



EUROPEAN COMMUNITY

European Regional
Development Fund



A NEW OPPORTUNITY:
INTERREG IV C

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COMUNITA' MONTANA DI PUTIGNANO



REGIONE PUGLIA





THEMATIC ISSUE:

A quick opportunity to improve a cooperation,
throughout a best practices exchange

IMPROVING URBAN ATTRACTIVITY BY PARTECIPATED POLICIES: A CHANCE FOR THE JOB MARKET IN A COMPETITIVE AND SUSTAINABLE REGION



Council Decision of 6 October 2006 on Community strategic guidelines on cohesion (2006/702/EC)

“European cities and metropolitan areas tend to attract the highly skilled, often creating a virtuous circle that stimulates innovation and business adding to their attractiveness to new talent.

Cities and urban areas concentrate not only opportunities but also challenges, and account should be taken of the specific problems facing urban areas, such as unemployment and social exclusion (including the problem of the "working poor"), high and rising crime rates, increased congestion and the existence of pockets of deprivation within city boundaries.”

Council Decision of 6 October 2006 on Community strategic guidelines on cohesion (2006/702/EC)

“Programmes with a focus on urban areas can take several different forms: First, there are actions to promote cities as motors of regional development. Such actions should target improvements in competitiveness, for example, through clustering. Actions supported include measures to promote entrepreneurship, innovation and the development of services, including producer services. Attracting and retaining very highly skilled personnel is also important (with measures relating to accessibility, the supply of cultural services, etc).

Second, there are actions to promote internal cohesion inside the urban areas that seek to improve the situation of crisis districts. Not only does this bring direct benefit to the districts themselves, it helps to relieve some of the pressure towards excessive suburban sprawl in pursuit of a better quality of life.”

Council Decision of 6 October 2006 on Community strategic guidelines on cohesion (2006/702/EC)

“Third, there are actions to promote a more balanced, polycentric development by developing the urban network at national and Community level including links between the economically strongest cities and other urban areas including small and medium-sized cities. This will require the making of strategic choices in identifying and strengthening growth poles and, just as important, putting in place the networks that link them in both physical (infrastructure, information technologies, etc.) and human (actions to promote cooperation, etc.) terms. Since these poles serve wider territories, including the immediate rural hinterland, they contribute to a sustainable and balanced development of the Member State and the Community as a whole. In a similar way, rural areas provide services to the wider society, for example, in the form of recreational opportunities and highly valued landscapes. Focus should therefore also be put on the urban rural interface.”

Sustainable Urbanization

Over the last few years, urbanization of rural areas has increased. As agriculture, more traditional local services, and small-scale industry give way to modern industry. The urban and related commerce with the city drawing on the resources of an ever-widening area for its own sustenance and goods to be traded or processed into manufactures.

Research in urban ecology finds that larger cities provide more specialized goods and services to the local market and surrounding areas, function as a transportation and wholesale hub for smaller places, and accumulate more capital, financial service provision, and an educated labor force, as well as often concentrating administrative functions for the area in which they lie.

The current developmental model, based almost exclusively on resource consumption, is unsustainable. We should be moving towards a different model, which can both respond to the dysfunctions of our cities and tackle the challenges of today's society: sustainability and the incorporation of information and knowledge into society.

Problems to solve in relation to policies and public services

Local authorities have to face a double level of complexity:

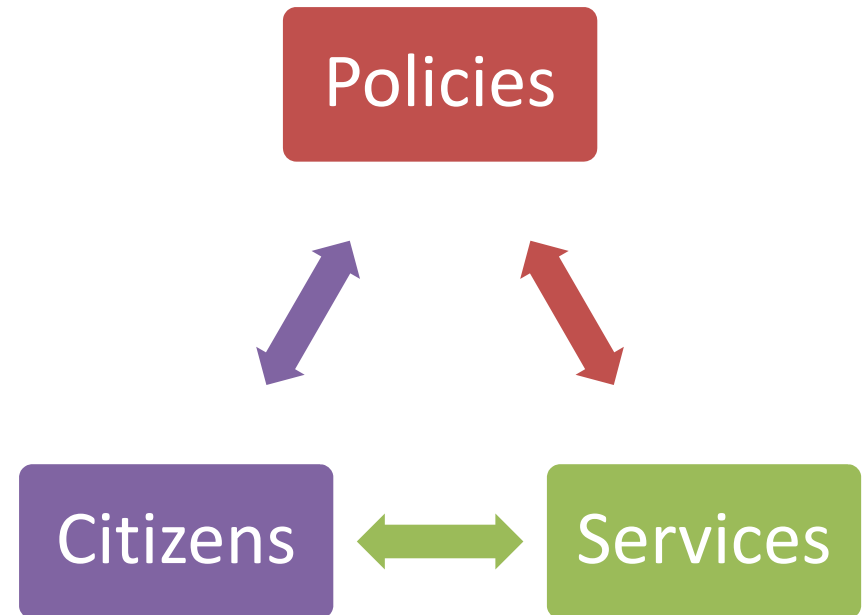
- On the one hand the lack of a *people participation* culture to the definition of development policies; thus creating, very often: a basic need for a systemic approach; a dialogue beneath different actors of the regional competitive system; a clear vision of the possible cooperation among the internal resources and relations;
- On the other hand the lack of competencies, within the public organizations, able to face such a necessity and then cope with innovative tools and processes for clustering, networking or creating a new governance (e.g. e-democracy).

Problems to solve in relation to policies and public services

Therefore, the problem is:

migrating institutional culture to a new role in which institutions become attractor, activator, and inspirator of local resources to self-design their own strategic planning as a whole.

This new condition allows local authorities to have a central role in serving new policies as a part of the scenario of competitiveness of the whole territory (of which the town is at the centre).



THE PROJECT IDEA: UATSE

Urban Attractivity for a Sustainable Entrepreneurship

A town (or a region) which attracts people (investors, tourists, business operator, managers etc.) has more opportunities to sustain an economic development. Many different towns have experimented initiatives in order to increase their attractivity: organizing annual events, renewing the town, increasing transnational links, investing in culture, sustaining tourism with special ideas. All of these can be found as best practices. A need to exchange it, is recognised in order to allow a municipality to acquire new competences and produce a more efficient development policy and service.

Sustainability of these experiences is grant by participation of citizens to the public decisions, thus creating a learning community. Excellence in participation is achieved when obtained results create a continuously increasing desire to be part of the process.

RELATED POLICIES

signs of UATSE as a needed approach

UE

- GUCE 291
21/10/2006
- New Lisbon
Strategy

Italy

- QSN
Priority 8

Apulia Region

- Strategic
Paper
Macro-
objective
num. 1-2-3

The **attractivity cycle** and its economic implications



Quality of policies and services you offer determines the quality of people you'll collect



Why such a project is necessary

On the governance side

- To understand what real levers can be acted to increase an ecological attractiveness;
- To acquire others experiences in creating a participated success;
- To develop inner systems competences to be a unique system.

On the technical side

- Understand how public entities have behaved in facilitating urban change processes, from visioning to renewing;
- Imagine new public services able to start a continuously increasing attractive process;
- Prevent bad or un-governed urbanization.

THE “BEST PRACTICE” PAGE

POSSIBLE EXPERIENCE TO SHARE

URBAN REGENERATION

(e.g. Bilbao -Spain-
Reivented the town around
the Guggenheim)

DEVELOP PARTICIPATION
COMPETENCES (e.g. Region Apulia
School of participation for politics and
citizens)

IMPROVE ACCESS TO POLICIES
(e.g. Putignano Municipality (Italy)
Renewed Suburban Areas)

IMPROVE URBAN SUSTAINABILITY
(e.g. Freiburg –Germany-
model for partecipation, a case study
for energy results)

A common base:

**A LEARNING APPROACH THROUGH CITIZENS
PARTICIPATION IN TOWN or REGION DECISIONS**

PLAN A NEW TOWN VOCATION
(e.g. Glasgow – Scotland-
Strategic Planning Success)

TOURISM NEW SERVICES

(e.g. Budapest – Unghery -
“The spread hotel”)

PROJECT MISSION:

Participated Attractivity as Sustainable Economy Engine.

Exchange of best practices in the field of urban attractivity, territorial marketing and participated decision processes, in order to experiment samples and evaluate the most performing (in relation to specific territory). The idea is based on the assumption that if a region is able to attract investors, capitals and brains, then opportunities for entrepreneurship are expected. The more citizens participate this process, the more the new deriving economy will be sustainable.



PROJECT MAIN GOALS

1. Improving Entrepreneurship throughout Urban Attractivity;
2. Upgrade public services to increase local attractiveness;
3. Disseminate a public participation culture;
4. Establishing an institutional approach to the development of productive rows, in order to sustain the born and grow of new businesses completing the scenario of competitiveness of the whole territory;
5. Create a model for development.

Expected results

Define an innovative and integrated model for attractiveness development so to redefine the role of local authority as engines of local economy.

Innovation in public funding for development: from feeding to animating

Participation as a public service for development.



INTERREG IVC

INNOVATION & ENVIRONMENT
REGIONS OF EUROPE SHARING SOLUTIONS



EUROPE EXCHANGING BEST PRACTICES



COMUNITÀ DEL COMUNE DI PUTIGNANO



REGIONE PUGLIA





The INTERREG IVC Programme is part of the European Territorial Cooperation Objective of the Structural Fund policies for the period 2007-2013.

The overall objective of the INTERREG IVC Programme, with its focus on interregional cooperation, is to **improve the effectiveness of regional development policies in the areas of innovation**, the knowledge economy, the environment and risk prevention as well as to contribute to the economic modernisation and increased competitiveness of Europe.

The exchange, **sharing and transfer of policy experience, knowledge and good practices will contribute to achieving this objective**. By promoting Europe-wide cooperation, INTERREG IVC encourages regional and local authorities to view interregional cooperation as a means of enhancing their development through learning from the experiences of others. This way, the successful experiences gained in the different regions can spread throughout Europe.





Good practice

In the context of the INTERREG IVC Programme, a **good practice** is defined as an **initiative** (*e.g. methodologies, projects, processes, techniques*) undertaken in one of the Programme's thematic priorities which has already proved successful and which has the potential to be transferred to a different geographic area. Proved successful is where the good practice has already provided tangible and measurable results in achieving a specific objective.





PRIORITIES

The Interreg IV C Programme is organised around two thematic priorities related to the Lisbon and Gothenburg agendas.

A certain number of sub-themes are defined for each of the priorities:

Priority 1:

Innovation and the knowledge economy

- innovation, research and technological development;
- **entrepreneurship and SMEs;**
- the information society;
- **employment, human capital and education.**

Priority 2:

The environment and risk prevention

- natural and technological risks (including climate change);
- water management;
- waste management;
- biodiversity and preservation of natural heritage (including air quality);
- energy and sustainable transport;
- cultural heritage and landscape.



THE NETWORK

N PARTNERS

N COUNTRIES

N BEST PRACTICES

1 GREAT DEVELOPING EXPERIENCE



COMUNO DI PUTIGNANO



REGIONE PUGLIA



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