



Vitality of Smaller Cities in Europe – URBACT Capitalisation Conference  
 Biblioteca Francesca Bonnemaison. Carrer Sant Pere Més Baix 7  
 Barcelona, 25 th October 2018

8:45 – 9:00	Registration
9.00 – 9.45	<b>INTRODUCTION: Welcome and policy context</b> (Facilitated by Mireia Sanabria/Olivia Paton)
9:00 – 9:15	<u>Welcome</u> : Authorities from Igualada City Council and Diputació de Barcelona
9.15 – 9.45	<u>Policy context</u> : <ul style="list-style-type: none"> <li>➤ <i>The URBACT Programme and the Urban Agenda for the EU</i> - Emanuel Moulin, Director of the URBACT Programme</li> <li>➤ <i>Challenges for smaller cities. How can they continue to improve their economic attraction?</i> - (TBC)</li> </ul>
9.50 – 11:30	<b>SESSION 1: Developing <u>new local retail propositions</u> to enliven the urban centres in smaller cities</b> (Facilitated by Mireia Sanabria, RetailLink Lead Expert)
9:50 – 10:10	<u>Keynote speaker</u> : <i>'Reshaping retail to strengthen the vitality of smaller cities'</i> - Manuel Torresan, Architect Urban Planner, University of Sapienza, Italy
10:10 – 11:00	<u>Case Study 1</u> - Involving retailers in the broader agenda of local events. Patrícia Illa and Daniel Castejón, <b>Igualada</b> (ES) <u>Case Study 2</u> – Compacting the city centre to create an attractive and interplaying leisure and retail area. Gert Bolkenstein, <b>Hoogeveen</b> (NL) <u>Case Study 3</u> – Using retail as a key driver in a broader economic development strategy of a smaller city and establishing a Business Improvement District (BID) to engage a variety of local agents, including retailers, in the city centre economic



	revitalisation plan. Daniel Garnier, <b>Basingstoke</b> (UK)
11:00 – 11:30	<p><u>Panel discussion: RetailLink and the Urban Agenda (UA) for the EU:</u></p> <p>The moderator introduces two topics of the UA relevant to the RetailLink project: Jobs and skills, Effective urban governance</p> <ul style="list-style-type: none"> <li>➤ How does the focus on retail revitalisation increase the potential for new jobs and skills development?</li> <li>➤ How can the retailers, as a stakeholders’ group, participate in the effective governance of the city centre?</li> </ul> <p>Wrap up from keynote speaker</p>
11:30 – 12:00	<b>Coffee Break.</b> Participants can submit comments on SESSION 1 on the Ideas Wall. This will form content for the Ideas Market.
12.00 – 13:40	<b>SESSION 2: Building attraction of smaller cities through <i>community engagement in placemaking</i> in the public spaces of their urban centres</b> (Facilitated by Wessel Badenhorst, City Centre Doctor Lead Expert)
12:00 – 12:20	<p><u>Keynote speaker:</u></p> <p>Simon Quin, Institute of Place Management, Manchester Metropolitan University, UK</p>
12:20 – 13:10	<p><u>Case Study 4</u> – Creatively using cultural heritage to animate and enliven public spaces in the centre – David Muriel Alonso, <b>Medina del Campo</b> (City Centre Doctor, ES)</p> <p><u>Case Study 5</u> – Using lighting technology from local companies to attract visitors with a lights festival in the city square – Antonin Hořín, <b>Valmez</b> (City Centre Doctor, CZ)</p> <p><u>Case Study 6</u> – From Park Urbana to Hotel Urbana – placemaking in the city centre becomes a citizens’ practice - Yvette Petit-Theuws, <b>Heerlen</b> (City Centre Doctor, NL)</p>



13:10 – 13:40	<p><u>Panel discussion: City Centre Doctor and the Urban Agenda (UA) for the EU:</u></p> <p>The moderator introduces two topics of the UA relevant to the City Centre Doctor project namely: Integrated and participatory approach; Urban mobility</p> <ul style="list-style-type: none"> <li>➤ How did your city effectively change the use of public spaces using an integrated and participatory approach?</li> <li>➤ How important is urban mobility for improving public spaces and places in the city centre?</li> </ul> <p>Wrap up from keynote speaker</p>
13:40 – 14:45	<p><b>Lunch.</b> Participants can submit comments on SESSION 2 on the Ideas Wall. This will form content for the Ideas Market.</p>
14:45 – 16:25	<p><b>SESSION 3: Focusing on <u>local agricultural production</u> to strengthen the urban economy of smaller cities</b> (Facilitated by Miguel Sousa, Agri Urban Lead Expert)</p>
14:45 – 15:05	<p>Keynote Speaker: <i>'The role of Local Food Hubs in strengthening the vitality and sustainability of cities'</i> M<sup>a</sup> del Mar Delgado-Serrano, Dpt. of Economy, Sociology and Agricultural Policies, University of Córdoba, Spain.</p>
15:05 – 15:55	<p><u>Case Study 7</u> – Norrbyvälle, an ecosystem where people, place &amp; nature are connected – Jordan Lane and Christine Strandberg, <b>Södertälje</b> (Agri-Urban, SE)</p> <p><u>Case Study 8</u> – Sustainable organic farm and public canteens. Gilles Perole and Laureen Traclet, <b>Mouans-Sartoux</b> (Agri-Urban, FR)</p> <p><u>Case Study 9</u> – AGRI-URBAN BAENA, the reinvention of a local food system – Antonio Zafra and Raquel Moreno, <b>Baena</b>. (Agri-Urban, ES).</p>
15:55 – 16:25	<p><u>Panel discussion: Agri-Urban and the Urban Agenda for the EU:</u></p>



	<p>Moderator introduces two topics of the UA relevant to the Agri-Urban project, namely:</p> <p>Jobs and Skills in the local economy; Small and medium-sized urban areas and polycentric development</p> <ul style="list-style-type: none"> <li>➤ How did developing rural-urban relationships contribute to creating jobs in a smaller city?</li> <li>➤ How can local agri-food production strengthen a smaller city position vs. a larger nearby city?</li> </ul> <p>Wrap up from keynote speaker</p>
16:25 – 16:40	<b>Coffee break.</b> Participants can submit comments on SESSION 3 on the Ideas Wall. This will form content for the Ideas Market.
16.40 – 17.20	<u>Ideas Market:</u> Facilitated by Miguel Sousa Opportunities for participants to ‘purchase’ practical ideas for their cities and interact with cities from URBACT networks.
17.20 – 17:55	<b>SYNTHESIS: Analysis of the broader policy issues for smaller cities in Europe and how these can be addressed through the Urban Agenda for the EU as well as future EU Cohesion programmes such as URBACT</b> (Facilitated by Sally Kneeshaw)
17:20 – 17:55	<u>Panel of Keynote Speakers and Lead Experts:</u> Moderated by Sally Kneeshaw, URBACT Programme Expert Questions and answers session with audience participation, specifically to identify themes emerging from the case studies and the relevance for the EU Urban Agenda.
17.55 – 18:00	<b>CLOSURE:</b> Acknowledgements. Facilitated by Anna Suárez