



# Meeting report

## Conference in Pécs

19-21 September 2010

URBACT II



Connecting cities  
Building successes



ON 20TH AND 21ST SEPTEMBER 2010, UNIC PARTNERS MET IN PÉCS, WITHIN THE FRAMEWORK OF "PÉCS: EUROPEAN CAPITAL OF CULTURE 2010".

THREE MONTHS AFTER THE PRESENTATION OF LOCAL ACTION PLANS IN THE EUROPEAN COMMISSION, THE MEETING WAS AN OPPORTUNITY TO DISCUSS THE FIRST PROGRESS MADE ON THEIR IMPLEMENTATION.

## Agenda

Sunday 19th September 2010		Place
20:00	Dinner	Corso Hotel
<b>Monday 20th September 2010</b>		
<b>Morning: Plenary meeting</b>		
9:30 - 10:00	Introduction of the meeting and Global follow-up of UNIC (Monique BOULESTIN and Sylvette DUTERNE)	Corso Hotel Conference room
10:00 - 10:30	Administrative and financial matters (Adeline PORCHEZ)	
12:00 - 12:30	Implementation of the Local Action Plans <ul style="list-style-type: none"> <li>State of play in each Partner City</li> <li>Exchange session with DG Regio (Zsolt SZOKOLAI)</li> </ul>	
12:30	Lunch	
<b>Afternoon: Plenary meeting and technical visits</b>		
14:00 - 17:00	<ul style="list-style-type: none"> <li>Transversal projects <ul style="list-style-type: none"> <li>Jingdezhen Fair</li> <li>European Route of Porcelain</li> </ul> </li> <li>Local partners' initiatives <ul style="list-style-type: none"> <li>Limoges initiatives (Ceramic Network, ENSA's Post-graduate program and creative studio in Jingdezhen)</li> </ul> </li> </ul>	Corso Hotel Conference room
17:30- 19:00	Technical visits: Zsolnay Quarter <ul style="list-style-type: none"> <li>Visiting the reconstruction of Zsolnay Mausoleum</li> <li>Visit of the Gyugyi collection</li> </ul>	Zsolnay Quarter
20:00	Dinner	
<b>Tuesday 21st September</b>		
<b>Morning: Plenary meeting and technical visit</b>		
9:30 - 10:30	New UNIC communication tools <ul style="list-style-type: none"> <li>Online collaborative platform and database</li> <li>New booklet on the UNIC outputs</li> </ul>	Corso Hotel Conference room
11:30 - 12:30	Technical visit: the new Knowledge Centre	
12:30	Lunch	Corso Hotel

## Implementation of Local Action Plans: state of progress

Each city presented the progress of implementation of their LAPs.

The key actions that need to be mentioned are the following:

- **Limoges**
  - Limoges is advancing on the establishment of an **assembly of local actors of ceramics**: a coordinator has been appointed in the European Pole of Ceramics.
  - The new **European Center of Ceramics** is now starting to be operational.
  - At the cultural level, the **exhibition "De Terre et de Feu"** has been a success with more than 30.000 visitors.
  - Actions are also being taken to **protect the name of "Porcelaine de Limoges"** legally, and a UNESCO application has been finalised.
- **Aveiro**
  - Aveiro is working on a strategy concerning public procurement, planning to introduce some **ceramics furniture in the project of "sustainability park"**.
  - The project of **Ceramic and Tiles Museum** is also in progress.
  - The city has also promoted its next **"Ceramic Artistic biennial"**, to be take place in Autumn next year, and for which the ambition is to associate all UNIC partners by making a selection (in May 2012) among artists proposed by the partners (between October and November 2011).
- **Faenza**
  - Faenza has just finalized, with the support of the LSG, the **book concerning the past, the present and the future of ceramics in Faenza** (to be published in October / November).
  - the representative of the City also mentioned the next International **Ceramic Fair named "Argillà"** which took place in Faenza on 4th and 5<sup>th</sup> of September.
  - The City also plans to develop an **Open Air Museum** within its Scientific Park, where an incubator is already in service.

- **Cluj Napoca**
  - Cluj Napoca is working on the **database** inventorying all **manufacturers** from the cities.
  - It has also been organizing its **next ceramics Fair** planned in October.
- **Stoke-on-Trent**
  - A **"B to B" exhibition** called "A New Era in Ceramics" is planned in October 2010 in Stoke, with several workshops and seminars, gathering more than 100 entrepreneurs.
  - The City also plans to organise a second edition of its **"British Ceramics Biennial"** in November **2011**.
  - Last but not least, a local low-carbon agenda is being developed.

## Feedback from the European Commission



The European Commission representative, Zsolt SZOKOLAI explained that an appreciation letter will be sent to all Managing Authorities of UNIC partners very soon, requesting for some "efforts" concerning the actions integrated in the Local Action Plans.

It also insisted on the need to focus more on the "peer-to-peer approach" in the presentation of Local Action Plans, in order to show the mutual learning and exchange of experiences between partners.

### The European Route of Ceramics

Wilhelm SIEMEN indicated that this project should be realised through the INTERREG IV C program for 30 to 36 months, with a minimum of 8 to 10 partners.

The main goal of this project will be to reinforce the touristic, economic and cultural attractiveness of local Ceramics centres through the establishment of a coherent network at European level.

Each interested city should begin to think about their needs and expectations for their local roads in order to eventually fill their part of the application the best way possible.



*Visit of the Gyugyi collection*

### Communication tools

- Since the last meeting in Limoges in June, the City of Limoges has advanced on the elaboration of the public part of the new online tool.

The first draft of the public version was presented to the partners.

- It has been agreed that, in order to capitalize on UNIC activities, a new booklet be realized before the end of the UNIC project.

In this regard, it has been agreed to work in two directions:

- the presentation of our LAPs in a dynamic way, i.e not a catalogue of actions per city but a document highlighting on UNIC LAPs per topic intervention (working group themes);

- the production of a Common Action Plan, presenting our common transversal actions (= what we realised within UNIC / what we plan for the future).

### Local partners' initiatives

The National School of Art of Limoges presented 2 initiatives :

- a project of creation of a post-diploma, concerning contemporary ceramics in Art and design. The idea is to associate as the Schools of Arts linked with the UNIC network;
- the creation of a creative studio in Jingdezhen, inside the Institute of Ceramics.

### UNIC Sustainability: the creation of an association

The UNIC project as part of the UNIC program will end mid 2011.

The UNIC partners expressed their interest to make a sustainable network of cities, sharing a community of interests and goals, with a European and international visibility.

The creation of a permanent "light" association was discussed. More detailed proposals will be elaborated. It has been agreed that these propositions will be presented during the next meeting in Brussels.



*Visit of the New Knowledge center*

## 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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