



## L'Europa delle piccole città | Europe of small cities

(Innovare i centri cittadini per rafforzare il commercio, attrarre investimenti e creare occupazione | Innovation in the city centres to retain local custom, to attract businesses and to create employment)

A conference sponsored by the URBACT III Territorial Programme

San Doná di Piave, Italy

21 – 22 March 2018

The purpose of this conference is to showcase the progress made by partner cities in the City Centre Doctor Project to analyse the issues and challenges in their city centres as well as the collaborative and innovative ways to develop processes and actions that will revitalise their city centres. In so doing, the project significantly contributed to creating the conditions for local economic development and the potential for the creation of jobs.

Wednesday 21 March 2018

Theme: 'Experience the city centre'

9.30 – 10.00	Registration	Lobby, Astra Theatre, Via Giannino Ancillotto
	<b>Session A: Walks and Workshops</b>	
10.00 – 13.00	Guided tours of city centre of San Doná di Piave 45-minute walk showing key elements of the centre Starts every hour (10.00; 11.00; 12.00) from the Cultural Centre	Centro Culturale, Piazza Indipendenza
10.00 – 11.30	Workshop: Exploring territorial development of the city centre of San Doná di Piave Focus on practices to promote revitalisation of retail and to improve mobility in the city centre, including cycling infrastructure and access for disabled Facilitated by San Doná di Piave ULG	Galleria Vidussi

11.30 – 12.30	Workshop B: Exploring the city centre as an educational space Interaction with local schools using the city centre as a place of learning Facilitated by D'Basket Project	Spazio Café Letterario, Piazza Indipendenza
<b>Session B: Showcase of Action Plans of Partner Cities</b>		
14.00 – 17.00	Exhibitions: Stalls of partner cities displaying visuals of their projects and publicity materials	Lobby, Astra Theatre, Via Giannino Ancillotto
14.15 – 15.00	Talks: Presentations by the cities of Amarante (PT), Medina del Campo (ES) and Naas (IE) on the challenges addressed in their Integrated Action Plans	Astra Theatre
15.15 – 16.00	Talks: Presentations by the cities of Nort-sur-Erdre (FR), Heerlen (NL) and Petrinja (HR) on the challenges addressed in their Integrated Action Plans	
16.15 – 17.00	Talks: Presentations by cities of Valmez (CZ), Radlin (PL), Idrija (SI) and San Doná di Piave (IT) on the challenges addressed in their Integrated Action Plans	
18.00 – 19.00	Musical event	Lobby, Astra Theatre, Via Giannino Ancillotto

## Thursday 22 March 2018

**Theme:** “The URBACT method, good practice and policy implications for revitalising the centres of smaller cities”

9.00 – 9.30	Registration	Lobby, Astra Theatre, Via Giannino Ancillotto
<b>Session C: Policy context from the European to local levels</b>		
9.30 – 9.40	Welcome and introductions Andrea Cereser, Mayor of San Doná di Piave	Astra Theatre
9.40 – 9.50	Welcome to the Veneto Region Roberto Marcato, Regione Veneto Councillor	
9.50 – 10.00	Overview of the URBACT Programme Thierry Picquart, URBACT Secretariat	
10.00 – 11.00	Responses to the Project from the mayors and political representatives of the partner cities	
11.00 – 11.30	Coffee - Tea	
11.30 – 11.45	The development of city centres as an element of Regional Development	

	Mercedes Bresso, MEP and previous President of Piedmont Region	
11.45 – 12.00	The role of cities to give quality of life to citizens Roberto Pella, Vice-President of the National Association of Italian Municipalities	
12.00 – 12.15	Revitalising the centres of smaller cities – the learning from the URBACT City Centre Doctor Project Wessel Badenhorst, Lead Expert of the URBACT City Centre Doctor Project	
12.15 – 13.00	Panel discussion Questions and Answers with the panel of speakers Moderated by Simone D'Antonio, National URBACT Point for Italy	
<b>Session D: City Centre Revitalisation Thematic Discussions</b>		
14.30 – 15.10	Place Management Practices that support coordination of activities and services that drive development of the city centre Panel: Delegates from Idrija, Medina del Campo and Naas. Moderated by Wessel Badenhorst	Astra Theatre
15.10 – 15.50	Placemaking Practices to create vibrancy in the public open spaces of the city centre Panel: Delegates from Petrinja, Radlin and from Valmez. Moderated by Patrizia Loiola	
15.50 – 16.30	Innovating Urban Heritage Practices to re-imagine and re-purpose the heritage of the city as tools for animating the city centre Panel: Delegates from Amarante, Heerlen and Medina del Campo. Moderated by Wessel Badenhorst	
16.30 – 17.10	Rethinking Retail Practices to deal with the threats and opportunities for city centre retail Panel: Delegates from Amarante, Heerlen and San Donà di Piave. Moderated by Patrizia Loiola	
17.10 – 17.50	River Cities Practices that make use of the advantages that the natural environment of rivers presents to city centres	

	<p>Panel: Delegates from Nort-sur-Erdre, Petrinja and San Donà di Piave.</p> <p>Moderated by Marko Zlonoga</p>	
17.50 – 18.00	<p>Conclusion of the Conference</p> <p>Dr Giulio Antonini, Director of Services, San Donà di Piave.</p>	

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