



# Meeting report

## Final Conference in Delft

30 May – 1<sup>st</sup> June 2011



Connecting cities  
Building successes



DEFT CITY COUNCIL ORGANISED A VARIED PROGRAMME OF LECTURES, PRESENTATIONS AND TECHNICAL VISITS, WITH A TYPICAL DELFT TOUCH.

WE LOOKED BACK AND PRESENTED THE RESULTS OF OUR ACTIVITIES.

WE LOOKED AHEAD BY WORKING TOGETHER TOWARD A STRUCTURE FOR THE SUSTAINABILITY OF UNIC.

## Agenda

Monday 30 May 2011		Place
19 :00	<ul style="list-style-type: none"> <li>Welcome Speech by Bas VERKERK, Mayor of Delft and Christelle COURSAT, Counsellor of the Regional Council of Limousin</li> <li>Introduction 'Terra Focus' Ceramics Festival by Bert VAN MEGGELEN, Chairman of SPKD followed by a guided visit to exhibition 'The Figuratives'</li> </ul>	Old Church
<b>Tuesday 31 May 2011: Tradition as an inspiration in the present</b>		
<b>Morning : Two Inspiring Visits</b>		
9:15 - 11:00	'Porcelyne Flees', oldest Royal Delft factory – excursion Welcome speech by Henk SCHOUTEN, director	Royal Delft factory
11:15 – 12:00	Art Centre 'World Art Delft' – a presentation of Delft Blue designs - Introduction by Paula KOUWENHOVEN, director	World Art Centre
12:30	<i>Lunch</i>	<i>World Art Centre</i>
<b>Afternoon : Looking at the past: lessons learned within UNIC</b>		
14:00 - 16:30	<ul style="list-style-type: none"> <li>Welcome by Milène JUNIUS, Deputy Mayor of Delft</li> <li>Keynote speeches by European Commission, URBACT Secretariat and Lead Partner representatives</li> <li>Conclusions about UNIC 2008-2011</li> <li>Follow-up: General considerations about the implementation of the LAPs</li> <li>Exhibition of the UNIC partners' main actions</li> </ul>	City Hall
16:30 – 17:30	<ul style="list-style-type: none"> <li>Guided visit to exhibition 'Xchange Delft –Jingdezhen' by Adriaan REES</li> <li>Opening by Bas VERKERK, Mayor of Delft</li> </ul>	
17:30 – 18:30	<ul style="list-style-type: none"> <li>Guided visit to exhibition 'The Masterpieces', a highlight of the Terra Focus Ceramics Festival</li> </ul>	
20:00	<p><i>Surprise dinner</i></p> <ul style="list-style-type: none"> <li><i>Introduction local policy and Delft Blue by Milène JUNIUS, Deputy Mayor of Delft</i></li> <li><i>'The role of Delft Blue in the design of municipal offices and train station Delft' by Francine HOUBEN, founding partner and creative director at Mecanoo Architecten</i></li> </ul>	<i>Museum Prinsenhof</i>

### Wednesday 1 June: Innovating ceramic industry

#### Morning : Examples of innovation in the ceramics industry

9:45 - 12:00	<ul style="list-style-type: none"> <li>• 'Ceramics: Preservation versus innovation, old school versus new school' by Ger BRUENS, Senior lecturer Design Aesthetics at Delft University of Technology</li> <li>• 'Discovered in Delft; a collection of cups' by Maaïke ROOZENBURG, designer, Jouke VERLINDEN (Delft University) and Steven JONGMA (Delft dept. of Archaeology)</li> <li>• Photo session UNIC members between the Jingdezhen lampposts</li> </ul>	Museum Prinsenhof
12: 30	<i>Lunch</i>	<i>Restaurant De Prinsenkelder</i>

#### Afternoon : Looking toward the future: the UNIC spin-off

9:45 - 12:00	<ul style="list-style-type: none"> <li>• UNIC after URBACT: session with UNIC members, European Commission and URBACT Secretariat representatives</li> <li>• Signature of the Declaration of Intent</li> <li>• Monique BOULESTIN (Limoges) and Milene JUNIUS (Delft) close the conference</li> <li>• Optional: Guided walking tour 'Ceramic Route'</li> </ul>	Museum Prinsenhof
--------------	---	-------------------



## Looking at the past: lessons learned within UNIC

After the welcome address of the Vice-mayor of delft, Milene JUNIUS, Jonh WALSH, representative from DG Regio of the European Commission, introduced the topic of the importance of cooperation at city level for Regional Competitiveness in Europe.



### UNIC added value: general overview

Eurico NEVES, UNIC Lead Expert, made a presentation on the lessons learnt by UNIC, that focused on the challenges ahead of cities nowadays and highlighted the main results of UNIC in figures:

- 9 cities and over 2,3 million inhabitants involved,
- 98 local organisations involved in ULSG,
- 9 meetings involving over 850 people,
- 9 signed LAPs with the European Commission in May 2010,
- 117 actions planned,
- 30.000.000 € of investment planned.

The presentation by Eurico NEVES also reviewed the challenges at the start of the project, as identified in the baseline study, and the achievements of the project for each one of them – in terms of concrete actions, networking amongst cities and mobilisation of local participation.

The added-value of the project has been listed as consisting of:

**1/ The network of cities that has been created** (and that originated the UNIC association which roots were formally launched the following day).

Indeed, besides the immediate local impact, the synergies between UNIC cities has resulted in a number of common actions and projects: collective representation and lobbying actions were led in Brussels, and in Asia. The partners are also willing to create a European and Global ceramics Road.

**2/ An improved cooperation between cities and managing authorities.**

**3/ A broader perspective** in terms of ceramic sector development.

**4/ An important lesson learnt for the future, with a greater focus of Local Action Plans on materially and financially “doable”,** even if less ambitious, activities.

**5/ Probably the most important, the real benefits** from the project for the “**person in the street**” in each of the participating cities.

### UNIC added value: achievements in the cities

Each participant city highlighted:

- one flagship action of their LAP;
- one action of the LAP already initiated, and visible to their citizens;
- one lesson they might have learnt from another city.

The presentations from the cities had as background the exhibition of the posters with the main achievements of each city within UNIC.

• Limoges highlighted:

- the European Ceramics Centre and the exhibition “De terre et du feu” as flagship actions,
- the Ceramic Centre as the most visible accomplished action,

- the use of ceramics in the City Centre in Castellón, Stoke's British Ceramic Biennial and Delft Blue marketing campaign as the lessons learnt from other cities.

- Faenza highlighted:

- the Book on Ceramics as the highlight,
- the Argillá exhibition as visible action,
- the involvement of stakeholders in the Ceramics Council in Stoke-on-Trent as lesson.

- Pécs highlighted:

- the Ceramics Cluster created in the region as the most important action for the future within Pécs LAP,
- the development of the Zsolnay Cultural Quarter, within the framework of the 2010 European Capital of Culture programme, as the most visible accomplished action,
- the fact that Pécs has learnt a lot from all other cities in the network, insisting on the Origin marking initiative from Limoges.

- Sevilla Global highlighted:

- the Restoration of Plaza de Espana as the flagship action,
- the publication of the Sevilla Ceramic City Map as the most visible within the action already accomplished,
- as regards lessons learnt from other cities, and in a city where tourism plays such an important role, Sevilla has highlighted Delft's marketing and tourism promotion strategy.

- Delft mentioned:

- the National Delftware Museum as the biggest challenge of the city's LAP,
- the cooperation between TU Delft and "ceramic sector/artists" for design as the most relevant amongst the already accomplished actions,
- in terms of lessons learnt, the importance of creating a ceramics cluster as in Limoges or Stoke was highlighted.

- Aveiro mentioned:

- the Ceramic Museum but also the role of the UNIC project as a whole in the mobilization of the ceramic actors in the city as the main components of their LAP.
- the most relevant actions already started and that can be enjoyed by its citizens were in turn the Aveiro Biennial (scheduled for October 2011) and the Park of Sustainability,

- the focus on the Biennial organization justified that in terms of lessons learnt the focus has been put on Stoke's biennial example.

- Stoke-on-Trent mentioned:

- the creation of the Ceramics Development Council, that gathers both local and transnational actors in one voice as the highlight of their LAP,
- the British Ceramic Biennial as the most visible action as far,
- in terms of lessons learnt in the network the focus has been on the investment in R&D in Limoges as expressed in the Ceramics European Centre and also Castellón use of ceramics in city.



- Castellón mentioned:

- the City Lab as the most emblematic action in the LAP,
- the Palau de la Festa as the most visible one within the city,
- the fact that lessons came from all the partners but especially from Limoges with the creation of the European Ceramics Centre.

- The city of Cluj Napoca has not been represented in the final conference, but their main achievements have been exhibited.

The promotion of the ceramic SMEs was a very important thing.

Another objective of the LAP was to create a database with all the local ceramic entrepreneurs, and to help them to access European Funds to develop themselves.

- Wilhem Siemen from the Selb Porzellanikon Museum, associated partner to the network has referred the role of UNIC in the creation of a new Institute for research and documentation on Ceramics in Europe to be based at the Porzellanikon, recently approved by the State of Bavaria.

	Flagship actions	Lessons learnt from other cities
<b>Limoges</b>	<ul style="list-style-type: none"> <li>- The European Ceramic Center</li> <li>- The International Exhibition “De Terre et de Feu”</li> </ul>	<ul style="list-style-type: none"> <li>- Castellón’s use of ceramics in the urban environment</li> <li>- The British Ceramic Biennial</li> <li>- The territorial marketing strategy around the “Delft Blue”</li> </ul>
<b>Faenza</b>	<ul style="list-style-type: none"> <li>- The Biennial “Argillá”</li> <li>- The Book on Ceramics</li> </ul>	<ul style="list-style-type: none"> <li>- The Ceramic Council of Stoke-on-Trent</li> </ul>
<b>Pécs</b>	<ul style="list-style-type: none"> <li>- The transdanubian ceramic cluster</li> <li>- The Zsolnay Cultural Quarter</li> </ul>	<ul style="list-style-type: none"> <li>- The Origin marking initiative from Limoges</li> </ul>
<b>Sevilla</b>	<ul style="list-style-type: none"> <li>- The restauration of the “Plaza de Espana”</li> <li>- The Sevilla ceramic City Map</li> </ul>	<ul style="list-style-type: none"> <li>- The territorial marketing strategy around the “Delft Blue”</li> </ul>
<b>Delft</b>	<ul style="list-style-type: none"> <li>- The National Delftware Museum</li> <li>- The Cooperation between TU Delft and “ceramic sector/artists” for design</li> </ul>	<ul style="list-style-type: none"> <li>- The Ceramic Cluster of Limoges and Stoke-on-Trent</li> </ul>
<b>Aveiro</b>	<ul style="list-style-type: none"> <li>- The Biennial</li> <li>- The Park of Sustainability</li> </ul>	<ul style="list-style-type: none"> <li>- The participation of partners in the biennial</li> <li>- The ceramic museums of Pécs and Faenza</li> </ul>
<b>Stoke-on-Trent</b>	<ul style="list-style-type: none"> <li>- The Ceramics Development Council</li> <li>- The British Ceramic Biennial</li> </ul>	<ul style="list-style-type: none"> <li>- The European Center of Ceramics of Limoges</li> <li>- Castellón’s use of ceramics in the urban environment</li> </ul>
<b>Castellón</b>	<ul style="list-style-type: none"> <li>- The City Lab initiative</li> <li>- The Palau de la Festa</li> </ul>	<ul style="list-style-type: none"> <li>- The European Center of Ceramics of Limoges</li> </ul>
<b>Cluj-Napoca</b>	<ul style="list-style-type: none"> <li>- Promotion of the ceramic small and medium enterprises</li> <li>- Database with all the local ceramic entrepreneurs</li> </ul>	



The session was concluded by an address by the Vice-Mayor of Delft Milene JUNIUS who congratulated the success stories presented by the city representatives and put the focus on the importance of maintaining the cooperation beyond the conclusion of the project.

## Looking toward the future: the UNIC spin-off

On the final day of the Conference, a formal session took place at Museum Prinsenhof, where local projects have been presented, and where a special session concerning the future of UNIC after URBACT took place.

### Local project “Discovered in Delft”

Ger BRUENS made an introductory presentation about the perception of fashion by generations, demonstrating that ceramics can be trendy.

Maike ROOZENBURG presented her project “**Discovered in Delft; a collection of cups**”, developed in collaboration with the Technische Universiteit Delft, Museum Boijmans van Beuningen Rotterdam, Erfgoed Delft e.o. and Galerie Terra Delft.

The aim is to demonstrate how local heritage, innovative technical equipment and traditional ceramic techniques come together in an innovative “Dutch design product” that introduces Dutch people to their heritage in a new way.

For that purpose, the artist produced a series of porcelain mugs, based on excavated consumer glassware from the 16th and 17th.

With recently developed technical equipment, it is possible to 3D scan and print objects, which means that extremely vulnerable and valuable objects can be reproduced without touching them.

The set consists of four different mugs. They are supplied in a box with information about their origin, their story and where they were found.



### UNIC after URBACT

As agreed in previous meetings, the UNIC partners all confirmed their interest in pursuing their cooperation and creating a **sustainable organisation** after the end of the URBACT co-financing.

A debate session was held on the organisation of this permanent structure (proposed statutes, organisation chart, budgetary elements and categories of membership).

The City of Limoges, as Lead Partner, made concrete proposals.

The **primary objective** of the new structure will be to develop the **members’ relationships with the European authorities**, guiding applications and proposals for various collaborations.

Thanks to the help from an external expert, it will offer monitoring, identification and application support to answer European calls, supported by lobbying actions in close collaboration with public and private institutions.

The second priority will be to keep on exchanging information and good practices.

The **5 themes** identified in the Baseline Study are at the heart of UNIC’s policy, reflecting the diversity and cross features of the key issues facing the ceramics industry:

- 1) Promoting innovation in the ceramics sector;
- 2) Strengthening local ceramics industries;
- 3) Urban Integration;
- 4) Cultural and artistic potential and promotion of tourism ;
- 5) Improving the image of the ceramics cities.

Each of these areas will be covered by a Thematic commission.

Moreover, the extension of UNIC beyond the terms of URBACT II should allow us to devote **greater attention** to some issues previously not considered as priorities by the EU (such as **tourism**).

These exchanges will enable to:

- follow-up the implement the LAPs;
- disseminate every partner’s activities;
- develop common projects (ceramics roads...).

In terms of organisation, it was proposed that the legal basis be the French Law of 1901 (flexibility), with the headquarters in Limoges (experience as Lead Partner) and an outpost in Brussels through an external assistance.

**Partnerships with other networks and organisations** will also be developed:

- the French association of ceramic cities presented its activities and its collaborative activities with its counterparts in Romania, Spain and Italy;
- in the perspective of creation of a European ceramics route, Michel THOMAS-PENETTE, director of the European Institute for Cultural Route, presented the Cultural Routes programme, launched by the Council of Europe in 1987. Its aim is to promote routes, based on a common

theme and enabling to develop long-term cooperation projects.

After these discussions and presentations, a **formal signature of a Declaration of Intent** to continue the UNIC network through participation in the new association has been signed by the representatives of Limoges, Delft, Aveiro, Castellón, Sevilla, Stoke-on-Trent and Faenza, as well as the Porzellanikon Museum of Selb concluding the works of the UNIC Final Conference.

**The official launch of the association will take place in the autumn 2011**, with:

- the signature of the Statutes as defined by the partners;
- the election of the decision-taking bodies;
- the adoption of an internal regulation.



## 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

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



EUROPEAN  
PROGRAMME  
FOR  
SUSTAINABLE  
URBAN  
DEVELOPMENT

