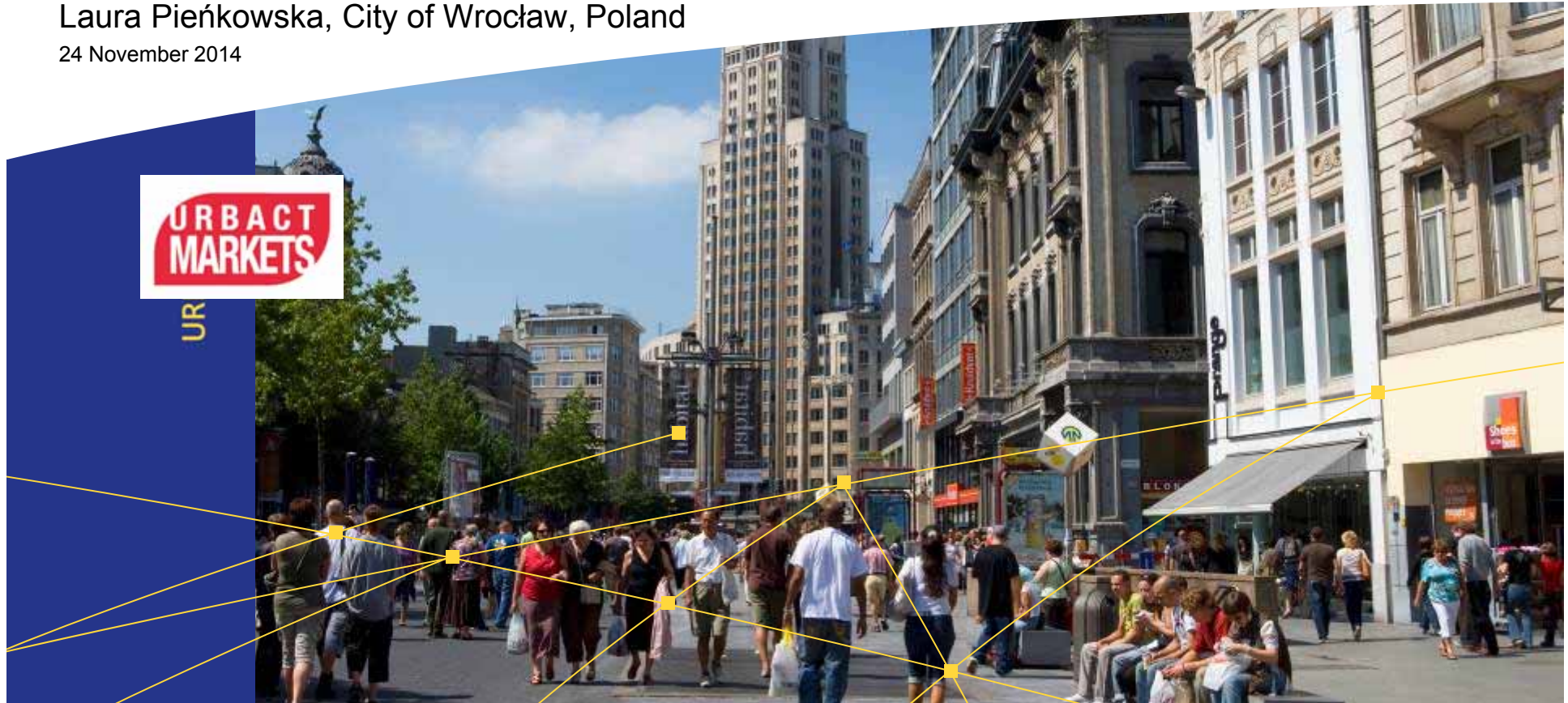


Lessons from URBACT Markets

URBACT Info Day in Zagreb

Laura Pieńkowska, City of Wrocław, Poland

24 November 2014



Connecting cities
Building successes





Wrocław – overview about the city

- › Number of companies (in total) - 109 397
 - individuals engaged in business activities - 70 188 (64%)
 - commercial companies with foreign capital - 3 743 (3%)

› 2014:

- 632 000 – inhabitants
- 127 000 – students
- 34 400 – graduates
- 401 817 - working age population
- Unemployment rate - 4.8%
- Crucial issue: **quality of life**

Legend:

-  350 km to Wrocław
-  1.5 h to Wrocław by air



Brief information about URBACT Markets

- › Lead Partner: Barcelona
- › Partners:
 - Attica (GR), Dublin (IRL), London (GB), Pécs (H), Suceava (RO), Turin (I), Toulouse (FR), Wrocław (PL)
- › Goals:
 - To explore local markets' full potential
 - To highlight markets as urban policy tools
 - To find best practices by answering three questions:
 1. **How can markets be used as a tool for regenerating cities and specific neighbourhoods?**
 2. **How can markets improve local sustainable living?**
 3. **How can markets generate wealth and jobs?**
 - **Project launch** : May 2012
 - **Project completed** : May 2015

Wrocław: a totally new local market model

› Farmers' Market

Model of a natural local food market in Wrocław on Nowy Targ Square

› Objectives:

- To revitalize a former market square, which has become run down and lost its original function.
- To create an atmosphere of traditional trade in a modern surroundings.
- To give residents a unique social place offering exceptional products from local producers and suppliers.
- To reach a compromise between customers' and suppliers' needs – modern selling standards with an underground car park.



Examples of the reengagement of the population in the food sector

› Attract clients through social events:

- **cooking lessons and culinary presentations:** International Day of Markets in Wroclaw – Polish Masterchef.
- **dietary consultations** - once a month.
- **live radio broadcasts** "Thursdays at the Market".
- **publications and talks** on healthy eating awareness – websites, magazines, Facebook.
- **weeks dedicated to food** (bread, wine, beer, vegetables, fish) from the whole region.
- **consulting residents** on needs, trade days and opening hours.



Promotional activities, communication strategy

Main channels of communication



Radio campaign



Press articles



Internet (website, Facebook, specialised portals)



A paper promotional leaflet, posters, flyers



Municipal transport Short movie



Grazie Thanks
Danke **Merci** Gracias
Ευχαριστώ multumesc
Takk dziękuję dakujem hvala
Obrigado dziękować
tänan kiitos köszönöm aciu
Tack děkuji paldies
nizžik ħajr dank u wel