

PLURAL INNOVATION WORKSHOP

THE NETWORK OF THE HARBOURS CITIES: Scenarios, strategies and ideas for the re-planning of the Italy France Maritime OP

Florence, 22 June 2010

Casa della creatività,
Chiostro Santa Maria Maggiore,
Vicolo di Santa Maria maggiore 1, Florence – Italy

The city networks and the institutional-transnational networks are one of the most remarkable challenges and opportunities of the next European future

In fact, as described by many studies and in particular by the so-called Barca Report for the redefinition of the post 2014 Community cohesion policies, only the effectiveness of processes of cohesion and resource exploitation that go beyond the administrative and national borders can allow Europe and to its national and regional components, to play a remarkable role in the future global competitions.

To face these challenges the Maritime OP has developed a priority axis which favours the sharing of the relevant resources belonging to the different networks of the area in order to increase the competitiveness of the cross border zone.

On the base of these cohesive processes, the cities (true heart of the economic competitiveness and social quality of the cross border system) can promote real politics of common investments aiming to qualify and to promote the growth and the sustainable development of the cross border area

UCAT has been developed in order to initiate the establishment of this institutional network able to exploit these opportunities and challenges of development. UCAT will use the project resources to implement the first and decisive processes of cohesion.

The seminar is organized by the European Study Centre Plural and by the Anci Toscana in the framework of the UCAT project. The initiative will allow the partner administrations and some other remarkable institutional and social subjects to discuss the future of the cross border area and the projects and politics that will be more opportune to implement for the cohesion and the development of the zone.

During the Seminar, taking into consideration the UCAT project and the future strategic project, partnerships and objectives of key future initiatives of the network and useful recommendations for the re-planning of the OP will be developed.

Programme 22 June 2010

Scenarios

- 10.00 **Presentation of the Seminar**
Paolo Parrini – President of the European Study Centre PLURAL
- 10.15 **The Italy France Maritime OP next challenges and perspectives**
Tuscany Region – Managing Authority of the Italy France Maritime OP
- 10.30 **The UCAT Project – Union of the North Tyrrhenian Sea Cities**
Alessandro Pesci – Secretary of ANCI Toscana - Lead partner
UCAT
- 10.45 **The innovation dynamics in the institutional networks**
Francesco Monaco – Responsible for the Southern Part of Italy Cooperation -
ANCI Nazionale
- 11.00 **City Networks: The European case of the Union of Baltic Cities**
Wolfgang Schmidt – Union of Baltic Cities
- 11.15 **Evaluation on the city role in the Italy France Maritime OP**
Massimo Bressan - Iris srl - Responsible for the *in Itinere* evaluation
Italy France Maritime OP
- 11.30 **Coffee break**

Strategies

- 12.00 **Smart cities and advanced urban projects**
Cristina Marioli – Development and Innovation Director - IBM
12. 20 **Territorial Networking: new forms of territorial marketing**
Federico Picardi e Mirko Lalli - Fondazione Sistema Toscana
- 12.40 Buffet

Ideas

- 15.00 **Open Lab 1 – Guide Lines for the strategic project**
City networks and the new 4 axis of the Italy France Maritime OP

Coordinator: M. Paolo Parrini

17.00 **Open Lab 2 – Cities like laboratories of innovation and creativity**
Coordinators: M. Massimo Bressan – Miss. Donata Cappelli

18:00 **Aperitif time**

The UCAT project

The UCAT project intends to create a stable association of Municipalities of the North Tyrrhenian Sea, which, through the promotion of joined politics and the exchange of best practices among the centres of the cross border area, is able to improve the quality and the access to the urban public services for citizens and enterprises.

The UCAT partners are:

ANCI TOSCANA (lead partner)
MUNICIPALITY OF GENOVA
MUNICIPALITY OF LIVORNO
MUNICIPALITY OF CAGLIARI
ANCI SARDEGNA
EUROPEAN STUDY CENTER PLURAL
MUNICIPALITY OF AJACCIO
ANCI LIGURIA

Contacts and Information

info@pluraleurope.net
<http://www.pluraleurope.net>
Mobile: +39 392 9469677
Tel: +39 010 8978121