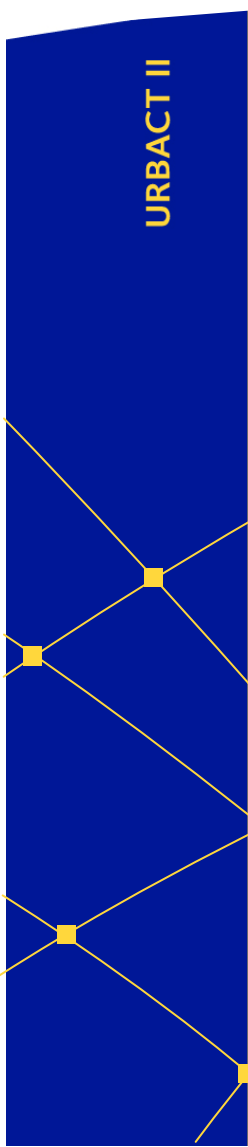




Meeting report

Working groups meeting in Aveiro 19-21 July 2009



Connecting cities
Building successes



THE UNIC PARTNERS AND EXPERTS, AS WELL AS MEMBERS OF ULSG, MET IN AVEIRO FROM 19 TO 21 JULY 2009.

THIS MEETING WAS THE OPPORTUNITY TO DISCUSS THE FIVE TOPICS OF THE WORKING GROUPS.

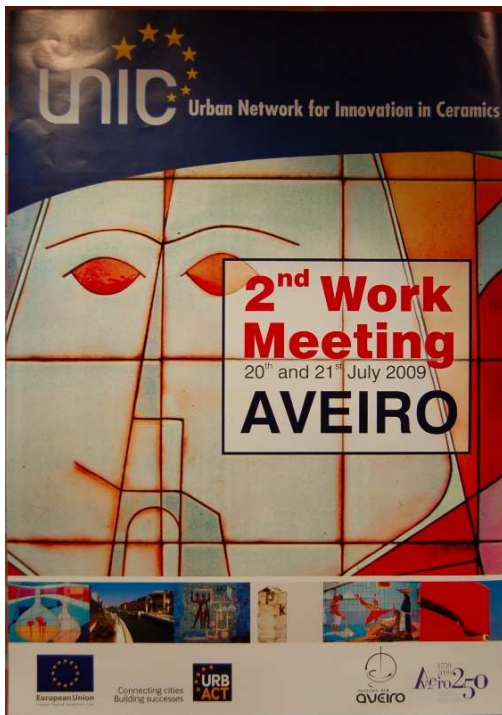
MOREOVER, A PUBLIC SEMINAR TOOK PLACE ON THE THEME: "IS INNOVATION THE SOLUTION FOR THE CERAMIC SECTOR?"



Agenda

Sunday 19th July 2009		Place
20:30	Dinner	
Monday 20th July 2009		
Morning : Plenary meeting + Working Groups 1 & 2		
9:15 – 9:30	Welcome address : <ul style="list-style-type: none"> • António SOARES, City of Aveiro, • Monique BOULESTIN, Vice-Mayor of Limoges and Member of French National Parliament <ul style="list-style-type: none"> • Ana DANIEL, University of Aveiro 	University of Aveiro
9:30 – 11:00	Working Plenary Meeting <ul style="list-style-type: none"> • Update on the status of the project, Yann THOREAU LA SALLE and Adeline PORCHEZ, City of Limoges <ul style="list-style-type: none"> - Communication tools - Payments and financial reports • Local Action Plans : presentation of the results of the individual meetings in Sevilla, Eurico NEVES 	
11:15 – 12:30	Working Groups 1 & 2 <ul style="list-style-type: none"> • Training programs to strengthen the local ceramics industries and support employment in times of crisis <ul style="list-style-type: none"> - Presentation of CENCAL : the Professional Formation Centre to the Ceramic Industry, José Luís DE ALMEIDA SILVA - Stoke-on-Trent experience : using vocational training to reshape the sector, Catherine FEHILY 	

11:15 – 12:30	<ul style="list-style-type: none"> • Industry strengthening Case Studies, Eurico NEVES - Progress on Protection of Denomination of Origin “Porcelaine de Limoges” - Eco-innovation projects 	University of Aveiro
12:30 – 14:30	<i>Lunch Break</i>	
Afternoon : Working Groups 3, 4 & 5		
14:30 – 17:15	<ul style="list-style-type: none"> • How to develop and integrate ceramic in the city, not only in the urban furniture, but also in building and store fronts, inside architecture, etc. - Promoting ceramics traditions as drivers of urban renewal, Example of the city of Castellón, Cristobal BADENES-CATALAN and Ana-Eva REGALADO-ONCINA • How to use events - Presentation on Limoges exhibition of porcelain, Adeline PORCHEZ - Presentation from Delft and Limoges on Jingdezhen Ceramic fair, Adriaan REES and Lucie DEBOURDEAU - Presentation from Stoke-on-Trent on British Ceramic Biennial, Rachel NICHOLSON • How to use UNIC as a tool for communicating ceramic cities, and to reach several targets (as young people, private and public decision makers) - Presentation on International Strategy of National school of Art (ENSA Limoges), Antoine DESJARDINS - « Limoges, Ville d’Art et d’Histoire », an example of basis for building a database, Alain DUCLENT 	University of Aveiro
20:00	<i>Dinner</i>	
Tuesday 21st July 2009		
Morning: Open to the Public Seminar “Is Innovation the solution for the Ceramic Sector?”		
9:30 – 10:00	Opening Ceremony <ul style="list-style-type: none"> - Caetano ALVES, Councilor of the Municipality of Aveiro - Monique BOULESTIN, Vice-Mayor of Limoges and Member of National Parliament - João ROCHA, CICECO Director 	Cultural e de Congressos de Aveiro – Pequeno Auditório
10:00 – 11:00	How to boost Ceramic enterprises competitiveness through innovation? <i>Moderator – Eurico NEVES</i> <ul style="list-style-type: none"> - Eva ANDRADE, AIDA - Ana DANIEL, CICECO - Alcântara GONÇALVES, CTCV 	
11:30 – 12:45	Open-discussion with local enterprises The ceramic industry – What future afterwards the crises? <i>Moderator – António SOARES</i> <ul style="list-style-type: none"> - Paulo DUNÕES, Kerion - Marco SILVA, Primus Vitória - Mário ZOBOLI, Grupo Panaria 	
13:00 – 13:15	Press-Conference	
13:30 – 14:30	<i>Lunch-break</i>	



Promoting Innovation & Industry Strengthening

The meeting key topic had been defined as “Training initiatives to strengthen industry”, with 2 presentations, one from a Portuguese Training centre, CENCAL, and another from Stoke on Trent experience.

In the first case study presented, José Luís DE ALMEIDA SILVA, a representative from CENCAL - the **Vocational Training Centre for the Ceramic Industry** (www.cencal.pt), presented the centre, its activities and strategies towards the ceramic industry in Portugal.

CENCAL is a well wide known training Institution of Technical and pedagogical support for Ceramic Industry, located at Caldas da Rainha (centre of Portugal), and focused on the Portuguese Ceramic Industry Sector.

The Centre was founded in 1981 by the IEFEP (Employment and Professional Training Institute), the APC (now called APICER - Portuguese Ceramic Industry Association) and the AIRO (Industrial Association of the West Region).

The training activities began in October 1985. At the time, a special attention was given to the forthcoming ceramic industries, therefore launching innovative areas, particularly in the field of new technologies.

The creative ceramic area has also received CENCAL attention by organising regularly workshops, conferences and seminars or development of several projects of foreign artists, researchers, designers, technicians.

Over the last 10 years, there has been a sharp decrease of the number of trainees from ceramic companies, what in the case of the centre has been compensated by an increase in training activities in other areas.

This presentation was followed by a discussion amongst participants, which focused on the role of training activities, in particular in times of crisis as the present one, as employment saving activities. Government funded training activities can support wages costs, at low production times. Such a plan, allowing up to 80% of workers wages to be covered by training programmes, has recently been adopted in Portugal for the automotive sector, and is being considered by other sectors, including ceramics. While the interest of such initiatives is clear, several issues need to be considered:

- duration of support,
- type of training provided,
- percentage of workers to be involved, etc.

But clearly there is room for action in this topic, namely between local authorities (municipalities), local employment centres and training organisations.



Next was a presentation from **Stoke-on-Trent** on the initiatives in the field of **vocational training** that has been held in the region.

The presentation focused on how vocational training replied to the needs of managing the replacement of an aging workforce (where 4,000 people will retire in the next 4 years), upgrading the skills of current workforce while encouraging potential new entrants to the industry and overall improving the efficiency of companies – issues that are largely shared by other regions.

A case study around the **Ceramic Manufacturing Process course**, co-ordinated and accredited by Staffordshire University, has been presented as an example of how to respond to companies' present needs.

During the discussion that followed, the interaction between the city council and Staffordshire University has been highlighted, as well as the resulting added-value in terms of courses content and impact on trainees' qualifications. This good practice is as an example to consider in other regions.



Eurico Neves, Lead Expert, introduced presentations on two initiatives within the framework of the working groups, one as proposal for collaborative work, and one as an on-going action.

The first presentation focused on a **possibility for a joint project**, involving several UNIC cities, in the field of **Eco-Innovation**, a kind of “spin-off” activity of UNIC that allows to further explore potential action in this field, similar to the process done with the “GPrix” project, approved with the scope of FP7 and involving several UNIC cities, for studying potential innovation measures for traditional sectors, e.g. ceramics.

The topic of “eco-innovation” has been included as a priority for the Local Action Plan by the City of Stoke, and has been considered of interest by other

cities. Moreover, it is a relevant topic for the ceramic industry.

This presentation has eventually led to the submission of the cooperative project “CERE-MATCH” to the Eco-Innovation European programme in 2010, involving the cities of Limoges, Aveiro, Castellón and Stoke on Trent.

The second presentation focused on the study for the approval of a legislation in France for the **protection of the denomination of origin “Porcelaine de Limoges”** and the potential obstacles that such a legislation can face in terms of Internal European Market.

The main conclusions of the study carried out for the City of Limoges were presented, namely:

- the existence of similar processes at the European level;
- the figures that show that in a vast majority of cases, such legislation is cleared by the European Commission, or when comments are made, an appropriate solution leading to the adoption of the legislation can be found;
- Other cities, in particular Stoke-on-Trent, expressed their interest in the process, and the establishment of a permanent flow of communication on this topic was agreed upon.

Urban integration

Cristobal BADENES and Ana-Eva REGALADO-ONCINA, two Castellón representatives presented “Castellón – A CityLab For Ceramics”

The City of Castellón is involved in the promotion of the Ceramic sector through the “CityLab” project, whose aim is to transform the city into a huge showcase displaying the innovations developed by its industry.

New applications are tested and displayed in the city, such as on buildings (Photovoltaic integrated on the “Palau de la Festa”), sidewalks and streets, urban furniture (benches with a heat system).

The City Council of Castellón works in collaboration with technology centers and companies to set these new tools, with the aim to develop an urban environment thought and designed for people (in terms of comfort, safety, etc).



Adeline PORCHEZ, from the City of Limoges, presented the « **Limoges International Exhibition of Porcelain** » (to be taken place from 18th June to 26th September 2010).

This initiative will promote the ceramics heritage and production of the nine UNIC partners, with comparisons between the local styles of the UNIC cities, from the Baroque Period to contemporary design.

This exhibition will take place near the Limoges city hall, in the “Galerie des Hospices”.

The budget for Limoges is 1.455 million euros (scenography, insurance, transport, communication...).

This exhibition could potentially travel to partner cities, 3 to 4 different locations maximum.

Rachel NICHOLSON from the Stoke-on-Trent City Council presented the final programme of the « **British Ceramic Biennial** » (13 October - 3 December 2009).



This major cultural project aims to reinforce Stoke-on-Trent's position as an international centre for excellence in contemporary ceramics.

The British Ceramics Biennial will showcase Stoke on Trent in four ways:

1. Image and Place-making,
2. Building on the local City Centre,

3. Business and Knowledge,
4. Community interaction.

The programme includes different focus points:

- BCB Explore: Artists into industry (Extending the art studio model within the manufacturing industry, where artists will be commissioned to undertake radical research, International artists into Stoke-on-Trent who will present their work within the Biennial exhibitions.
- BCB Public: intergenerational project
- BCB Scrapbank: a resource store of scrap materials, tools, equipment and ceramics from the industry.

Antoine DESJARDIN, International Relations Coordinator at the **National School of Art in Limoges**, presented the international strategy of this organisation.

Located both in Limoges and Aubusson, the school initially concentrated on decorative art, including the art of textiles (primarily tapestry). Today, the focus is fine art, design, porcelain and ceramics.



National School of Art (site of Limoges)

The school has about 140 students enrolled in a five year program which leads to a Master's degree finalizing the “project” phase. An initial diploma is given after three years of study and the completion of the “programme” phase.

For both diplomas, students have to choose between the options “art” or “design”.

There is a staff of thirty professors, teachers and technical assistants along with outside contributors who direct workshops and seminars, or participate in residencies.

The school is part of the European program “Erasmus”, and seeks international partnerships and cooperation that reflect its focus on ceramics and landscape.

So far, it has concluded agreements with the Jingdezhen Ceramic Institute (China), the Art

Academy of Erevan (Arménia), the Fine Art Faculty of Barcelona (Spain), the Institute for Artistic Industries of Faenza (Italy), the School of Art and design, Staffordshire University in Stoke-on-Trent (UK). For its future partnerships, the School is willing to give the priority to institutions linked with the UNIC network.

Concerning the relations with China, it should be mentioned that the School intends to create an international porcelain and ceramics studio in Jingdezhen. These facilities will enable the organization of workshops by the School and its partners, as well as any other European school interested in exploring Chinese practice and expertise in the realm of porcelain.

In terms of **collective future projects**, 2 initiatives were proposed:

- **a common UNIC representation during the next Jingdezhen ceramic fair in China**

Paulus VAN UYTHOVEN from Delft reported the presence of Delft at “the International Ceramic Jingdezhen 2008”, where it won the first prize for its stand.

The next Fair will take place from 18th to 22th October 2009. It can be the opportunity to present all the UNIC cities.

- Thematic expert Alain DUCLENT first presented an example of **database** (« **Databases for a Ceramic City** »), made by the City of Limoges through the designation « Limoges, Ville d'Art et d'Histoire », published in 2009.

This French label, given by the French Ministry of Culture, aims at:

- presenting the heritage in all its components and promoting architectural quality;
- educating residents and professionals to the architectural quality, urban and landscape;
- introducing the young audience to architecture, urbanism, landscape and heritage;
- providing the public with tours and visits accompanied by qualified guides.

The book « Limoges, Ville d'Art et d'Histoire », presents the main characteristics of Limoges (geography, climate, demography, links with others cities and countries,...), the history of the urbanization of the city. It also describes the heritage (particularly porcelain) of the city, and explains the strategies in terms of heritage protection.

The production of this book required to identify and to use several databases.

- the National Library of France in Paris;
- the national digitized databases on heritage, Architecture-Mérimée (factories) and Mobilier-Palissy (engines, tools);
- the Limoges Public Library (« Bibliothèque francophone multimédia »);
- the inventory of industrial heritage, produced by the City of Limoges and the Limoges urban area community;
- the municipal and departmental archives;
- the photo library of the city, partly digitized,
- the local urban planning documents;
- other specific public and private sources, such as the Adrien Dubouché museums, factory collections, or private persons.

The creation of a UNIC database would also imply to collect various databases from each city.

In this regard, the importance to keep coherence with the UNIC minisite hosted by the URBACT website was also discussed.

Methodology of the working groups

The importance to **focus on the development of the Local Action Plans** in the different cities has been reminded.

In the 3 meetings that have been held so far (Limoges, Sevilla and Aveiro), many initiatives have been presented, and a first “mapping” of proposed initiatives to be included in each city LAP has been performed.

Partners agreed that from this meeting onwards, the discussion at WG level should be more focused on implementation of initiatives – namely through joint actions – and on specific issues related to particular initiatives, than on presentation of initiatives in general.

PUBLIC SEMINAR: “Is innovation the solution for the Ceramic Sector?”



This seminar gathered representations of the Local Support Group of Aveiro.

Aveiro is known as the “City of Innovation” as a consequence of projects in the area of information society and because of its University.

Different organisations play an important role in this field:

- **AIDA, the Business Association for the District of Aveiro:** its mission is to **represent, promote and support the companies** of Aveiro District aiming to reinforce entrepreneurship and business environment. It works closely with Aveiro University, fostering a strong partnership with SME’s and presenting high levels of R&D activities.

- **CICECO, the Centre for Research in Ceramics and Composite materials:** it was created in March 2002 at the University of Aveiro, with the mission of developing the scientific and technological knowledge necessary for the innovative production and transformation of ceramics and composite materials. CICECO is the largest Portuguese institute in the field of materials science and engineering. Its main lines of expertise are:

- advanced micro- and nano-structured materials for communications technologies;
- advanced materials for industrial applications;
- biorefineries and biomaterials.

CICECO is also committed to knowledge transfer to industry.

An example is the IPPor (Research and Development Platform on Polymers from

Renewable Sources), a consortium with some 6 companies, IDPoR, ”.

- The **Sustainable Habitat Cluster, a regional cluster** within the scope of the Collective Efficiency Strategies. It has been promoted by the CTCV (Ceramics and Glass Technological Centre), the ITeCons (Construction Sciences Technological Research and Development Institute) and the Platform for Sustainable Construction.

This cluster, which represents about 220 habitat companies, includes construction companies, construction ceramics, utilitarian and decorative ceramics, cements, concrete products, mortars, metal products, plastics, woods and furniture, based on a central theme: sustainability.



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 challenges. It helps them 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

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