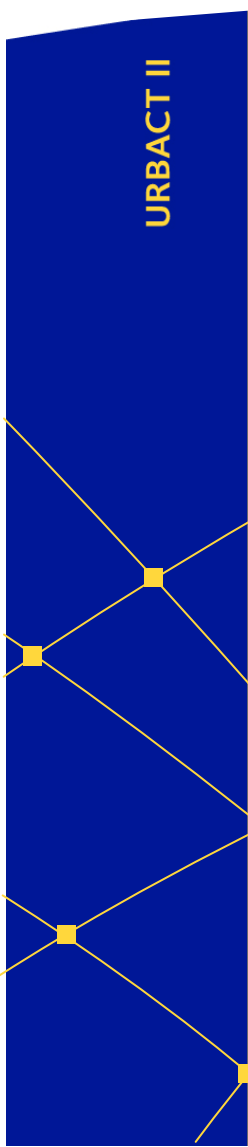




Meeting report

Working groups meeting in Sevilla 17-19 May 2009



Connecting cities
Building successes



THE FIRST SESSION OF UNIC WORKSHOPS TOOK PLACE IN SEVILLA FROM 18TH TO 20TH MAY 2009.

FIVE WORKING GROUPS TOOK PLACE, AND A SESSION WAS SPECIFICALLY DEDICATED TO THE DRAFTING OF LOCAL ACTION PLANS IN EACH PARTNER CITY.



Agenda

Monday 18th May 2009		Place
19:00	Technical visit to the Real Alcázar de Sevilla	Real Alcázar
20:30	Technical visit to the Plaza de España	Plaza de España
21:00	<i>Dinner - Café Casino</i>	
Tuesday 19th May 2009		
Morning : Plenary meeting + Working Group 3		
09:00 - 10:15	Working Plenary Meeting– technical and administrative issues <ul style="list-style-type: none"> • Status of the project (past activities) • Forthcoming activities: how to advance towards the LAPs • Cooperation with Managing Authorities • Administrative issues (reports, costs) 	Auditorium CREA
10:30 - 13:00	Working Group 3 <ul style="list-style-type: none"> • “Scientific Parks in Europe - The Scientific Park of Faenza: the Urban Plan, the Architecture, the Management” - Giuliani BORGHI, city of Faenza • “Urban projects in Castellón” – Presentation by the city of Castellón • Other initiatives from UNIC cities 	Auditorium CREA
13:00 – 13:10	Welcoming allocution of Mr Jon Ander SÁNCHEZ MORÁN, Deputy Mayor for Economics Affairs, Town Council of Seville	

13:10 – 14:40	Round-table: <i>New opportunities for the innovation in the ceramic sector, new local initiatives</i> <ul style="list-style-type: none"> • Torre Cajasol, Puerto Triana, Project: the first skyscraper in the city, to be completed in 2010 - Patricia MacDougall, Architect, AYESA • The Museum of Ceramic project in Seville - Antonio SILVA, Director of the CONSORCIO DE TURISMO DE SEVILLA, Town Council of Seville • Restoration project of the Plaza de España - Antonio GARDUÑO. Conservative Architect of the Plaza de España • The ceramic sector in Seville - María JURADO, Federación artesanal de Sevilla 	
14:40 - 15:30	<i>Buffet</i>	CREA HALL
Afternoon : Individual working for advancing with cities' LAPs		CREA, 2 nd floor
19:00	Technical visit : Instituto Andaluz de Patrimonio Histórico	IAPH
20:00	<i>Gala dinner</i>	
Wednesday 20th May 2009		
Morning: Working Group Meetings		
9:00 – 11:45	Working Groups 1 and 2 <ul style="list-style-type: none"> • Introduction to the local scenario and context for the next presentations by Beatriz REAL, WG Leader • “Promoting innovation” – The Technological Centre “Innovarcilla” - Salvador BUENO • “Industry Strengthening” – Sociedad española de Cerámica y Vidrio - Lucía DÍAZ MARTÍN 	Auditorium CREA
12:00 – 14:30	Working Groups 4 and 5 <ul style="list-style-type: none"> • « How to launch a citymarketing campaign and create circles of involment » - Paulus VAN UYTHOVEN <ul style="list-style-type: none"> - The example of Delft - The Limoges International Competition for Porcelain Creation - Yann THOREAU-LA-SALLE • « How to coordinate and make synergies in the large scale events between Unic Cities, and to build common travelling exhibitions” - Rachel NICHOLSON <ul style="list-style-type: none"> - The Limoges international ceramics exhibition in 2010, the museum Adrien Dubouché under construction - Chantal MESLIN-PERRIER, chief curator of the exhibition and director of the museum - Contemporary design in the Zsolnay Manufacture in Pécs - Gyöngyi SZOCS, Municipality of Pécs and István KOMOR, Heritage, Zsolnay Manufacture • « How to use basic ceramics heritage to develop urban identity, how to incitate using ceramics in architecture and urban furnitures within the context of a festival? » - Alain DUCLENT 	Auditorium CREA
14:30 – 15:30	<i>Lunch</i>	CREA HALL

UNIC WORKING GROUPS

The second UNIC meeting focused on progress at the Working Groups, especially with further presentation of **Case Studies / Good Practices that could serve as “raw material” for the development of the Local Action Plans** from the Partner Cities.

As previously agreed during the conference in Limoges, meetings should provide an opportunity for all participants in a working group to gather and discuss about the relevance of previously identified initiatives or actions for their cities, advancing in either considering them or not for their LAPs, suggesting changes or adaptations or simple agreeing on gathering more information.

In Sevilla the importance of Working Groups for presenting the city partners with initiatives – both from within and outside the network – that can be transferred into other cities and included in the partners Local Action Plans, has again been highlighted.

It was also agreed that the focus for presentations of Case Studies / Good Practices should be on the impact, measurability and transferability of the initiatives, and that all partners, in addition to the experts, can contribute in identifying relevant initiatives, not only by indicating relevant initiatives of their knowledge, in their region or country, but also by indicating specific areas and topics where they would like to see initiatives, helping the experts to identify relevant initiatives from outside the network.

At Sevilla, the most relevant Case Studies presented at the meetings have been the following:

Promoting Innovation & Industry Strengthening

Salvador BUENO from **INNOVARCILLA** presented this **Technological Centre** specialised in ceramics and its activities. INNOVARCILLA has been established in 2005 in Bailén (a small city in Andalusia with a significant ceramic industry) by initiative of several institutions, including the municipalities of Bailén, Guarromán, La Rambla and Villanueva, the Innovation and Regional Development Agency of Andalusia and the University and Chamber of Commerce of Jaén (the region where Bailén is included).

The centre is small scale, with about 50 collaborators, exclusively focused in Ceramics and self sustainable, with a budget that is supported in equal parts by the sale of services and products to the industry and by participation in national and European funded projects.



The Ceramic Technology Centre Innovarcilla

This presentation of INNOVARCILLA was followed by a discussion amongst participants that focused on the following issues:

- the importance of such initiatives, especially in cities / regions away from the large centres of excellence ;
- the self-sustainability character of the initiative, also associated to its initial small scale and growth model based on revenues ;
- the Public-Private-Partnership nature of the initiative, combining a public mission with a private management model.

Next, was a presentation of **CITANDALUCIA** (www.citandalucia.com) from Lucía Díaz Martín. The **Centre for Innovation and Technology Transfer of Andalusia** (CITAndalusia) is a public organisation promoted by the Regional Government to develop innovation and technology transfer activities in the region, and in particular to promote local technologies abroad and identify relevant external technologies for the local industry. It is member of the EEN – Enterprise Europe Network, the European network for promotion of innovation, technology transfer and support to SMEs. CITAndalusia supports all local industrial sectors (Aerospace, Agroindustry, Biotechnology and Health...), and also the ceramic sector.

It focuses on technology transfer and innovation through a series of activities:

- organising and promoting technology transfer events;
- acting as intermediaries at the Enterprise Europe Network technology marketplace;
- supporting researchers and companies at fairs and other events;
- providing Technical assistance (technological partner searches, IPR, financing opportunities, etc).

This presentation was followed by a debate amongst participants, that focused on the following issues:

- the market failure existent in Europe regarding technology transfer initiatives justifies the intervention of national and regional governments in the field through the creation of public support mechanisms and agencies such as CITAndalucia;
- the relevance of technology transfer activities for industry, but also the complexity of the challenge, that implies strong networking at European level.

Finally, there was a presentation from Aveiro regarding technology transfer best practices at **CICECO (Center for Research in Ceramics and Composite Materials)**, the R&D centre specialized in materials and ceramics belonging to the University of Aveiro.

The presentation concerned IDPoR, an association between academy and industry, created in September 2006.

The main purpose defined for IDPoR is to carry out investigations related to the synthesis, characterisation and possible applications of novel polymeric materials derived from the chemical exploitation of vegetable and animal biomass.

With the increasing regular intervention of the associated companies, namely Caima, CIN, Euroresinas (Sonae Indústria), RAIZ (Portucel Soporcel group) and Resiquímica, two main strategies have been covered:

- a more fundamental approach through doctoral Theses,
- a more applied approach intended to tackle concrete issues of the associates' direct interest.

Another fundamental role of IDPoR, is the organization of training courses for post-graduate students and industrial cadres.

Concerning the links with the industrial ceramics sector, it was decided, on the proposal of Stoke-on-trent, to participate in the Ceram-unie event in Brussels. All partners thought this was a good opportunity to lobby on behalf of the ceramics sector.

Urban integration

Giuliano BORGHI from Faenza presented "**Scientific Park of Faenza**", including an overview of scientific parks in Europe.

The Park includes sections for research, education, business activity, but also cultural sections. Its architecture is innovative, its administration is executed by a Private-Public-Partnership.



The Park of Arts and sciences in Faenza

More generally, the city of **Faenza defines its identity by ceramics.**

Important culture institutions and education centres are located in the town.

Faenza is still produced by factories in town, but also by artists and small workshops.

The challenge is to focus on the involvement of creative artists.

This implies the creation of links between artisans and artists to imagine a collaborative project that would leave lasting marks in the city, as well as the promotion of artist works. In this regards, the concept of open-air museums is interesting. Events such as the Festival of Contemporary Art and "ARGILLA" also contribute to bring the audience to the theme of art and innovation.

Castellón presented its projects aimed at spreading the **culture and ceramic techniques in its social environment**.

In Castellón, ceramics is integrated in the urban environment through:

- buildings, such as Palau de la Festa (“Festivity Palace”), with an external facade made of photovoltaic ceramic tiles, or Centre de convencions (“Conventions center”)
- international competitions to promote the architectonic ceramic.

The final objectives of these initiatives are to:

- increase the knowledge about the ceramic industry;
- make access to this material available for the coming generations;
- integrate culture and creativity into free time activities.



The project of “Palau de la Festa” in Castellón

The debate highlighted the following points:

- all cities have to do more **marketing** since a lot of things like industry, museums, art and education facilities etc. are already available.
- connections to the university are very important. For instance, the city of Delft uses the university’s creativity only now in a more intensive way.
- Eurico NEVES brought an example from Italy: Bologna has initiated a design competition dedicated to five Italian squares, with ceramic tiles being a major part of the design.

Different institutions are involved: architects and engineers are invited to think about it, and a jury of well-known personalities will evaluate the designs. The intention is to bring together architects, city planners, industry and art.

Thematic expert Alain DUCLENT then presented the example of the **Japanese city Seto** (twin-city of Limoges), located in the middle of Japan.

Seto has a rich ceramic tradition, which is visible in the town, through culture, industry, art, arts and craft and tourism.

The City of Seto and the Aichi Prefecture own several ceramic centers: the Aichi Ceramics Museum, Seto-Gura, Seto Ceramics and Glass Art Center, Seto Municipal Center of Multimedia and Traditional Ceramics.

A path, called “Kamagaki-no-Komichi” once used for craftsmen to commute to kilns and to transport ceramics products, is going through the center.

A successful event is to be mentioned: the Luck Welcoming Cat Festival, which features sales and exhibitions of Luck Welcoming Cats, a well-known Japanese sculpture often made of porcelain or ceramics.

Cultural, Artistic and Tourism Values

Rachel NICHOLSON presented the « **British Ceramic Biennial** » (BCB), the UK’s first festival showcasing the finest in contemporary ceramics, initiated by the North Staffordshire Regeneration Partnership (NSRP).

The BCB is a five-year initiative, from 2009 to 2013, and comprises, every two year, a ten-week festival of exhibitions, events and activities.

The Biennial 2009 will include a Biennial Awards Exhibition, with a short listed artists work exhibited at Stoke-on-Trent’s Potteries Museum and Art Gallery and Offering total cash prizes of £50,000 for selected artists and industry.

Then followed a presentation of the **International competition for porcelain creation** organized by the city of Limoges.

Dedicated to artists and designers from all countries, this competition will lead to the creation of an original Limoges porcelain work, the main goal being to promote creation and innovation specific to Limoges porcelain.

A jury will pre-select 5 to 9 the projects, and the artists concerned will then produce their work, in a company of Limoges.

Three works will be awarded. The first prize is 10 000 €, the second prize 5 000 € and the third prize 3 000 €.

The pieces will be exhibited during the international porcelain exhibition planned in 2010.

Chantal MESLIN-PERRIER director of the national porcelain museum "Adrien Dubouché" of Limoges then presented this porcelain exhibition, for which she is the curator. The international exhibition will promote ceramic production of the nine UNIC partners since baroque period until now, with interesting comparisons between the local styles, and will explain and show to the public the different kinds of ceramics : porcelain, earthenware, stoneware, terracotta, etc.

Chantal MESLIN-PERRIER also explained the renovating work of the Museum Adrien Dubouché, carried out with the help of the Austrian architect Boris PODRECCA.

István KOMOR presented the activities aimed at **promoting contemporary design in the Zsolnay Manufacture in Pécs**. A building of an old factory has been converted to a multi-cultural creative centre and an attractive place for all kind of events (meetings, conferences, theatre representations, painting exhibitions...). Some of the space is dedicated also to workshops for artists.

David CEBRIÁN TARRASÓN from Castellón presented the activities of the **Museo de Bellas Artes de Castellón**, which has a Ceramics Permanent Exhibition devoted to local Ceramics from early times up to present day.

The Museum organizes initiation to large public (older than 12) and courses on the different ceramics styles.

Urban Identity

Liesbeth VAN RIETSCHOTEN and Paulus VAN UYTHOVEN presented the example of the **Delft Citymarketing strategy**.

Indeed, the City has built a very complete marketing and communication brand program, the aim being to use ceramics in order to change the city image. This new strategy includes several elements:

- a new city brand, based on several values (Technology, History, Innovation, Creativity) and using a very complete design guide ;
- a combination of opportunities to make ceramic visible in the city, through architecture, events, design competition, marketing offers ;
- the association of emblematic local actors, like the Museum Factory Royal Delft or the Delft University of Technology ;

- a « manual », with database gathering the actors involved in ceramics (institutions, artists, ...), the events, etc.



An example of Delft Citymarketing: the visibility of Delft Blue

Alain DUCLENT presented "Think Ceramic!", with 3 examples of good practices enabling to build a ceramic image in a city:

- Architecture and urban furniture : some projects from CRAFT (Center of Research for Ceramic and Enamel applications in Art and Design) in Limoges : coloured tiles in terracotta, windows in lithofane porcelain plates, ceramic pillars and fountains;
- A travelling exhibition about Limoges porcelain : « C'est du Limoges », presented in Limoges in 2004, and then in different countries;
- A "ceramic restaurant", with elements made of ceramics: walls, floor, switches and ceiling lights, tables and chairs, table settings...

Individual working meetings for advancing with cities' LAPs

The goal of the individual meetings was to discuss the progress of the Local Action Plans in each city, and to help them to find good practices corresponding to their intended activities in other regions.



Delft

Delft strategy is based on the project of the Museum Factory "Royal Delft".

For advancing with this large scale project, actions are needed along two "axis":

- a **vertical axis**, with different types of actions: **fundraising** strategy (Investment Plan), a **manual** (database with all facts and figures about ceramics in Delft), an annual Festival (first edition 2011), a "Porcelain street" – route (pedestrian + bicycles) connecting Museum Factory and Museum
- a **"horizontal axis"**, based on the **City Marketing** (promotion of Delft in terms of innovation and culture: a "new Delft blue").

Stoke-on-Trent

The City of Stoke-on-Trent has commissioned a major study on future activities for its Ceramics Cluster, which results will be available in the end of the year 2009 and, once validated by the LSG, will become the basis for the Local Action Plan.

At the present stage, Stoke-on-Trent intentions are to focus actions around the topics of **Design and technology**, together with the expansion of the **British Ceramics Biennial**.

As a support for the development of these activities, Stoke-on-Trent is particularly interested in good practices and initiatives in the following areas:

- incubation and support measures for networks;
- environmental issues, the carbon footprints and best practices in addressing environmental issues.

Pécs

Pécs intends to focus its Local Action Plan around the following initiatives:

- the continuous development of the South Danubian Porcelain and Ceramic cluster, initiated by the city with funding by national grants, and that currently included 10 members with Zsolnay Heritage acting as cluster leader;
- the development of the Creative Symposium initiative (3 years programme) – in terms of conference programme and support measures for participants (incubation for artists and entrepreneurs), as a way to promote innovation in the sector;
- the establishment of new Zsolnay museums in the new Zsolnay Quarter;
- the launch of a new Trend Festival starting in 2010 (Capital of culture)
- the development of a Marketing plan for Zsolnay Quarter;
- the development of a Zsolnay Alliance (2000 members) – an association to support the Zsolnay case.

Faenza

The **Torricelli Science Park** is the main framework for the activities planned for the Local Action Plan, with the following activities:

- to produce a Book on the development of Torricelli Park, in the framework of other experiences from the UNIC network and to disseminate it as part of a marketing campaign for the park;
- to look at possible incentives for the establishment of new companies in the park;

- to look for good practices in open air museums, exhibitions ...that can reinforce the planned activities for the Torricelli Park.

Sevilla

The main planned action consists in coordinating and proposing new system to manage the different on-going activities in the City.

An **inventory** of the ceramic cluster and ceramic activity (including innovative activities) in Sevilla (possibly a paper map, as it has been done for the promotion of the aeronautics clusters) is planned.

Castellón

The LAP activities in Castellón should be mainly focused around:

- the already existent local network active on training and education based on IPC (Institute for Promotion of Ceramics) and ITC (inside UJI), also ASTER, namely through the further development of its activities (e.g. research, training)
- the launch of an International competition for creativity in Ceramics, based on Limoges model
- the development of a Tourism network, linking the different museums in Castellón, the professional schools and also points of interest in nearby towns
- the development of a manual, inventory on ceramics clusters

Aveiro

Aveiro has clear views regarding which activities to launch for its LAP:

- the development of innovation by means of Public Procurement. Aveiro is developing a new urban area within the city, called the "**Park of Sustainability**", which more than just a green area is intended as a "living lab" for demonstration and validation of sustainability issues. Part of the urban furniture and equipment of the new Park should be in Ceramics, and for that purpose the City will launch a Public Procurement action that will aim the development of innovative solutions from ceramic producers, in particular aiming at local industries
- the launch of a applied research and technology transfer structure aimed at the deployment of services for the local ceramic industry, and in particular SMEs.

The structure should be small scale and sustainable, and the model of INNOVARCILLA (Sevilla), presented in Sevilla could be a very interesting raw model for this initiative;

- the promotion of local training schemes addressed to ceramic sector workers, to temporarily support ceramic companies with overcapacity problems.
- the possible promotion of a Museum of Ceramics and Glass, which may also encompass the former building of the Railways Station which ownership will be transferred to the City, and its links with the Aveiro Biennial event.

Cluj-Napoca

The focus will be put on two points:

- The touristic, cultural and urban marketing interest;
- The relation between the academic sector and the active SME's from ceramic sector.

Limoges

As lead partner of UNIC, Limoges intends to include proposals related to every thematic of the working groups into its Local Action Plan :

- the launching of a brand new European Ceramic Centre – the new ceramics cluster gathering the university, laboratories, and businesses, located in the Limoges science and technology park (ESTER Technopole). Measures shall be found to best contribute to the development of this new tool;
- the coordination of local companies through a common project designed to protect the appellation "Porcelaine de Limoges" at national, European and international levels;
- the creation of a "ceramic atmosphere", in the Limoges urban area, by using ceramics materials in buildings, public spaces and site furniture;
- an International Ceramics Exhibition for summer 2010 in association with UNIC partners and several Asian cities;
- A better communication on Limoges' initiatives shall ensure an improvement in international reputation and local perception of dynamic growth in the field of ceramics. Moreover, as the Lead Partner of UNIC, Limoges is committed to ensuring the network's development, efficiency (i.e. for lobbying activities), and 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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