



AGENDA

Malaga, 16th & 17th April 2015

VIVA LA CALLE, THE RECOVERY OF THE OLD CITY. Integrated Urban policy as a reference framework.

Observatorio de Medio Ambiente Urbano (OMAU) Camino de la Desviación s/n (opposite the Parque del Morlaco), Malaga 29017

The initial Urban Pilot Projects began in 1989 (UPP) and were the predecessors to the Urban Programme (1994), which aimed to recover different spaces and deteriorated areas of the city. In some cases, the crisis of the industrial restructuring in the 1980s left the old productive areas obsolete. The deterioration of these areas had an impact on the surrounding neighbourhoods. In other cities, the process of abandonment of the historical centres in favour of the suburbs has generated unfavourable socio-economic conditions within the urban area, including high levels of social exclusion and deterioration of infrastructures and buildings.

From the very beginning, Urban was established as the first, and so far, the most effective urban policy tool from the European Commission for the recovery deteriorated neighbourhoods. At the same time, it has been innovative in its working methodology, with regeneration actions carried out in an integrated fashion, in addition to physical rehabilitation, urban planning, environmental, economic and social cohesion actions.

The methodological elements that were firstly used in the Pilot Projects and then in the Urban Programme, derive mainly from the accumulated experience from the United Kingdom since the 70s, regarding social policies in their Urban Programme. These were later picked up on by the European Institute for Urban Affairs. On the other hand, the Italian experience in the recovery of historical centres, mainly Chervellati's Bologna, was another important aspect related to urban and architectural interventions.

The first Urban Programmes, and those which were developed subsequently, began to take on their own specific characteristics which have become common intervention tools, regardless of whether they are financed by Community funds or not. It can be assumed that these instruments have become a standard working procedure, including the following distinctive characteristics:

- The strategic nature of the actions, referring to a general framework of the city, where it is integrated at territorial level.
- The delimitation of a particular work area where financial resources are gathered and the actions carried out are evaluated.
- The integrated approach of the actions related to town planning, environment, economy, society, and in recent years, those related to the information society, mobility and energy efficiency.
- Citizen participation as a structural element of the working methodology.
- The development of a system of indicators that will facilitate the monitoring and evaluation of the actions, comparing the proposed objectives and those that have actually been reached.
- The involvement of the private sector in urban recovery, with the public sector as the driving force behind the process, carrying out baseline and unique actions.

The urban level, the closest level of governance to the citizens, has a basic importance in social and territorial cohesion policies. The strategic role of cities and metropolitan areas in the development of urban development policies, has been reflected with increasing frequency in Community policies and in the establishment of new programmes such as Urbact; structures such as the European Framework for Sustainable Cities (RFSC); cities platforms such as CAT-MED; or sustainability urban guidelines such as the Spanish Sustainable Urban and Local Strategy (EESUL). The Spanish Partnership Agreement 2014-2020, mentions "the relevance of the cities to achieve a smart, sustainable and inclusive growth" as well as the objectives of EU 2020.

The Urban Programme is also the predecessor to the new legislation for housing and urban spaces in Spain, specifically referred to as rehabilitation, regeneration and urban renewal. It is clearly committed to the idea of sustainability for the integrated recovery of the existing city, minimising the urban sprawl.

The aim of this conference is to show the experiences from some European cities in the development of their Urban programmes, as well as to get to know the guidelines for the programme for the 2014-2020 period.

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16/04/2015:

- 09:00** Arrival at the venue.
- 09:30** Welcome message by Francisco de la Torre Prados, Mayor of Malaga.
- 09:45** Opening speech: *European Urban Policy Dilema*. Pedro Marín Cots, Director of the OMAU. Head of the European Program Service. Malaga City Council.
- 10:30** *Support to urban development in the ERDF operational programmes 2007-2013*. Anatolio Alonso Pardo, Deputy Director General of the ERDF Management. Ministry of the Finance and Public Administrations. Government of Spain.
- 11:00** **Coffee break**
- 11:30** *Network for Urban Initiatives – RIU*. Fernando Nasarre y de Goicoechea, General Department of Land Policy, Ministry of Development.
- Urban Strategies and actions in Europe
- 12:00** Berlin (Germany), *The Berlin Strategy 2030 and Berlin's approach to integrated urban development*, Cordelia Polinna, member of the Academic Advisory Council for the Berlin Strategy 2030 and partner of Polinna Hauck Landscape + Urbanism.
- 12:45** Malaga (Spain): *Malaga, 21 Years Recovering the Historic Center*. Montserrat Blanco Nieto, European Project Consultant, Malaga City Council.
- 13:30** **Lunch break**
- Urban Strategies and actions in Europe
- 15:00** Pamplona (Spain): *The Integrated Strategy. An Opportunity for the Change*. José María González Oderiz, Head of Projects of the External Financing Unit, Pamplona City Council.
- 15:45** Bologna (Italy) *Bologna: Historical Center and Historical City*. Patrizia Gabellini, Councillor of Environment and Urban Planning of the Historical City. Bologna City Council.
- 16:30** Closure of the first session.

17/04/2015:

- 09:30** Urban Perspectives 2014-2020, Francisco Tovar Rodriguez, Technical Advisor Directorate General for Community Funds, Ministry of the Finance and Public Administrations. Government of Spain.
- 10:15** *Integrated urban development models in Europe and the new ERDF programming period*. Nicolas Gharbi, Assistant Policy Officer Unit Inclusive Growth, Urban and Territorial Development, Directorate-General for Regional Policy, European Commission; Laura Hagemann Arellano, Programme Manager, Spanish Unit, Directorate-General for Regional and Urban Policy, European Commission.
- 11:00** **Coffee break**
- Urban Strategies and actions in Europe
- 11:30** Grenoble Metropole (France): *Local adaptation of a national programme of urban regeneration. Taking into account the inhabitants*. Guillaume Tournaire, European Affairs Officer, Grenoble Metropole.
- 12:15** Velez Malaga (Spain): *Integrated development programme of the historical center of Velez Malaga "De Toda la Villa"*. Ángel Matas Martín, Technical Director of the Area of promotion, employment and economic development. Velez Malaga City Council.
- 13:00** Barcelona (Spain) *Urban initiative Project, Trinitat Nova Neighbourhood*, Bonaventura Sala i Prat, European Funds Management Coordinator, Barcelona City Council.
- 13:45** London (England): *The cultural factor in the urban regeneration process. King's Cross case in London*. Marta Domínguez Pérez, Professor of urban sociology, Universidad Complutense de Madrid.
- 14:30** Closure of the conference.



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Languages: English and Spanish (simultaneous interpretation).