugal for the period 2000/2006 and it was also, in the same period, the highest investment supported by the Operational Programme of the North Region.
- The **Casa da Música** conceived to mark 2001, the year in which Porto was Cultural Capital of Europe, is the first new building in Portugal to be entirely dedicated to music (for the presentation and public enjoyment of music, to music education and to the creation of music). It's also an outstanding example of the new architecture of Porto.
- The **Alto Douro Region** classified by UNESCO World Heritage for its cultural landscape (in 2001). It is an outstanding

example of a traditional wine-producing region, reflecting the evolution of the human activity over time. Today, Douro is distinguished as an destination of excellence for tourism.

- **INL – International Iberian Nanotechnology Laboratory**, located in Braga, is the first, and so far the only one, fully international research organization in Europe in the field of nanoscience and nanotechnology. It is being established by Portugal and Spain, but in the future will be open to the membership of other countries of Europe and other regions of the world. This project is supported by the Norte Regional Operational Programme.



11. From the top: System of Metro from the Metropolitan Area of Porto (AMP) , Casa da Música; The Alto Douro Region, Fernando Gomes PPT

CCDR-N is **Regional coordinator of the Spain-Portugal Cross-border Cooperation Programme 2007/2013**, covering Galicia / Norte de Portugal, Norte de Portugal / Castilla y León, · Centro / Castilla y León, · Alentejo / Centro / Extremadura and Alentejo / Algarve / Andalucía. It is also the Management Authority of the **Atlantic Area transnational Programme**.

**Involvement in the Local Support Group and Local Action Plan:** the Managing Authority is supporting almost all of the projects, apart from the Cuadra Maritime project which is not eligible in the current round, but maybe in the next round or for example under JESSICA. Support for the related projects is as follows:

**Specific Objective 1 and 4 :** Creation of the New Cruise Terminal at the Port of Leixões and Improve the tourism information: 5 APDL projects, Total of ERDF funding: € 25.500.000 + 300.000

**Specific Objective 2:** Requalification of the surrounding urban area : 1 project , “Marginal Atlantica”, from Matosinhos Municipality; Total of ERDF funding: € 6 998 380

**Specific Objective 3.** Park of Science and Technology: 1 Project of the UPTEC. Total ERDF funding: €3 074 415.

**Timing of the Operational Programme and the Local Action Plan:** regarding the future, there is no territorial agenda as such, but Europe 2020 is the new “buzzword”, with 3 interlinked priorities: 1) Smart growth: developing an economy based on knowledge and innovation, 2) Sustainable growth: promoting a more efficient, greener and more competitive economy, 3) Inclusive growth: fostering a high-employment economy delivering social and territorial cohesion. As regards the timing of the Local Action Plan projects these are within the current time frame. They are now designing ‘north 2020’, and have completed the regional plan.

Strengths of the **URBACT Initiative at Regional/Local Level** include the LAP methodology, for example the “Tree of problems”, objectives and goals (...), also partnerships; the governance model means synergy between the members of the Local Support Group; strong political support; local stakeholders participation (ex: ESAD + “Sea at your table”). Weaknesses include the lack

of experience and “dynamic” in promoting URBACT at a regional and local scale; reduced interest of cities of the North Region in participating in Thematic Networks and a lack of experience of local “stakeholders” in cooperation.

#### **5.4 Naples**

*Sebastiano Zilli, Managing Authority, Campania Region, Italy*

In Naples the Managing Authority is not involved in other programmes: the ERDF and ESF programmes are run separately. Urban policy is one of the main aims of the programme. Projects supported in Naples include a major programme of waste disposal, the underground (22km), and an integrated urban development plan of the Naples historical center (30 km<sup>2</sup>). (See annex for a complete presentation by the Campania Managing Authority).

The programme has a considerable impact on the urban area, with 33% of the funding going to this purpose, i.e. over €2.4B. In addition, specific resources have been dedicated from the Technical Assistance funds towards cooperation with associations of municipalities. In Naples the focus is on the UNESCO world heritage site in the historic city centre, including the eventual overlapping with ‘social area plans’, for urban welfare. Another operational objective is focused on medium-size cities which are requested to contribute 10% of their integrated development plan budget, implemented through sub delegation.

The ‘Campania’ Operational Programme co-financed by the European Regional Development Fund (ERDF) is under the **Convergence objective: the main aim** of the Operational Programme is to **promote the balanced and sustainable development** of Campania by means of a long-term strategy intended to improve the quality of life, to ensure the balanced development of the region’s urban and rural areas, to increase employment (for both men and women) and increase regional competitiveness in the national, European and Mediterranean context. The programme is intended to make a significant contribution to the objectives of the Lisbon Strategy (52.5% of expenditure will target these objectives), with major support for research and development (R&D) and technological innovation and its dissemination in the region.

**Expected impact** of the investment: the Community funding should make it possible to:

- create more than 105 000 jobs (69 000 for men and 36 000 for women);
- cut greenhouse gas emissions by 2.8 tons of CO<sub>2</sub>, equivalent to 2.3 tons per inhabitant;

- increase the proportion of urban waste which is sorted for collection from 10% to 18% of the total amount;
- increase broadband coverage in the region from 89% to 99%;
- increase the share of renewable energy sources in the generation of electric power from 3.3% to 20%;
- construct 22 km of regional light railway.

**Breakdown of finances by eight areas of priority:**

| Priority axis  | EU contribution      | National public contribution | Total public contribution |
|--|----------------------|------------------------------|---------------------------|
| Environmental sustainability and cultural and tourism appeal | 1 012 500 000        | 1 012 500 000                | 2 025 000 000             |
| Competitiveness of the region's productive economy           | 607 500 000          | 607 500 000                  | 1 215 000 000             |
| Energy   | 150 000 000          | 150 000 000                  | 300 000 000               |
| Accessibility and transport                                  | 600 000 000          | 600 000 000                  | 1 200 000 000             |
| Information society  | 197 500 000          | 197 500 000                  | 395 000 000               |
| <b>Urban development and quality of life</b>                 | <b>752 500 000</b>   | <b>752 500 000</b>           | <b>1 505 000 000</b>      |
| Technical assistance and cooperation                         | 112 397 599          | 112 397 599                  | 224 795 198               |
| <b>Total</b>   | <b>3 432 397 599</b> | <b>3 432 397 599</b>         | <b>6 864 795 198</b>      |

The aim of Priority 6, **Urban development and quality of life** [about 22% of total investment], is to improve inhabitants' living conditions by incorporating actions for urban development in actions to promote social inclusion and wellbeing.

The region has taken part in the **Naples Local Support Group**. Important links are established between the CTUR Naples Local Action Plan and the regional strategy of the two new major projects for the Historic Centre of Naples (enhancement of the UNESCO site), and the Exhibition Centre for the Forum of Cultures 2013. There is a new proposal for a 'major' project of over €50M (Logistics and ports for the Naples eastern area), plus in the eastern urban area, a tax free zone, that could have additional links to the **Local Action Plan**. Major projects in the pipeline include the PUA (Urban Implementation Plan) for the area

of Bagnoli on the western Naples metropolitan area.

**CTUR partners' discussion with the Managing Authorities' following the presentations:**

*In Naples Gaetano states that it has been hard to involve the Managing Authority in seeking quality projects. Managing Authorities are not always clear about how to get involved in URBACT projects: getting involved in the design and proposal for an URBACT project could help. On the other hand the experience in Finland (Jari) is good just now. For Rostock the Managing Authority has been very supportive, and went to Florida to support the city in its promotion of cruise tourism. Andreas proposes transnational projects involving the Managing Authorities. Gaetano suggests that*

*URBACT cities could maybe call other cities together.*

*Derville Brennan (Ireland) added that the Managing Authority would be positive about having more involvement, and bring their experience of programmes. Harri Ahlgren (Finland) stated that the EU strategy for the Baltic Sea region is good but that there was no funding; it is hoped that this will change. Fernando Gomes (Portugal) asked that pressure should be put on URBACT and the European Commission to clarify the role that they want for Managing Authorities in the programme: and also to better inform the Managing Authorities about URBACT. Managing Authorities need an active role, as a link with the ERDF. In the North (Portugal) region they have created a regional authority, and for example the Port Authority has a role within the*

*programme Monitoring Committee. The role of the Managing Authority can also be to disseminate. Also the president has a political commitment, and therefore influence; more Managing Authorities need to be activated.*

*Since not all Operational Programmes have a priority devoted to urban policy, it is suggested that an experimental budget should be dedicated to finance URBACT Local Action Plans. Marianne points out the governance problems: programmes should be "clear, intelligent and light". Concluding, Gaetano asked the partners to encourage the Managing Authorities who were unable to be present in Helsinki to send their response to the questions that had been put to them in advance of the Helsinki meeting.*

## 6. Financial management update

*Cristina Fato, Project officer City of Naples LP*

### Certified expenditure to date:

- Reporting period ending 31st March 2010, for expenditure in 2009: € 55,709.68
- Reporting period ending 30th September 2010, for expenditure for January – June 2010: € 41,579.86
- Reporting period ending March 31<sup>st</sup> 2011, for expenditure for July – December 2010: € 52,165.40

The **total expenditure so far** is € 149 454.94 which represents 22% of the total budget. Final financial reporting must be made by **19<sup>th</sup> October 2011** for expenditure incurred up to 19<sup>th</sup> July 2011. **The project closes on July 19th 2011.** All CTUR activities should be closed **before** the end of the project; expenses should be paid before the end of the project, **except for** expenses linked to final activities (participation in the final conference and the ULSG Summer University). The Lead Partner team will send a template for a closure report.

### Administrative closure activities (closing date 19 October 2011)

#### For partners

- Final certificates from each partner via Presage
- Closure report: synthesis of the activities implemented and outputs produced – partner information sheets.

#### For the Lead Partner

- Final certificate via Presage
- Final payment claim via Presage
- Progress report via Presage
- Closure report: synthesis of the activities implemented and outputs produced

duced - general project implementation.

As soon as **ERDF refunding** is transferred to the Lead Partner, the city of Naples will refund each partner according to the expenses certified and the related ERDF percentage. In Presage it is possible to check and monitor the ERDF refunding procedure from the URBACT Programme to Partners.

### CTUR Reprogramming

In February 2011 the URBACT Monitoring Committee approved the CTUR reprogramming proposal of 7th December 2010. Part of the Managing Authority budget was reallocated to the activities linked to dissemination, final results and the final conference, i.e.

|          |  |
|----------|--|
| 6.000 €  | for professional translations of final outputs;          |
| 6.000 €  | for professional translations of LSG and LAPs outputs;   |
| 6.400 €  | for final events (travel and accommodation)              |
| 12.000 € | for editing, printing and distribution of final outputs; |
| 10.000 € | for elaboration of final outputs.                        |

Partners are encouraged to use the CTUR budget for the elaboration of the Local Action Plans, communication and dissemination material (exhibition panels – local brochures), and for participation in the CTUR final event in Naples and in the ULSG summer university.

**Deadline: July 19th!**



Hernesaari overview

## 7. Local Action Plans and Local Support Group implementation and dissemination/travelling exhibition

CTUR Partners, Lead Partner, Lead Expert, Thematic Expert

### 7.1 Local Action Plan updates

#### Port Authority of Douro and Leixões

Amelia Castro

To increase involvement in the cruise industry, the port of Leixões has to work on three levels:

- *Port infrastructure*: essential regarding the demand of the cruise industry
- *Hinterland*: tourism, cruise community, municipalities, universities and CTUR
- *Promotion of port of Leixões as a Cruise Port*: marketing plan and Cruise Atlantic Europe

Complementary actions co-financed by different EU resources are

- *Port Infrastructure*: New Cruise Terminal on South Mole of the Port of Leixões, North Regional Operational Program (ERDF)
- *Hinterland*: Training the North Region of Portugal for the Cruise Tourism -North Regional Operational Program (ERDF) ; Park of Science and Technology of the Sea - North Regional Operational Program (ERDF) ; CTUR - URBACT

- *Promotion of port of Leixões as a Cruise Port*: Marketing Plan; Cruise Atlantic Europe – Atlantic Area Transnational Cooperation Programme

Maritime works have already been completed for the new infrastructures for the Port of Leixões.

**Cruise Terminal and Sea Park Building**: already concluded are the Environmental Impact Assessment, the agreement with Oporto University for the rental of the Sea Park 2<sup>nd</sup> and 3<sup>rd</sup> floor, the signing of the Sea Park rental contract with the Oporto University, the application and approval of EU funds and the tender for the Cruise Terminal and Sea Park building construction. Still to be carried out are the award of the Cruise Terminal and Sea Park building construction - July 2011, and the conclusion of the Cruise Terminal and Sea Park building – by the end of 2013.

Port of Leixões new infrastructures for **access** include the tram and metro and Porto International Airport, with 11 Airlines and 58 direct destinations:

**Hinterland actions already concluded** are the new tourism Brochure - Portuguese Ports Itinerary, the new site of Cruise Atlantic Europe and up-grade of the APDL site with new cruise information, the study for the design of the tourism product "Atlantic Europe as a Cruise Destination" and analysis of its technical and economic feasibility, photos and video images of Porto Metropolitan Area and North of Portugal Region, thematic videos and brochures, defined Tours for the Cruise Companies, data for the production of the Tours Brochure, English lessons for the Matosinhos community, and the application and approval of EU funds.

**On going actions** include the **training the North Region of Portugal for Cruise Tourism**: training Seminars aimed at different economic agents with the participation of recognized international experts, meetings with different groups of economic agents that participate in the value chain of the Cruise Tourism, and Fam Trips with Shore Excursion Managers).

The **Local Support Group** Members are the Municipality of Matosinhos (CTUR Partner – Local Administration), APDL (Port Authority: CTUR Partner - Port of Leixões and Maritime Public Domain Management), CCDRN (Managing Authority - Coordination and Development of the North Region of Portugal), Oporto University (the Superior School of Art and Design of Matosinhos – University), and the association "O Peixe À Mesa" (local, Matosinhos, association of restaurants).

The overall goal of the **Local Action Plan** is: Cruise traffic and urban regeneration of city port heritage.

#### **Specific objective 1: Creation of the New Cruise Terminal at the Port of Leixões**

- *Action 1.1*: Terminal Construction (Cruise Quay, Marina and Terminal Building)
- *Action 1.2*: New touristic offer on shore (new programmes, new companies and new products)

#### **Specific objective 2: Requalification of the surrounding urban area**

- *Action 2.1*: Rehabilitation of the public space: lighting, pavement, green areas (Quadra Marítima Project)

- *Action 2.2*: Building rehabilitation: restaurants and shops (Quadra Marítima Project)

#### **Specific objective 3: Park of Science and Technology of the Sea**

- *Action 3.1*: Concentration of science production and dissemination, scattered across various university departments, in a single place
- *Action 3.2*: Development of entrepreneurship and technological employment within the sea sector

#### **Specific objective 4: Improve the touristic information**

- *Action 4.1*: Define different routes depending on time and preferences (cultural routes, monumental routes, sportive routes, one day routes)
- *Action 4.2*: Development of more attractive touristic promotional materials
- *Action 4.3*: Introduction of the city information on board

**Promoting of the Port of Leixões as a cruise port: marketing plan**: the mission is to promote Porto - Leixões as a cruise destination, to increase the number of calls and passengers, to increase the number of cruise ships over 250 metres long and to promote the turnaround activity / partial embarkation. Targets are business to business. The main cruise companies calling in Leixões include the Compagnie des Iles du Ponant, Costa Cruises, Crystal Cruises, Cunard, Fred Olsen Cruise Lines, Hapag Lloyd, Holland America Line, Oceania Cruises, P&O, Saga Shipping, Sea Cloud, Silversea, Thomson Cruises etc. The promotion of the Port of Leixões is supported by their membership of Cruise Atlantic Europe, and Atlantic Area Cooperation Programme.

#### **Disseminating the APDL Local Action Plan**

The Local Action Plan has followed the Dublin model and needs to be translated, and should be ready by the start of April. They are considering linking the Cruise Atlantic network with the LAP presentation: would like to present the Cruise Atlantic network at the next meeting (final event?), similar to Cruise Baltic, to present the LAP more widely.

16 ships have booked at the new pier, and they expect a 80% increase.

The Managing Authority will be approached for help to promote the actions in the LAP. Information on cruise tourism will be included on the APDL site. Drawing on the example of Porto Vivo<sup>4</sup>, which organises rehabilitation of historical neighbourhoods in partnership with the private sector they hope to work with the Matosinhos art school. They have good cooperation with the municipality and will use a rehabilitated building to receive cruise passengers in advance of the completion of the new cruise terminal.

### City of Rostock

Andreas Schubert

Agreements have been made:

- An *international* architects' competition is being developed using CTUR's outcomes (planned costs confirmed in public budget); CTUR partners will be informed about that in advance and some of them should be invited as experts
- *Small* cruise lines berth and related infrastructure is a defined function for an ideas competition for the Inner City waterfront
- "Handle ferry passengers like cruise passengers"; decision makers focus now attention on both Cruise and ferry passengers and the crews; that means: enormous development engagement for maritime foot passenger business now (multimodal transport solutions)
- Rostock and Helsinki are engaged *together* in the Cruise Baltic network to foster the business idea concerning small and flat going cruise ships or cruise related business with tall ships and mega yachts
- The *Local* Action Plan is the strategic plan, imbedded into wider strategies, for example: Rostock 2025, Inner city harbour area development framework plan.

Dissemination of the Local Action Plan:

- Baltic Sea cruise and ferry expert conference in the first week of May with representatives of the Local Support Group; led by Prof. Breitzmann, member of the Local Support Group
- Exhibition in the city hall lobby in June 2011, then in the first week of August at the time of the Hansa Sail event and the exhibition will be presented again wherever possible

- The *Local* Support Group meeting on March 26 decided about the implementation of CTUR outcomes into further CTUR-related activities
- Input from Helsinki meeting: Rostock harbour captain's office will give more attention to Rostock's host qualities for crew members
- Rostock and the Managing Authority act *together* at international cruise business fairs.

### City of Alicante

Gema Muñoz Alcaraz

They are continuing to try to connect the port to the city, and they have had discussions within the Local Support Group about how to contact the cruise lines directly, since this seems to be a barrier. The exhibition will go on display after the elections, in the visitor centre, in early June, with panels visible from the street.

### Generalitat Valenciana

Marta Galbis

The Local Action Plan has developed and some actions have changed. The Local Action Plan will be checked against some of the suggestions in the helpful presentation about cruise lines. Many partners are going ahead with their plans in the LAP. The Local Support Group has been very useful to influence, for example putting the commercial organisations in touch with the port authority, and the port authority with the railway's plans. Cycle renting has also started since they provided office space to the cycle renters; a new cycle path is now included in the plans for Russafa. Most other work planned in the LAP will be carried out within a year as the programme has been accelerated, and some actions may even take place sooner than planned. After the next LSG meeting there should be more information on funding, plans etc.

### City of Dublin

Jim Keogan

Since the meeting in Rhodes, the focus is on actions through the stakeholders. Now businesses want to be part of the LSG. Failte Ireland is supporting the projects and the results of the survey of tourists are incorporated into the LAP. They are now looking at costings and phases. The LSG is discussing the launch of the plan, as a joint event between the Dublin Port Company and Dublin City. They will

<sup>4</sup> <http://www.portovivosru.pt/>

most likely create a media event during the Docklands festival in early June, with support from business.

### City of Helsinki

Jari Huhtaniemi

Guiding signs, from the port to the city centre will be erected this summer, with smaller signs along the route. Work has been with different groups: a flexible way of working with stakeholders. Of 8 ideas at the start, 4 will be realised, and the other 4 will hopefully happen too: 'people are starting to believe'. They would like to include photos from the partners in the exhibition. There will be media events before and after their exhibition, which will take place during a sailing event and in June and July.

### City of Rhodes

Paraskevi Moraitou

Progress have been slow in the municipality, so they hope to be able to continue the LSG and LAP after the end of the project to be able to implement their plans.

### City of Varna

Georgi Gilev

The LAP was ready nearly a year ago, but is now 'frozen' due to political change. The LAP is linked to the transformation of the former commercial port to a new cruise port; however now the old port will not be moved since the Japanese Development Bank has stopped €2M funding. A first step has been the development of the 'Blue zone', an area of parking places around the port to lighten the area around the terminal, funded by the municipality (€50 000). Two events will take place linked to the LAP and local heritage: an exhibition of Panagonistic Treasure, in June. Also a sail training vessel is to take part in the Cutty Sark event.

### City of Naples

Gaetano Mollura

There have been many meetings of the Local Support Group, and they are now waiting to know what will be funded. A meeting with the stakeholders and inhabitants will be held at the end of March to review the actions proposed. An external observer will prepare a report of the state of the art update, in the context of the Forum of Cultures planned for 2013. The CTUR final conference will be

managed by those responsible for the Forum of Cultures.

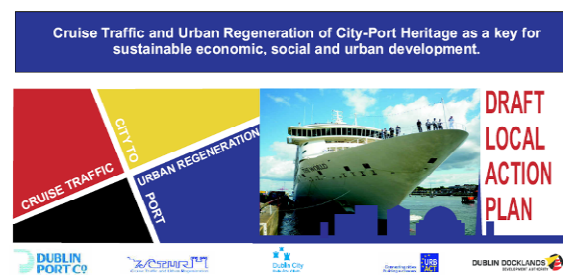
## 7.2 Finalising the Local Action Plans

### Local Action Plan texts

Partners are asked to send their Local action Plans. **April 15th** is the common deadline for sending the local Action Plan panels for each city (2 per city). Typical content of the Local Action Plans must include a description of the context, at city and national level if appropriate. Partners are advised to refer to the draft Dublin Local Action Plan, as a model. Other common elements to include in Local Action Plans are

- Basic *description* of the background for the Local Action Plan
- The *context*
- Main *aim* and objectives of the Local Action Plan
- The *local* actors: Local Support Group
- The *problems*
- The *proposed* actions :annex 1 & 2
- *Timetable* (GANTT) : annex 3
- Links *with* other E.U. programme in the Local Action Plan implementation
- *Conclusions*

Images/maps/graphs related to the proposed actions can be added to the document. In particular they should show the links (access) between port and city.



12. Dublin LAP draft from PPT

### Templates: Annex 1 Annex 2 Annex 3

- *Partners* are asked to complete the outstanding Local Action Plan templates by adding all missing information and descriptions.
- This *information* should include the status of the actions proposed in the Local Action Plan (which must be real actions).

### 7.3 Local Action Plan dissemination: the CTUR exhibition

The CTUR exhibition is an opportunity to involve politicians and media. It is planned that the exhibition material will consist of 2 general panels, *drafted by the Lead Partner and to be translated by each partner in their own national language*, describing the URBACT II Programme (first panel) and the CTUR project (second one), and 2 panels for each partner describing their Local Action Plan and Urbact Local Support Group, comprising of, firstly, a description of the partner's context and priorities / Description of the Local Action Plan area, with aerial photographs, the Local Support Group members, and a map of the area, and secondly of the Local Action Plan area/proposed action, which should indicate the objectives of the Local Action Plan.



13. CTUR LAPs Exhibition, Naples example from PPT

**Format:** max 28 panels for the whole exhibition: 2 per partner, plus 2 for the presentation of URBACT/CTUR

- Each panel 1m x 70 cm
- Vertical *Format*
- A common graphic code and layout framework (proposed by the Lead Partner and agreed during the CTUR meeting in Helsinki on March)

Partners prepare content for panels: text, maps, photos.

**Deadline for final panel layout: 15 April 2011 to be sent to the Lead Partner.**

- Partners display exhibition in cities during June 2011, preferably linked to an event, except Naples
- Exhibition during final conference in Naples

### 7.4 Final products

**CTURCityNews:** for the outstanding issues interviews are needed with the mayor, the president of the port authority, in Alicante and Valencia, then Rostock, Rhode and Helsinki. The Naples CityNews will be published in advance of the final event in July. Partners were reminded of the suggestion to publish a **local City News**, as per the example of Naples. The final draft of the **final report** will be prepared by May 15th, so information will have to reach the Lead partner a week beforehand. The **CTUR 'pocket'** will be linked to the content of the exhibition, and the **final products** will be presented in a folder, to include the final report, CD and the 'pocket' report.

The **CTUR website** is the most visited in URBACT! Partners are asked to ensure web dissemination at local level. Gaetano recalls that it will be important to have a commitment within each city to continue the work on the Local Action Plan with the Local Support Group.

The **final report** will be a 'light' document: In the first part cities will be presented in terms of their strategic approach. The second part will be a thematic approach to include the best practices commented through partners' contributions: positive experiences made during the project, choosing the 'best' practices. The usefulness of each project will be analysed and 4 or 5 selected items will be developed in detail; this final report is an important communications tool. Vittorio will send a template with an outline to the partners, by April 25<sup>th</sup>. The **thematic journals** will also be updated to a final version taking into account all the presentations made.

## 8. Next steps: Network activities / Planning the final event in Naples communication and dissemination

Lead Partner, Lead Expert, Thematic Expert, All partners

### 8.1 CTUR Final Event in NAPLES

#### When

- **7 - 8 July 2011**, to take place over two days and will be an event combined with a meeting of AIVP.

#### What

- Presentation of key CTUR outputs: policy recommendations, thematic outputs and case studies, LAPs
- In June a special newsletter (CTURNews) to promote the event in Naples and a spotlight on the city and projects in the CTUR framework.
- The travelling CTUR Local Action Plan exhibitions: 24 panels (LAPs) + 1 (URBACT) + 1 (CTUR)
- Language: each Local Action Plan will be in English and it will be translated in own language + 1 panel URBACT Programme (English and own language) + 1 panel about CTUR (English and own language).
- 10 events connected with the LAP exhibition: one in each partner city (last one in Naples)
- Final report
- Pocket CTUR: folder of 12 LAP schedules and summary of CTUR Activity and recommendations
- Intermediate outputs: 3 thematic journals updated on the occasion of the final conference
- 8 newsletters: focusing on each host CTUR city partners
- 12 Local Action Plans :1 for each partners
- Results of the Managing Authorities' involvement in the URBACT Programme and future of Local Action Plans:
- What next for the CTUR partners? Some commitments?
- A wide dissemination and media involvement

**Who?** The event is aimed at the URBACT Secretariat, EU Commission members of staff, Managing Authorities, Local Politicians, Stakeholders of Urbact Local Support Groups, Port Authorities, and world wide AIVP Members.

### 8.2 Programme Proposed by the Lead Partner for the final event

#### Day 1, July 7th 2011

##### Morning session

**Who:** CTUR Network (partners, selected ULSG members, AIVP, Experts) and Managing Authorities (for example on how to work together with cities). Port authorities on how/if the relationship with cities has changed as a result of the project.

**What:** Outputs of the work done, at international level and local level; financial topics and new initiatives. Exhibition, newsletter and all other outputs.

##### Afternoon session:

**Who:** Elected Members Secretariat, European Commission, CTUR Network, AIVP members and local stakeholders

- Inauguration of the Local Action Plans Exhibition / press conference
- visit on the site: CTUR Network with AIVP Members
- Port and LAP areas: meeting/ discussions with Naples LSG Members

#### Day 2, July 8th 2011

##### Morning Session

**Who:** Elected Members Secretariat, European Commission, CTUR Network, AIVP members and local stakeholders (Port Authorities ?)

##### What:

- Introduction, Elected members, Secretariat EU Commission
- Presentation of the result of the network, LP LE TE
- Presentation of the weak and strong points of the LAPs by each partner: discuss how stakeholders can meet and exchange experience to improve activity at local level. Discuss governance.
- MAs Activities and feedbacks in the URBACT experience
- AIVP feedbacks: an overview of the ULAP, criticism and good practices
- Port Authority feedbacks

Focus on a topic in the framework of CTUR with expert/s and stakeholders (discussed during the Helsinki meeting, as above).

### Afternoon Session

**Who:** Elected Members Secretariat, European Commission, CTUR Network, AIVP members and local stakeholders

**What:**

Inauguration of the AIVP Exhibition “**Docks en stock:** *Les villes portuaires à travers le monde*” (port cities across the world) : to be confirmed.

Visit on site:

- The port area and the project of the waterfront
- Piazza Municipio underground line 1 station.

### 8.3 The CTUR partners suggestions for the final event

- Present new products, for example inspiration from the Cruise Atlantic Network.
- Value added: how to improve city marketing, e.g; the use of new technology in cruise marketing
- Someone interesting from AIVP
- Social integration of ports: port information centre: Antwerp, Genoa...
- How to improve the cruise business: target cruise line directors
- A philosophical approach; external feedback: how to make a city visible... “start with the stories”, and not lots of analysis: a wide perspective
- An outside expert (Luis?) to evaluate our shortcomings?
- Port city relationship a common issue: no analysis, look at perspectives
- Resumé of outputs, we now need conclusions, as it is too late for analysis
- Relationships between port and city: maybe someone from Copenhagen?
- Urban regeneration approach
- Anything to improve what the city has to offer, i.e. the quality of the product
- Relationship between port and city is one of the most important points: this must be the time for ports and cities to meet: Naples Port Authority could invite other ports?
- Prefer to invite port authority rather than an expert

- Carvalho with Copenhagen on the relationship between the development of the area + port + city
- The Baltic Cruise network

### 8.4 Communication of CTUR international and local events

#### Communication of the CTUR international final event:

- CTUR LAPs Travelling Exhibition Opening event (July)
- Press conference by local politician
- AIVP joins CTUR
- Local media involvement: newspapers, city council web-tv, local televisions

#### Communication of CTUR local intermediate event:

- CTUR LAPs Travelling Exhibition opening event in each city partner (May-June)
- Press conference by local politician (CTUR network outputs)
- Local media involvement: newspapers, web, local televisions ...

### 8.5 Urbact National Dissemination Points

The 21 selected National Dissemination Points have already put on line an URBACT section on their websites and they have published the URBACT 'News Bulletin' translated into national languages. The national Dissemination points are as follows:

- Austria - [OEROK](#)
- Belgium - [SPP – Service Politique des Grandes Villes](#)
- Bulgaria - [National Association of Municipal Clerks in Bulgaria](#)
- Czech Republic - [Ministry for Regional Development of the Czech Republic](#)
- Denmark - [www.urbact.dk](#)
- France - [Ministère de la Ville](#)
- Greece - [Ministry of Economy, Competitiveness & Shipping](#)
- Germany - [Deutscher Verband](#)
- Hungary - [VATI](#)
- Italy - [UNICH](#)
- Latvia - [Latvian Association of Local and Regional Governments](#)
- Lithuania - [Association of Local Authorities in Lithuania](#)
- Luxembourg - Cellule Nationale d'information pour la politique urbaine
- The Netherlands - NICIS

Poland - [www.urbact.pl](http://www.urbact.pl), managed by Association of Polish cities, the Silesian Union of Municipalities and districts and Institute for Urban Development

Portugal - Ministério do Ambiente e do Ordenamento do Território, Direcção-Geral do Ordenamento do Território e Desenvolvimento Urbano

Romania - Ministry of Regional Development and Tourism / Infocooperare

Slovenia - TRAJEKT

Sweden - City of Malmo

Spain - Ecosistema Urbano

Local Government and Regional Development  
- (soon on [www.interreg.no](http://www.interreg.no) )

.....and after the last conference in Naples.....

### 8.6 The ULSG Summer University

29,30,31 August 2011 in Cracow (Poland); this is a Secretariat Initiative; 2 ULSG members for each CTUR partner (one the delegate of the project and one LSG member) may attend; in the CTUR Budget (Cristina and Secretariat will verify the budget left available); official invitations coming soon.

Coming soon will be Norway - The Department of Regional Development, Ministry of

## 9. CTUR final countdown deadlines

| Action                        |  | By whom                                | Deadline                       | Comments  |
|-------------------------------|--|--|--------------------------------|---|
|                               | Finalise Local Action Plan texts (see Dublin LAP model)              | CTUR partners                          | 15 <sup>th</sup> May           |   |
| <b>CTUR Exhibition</b>        | Agree common design for exhibition panels                            | CTUR partners + experts                | Helsinki meeting March 10 - 11 |   |
|                               | Finalise texts and graphic content of panels                         | CTUR partners                          | 15 <sup>th</sup> April         | This material to be used in preparation of the CTUR 'pocket'                          |
|                               | Local Action Plan exhibition within partner cities                   | CTUR partners                          | Dates tbc by partners          | May or June to coincide with a local event if possible to get maximum media coverage. |
|                               | Final conference exhibition  | CTUR partners                          | Naples date tbc                | 7 – 8 July 2011   |
| <b>CTUR Thematic journals</b> | First CTUR thematic journal on physical and environmental components | Lead expert                            | <b>Online Jan 2011</b>         |   |
|                               | Second CTUR thematic journal on economic and social benefits         | Lead expert + Thematic expert          | Tbc                            | Coming soon   |
|                               | Third CTUR thematic Journal on governance                            | Lead expert                            | Tbc                            | Before the end of April   |
| <b>CTUR CityNews</b>          | Varna CTURCityNews   | Lead partner + host city + experts     | <b>On line</b>                 |   |
|                               | Matosinhos CTURCityNews  | Lead partner + host city + Lead expert | <b>On line</b>                 |   |
|                               | Trieste CTURCityNews   | Lead partner + host city + Lead expert | <b>On line</b>                 |   |

URBACT CTUR 8th seminar, Steering Committee  
Helsinki (Finland) March 9-10-11 2011

|   |  |   |               |   |
|---|--|---|---------------|---|
|   | Dublin CTURCityNews  | Lead partner + host city + experts          | Coming soon   |   |
|   | Alicante/Valencia CTURCityNews                                   | Lead partner + host city + experts          | March 2011    |   |
|   | Rostock CTURCityNews   | Lead partner + host city + experts          | April 2011    |   |
|   | Rhodes CTURCityNews  | Lead partner + host city + experts          | April 2011    |   |
|   | Helsinki CTURCityNews  | Lead partner + host city + experts          | May 2011      |   |
|   | Naples CTURCityNews  | Lead partner + host city + experts          | June 2011     | Must introduce the final seminar.   |
| <b>Local initiative City News</b>           | NaplesCityNews   | Lead Partner and Naples ULSG                | February 2011 | The first newsletter of three that will be produced                             |
| <b>CTUR Final report</b>                    | Partners respond to template with questions for the final report | Partners                                    | 25 April 2011 | To assist experts in drafting final report                                      |
|   | First draft  | Lead expert + thematic expert, lead partner | 15th May 2011 |   |
|   | Feedback on first draft  | CTUR partners                               | 30th May 2011 |   |
|   | Final text to printer  | Lead partner                                | 7th June 2011 |   |
| <b>CTUR 'pocket'</b>                        | CTUR final report and CTUR City schedules                        | Lead partner and Lead expert                | 7th June 2011 | Each City schedule will contain information about cities, CTUR LAP and ULSG     |
| <b>Web dissemination at programme level</b> | URBACT Web Site – CTUR Minisite                                  | Lead Partner                                | October 2011  |   |
| <b>Web dissemination at national level</b>  | National Dissemination Points                                    | Secretariat and national body               | 2011          | Implementation of the information at National Information Point by each partner |
| <b>Web dissemination at local level</b>     | City Council of Naples/URBACT/CTUR mini site                     | By each partner                             | July 2011     | Optional action but recommended   |
| <b>Financial reporting</b>                  | For expenditure incurred until 31st December 2010                | CTUR Partners                               | March 2011    |   |
|   | For expenditure incurred until 19th July 2011                    | CTUR Partners                               | October 2011  |   |

## Appendix 1: agenda of the Helsinki seminar

### Wednesday 9<sup>th</sup> March 2011

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**17.45 Bus transportation from the Hotel Anna to the evening venue, gathering at the hotel reception**

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**18:00 Evening event and buffet dinner at Hernesaari**  
(Venue: Ford house, address: Henri Fordin katu 6)  
**Exchange of experiences between two EU funded Programmes:**  
**CTUR Network meets Creative Metropolis Network**

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**21:30 Bus transportation back to the Hotel Anna**

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### Thursday 10<sup>th</sup> March 2011

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**9:00 Gathering at the Hotel Anna reception for the study visits**

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**9:30 - 12:30 Study visits**

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**12:30-13:45 Lunch at the Restaurant Katsomo at the Savoy theatre**

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**Conference Venue: Old City Hall on the Senate square**

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**14:00 -14:30 Welcome of the City of Helsinki and general introduction**  
*Katrilena Eklöf, director of the Helsinki City Tourism Office*

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**14:30 - 15:00 Presentation of the agenda, and Rhodes Seminar Outputs**  
*Gaetano Mollura CTUR Lead Partner - Pauline Geoghegan CTUR Thematic Expert*

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**15:00 - 15:20 Progress Report and introduction to the Workshop Topics**  
*Vittorio Torbianelli - CTUR Lead Expert*

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**15:20 - 16:45 Helsinki case studies on the topic: How could new technologies serve the cruise tourism?**  
*Case study 1: Kimmo Lehtonen & iPad*

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**16:45 - 17:15 CTUR Partner case study**  
**Infrastructures, connection port and city: the Piazza Municipio Station Project – Underground Line 1/Naples**  
*Theme 1 – Physical and environmental components - City Council of Naples*

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**17:15 - 18:30 The point of view of the Cruise companies**  
*Luis de Carvalho, CEO, Consult DC*

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**18:30 End of the first day seminar**

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**20:15 Gathering at the Hotel Anna reception for the dinner**

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**20:30 Dinner at the Lappish Restaurant Saaga address: Bulevardi 34**

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**Friday 11<sup>h</sup> March 2011**

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**8:30 - 9:00 Arrival of participants**

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**9:00 - 9:15 Introduction second day**

*CTUR Lead Partner*

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**9:15 - 10:45 Managing Authorities Workshop: ERDF2007/2013 and LAPs**

*Governance, EU funds /URBACT II - MAs involvement in the LAPs*

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**10: 45 - 11:15 Financial management Updates**

*Cristina Fato, Project officer City of Naples LP*

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**11:15 - 12:45 LAP & LSG implementation and dissemination/travelling exhibition/**

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***Morning Session***

*CTUR Partners, Lead Partner, Lead Expert, Thematic Expert*

**Annex 1, 2, 3**

**Template written description**

**Panels for the travelling exhibition: layout proposal , timetable, events**

**Partners round table**

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**12:45 - 13:45 Lunch break at the City Hall restaurant**

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**14:00 -15:15 LAP & LSG implementation and dissemination/travelling exhibition/**

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***Afternoon Session***

*CTUR Partners, Lead Partner, Lead Expert, Thematic Expert*

**Annex 1, 2, 3**

**Template written description**

**Panels for the travelling exhibition: layout proposal , timetable, events**

**Partners round table**

---

**15:15 - 17:30 Next steps: Network activities / Planning the final event In Naples Communication & Dissemination**

*Lead Partner, Lead Expert, Thematic Expert, All partners*

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**17:30 Conclusion of the seminar and cosy closing at the Restaurant Aschan**

*(address:Pohjoisesplanadi 19)*

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**Saturday 12th March 2011**

***Departure of all participants***

## Appendix 2: participants at the Helsinki seminar

### **Helsinki (Finland) Host Partner/ ULSG members**

Marianna Kajantie, City of Helsinki  
Tuija Aavikko, City of Helsinki  
Jari Huhtaniemi, architect of the Hernesaari area, City Planning Department  
Sara Kuusi, City of Helsinki  
Pekka Timonen, director of the Helsinki World Design Capital 2012 foundation  
Ville Hara and Anu Puustinen, Avanto architects  
Harri Ahlgren, Helsinki Managing Authority

### **Naples (Italy) - Lead Partner**

Gaetano Mollura, CTUR Lead Partner  
Sebastiano Zilli, Campania Region, Naples Managing Authority  
Cristina Fato, Project officer  
Maria Luna Nobile, Project officer

### **Thematic experts**

Vittorio Torbianelli, CTUR lead expert  
Pauline Geoghegan, CTUR thematic expert  
Luis De Carvalho, CEO of Consult DC guest expert

### **Alicante (Spain)**

Gema Muñoz Alcaraz, City of Alicante

### **Dublin (Ireland)**

Jim Keogan, Executive Manager City Council, Planning & Economic Development,  
Eileen Quinlivan, ULSG member -City Council, Planning & Economic Development, Senior Executive Officer  
Derville Brennan, Southern & Eastern Regional Authority, Dublin Managing Authority

### **Generalitat Valenciana (Spain)**

César Jiménez, Manager Oficina RIVA  
Marta Galbis, ULSG member Architect Oficina RIVA

### **Port Authority of Leixoes (Portugal)**

Amélia Castro, APDL - Administração dos Portos do Douro e Leixões, S.A.  
Fernando Gomes, CCDRN – Matosinhos Managing Authority

### **Rhodes (Greece)**

Paraskevi Moraitou – Municipality / Programming and documentation office

### **Rostock (Germany)**

Andreas Schubert, Hanseatic City of Rostock, City admin, urban dev. Office  
Hans Dieter Kluge, Hanseatic City of Rostock, City admin, urban dev. Office

### **Varna (Bulgaria)**

Georgi Gilev, Chief expert on Maritime Policy

### **AIVP (International Association Cities and Port)**

Greta Marini, International Development

### Appendix 3: Power Point Presentations made during the meeting in Helsinki

The PowerPoint presentations from the Helsinki seminar are available online on

<https://docs.google.com/leaf?id=0B5AbHdMvLrIU2M4ZTImZigtMTIkYS00NzgWLTg1NzAtN2E5ZGNiZjA0OThh&hl=it>

- **Cruise City Port**

*Luis de Carvalho, Consult DC*

- **CTUR- Dublin – Managing Authority Overview**

*Derville Brennan, Southern & Eastern Regional Assembly*

- **Finnish ERDF OPs 2007-2013; Urban Dimension**

*Senior Officer Harri Ahlgren, Ministry of Employment and the Economy, Regional Development*

- **Summary Presentation of CCDR-N as Managing Authority**

*Fernando Gomes, CCDRN – Matosinhos Managing Authority*

- **Regional Operational Programme Campania ERDF 2007-2013**

*Sebastiano Zilli, Campania Region, Managing Authority*

- **Infrastructures, connection port and city: the Piazza Municipio Station Project – Underground Line 1/Naples**

*Gaetano Mollura, City Council of Naples, CTUR Lead Partner*

- **Local Action Plan of Matosinhos City / Port of Leixões (APDL)**

*Amélia Castro, APDL Administração dos Portos do Douro e Leixões, S.A.*

- **CTUR Financial update**

*Cristina Fato, Lead Partner team*

- **CTUR next steps and final conference**

*Gaetano Mollura, Lead Partner*

## Appendix 4: Campania Region Operational Programme

On 11 September 2007 the European Commission approved an Operational Programme for the Campania region in Italy for 2007-2013. This Operational Programme comes under the Convergence objective and has a total budget of €6.9 billion. The financing provided by the European Union under the European Regional Development Fund (ERDF) amounts to some € 3.4 billion, representing about 11.8% of Community aid to Italy as part of the cohesion policy for 2007-2013. The national contribution amounts to € 3.4 billion and may partly consist of Community loans granted by the European Investment Bank (EIB) and other loan instruments.

The 'Campania' Operational Programme co-financed by the European Regional Development Fund (ERDF) is under the **Convergence objective**:

**1. The main aim** of the Operational Programme is to **promote the balanced and sustainable development** of Campania by means of a long-term strategy intended to:

- improve the quality of life;
- ensure the balanced development of the region's urban and rural areas;
- increase employment (for both men and women);
- increase regional competitiveness in the national, European and Mediterranean context.

The programme is intended to make a significant contribution to the objectives of the Lisbon Strategy (52,5% of expenditure will target these objectives), with major support for research and development (R&D) and technological innovation and its dissemination in the region.

**2. Expected impact** of the investment. The Community funding should make it possible to:

- create more than 105 000 jobs (69 000 for men and 36 000 for women);
- cut greenhouse gas emissions by 2.8 tons of CO<sub>2</sub>, equivalent to 2.3 tons per inhabitant;
- increase the proportion of urban waste which is sorted for collection from 10% to 18% of the total amount;
- increase broadband coverage in the region from 89% to 99%;
- increase the share of renewable energy sources in the generation of electric power from 3.3% to 20%;
- construct 22 km of regional light railway.

### Breakdown of finances by eight areas of priority:

| Priority axis  | EU contribution      | National public contribution | Total public contribution |
|--|----------------------|------------------------------|---------------------------|
| Environmental sustainability and cultural and tourism appeal | 1 012 500 000        | 1 012 500 000                | 2 025 000 000             |
| Competitiveness of the region's productive economy           | 607 500 000          | 607 500 000                  | 1 215 000 000             |
| Energy   | 150 000 000          | 150 000 000                  | 300 000 000               |
| Accessibility and transport                                  | 600 000 000          | 600 000 000                  | 1 200 000 000             |
| Information society  | 197 500 000          | 197 500 000                  | 395 000 000               |
| <b>Urban development and quality of life</b>                 | <b>752 500 000</b>   | <b>752 500 000</b>           | <b>1 505 000 000</b>      |
| Technical assistance and cooperation                         | 112 397 599          | 112 397 599                  | 224 795 198               |
| <b>Total</b>   | <b>3 432 397 599</b> | <b>3 432 397 599</b>         | <b>6 864 795 198</b>      |

**Priorities - The Operational Programme is centred on seven priorities:**

**Priority 1: Environmental sustainability and cultural and tourism appeal** [about 29.5% of total investment]

The main aims of this priority are to:

- respond to pressing environmental demands;
- contribute to the creation of an environmental context conducive to supporting tourism in the region.

**Priority 2: Competitiveness of the region's productive economy** [about 17.7% of total investment]

The aim of this priority is to enhance the competitiveness of Campania and, more specifically, to improve the productivity of production systems in the region's strategic sectors. The main priorities here are the promotion and dissemination of research and innovation, internationalisation and attracting foreign investment to the region.

**Priority 3: Energy** [about 4.4% of total investment]

This priority focuses on energy saving and the sustainable use of energy resources. The aim is to reduce the region's energy deficit by increasing regional energy production, especially from renewable sources.

**Priority 4: Accessibility and transport** [about 17.5% of total investment]

The aim of this priority is to contribute to the development of the region's communication routes by focusing on the European Network of Trunk Communications. The main aim is to make Campania a major communication point for the Mediterranean and also to improve access to the most peripheral areas.

**Priority 5: Information society** [about 5.8% of total investment]

The aim of this priority is to have a direct effect on the competitiveness of the regional economy, at the level both of undertakings (competitiveness) and of individuals (access to services, spread of on-line services).

**Priority 6: Urban development and quality of life** [about 22% of total investment]

**The aim of this priority is to improve inhabitants' living conditions by incorporating actions for urban development in actions to promote social inclusion and wellbeing.**

**Priority 7: Technical assistance and cooperation** [about 3.3% of total investment]

Technical assistance is planned for the implementation of the programme. The funding may be used to manage and monitor the Operational Programme. This priority covers programme-related activities such as coordination, management, assessment, information and communication.

NB: The size 01 - Urban Agglomeration (from table Annex I Territorial dimension Implementation Regulation 1828/06) total amount of 2,234,125,000 €, representing 32.6% of the total programme.

**Priority 6 is split in 3 Operational Objectives (O.O.): medium-sized cities, Naples Metropolitan area, Local Social area plans.**

**O.O.6.1 Integrated plans for urban development in medium-sized cities which remove particular critical issues such as environmental degradation, high unemployment rates, low crime etc.), where, as the qualifying activities, they may include action such as:**

- environmental rehabilitation, reclamation economic and social;
- regeneration and development of "water front";
- reorganization and exploitation of space Urban underused or not used for construction of City parks, Beauty commercial areas, workshops, Exhibition areas and activities of aggregation;
- developing systems for local mobility;
- dissemination of legality and security.

### **O.O.6.2 Naples and its Metropolitan area**

A. Integrated urban development plan of the center Naples historical, linked to the UNESCO World Heritage Site in which, as the qualifying activities, will include the following actions to:

- reception of groups in society to high Cultural content, such as students, researchers university, etc.;
- design, testing and implementation of "cronomappe", time banks, and other services applications to facilitate the harmonization of the times cities to the needs of citizens and towns;
- redevelopment of Church property tied to their new functions for public use, social and cultural development, together with the management plan;
- dissemination of legality and security, such as re-use for social or productive assets confiscated from the mafia and support to infrastructure services and intangible surveillance systems.

B. Integrated urban development plans of outskirts of Naples, and for actions of the context in which, as qualifying activities, they may provide actions:

- environmental rehabilitation, reclamation economic and social;
- reorganization and enhancement of urban spaces underused or not used for the construction of City parks, commercial areas, Laboratories crafts, exhibition areas and activities aggregation;
- developing systems for local mobility;
- dissemination of legality and safety.

### **O.O. 6.3. Cohesive Cities and Open schools**

Implementation of the supply of social and territorial health and social services by integrating the minimum of the following actions:

- realization of multi-purpose neighbourhood centers, with creative workshops and computer facilities for the spread of culture and sport, as well as rehabilitation of existing structures existing;
- creation of shelters and expanding services for the warmth of those most exposed to risk of social exclusion and economic;
- expansion of nursery schools and facilities for the care and the warmth of early childhood and children, playgrounds;
- services of "social transportation", to facilitate the mobility of weaker, even facilitating their access to social services;
- provision of infrastructure and intangible assets for strengthening and networking of local services Social Secretariat;
- establishment of infrastructure and social services, sports, culture and free time at school, in order to promote the opening of offices in time is not required and the quality and accessibility of education services;
- construction and promotion of a specific system of aid to social enterprises, with priority given to those who provide care services and
- child care and home care for Integrated elderly and disabled.

SUB-DELEGATION TO CITY AUTHORITIES for the implementation of their integrated development plan, the following conditions are requested:

- population size above 50,000 inhabitants;
- demonstration of the requirements, according to the requirements of the Regulations (Articles 42, 43 and 59 of the EC regulation 1083/2006);
- as are necessary to carry out such functions management;
- matching of interventions for which the request is delegated to the relevant specific objectives of the PO;
- participation in the financing of the operations in question from its own resources in minimum rate of 10% of the remedial plan.

Upon the occurrence of those conditions, the granting of the delegation is subject to presentation and subsequent evaluation by the Region, a program specific actions consistent with the objectives of urban development declined in the ROP.

The formal procedures for the granting of the delegation:

- signing of a Memorandum of Understanding;
- in the absence of a strategic plan, drawing attention to the city authorities a strategic guidance document (DOS)
- preparation by the city authorities of a more 'complete with report Environmental
- signing of the Programme.

The tools made available:

- Town Board
- Guidelines for the development of integrated programs Urbani (PIU ' Europe) and format of Memorandum of Understanding
- Technical assistance is for the management of the delegation- Revolving Fund, to support the final design, to rely on the resources of FAS-

Ability to activate the 'Jessica Initiative

The regional government shall confirm the PUA (Urban Implementation Plan ) for the area of Bagnoli.

To this one can be added:

- the Major Project "Logistics and ports for the Naples eastern area",
- MP Historic Centre of Naples, enhancement of the UNESCO site,
- MP Exhibition Centre - Forum of Cultures 2013.

## URBACT II

**URBACT** is a European exchange and learning programme promoting sustainable urban development. It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal changes.

URBACT helps cities to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 300 cities, 29 countries, and 5,000 active participants. URBACT is part-financed by the European Union (European Regional Development Fund).

[www.urbact.eu/ctur](http://www.urbact.eu/ctur)