

## SEE PROGRAMME - 1th CALL

### EASY T2OWN – Easy Accessibility Strategy in Transnational TOWN

**Priority Axis 4    Aol    Tackle crucial problems affecting metropolitan areas and regional system of settlements.**

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#### **Main problem**

During these last years the urban centres have been involved in deep and big transition. This changes in certain cases have influenced their identity, their role and their function in terms of: depopulation of the native productive inhabitants, clustering of economic activities, environmental protection, logistic accessibility, social interaction and local community self-perception identity. In the urban areas in general and in the old town centre in particular step in many factors and social phenomenon that has contribute to change their identity. Among them we can mention the changes that have interested the urban areas with the settlement of the immigrants populations and the presence of the oldest population. It has long been recognized that urban areas, are places where the majority of immigrants choose to live and the ancient people try to maintain their houses. In many cities the majority of immigrants, both new and long-established, settle in suburbs, but sometimes we can observe a big concentration of immigrants in certain deteriorated inner neighbourhood. The immigrants presence, concentrated in deteriorating neighbourhood, that have lost their old identity, characterised by a big lack of services and by the absence of economic activities, doesn't encourage their integration process on contrary it provoke the immigrants exclusion from the life cities and feed and stress form of marginalization. The most cities efforts to decrease polarization and manage diversity rely on the social policies of public education, health care, infrastructure and income support.

In order to amend the progressive decline of the urban areas characterised by a consistent presence of immigrant and other marginalised people, like the ancient, and to revitalize it, it's necessary to conceive intervention to encourage: the accessibility, the mobility, the sustainable infrastructure, the integration of immigrants and the other vulnerable group, an organic development of social and economic activities.

Many believes that the cultural, social, and religious diversity, of which immigrants are holder, is a fundamental characteristic of places that will thrive—economically and socially—in an era of global interdependence. Learning to live with cultural diversity, managing cultural exchanges among people, organizations, and institutions, and dealing directly with inequities and discrimination are challenges that cities must face if they want to be socially inclusive.

#### **Main objective**

To define and to adopt new methods of urban planning in order to make attractive urban areas affected by form of economical decline, depopulation and social marginalization.

#### **Specific objectives**

- ✓ To create a network of Town Centre Management in the South East Europe area, supplying to the local administration: instruments, know how, experiences coming from best practices, proposal of policies, strategy and visions
- ✓ To revitalise the urban centres and the marginalised urban areas, reducing their depopulation and decrease

- ✓ To foster in urban planning, measure aimed at the newcomers and vulnerable group integration shared at trans-national level ;
- ✓ Improving the intercultural dialogue between immigrants and local population;
- ✓ To create the alternative to the modern distribution system (trade centres, Ipermarket, Mall, etc.), throughout real and effective actions producing income for the local retailers that decide to invest in the “down town areas”

**Main activities of the project:**

- ✓ The Analysis of the real situation of the urban areas which will participate actively to the Project, to define: the level and the reasons of the decrease, the critical aspect and potential pressure to anticipate crisis,
- ✓ The Elaboration of a business plan for the realization of a network of Town Centre Management (TCM) in the SEE countries, defining the appropriate model and type of organisation
- ✓ The Establishment of a network of Town Centre Management (TCM) in SEE countries
- ✓ To design the plan of activities (as Action Plan of the TCM) to be adopted by the local administration (municipalities) in the different areas of intervention, like:
  - economic field with the production of operative tools: introduction of Urban Distribution Centre and creation of “Natural Trade Centres”
  - sustainable urban logistic and accessibility with the design of infrastructure, the respect of environmental impact, the economic sustainability and suggesting permanent solutions
  - cultural field
  - educational field
- ✓ To apply a “pilot” Action Plan in one of the town involved in the project with the realization of new services for both the native and newcomers

**Main output**

Model elaboration of Town Centre Management;

Operational guide lines, aimed to local authorities, concerning the urban revitalization;

Urban planning methods to integrate newcomers presence in developing urban area;

Operational instruments for the economic, cultural and educational fields;

Feasibility study for the realization of Urban Distribution Centre and creation of “Natural Trade Centres

**Partners involved at this stage**

Marche Region Authority (IT)

Urbino University “Carlo Bo” (IT)

Municipality of Padova (IT)

Municipality of Pesaro (IT)

Municipality of Budapest (8<sup>TH</sup> District) (HUN)

Municipality of Plovdiv (BUL) (?)

Universitatea Politecnica Bucuresty (ROM) (?)

**PARTNERSHIP requested:**

We are looking for this kind of partner to create a cross-sector project partnership:

- Local authorities with competences in social, urban and territorial policies;
- Regional authorities with competences in social and territorial policies;

**REQUESTED COUNTRY:**

ROMANIA  
AUSTRIA  
GREECE  
SERBIA  
SLOVAKIA  
BULGARIA

**ESTIMATED BUDGET: 2.200.000,00 EUROS**

**DURATION: 36 months**

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