

08 October 2008

Brussels, OPEN DAYS – workshop ‘The first year of the URBACT II programme’



**Thematic Network
with Fast Track Label**



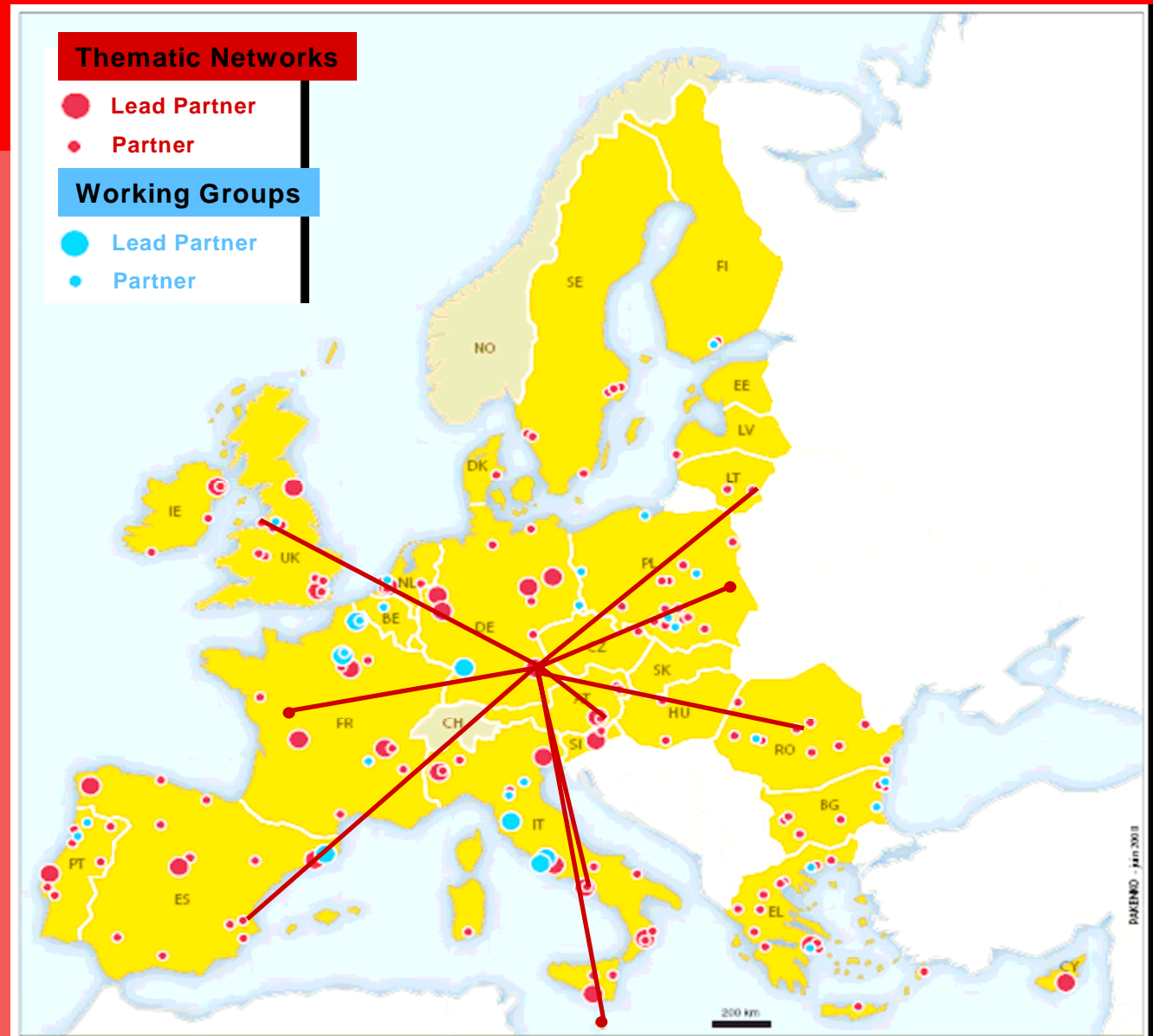
HerO - Heritage as Opportunity

Sustainable Management Strategies for Vital Historic Urban Landscapes

HerO Partnership

- » Regensburg (DE)
- » Graz (AT)
- » Naples (IT)
- » Vilnius (LT)
- » Sighisoara (RO)
- » Liverpool (UK)
- » Poitiers (FR)
- » Lublin (PL)
- » Valletta (MAL)
- » Valencia (ES)

- + URBACT thematic experts
- + The European Association of Historic Towns and Regions
- + European Commission, DG REGIO, DG ENV, DG EAC



Main objectives of the HerO network

- Development of integrated and innovative management strategies and urban policies
- Managing conflicting usage interests and facilitating the right balance
 - between the preservation of built cultural heritage
 - and the sustainable, future-proof socio-economic development of historic urban landscapes
- Capitalising the potential of cultural heritage assets for economic, social and cultural activities ('Heritage as Opportunity')
- Strengthening the attractiveness and competitiveness of the old town areas and historic city centres
- Upgrading the urban environment by integrating cultural and natural heritage in sustainable urban development strategies

Strategy/working plan

➤ Setting the scenery (development phase, 6 months):

- Selection of network partners under consideration of the requirements 50/50% competitiveness/convergence, broad geographical coverage and commitment of the partners (... more than 50 applications from cities all over Europe asking for inclusion in the network!)
- Setting up of URBACT Local Support Groups, Baseline study (with the help of the Lead Expert)
- Elaboration of work programme and financial plan for phase II, Preparation of final application (collection of documents from partners!)

➤ Next steps (implementation phase, 30 months):

- Exchange of experience between urban experts and stakeholders through the organisation of a sequence of seven major events
- Animation of local support groups in the 10 partner cities
- Elaboration of local action plans to support the sustainable protection and rehabilitation of historic urban landscapes and implementation of actions (in dialogue with the MAs)
- Introduction of innovative methodologies, management strategies and urban development policies for an integrated approach which aims to balance heritage protection and urban development
- Capitalisation at programme level and communication/dissemination on local and European level

Opportunities and benefits from the Fast Track Label – the perspective of a city lead partner

- Developing collaborative dynamics between the cities and the Managing Authorities of the regional Operational Programmes
- European networking to result in concrete local impacts - appreciation of the 'two-way-bridge'
- Transferring knowledge up from the local to the regional level, contributing to regional policies (structural funds 2014 – 2020)
- Establishing a lively dialogue between city representatives and EC experts on urban issues - EC as active partner in the network
- Enhanced communication and Europe-wide recognition – visibility of the project results
- Not to forget: increased efforts by the lead partner in order to satisfy the expectations of the EC

Experience with URBACT II – the perspective of an URBACT newcomer

➤ Promising aspects:

- 👍 Focus on networking and exchange of experience between cities (no space elsewhere in EU-funded programmes 2007-2013)
- 👍 Funding of development phase in order to make the initial efforts for the core partners (especially the Lead Partner) bearable
- 👍 Support through the URBACT team: clear and quick response to requests, friendly and dynamic people, always there to help
- 👍 Assistance in capitalisation and dissemination through the Thematic Poles is very much welcomed
- 👍 Support of experts from URBACT pool is useful especially for less developed partner cities

➤ Room for improvement:

- 👉 Administrative burden (even higher than for other EU-Programmes): a network of 10 partners has to deliver 40 original signed documents!
- 👉 Rather complex programme procedures require a lot of management capacities to handle especially unexperienced partners from city administration
- 👉 Programme structures on national level not totally in place (e.g. first level control systems)



Bavarian Ministry of Economic Affairs,
Infrastructure, Transport and Technology



Armin RUDOLPH

Managing Authority for the 'Operational Programme
Bavaria 2007 – 2013 ERDF' under the RCE objective

**The “HerO” network
(Heritage as Opportunity)
– Goals, achievements, expectations**



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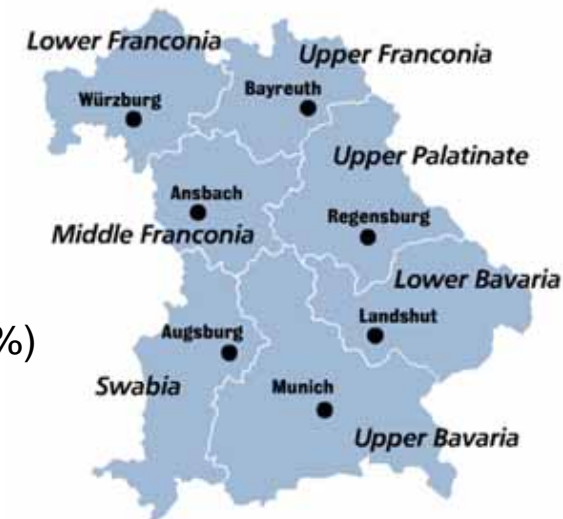
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‘Operational Programme Bavaria 2007 – 2013 ERDF’ under the RCE objective

- ◆ Overall Objectives of the Bavarian OP:
 - Creation of equal (not uniform!) living and working conditions throughout Bavaria
 - Strengthening of competitiveness, sustainable growth and employment in particular in the border and structurally weaker areas

- ◆ Regional Orientation:
 - 60 % of the budget dedicated to the three administration regions close to the border to the Czech Republic
 - Munich region excluded

- ◆ Priorities:
 - **Priority 1:** Innovation and knowledge-based economy (115 Mio. €; 20 %)
 - **Priority 2:** Promotion of competitiveness and employment of SMEs (174 Mio. €; 30 %)
 - **Priority 3:** Sustainable urban development (103 Mio. €; 18%)
 - **Priority 4:** Risk precaution and resource protection (94 Mio. €; 16%)
 - **Priority 5:** Sustainable economic development of the border areas (84 Mio. €; 15 %)
 - **Priority 6:** Technical assistance (5,6 Mio. €; 1%)





Role and expectations of the Bavarian Managing Authority in the HerO network

- ◆ Support of the application of the HerO network:
 - Support of exchange and learning activities between European cities
 - Emphasizing the needs of cities and the importance of urban development issues

- ◆ Commitment to support innovative actions arising from the 'Regions for economic change' initiative:
 - Participation of HerO representatives in the monitoring committee
 - Presentation of HerO activities in the monitoring committee
 - Discussing possibilities for implementing HerO results
 - Consider HerO actions/results for funding through the OP
 - Information about HerO activities in the annual report of the Bavarian OP

Role and expectations of the Bavarian Managing Authority in the HerO network

- ◆ Support of the ‚two-way-bridge‘ between HerO activities and mainstream programmes:
 - Taking part in the HerO network activities
 - Identifying possibilities for implementations in the mainstream programme or other regional, national or European programmes
 - Discussing possibilities for including HerO activities in future structural funds regulations and mainstream programmes

- ◆ Exchange with other MAs and KOM :
 - Discussing possibilities for implementing HerO results in the mainstream programme
 - Discussing how OPs are managed with respect to structural funds regulations
 - Exchange on the future of cohesion policy after 2013