

URBAN EMPATHY – Working Package 3

RESULT INFORMATION FILE – Phase 1

Description of the result to be capitalized in URBAN EMPATHY

1. Partner's description

(Summary information of the partner presenting the result to be capitalized in URBAN EMPATHY)

Name of the institution presenting the result	MUNICIPALITY OF PISA
Type of institution (city, region, agency, tech institute...)	CITY
Main contact	Name: SANDRA BERTINI Position: Planning department Telephone: Mail: s.bertini@comune.[isa.it

2. Project description

(Summary information of the project corresponding to the result)

Name of the project	Cités Unesco Laboratoires de Territoires Urbains Equilibrés
Acronym of the project	CULTURE
Starting date	2009
Ending date	2011
Project status (finished, execution...)	FINISHED
Project type (standard, targeted, strategic, ...)	STANDARD
Lead partner of the project	MUNICIPALITY OF PISA
Project website	WWW.CULTURE-MED.EU
Programme (MED, Interreg...)	MED
Programme Priority	4
Programme Objective	4.2

EU 2020 Strategy (choose the most suitable one from the following options)

- Smart growth
 Inclusive growth
 Sustainable growth
 Economic governance

Description of the **PROJECT**. Main topic and objectives. (300 words approx.) *(Describe in more detail the project's main thematic and objectives, providing relevant information about the contents addressed in it and where does the result to be capitalized come from)*

C.U.L.T.UR.E project (Cités Unesco Laboratoires de Territoires URbains Équilibrés) involving eight partners from Italy, Spain and Greece started in May 2009 when Region Campania, the Province of Ferrara, the Municipality of Pisa, the Province of Cordoba, Region Murcia, the Municipality of Tarragona, the Municipalities of Corfu and Rhodes met in Naples to lay the basis for a transnational multilevel governance strategy aimed at preserving them and increasing their appeal and competitiveness thus giving back to historical and cultural heritage its leading role in European development.

The main objectives of C.U.L.T.UR.E. project are:

- Developing a governance model for complex systems such as those underlying the historical urban centers, supported by a model of action plan integrating strategic policies;
- Promoting synergies between the institutions and the citizens through participation processes aimed at preserving identity values and raising and strengthening awareness for cultural heritage;
- Supporting urban regeneration of historical centers according to both their cultural values and environmental sustainability by means of appropriate funding measures, in order to provide new or improved financial tools for private and public partnerships;
- Identifying the strategies and activities able to integrate culture into urban regeneration and development processes, in order to ensure that culture activities and the whole cultural system become a source of competitive advantage for local planning;
- Supporting the identity of historical cities through a joint and worth communication strategy, thus spreading the positive identity and integrating this cultural soul into economic goods such as merchandising

Result description

(Summary information of the result to be capitalized in URBAN EMPATHY)

Name of the result to be capitalized in URBAN EMPATHY	An action plan to improve the existing governance model according to a joint analysis of the existing frameworks, strengths and weaknesses of the involved historical centers in terms of planning and management strategy
Type of result (operational tool, recommendations, good practices, guideline, ...)	Guideline
Current status of the result (under development, completed, not started...)	Completed
Type of deliverable (document, website, database, ...)	Document
Specific URL link	http://www.culture-med.eu/culture/download/up-actionplan-en.pdf
Publication date	2010
Language	English

Description of the chosen **RESULT** to be capitalized in URBAN EMPATHY. Result objectives. Utility and purpose. (200 words aprox.) *(Brief description of the result's most relevant characteristics, pointing out the main objectives and purpose.)*

The model of action plan for Unesco and high-value historical cities aims at bringing unity to the policies implemented at a European and national level, often fragmented into several programs according to sector-based approaches, lowering the possibilities for further synergies.

The policies identified as strategic for the historic towns and widely pursuable are:

1. establishing networks of consistent actors involving the society in order to ensure active programming participating processes; a participatory process towards shared and sustainable public policies;
2. conservation and enhancement of cultural heritage through physical public and private conservation interventions on the heritage,
3. better quality of life of the residents through a strategy increasing the attractiveness of historical towns, preserving housing function in historical centres and superior cultural functions;

4. sustainability of the urban environment through innovative intervention strategies to maximize the environmental benefits of historic towns;
5. Cultural revitalization structuring urban regeneration processes through the integration of different sectors with no gentrification effects;
6. Economic development through the production of an "economy of cultural heritage" and valorization processes, overcoming the conventional "art city" economic development model.
7. Sustainable tourism to prevent historical towns from being "art-tourist oriented";

The "integrated management" goes beyond the protection and preservation goals towards a complex structure in which the implementation of different phases involve different actors and competences. The network established by the action plan itself should be able to act as a collective actor, leading its implementation by involving strategic stakeholders. Provinces and regions will facilitate and institutionally introduce further key actors, thus legitimizing the whole process

List of keywords related to the result (10 words max.) *(Please provide a short list of keywords related to the result to be capitalized in Urban Empathy, e.g.: urban planning, sustainable growth, mobility, energy efficiency, renewable energies, governance...)*

Cultural heritage, historical urban centres, multilevel governance, identity, regeneration, sustainable tourism, quality of life

Describe the potential benefits or improvements that the result may generate through the capitalization process (200 words approx.) *(Describe improvements either in your result or those that it may generate due to the capitalization process)*

The capitalization process is expected to enforce part of the strategy outlined in the action plan by selecting a policy field where to apply multilevel governance and launching an empowerment process towards active involvement. It will contribute to the enforcement of the selected policies through a multilevel governance approach.

The capitalization process, as the outcome of Action Plan application, could help to generate a common and strategic vision and new tools in urban planning and heritage management.

The action plan policies and related actions about territorial integrated approach, identity and quality of historical cities, could implement or develop CAT-MED sustainable urban models methodology.

3. Result evaluation

According to your own criteria, which are the main strong points of your result?
Which are the weak ones? (300 words approx.) *(Describe the strengths and weaknesses of the result to be capitalized in Urban Empathy)*

The CULTURE action plan constitutes a valuable planning tool fostering multilevel governance. Notwithstanding its potential, it requires a structured bottom-up process which was missing in the previous project. The targeted local and regional policies must be carefully selected and pre-assessed in order to name and involve the ad hoc stakeholders and concretely apply the planning model.

The main strong points of the action plan are:

- The use of real territorial and social contest to build a common model of planning and management of heritage sites
- The policies integrated approach aimed to overcome the sectorial aspect based on heritage protection.

The weak points of the action plan are:

- the limited institutional stakeholders involvement in A.P. preparation;
- The difficulties encountered when planning long term cross-cutting interventions, due to different time and financial frameworks of policy makers from different sectors.
- Gentrification risk: The AP recognises that this is a recurrent risk when operating with historical centres, but needs to develop more how it is going to avoid this socially crucial problem.
- Specialisation risk: The strengthening of the “cultural pole” that the AP pursuits has to be carefully planned. The location of cultural facilities in historic buildings has to include also the location of small neighbourhood facilities that fulfil cultural/social needs of those neighbourhoods. They have to combine the creation of a cultural pole with a “living” neighbourhood with suitable services. The same risk exists when planning economic activities: they have to be compatible with the historic character of the area but at the same time the AP hast to make sure that proximity, common daily activities, remain present and are highly diverse.
- On the technical point of view the A.P. the plan doesn't foresee a monitoring system that could be helpful to check the policies effectiveness and accordingly modify the model

How do you think your result can affect the main aspects to be considered in a sustainable urban model?

(300 words approx.) (Describe the capacity of the result to fulfil the sustainable urban model main principles)

Cross - cutting aspects

- Territorial management and urban design
- Social and Economic cohesion

Sectorial aspects

- Sustainable mobility
- Energy efficiency

C.U.L.T.U.R.E action plan affects mostly cross-cutting aspects.

Related to territorial management an urban design the plan foresees actions among which:

- Adoption of environmental management systems designed to achieve compliance with EU environmental regulations associated with introduction of indicators for local sustainability.
- Institution of urban parks of regional interest.
- Functional reuse of cultural heritage for the provision of equipment (such as cultural and scientific centers, museums, libraries, places of artistic production, etc.) Associated with a management plan that provides innovative and high quality cultural activities.
- Specifications for the design of signage, lighting, street furniture, etc.
- Identification and preservation of historic elements which characterize urban landscape (buildings, paths, types of settlements, etc.).
- Preservation of agricultural residues and landlocked areas in urban agricultural traditional landscapes;

Related to social and economic cohesion the plan defines actions among which:

- Enhancement of spaces of high quality spaces for public relations for the role they play in the citizens' life quality
- Moving outside the historic centers the functions that are no longer compatible with the housing function and reuse of buildings for activities which enhance the quality of life of residents
- Incentives for the development of social economy and third sector economy to improve the quality and efficiency in the provision of essential levels of health and social care
- Facilities for the residence and permanence of superior cultural functions and social groups more culturally elevated.

Related to sustainable mobility (sectorial aspect) the plan foresees actions among which:

- Plan for the ecological/sustainable public mobility, with bike and pedestrian routes, and environmentally integrated public transport systems
- Establishment of restricted traffic zones and pedestrian historic centre
- Increase in available parking areas, both underground and outside the perimeter of the site.

- Services of "social transport", to facilitate the mobility of the weakest subjects, not least to facilitate their access to social services.
- Improve the accessibility of disabled population (motor, visual) both to historical buildings and its surrounding public spaces with conservation compatible elements.

Related to energy efficiency (sectorial aspect) the plan foresees actions among which:

- Measures for sustainable use of resources (minimizing the amount of waste, efficient management of water resources, noise reduction, efficient energy management systems and renewable energy sources, etc.).
- Reduction of energy consumption of public buildings, economy 'in their management and maintenance.
- Incentives for privates to improve energy efficiency of historical buildings.

What influence do you consider that your project result could have on environmental governance and what could be its impact on urban policies? At which level? (Local, regional, national, MED or European level...) (300 words approx.) *(Describe the level of influence of the result and its applicability on EU policies)*

C.U.L.T.U.R.E action plan defines a targeted policy (urban environmental sustainability) and actions which can contribute to address environmental governance:

- Adoption of environmental management systems designed to achieve compliance with EU environmental regulations associated with introduction of indicators for local sustainability.
- Introduction of environmental budgets.
- Establishment of agreements/protocols with service companies (electricity, water, gas...) to remove elements with visual impact on historical buildings or landscapes.

Project results could have positive impacts both in comparison to the governance processes and to the urban policies. The AP in fact aims to build a institutional networks to support protection and regeneration of historical centers by targeted measures:

- Promote an integrated approach towards the coordination of all the institutional and non institutional actors involved in the implementation of projects related to Public Works and / or other provisions involvement of the private sector in planning restoration interventions;
- Establishing incentive schemes to ensure adequate financial support to projects and plans aimed to translate into concrete goals that see the synergy between different bodies, public /private
- Promote strategic actions in order to propose a strict relationship of dependence between the single interventions and the “historic urban landscape”.

AP objectives and policies can produce positive impacts at regional level as addresses for economical and territorial planning; the actions can mostly give effectiveness to policies at local level within urban planning tools and sectorial plans.

What is the main target group the result is addressing to? (public administration, public sector, private sector, research groups, ...) How does it enhance public participation? (200 words approx.) *(Describe the target audience that could use the result and if citizen participation processes have been considered)*

The result (Action Plan) is mainly addressed to public administrations and public sectors that can apply it to define Unesco SITE management plan or planning tools. But it is also useful to for the private sector that can benefit of its framework to control the implement process and the financial funds related.

Regarding citizen participation, at Pisa level the participatory process launched but not enough developed (through the online call for ideas, the geoblog and the related white book here above described). It could be capitalized, by taking into account also the changed local framework after more than 3 years after its launching.

The action plan aims to build a networks of aware actors considering citizen participation by the following actions:

- Citizen involvement in decision making by improving access, the circulation of information and facilitating processes of identification in the values of places
- Periodic consultation with the social and cultural workers for their involvement in decision-making aimed at regeneration of the historic centers.
- Communication plan for the spread of knowledge and memory of the territory and the local environment to the greatest possible number of inhabitants and users of the territory.

Is the result currently in use in the Europe/MED area? (150 words aprox.) *(Please provide further information on the usability of the result, pointing out if it has already been implemented or in use)*

Not yet. Municipality of Pisa and Opera Primaziale are just planning the new management plan of UNESCO site, and the CULTURE action plan could be a useful guide.

According to your own criteria, what are the main innovative aspects of the result? (150 words aprox.) *(Please provide further information on the level of innovation achieved by the result to be capitalized in URBAN EMPATHY: new methodologies, etc...)*

The most innovative aspects of the result are related to the experimentation of new and creative ways of planning, management and use of cultural heritage which has produced:

- The shared model of a management plan of historical centres, integrated in wider territorial planning approach, taking into account European addresses, tools and funds. The AP Compulsory insertion of an historical urban dimension in the ERDF (European Regional Development Fund) OP (operational program) and/or introduction of specific action plans.
- The agreements of public / private partnerships to address problems related to the management of historic centers and the active involvement of the target groups coming from civil society. The AP in fact foresees the insertion, in the planning documents of the institutional subjects of the network, of coordinated policies dedicated to historical urban site and landscapes.

The project has also highlighted the awareness of the close identity relationship between citizens and Cultural Heritage (UNESCO sites) and was able to identify the possible paths of integration, in a balanced and sustainable relationship, including the preservation of the identity value and needs of tourism use.

How do you think your result could be implemented? Through which means? Do you think it is easily transferable? Estimated costs, resources, time needed for implementation, key actors involved... Please include any other relevant criteria you may consider important (300 words aprox.) *(Please provide further information on implementation and transferability requirements of the result)*

The A.P. result could be implemented using its framework to define UNESCO site management plan and to direct strategic urban planning tools applied to historical centres and cultural heritage. In fact the AP gives advises and addresses to develop a sustainable and integrated management plan in which policies related to territorial, landscape, social, turistic, economic aspects are combined and balanced. On the other side decision makers can benefit of measures and actions to manage the relationship of the citizen so that the process can be shared. Nevertheless a difficulty that the AP needs to overcome is to be seen by the decision makers as a methodology useful for their policies and not only a result of a project;

The A.P. could be transferable but it is necessary to take into account the different social, cultural, legislative context in which they are applied. Besides we have to consider the different relationships between public and private operators that manage the cultural heritage, so it is always necessary to adapt it to the different local context.

At this stage it's very difficult to make a cost/resources estimation of a such implementation but surely we need to schedule a real involvement of the citizens living the historical centers focused on the protection culture if we can deliver a sustainable valorization of the Unesco sites.