



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND



CENTRAL Europe Lead Applicant Workshop, Poland

**Thematic Workshop
Priority 4 - Competitiveness**

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Warsaw; PL**

Content

- OP CENTRAL Europe 2007-2013 – Priority 4, Areas of Intervention
- Results from 1st and 2nd call
- Relevant policy documents
- Examples of existing projects
- Key factors fro a successful CENTRAL project / Do's and Don'ts
- Methodological advice

References to project ideas submitted by Polish Lead Applicants will be given for each topic

Priority 4 - Competitiveness

Priority 4 - Enhancing Competitiveness and Attractiveness of Cities and Regions

■ Objectives:

- *Strengthen the polycentric settlement structure*
- *Improve the quality of life and*
- *Promote sustainable development of cities and regions*

Transnational aspect: focus on topics that emerge from comparing the different contexts of cities and regions

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Aol 4.1 - Developing Polycentric Settlement Structures and Territorial Cooperation/1

■ *Objective:*

- *achieving a more balanced territorial development by improved urban and urban-regional cooperation*
 - integrated urban and regional development strategies and improved conditions for investments
 - durable cooperation of metropolitan areas / small and medium-sized cities
 - actions for urban-rural relationships with optimised material flows and with sustainable urban development patterns (urban sprawl)
 - cooperating on new approaches in the field of rehabilitation and conversion issues of urban and peri-urban functional areas
 - transnational urban-regional cooperation networks for joint use of infrastructure, leisure services and recreational facilities.

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Aol 4.1 - Developing Polycentric Settlement Structures and Territorial Cooperation/2

■ *Potential activities:*

- **Formulate and manage functional policentricity**
- **Support Governance of functional areas**
- **efficient municipal property management/integrative tools, methods**
- **Tackle crucial problems affecting metropolitan areas and regional systems of settlements**
- **Tackle problems in the field of Planning and Governance**
- **Conversion of (military) brownfields into Business Support Centres or Incubators in regions**
- **Improving conditions for investment in the rural areas, directly tackling the development gap between the regions of the CENTRAL space**
- **Build up public officials capacity in designing efficient spatial strategies**
- **Transnational clustering of CENTRAL historical and innovating commercial spots**



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Aol 4.1 - Developing Polycentric Settlement Structures and Territorial Cooperation/3

■ *Potential activities:*

- **Transnational cooperation committed to the development of tourism along river xy, paying attention to protection and enhancement of natural and cultural resources**
- **Lack of territorial strategies for potential growth poles and metropolitan areas, regional governments to access modernizing methods of urban management; to help regional governments to design spatial strategies, plans and projects**
- **Strengthening the role of urban areas as engines for sustainable development - metropolisation has given birth to changes in the urban system and in the urban-rural relationships**
- **Strengthening rural-urban relations and the development of peripheral areas**
- **Coordinated and concerted strategy using the regional and local potentials - enhancing inter-municipal and intra-territorial cooperation**

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Aol 4.2 - Addressing the Territorial Effects of Demographic and Social Change on Urban and Regional Development/1

■ *Objective:*

- *reduce negative effects of the demographic and social change on urban and regional development by*
 - innovative solutions for service-provision and for the adaptation and provision of key services and infrastructures
 - actions for adapting cities and regions to the needs of specific groups of population
 - counter-balance social and spatial segregation and integrate aspects of citizens' participation at an early stage of planning
 - actions for the provision of public services in the proximity of residential quarters
 - innovative solutions for addressing bottlenecks in urban development (housing, service infrastructure, congestions, investment barriers)

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Aol 4.2 - Addressing the Territorial Effects of Demographic and Social Change on Urban and Regional Development/2

■ *Potential activities:*

- Tackle problems in the field of Social Issues
- Tackle problems in the field of Public Infrastructures and Public Services
- Demographic change in CENTRAL - adaptation strategies to spatial planning and regional development
- Competitiveness Actions and Policies for cities – the region is characterised by medium and small towns, which represent the territorial capital of this area - public services

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Aol 4.3 - Capitalising on Cultural Resources for more Attractive Cities and Regions/1

■ *Objective:*

- *sustainable use of cultural resources and heritage*
 - capacities of innovative management strategies for protection, preservation and sustainable exploitation of cultural resources
 - promoting valorisation of traditional activities and knowledge
 - implementing strategic actions to generate income and employment through integrated cultural and economic concepts
 - enhance the cultural aspect of the regions using and protecting traditional knowledge and expertise related to cultural heritage
 - applying new forms of management of urban/cultural heritages with particular attention to natural and social capacity and possible side effects on environment and population in a longterm view

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Aol 4.3 - Capitalising on Cultural Resources for more Attractive Cities and Regions/2

■ *Potential activities:*

- Co-ordinated utilisation of cultural values - joint conservation
- Sustainable and integrated tourism - integrated development by vital historic cities to be the regional centres
- Enhancing the sustainable growth of historical small towns placed in (peripheral wine producing regions)
- Local project development as a potential coming from the heritage valorisation
- Innovative approaches for the sustainable development of the Historic Centres in medium size towns
- Enhancing development options based on traditional sectors and cultural heritage as well as on emerging sectors at transnational level - valorisation of cultural heritage
- Building culture and ecology - competence development of local craft companies

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... up to now after 1st and 2nd call

projects 1st + 2nd call					
priority	Aol	received	approved	approved projects	topics covered
priority 4	4.1	20	6	ACT4PPP, Centrope Capacity, UrbSpace, COBRA MAN, ReSource, CIRCUSE	public private partnership, polycentric governance, brownfield regeneration, open spaces in urban planning, post mining regions, urban sprawl, land use pattern
	4.2	15	3	Q-AGING, YURA, QUALIST	aging population, youth, migration, brain drain, declining rural areas
	4.3	34	6	CROSSCULTURE, CUSTODES, Danube Limes, Listen to the Voice of Villages, Creative Cities, Second Chance	marketing of cultural heritage, cultural tourism, rural marginal territories, creative industries, regeneration of brownfield sites
total		69	15		
project ideas Polish lead applicants					
priority	Aol	ideas		project acronym	topics covered
priority 4	4.1	3		Partnership for Sport, QUALISPACE, <i>CE transport corridor region</i>	competiveness of cities, urban revitalisation
	4.2	1		social dialogue in urban planning and architectural design	public participation process
	4.3	7		Jan Sobieski trail, Glass Heritage, CEM.4.ALL, "national cultural institution", ReNewTown, From the Tradition to the Future, international piano forum	cultural heritage, cultural tourism, cultural cooperation
total		11			

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Policy documents, strategic papers and instruments - territorial development

Territorial Cohesion

- *Green Paper on Territorial Cohesion (Sept. 2008)*
- *Related debate and contributions*

Macro-regional strategies

- *DG REGIO Discussion paper (Sept 2009)*
- *Seminar on BSR strategy (17.-18.09.2009)*
- *EU Strategy for the Danube Region (since June 2009)*

ESPON Projects of relevance for P4

- *EDORA European Development Areas - Opportunities in Rural Areas, Interim Report (April 2009)*
- *FOCI - Future Orientation for Cities, Interim Report (April 2009)*

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Policy documents, strategic papers and instruments - other topics

Structural policy / regional development

- *Barca Report - An Agenda for reformed cohesion policy (April 09)*
- *'Regions 2020' – An Assessment of Future Challenges fro EU regions (November 2008)*
- *Commission Working Document on Future „EU 2020“ Strategy*

Culture and Heritage

- *„Culture in Local and Regional Development“: Study and seminar (Nov. 2009), <http://www.cses.co.uk/surveys/eacea-culture-and-regional-policy/>*
- *DG CULTURE, Study „Economy of culture in Europe“ http://ec.europa.eu/culture/key-documents/doc873_en.htm*

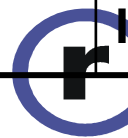
Urban Development

- *DG REGIO Brochure „Promoting Sustainable Urban Development Opportunities“ (in Europe - Achievements and Opportunities April 2009)*

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Examples of existing transnational projects – Aol 4.1

CE project	Linked project	Programme	Polish Lead Applicant ideas
Centrope Capacity	METROBORDER	ESPON	CE Transport Corridor ?
CIRCUSE	LUMASEC ESPON CLIMATE GRaBS POLYINVEST	URBACT ESPON INTERREG IVc SEE	Partnership for Sport
UrbSpace	URBAMECO EUROSCAPES	URBACT INTERREG IVc	Partnership for Sport, QUALISPACE
COBRA MAN	F.A.T.E	SEE	
ReSource	ReTInA B-Team	SEE INTERREG IVc	



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Examples of existing transnational projects – Aol 4.2

CE project	Linked project	Programme	Polish Lead Applicant ideas
QUALIST	PROMISE INNOCITE Reg Gov	SEE Alpine Space URBACT	Civic Participation Process
Q-AGEING	Active A.G.E PEOPLE	URBACT INTERREG IVc	
YURA	My Generation DEMIFER	URBACT ESPON	

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Examples of existing transnational projects – Aol 4.3

CE project	Linked project	Programme	Polish Lead Applicant ideas
Creative Cities	Creative Clusters CREATIVE METROPOLES	URBACT INTERREG IVc	CEM.4.ALL, National Museum
Second Chance	Heritage as Opportunity ViTo	URBACT SEE	Glass Heritage, from Tradition to Future
CROSSCULTURE	AGORA 2.0	Baltic Sea Area	Jan Sobieski trail, Int. Piano Forum
CUSTODES	PRESERVE	INTERREG IVc	ReNewTown

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Key factors for a successful CENTRAL project – Do's

- **Secure national cofinancing**
- **Careful reading of programme documents**
- **Clear management structures**
- **Focus on the implementation**
- **Sustainable, visible and concrete results**
- **Efficient and effective use of resources**
- **Clear reference to the programme area**
- **Accordance with the programme objectives**
- **Build on existing results**
- **Project ready for take off**
- **Transnational way of looking at the programme**
- **Consider public procurement procedures**

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Key factors for a successful CENTRAL project – Don'ts

- Eligible in other EU programmes
- Focus on exchange of experience and know how
- Pure research projects
- Focus on regional level
- Pure rural area projects
- Cross border topic
- No experience of the Lead Partner in project management
- Unbalanced budget
- Relevance of the topic only for one or few partners
- Unbalanced project partner structure
- Continuation of existing cooperation without visible value added

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Methodological advice for project application/1

Relevance (what for?)

- In line with programme goals, Lisbon/Gothenburg goals, other EU and national policies
- Transnational thematic focus
- Relevance for target regions and Area of Intervention
- Beneficiaries
- Added value in terms of innovation

Partnership technical and operational capacity (who?)

- Appropriate transnational partnership
- Sufficient management and technical expertise / esp. LP

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Methodological advice for project application/2

Implementation and methodology (how?)

- **Coherent approach**
- **Appropriate project design**
- **Effective and efficient management**
- **Work plan and time table / realistic, coherent, transparent**
 - **work package, action, outputs, results**
- **Visible outputs and results**
- **Capitalisation**
- **Clear value added**

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Methodological advice for project application/3

Quality of outputs and sustainability of expected results (what?)

- Definition and use of outputs
- Transferability, useful beyond the partnership
- Communication strategy
- Knowledge management
- Sustainable results
 - Financial sustainability
 - Institutional sustainability
 - Political sustainability

Administrative issues / partnership agreement, cofinancing statement

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Methodological advice for project application/4

Budget and cost effectiveness (how much?)

- Budget linked to the work plan, time plan and partner involvement – coherence with the work plan
- Budget linked to project duration and size of the partnership – value for money / 3”E”
- From activities to single partner budgets and the overall project budget – transnationality
- Budget lines, transparent information, based on real costs
- Respect of public procurement and state aid rules

Thank you for your attention!

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