



Meeting report

Conference in Castellón

16-18 February 2010



Connecting cities
Building successes



THIS CONFERENCE WAS LINKED WITH QUALICER 2010, THE GLOBAL FORUM ON CERAMIC TILE, WHERE A PRESENTATION OF THE UNIC NETWORK WAS MADE.

DURING THE WORKING SESSIONS, THE FOCUS WAS THE ELABORATION OF THE LOCAL ACTION PLANS, WHICH HAD TO BE SUBMITTED TO THE EUROPEAN COMMISSION IN MAY 2010.

Agenda

Tuesday 16th February 2010		Place
15:00 – 16:30	Qualicer 2010 – World Congress on Ceramic Tile Quality: Report from Urban Network for Innovation in Ceramics UNIC	Chamber of Commerce
16:30 – 17:30	Guided visit at Museu de Belles Arts	Museums
18:00 – 19:00	Guided visit at Museu del Taulell, Onda	
20:00	<i>Welcome Dinner</i> <i>Welcome by Cllr Vicent Sales-Mateu, Cabinet Member European Affairs</i>	<i>Casino Antiguo</i>
Wednesday 17th February 2010		
Morning : Plenary meeting		
9:00 – 10:30	Working Plenary Meeting Yann THOREAU-LA-SALLE and Adeline PORCHEZ – update on the status of the project <ul style="list-style-type: none"> • Communication tools – which shared workspace for UNIC • Payments and financial reports • Organizational matters – future meetings, new projects 	Districte Oest City Council Hall
11:00 – 13:00	Eurico Neves — Local Action Plans – presentation of the results of the meeting in Stoke-on-Trent & Partners LAP's progress Sound expectations from the EC on UNIC LAPs by Alexander FERSTL (EC DG Regio)	
13:15 – 15:00	<i>Lunch</i>	<i>Mediterraneo</i>
Afternoon: technical visits		
16:00 – 17:00	Castellon City Lab experience	City Center
17:00- 18:45	Technical visit of Porcelanosa Tile Factory	Vila-real
20:45 – 22:45	<i>Gala dinner : UNIC Representatives meet Castellón Stakeholders and ULSG Members</i>	<i>Hotel Castellón Center</i>

Thursday 18th February 2010		Place
Morning : Plenary meeting		
09:00 – 10:00	Official Welcome <ul style="list-style-type: none"> • Alberto FABRA PART, Mayor of Castellon • Eric MARTIN, Limoges chief executive officer Local ULSG Members presentations: <ul style="list-style-type: none"> • ATC, ULSG Member – presentation of Palau de la Festa • ATC, ULSG Member – presentation of University new building • ITC and ASCER - presentation 	Colegio de Ingenieros Industriales
10:15 – 13:30	Working Groups meeting: Common actions between partners	
13:45 – 15:00	<i>Lunch</i>	<i>Doña Lola</i>
Afternoon: technical visits		
	<ul style="list-style-type: none"> • Agora • Institut Tècnic Ceramic - ITC Institute 	Universitat Jaume I



4 QUALICER Congress: World Congress on Ceramic Tile Quality



A specific session was dedicated to the UNIC project, with the presentations of Eurico NEVES, Lead Expert, and Maria SPILIOPOULOU-KAPARA from DG Industry of the European Commission.

Eurico NEVES presented the UNIC project to the participants, focusing particularly on the first results obtained so far (Local Action Plan projects,

collaborative actions, spin-off initiatives involving local stakeholders, etc).

Maria SPILIOPOULOU-KAPARA gave an overview of the ceramic sector in Europe, its strengths and weaknesses.

She also presented strategic responses to the challenges faced by the sector, such as:

- the need to give high priority to design and new technologies;
- the necessity to develop new technologies and techniques aimed at recycling the raw materials and reducing energy consumption.

In terms of political issues, the European Commission put a particular focus on trade (around 25% of the EU production is exported to international markets), including origin marking and Intellectual Property Rights.

Plenary meeting: session on Local Action Plan

The meeting in Castellón was the last UNIC meeting before the signature of the LAPs.

As such, the meeting focused on the progress of the Local Action Plans in the different partners' cities.

Alexander FERSTL from the European Commission (DG Regio) made an introductory presentation on the expectations of the European Commission regarding the Local Action Plans, and proposed the date of **20 May 2010** for an **official presentation of the Local Action Plans** from the Urbact Fast Track projects, to take place in Brussels.

It has been agreed that the Local Action Plans should reflect a real commitment from the City Councils and a close cooperation with the Managing Authorities for the use of Operational Programmes for the planned actions, whenever possible.



Therefore, Eurico NEVES, Lead Expert, made a presentation on the operational aspects of the Local Actions Plans and suggested that the cities:

- focus on fewer actions but with critical mass and added value for the project objectives;

- detail actors, budget, performance indicators and monitoring means for each action;
- indicate clearly funding sources, including Operational Programmes whenever possible.

A template for an homogenous presentation of the Local Action Plans, based on the Toolkit provided by the URBACT Secretariat, has been proposed and approved by the partners.

In terms of calendar, the following deadlines were agreed with the partners:

- until end of March 2010 – provide a first draft of final version to Lead Partner and Lead Expert, for final revision;
- until 20 April 2010 – finalise LAP and circulate it by the respective Managing Authorities in order to invite them for official presentation of the document in Brussels with the Commission;
- until 13 May 2010 – send final LAPs to the European Commission (C/C Alexander FERSTL) and confirm list of attendants at the ceremony
- **20 May 2010 – ceremony at the European Commission in Brussels**



For the rest of the session each one of the 9 cities presented their draft list of actions. After that, an updated version of the consolidated document with the status of the LAPs has been produced. This will be the basis for the development of the final Local Action Plans by the cities.

Working groups meeting

The working groups' meeting has been held as plenary session and included two main common actions on the agenda: the Ceramics Route and the UNIC book.

Ceramic Route



The Bavarian "Porzellanstraße"

The Porzellanikon Museum presented its local porcelain Route ("Porzellanstraße"), which crosses the whole of North-East Bavaria (over 500 kilometres) and **links museums, factories and factory shops linked with porcelain**, but also refers to other sites activities (golf, hiking, etc).

This route is promoted through signposting and notice boards. Brochures have also been published.

In links with the UNIC project, the Porzellanikon Museum proposed to create a **European Route**, in order to reinforce the touristic, economic and cultural attractiveness of local Ceramics centres through the establishment of a coherent network.

This initiative could be supported through the INTERREG programme. It has been agreed that Selb Porzellanikon will head a effort of consolidated the various city initiatives in this regards, and on the basis of the information to be developed in the LAPs, will prepare a common application for an INTERREG IVC project.

Castellón City Lab

The meeting in Castellón also served as a case study visit the **City Lab**, a Good Practice in the **use of ceramics in the urban life** of the city, with several examples of Urban furniture made of ceramics and use of ceramics in public equipment (such as boardwalks).

This Good Practice influenced actions in other cities' Local Action Plans.



Local Support Group presentations

In the plenary session, the Local Support Group gave some examples of use of material ceramics in urban architecture.

The **project for the sports facilities of Jaume I University** was presented.

This project involves 7 coloured-body porcelain tile models in a 45*90 rectified format, three existing models and four new ones.

It entailed perfecting new series of tile bodies and glazes coloured with pigments. New vitrocristalline systems had to be developed to ensure good colours, and a new type of glaze had to be developed.

Therefore, this project implied a series of research and development activities, related to the creation of tile bodies and glazes, the application and processing of both the latter, and the firing stages.

Dr. GONZALO SILVA from the Instituto de Tecnología Cerámica, presented examples of Ceramic applications in architecture, in a perspective to bring innovations and energy efficiency.



Ventilated façades of Jaume I University, Castellón

Ventilated façades could be a starting point to develop new bioclimatic ceramic envelopes, because of its properties:

- A good architectural integration;
- An easy incorporation of energy saving elements.

David CEBRIAN-TARRASON presented the University's Programme Creativa, which focused on different areas:

- research;
- training (ungraduate and postgraduate level);
- raising awareness (participation in the University's technology transfer programme).

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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