

Conference Report

Vitality of Smaller Cities – A European Union priority?

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A. Event overview

On 25 October 2018 a conference took place in Barcelona where smaller cities in Europe explored the practical ways of how they can enhance the vitality of their cities, both in terms of the liveliness of their centres and their marketability for local produce.

The conference was attended by 150 delegates of small cities from all over Europe who included mayors, city officials, city development practitioners, academics and researchers.



The conference was sponsored by URBACT, one of the European Union's territorial cohesion programmes with a mandate to support integrated sustainable urban development in European cities – large, medium and small.

The conference was hosted by the Diputació Barcelona who coordinates territorial support for more than 100 small cities and towns in the Barcelona region.

The logistics and communications for the conference was ably managed by the city of Igualada.



"Today in our conference on the vitality of smaller cities, we are working with 70 cities from all the countries in Europe. As the city of Igualada, we are really, really very proud to organise this conference."

- Patricia Illa, Deputy Mayor, Igualada, Spain



B. Rationale for a conference on the vitality of smaller cities

Often the media spotlight is on the larger better-known cities as the major focal points for urban economic development and innovation. The assumption is that with the potential for agglomeration and significant infrastructure investment, larger cities will always have distinct advantages over smaller cities.



"We are doing two important things in this conference. One is to explain how an international programme like URBACT has helped us at local level bringing actual change to our cities. The other part is giving voice to smaller cities in Europe that not so many times have a voice and representation in these types of forums."

- Daniel Castejón, Igualada, Spain

This thesis however does not take in account the spatial distribution of local economies in functional urban areas clustered around smaller cities that make up the bulk of the urban settlements in Europe (OECD¹).

It follows that for a growing European economy, the health and wealth of these smaller cities and their connected hinterlands should carry as much importance as the competitiveness of our larger cities.



"Small cities are drivers for urban development and for developing every country. There is a concentration on the European and national level, and even on the regional level – but for small cities there is nothing concentrating on them."

- Lucie Noswitz, Liberec, Czech Republic

In this regard the Pact of Amsterdam (2016) states: "The Urban Agenda for the EU acknowledges the importance of Urban Areas of all sizes and contexts in the further development of the European Union. A growing number of urban challenges are of a local nature but require a wider territorial solution (including urban-rural linkages) and cooperation within functional urban areas."²

To showcase practical elements of such local economies and their importance for themes of the EU Urban Agenda such as *Small- and medium-sized Urban Areas and polycentric development, Jobs and skills in the local economy and Urban Mobility*, city case studies were presented from the conference will be structured to present from the participating networks on the following themes:



"The European Union is for its citizens and there are at least 40% who live in small and medium sized cities. The European Union is actually a part of all of us, so it should care about small and medium sized cities. Especially at this moment because they have a hard time with changes in the economy."

- Nicolaas Beets, Urban Envoy of the Netherlands

1) Reviving experiential retail that will enliven city/town centres
2) Creating attraction through community engagement in public spaces of the city/town centre
3) Strengthening the local urban economy through developing and showcasing local produce.

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Nine small cities presented their plans and actions that they developed with the support of URBACT transnational action planning networks, thereby demonstrating that smaller cities can be resourceful and creative in developing good practices to urban challenges.

¹ The [OECD-EC harmonised definition of cities](#) (2012) define small cities as below 100,000 population.

² The [Pact of Amsterdam](#) (2016) p4

C. Summary of the proceedings

The conference was divided into sessions each exploring one of the above stated themes as per the conference agenda in Appendix A.

The sessions were preceded by introductory remarks and the setting of the policy context for urban development in Europe. This was provided by keynote speakers Nicolaas Beets, Urban Envoy of the Netherlands and a contributor to the Pact of Amsterdam, Emmanuel Moulin, Director of the URBACT Programme and Nuala Morgan,



“This conference is an URBACT capitalisation project. We are bringing together three URBACT networks who worked on aspects of small city development. The idea is to consolidate the different practices and knowledge that they have shared over the last three years and to make it available to small and medium sized cities across Europe.”

- Nuala Morgan, URBACT Secretariat

Head of Capitalisation and Communication, URBACT Secretariat, reflecting on the changing policy framework for urban development in the European Union with reference to the new Urban Agenda for Europe; the debates for a new programme budget framework and the support for urban development; and the role of URBACT in creating a comprehensive inter-city learning network and capacity building mechanism especially appreciated in smaller cities.

A content expert provided context of the thematic trends for each session, thereafter case studies from three cities were presented per session by city leaders who were part of their respective URBACT Local Groups. The sessions were facilitated by the respective lead experts of the three projects and included moderating a panel discussion to end each session.

To create opportunities for participants to exchange information and to connect with the cities whose practices were of interest to participants, an Ideas Market was facilitated by Miguel Souza, lead expert of the Agri-Urban Project. The results are tabled as per Appendix B.

The conference closed with a synthesis of proceedings to answer the question of what key supports were needed at European level to help revitalise smaller cities. Sally Kneeshaw, URBACT Programme Expert, moderated inputs from all the keynote speakers, city presenters and the audience. The insights and recommendations are captured in the final chapters of this report.

D. Summary of the presentations

The case studies presented by the cities are thematically linked to one of three URBACT III Action Planning Network projects respectively. All three projects focused on the vitality of small cities and large towns in Europe. The knowledge gained are being shared through the comprehensive communication networks and activities of URBACT.



In the **RetailLink Project** retailers in the city/town centre together with other local stakeholders deepened their understanding and developed responses to local pull/push factors, global retail trends, technology and consumer preferences.

Manuel Torresan, Architect and Urban Planner, University of Sapienza, Italy, presented an overview of how the global trends for changes in retail are impacting on smaller cities. He emphasised the community value of local independent retailers and how these shops are part of the fabric and identity of small cities that are essential for the attraction and sustainability of these cities.

In Case Study 1, Patrícia Illa and Daniel Castejón of the city of Igualada, Spain, emphasised the importance of retailers and other local stakeholders working together to create a calendar of events and activities in the city centre that brings more liveliness and increased footfall.

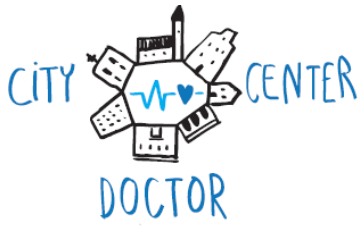
In Case Study 2, Lucie Noswitz of the city of Liberec, Czech Republic, explained the importance of creating a good coordination structure between the city centre retailers via their retailers' association and the city manager's office. Liaison officers have been appointed that ensure improved communication and better cooperation in organising and evaluating events to enliven the city centre.

In Case Study 3, Daniel Garnier of the city of Basingstoke, UK, argued the importance of a city understanding its location and strengths and developing services and experiences accordingly. If for example a city has value as a commuter hub for local people working in larger cities, then retailers in the city should cater for the needs of commuters (e.g. should have appropriate times when shops are open).

The following graphics accurately summarised the content of the session including the key points raised in the conversations during the session³.



³ The graphic impressions of each of the sessions were created by the artist Raquel of Graphics RQ.



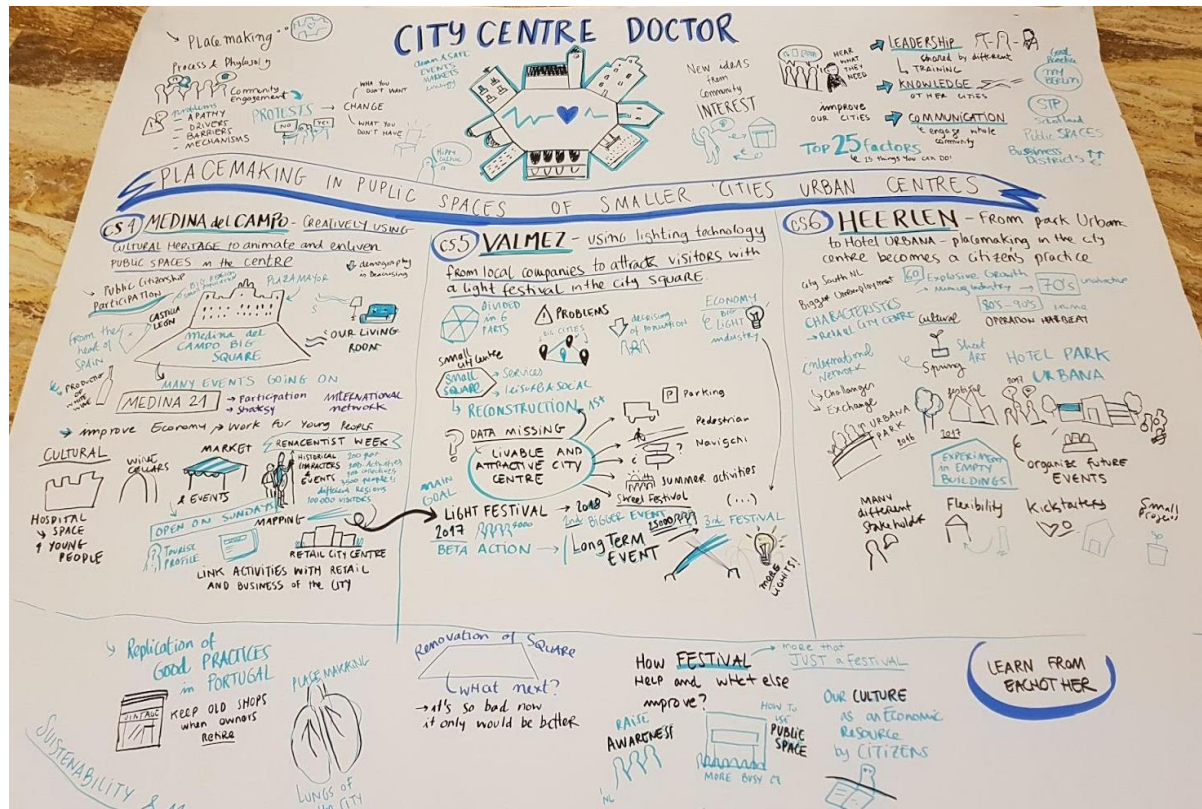
In the **City Centre Doctor (CCD) Project**, the partner cities worked together to improve their understanding of the factors that influence the liveliness of city centres such as increased mobility and liveability as well as other factors such as the design and use of public spaces and the diversity in the social, cultural and economic make-up of the city centre.

Simon Quin, Director of the Institute of Place Management, Manchester Metropolitan University, UK, presented an insight from IPM research into the role of placemaking to enliven public spaces in city centres and on high streets and the significance of such community activities to the bottom line of city retailers. He emphasised the value of placemaking to get citizens involved in re-imagining city spaces with short term actions that animates a place and draws people to the place.

In Case Study 4, David Muriel Alonso of the city of Medina del Campo, Spain, highlighted their city's competency of using heritage events, mainly on or close to the Plaza Mayor, to create a vibrant city centre. With the CCD project the city embarked further on beta actions to test how the subterranean pathways in the city centre could be re-activated with new uses and through story telling.

In Case Study 5, Antonin Hořin of the city of Valašské Meziříčí (Valmež) in the Czech Republic demonstrated that small cities can think big. Their city was inspired by the creative festivals in the CCD partner cities. They approached a local lighting manufacturer (Robe) to co-design and produce a lighting festival. Now in its 3rd year, the festival is attended by an audience larger than the city's population.

In Case Study 6, Yvette Petit of the city of Heerlen in the Netherlands, explained the value of using place observation tools by the city centre team (ULG) to analyse the potential of small squares and other public spaces in the city centre for urban experiments such as imaginative pop-up parks complete with 'expressionist' cardboard tents and greening to create a welcoming atmosphere.



In the **Agri-Urban Project** the possibilities were explored for small cities with strong agricultural traditions, to change and improve their output with innovation in production and marketing accentuating trends in well-ness, organic farming and quality of urban life.



Maria del Mar Delgado-Serrano from the University of Córdoba emphasised the symbiotic relationship that small cities have with their rural hinterlands and this can be understood through the production and consumption of food. There is a concern that many citizens in cities do not know where their food comes from and that the same types of food that gets exported also gets imported for consumption at local supermarkets. With greater citizen awareness it is possible for cities to adopt food policies to ensure farm-to-fork information and food security and safety.

In Case Study 7, Helena Nordlund of the city of Södertälje, Sweden, elaborated on their new city strategy developed during the project with the aim of becoming self-sufficient in vegetable production, which is a problem in Sweden. Their goal is also for their city to become more interesting as an eco-friendly, healthy city to live in or to visit. Also, to make their landscape more interesting and creative.

In Case Study 8, Laureen Traclet of the city of Mouans-Sartoux, France, showed how her city advanced from their initial healthy food interventions in schools to a range of city actions to reduce food waste and promote local produce. In this project a study was conducted to determine the demand and offer of local organic produce. The results show evidence for establishing more local agri-food businesses.

In Case Study 9, Raquel Moreno of the city of Baena, Spain, emphasised the value of an integrated plan and food policy for the city. Even if a small city is agriculture-based for the local economy, it does not mean that all stakeholders identify the central role of food in the city. This plan will guide stakeholders in her city to view local food production and consumption holistically.



E. Insights from the conference

1. The vitality of smaller cities is not exclusively determined by the influences of nearby larger cities, but rather should be understood as the outcome of a number of factors, many that are controlled by local stakeholders, as evident from examples in the presentations by the nine cities. These include:



“For me to participate in a network like this has really opened my eyes for all the creativity and interesting things that are happening in small cities and on a local level. So, I really think that Europe and the EU have to continue to support this kind of exchange that we have had through this network.”

- Helena Nordlund, Södertälje, Sweden

- Collaboration between local stakeholders to engage with residents, businesses, state agencies and civic organisations to identify needs and resources;
- Capacity of local stakeholders to jointly develop action plans appropriate for their context and with a strategic focus on economic growth, social cohesion and environmental sustainability;
- Place Analysis and Placemaking activities and events in the public spaces of city/town centres that result in bringing more liveliness to their cities;
- Engagement of local producers to strengthen the locus of local/regional markets and to promote place-specific initiatives such as local food policies to the benefit of residents as well as visitors (responsible tourism);
- Integrated approaches to the elements that sustain vitality in the city, for example to improve retail in the city/town centre by understanding the shopping intentions and experiences of customers and by interventions ranging from improved mobility, to better street furniture and signage, to supporting independent retailers to expand their online presence and services.



“I think with placemaking you can make a city centre more attractive, especially if you do this together with stakeholders and citizens. You give people a feeling that they really would like to go to a place and stay there for a while. That is really important. For example, we organised pop-up parks in Heerlen during the summer time in different places in our city centre. We also announced that we are going to add more green in the future. People like it very much.”

- Yvette Petit, Heerlen, Netherlands

2. All cities, large and small, should be clear that they can't be 'everything for everybody'. This means their goal should be to find their areas of strength and to promote their niche offerings. This is especially the case where small cities are part of the regions of large cities or located in polycentric metropolitan areas.



“Small cities with an agricultural base should focus on food from a holistic point of view. That means not only seeing agriculture as the main economic activity of a small city, but also how it connects with many other aspects of the life of citizens such as social integration, education and health.

- Raquel Moreno, Baena, Spain

3. Smaller cities should maximise their strategic locations, whether they are located in close proximity to gateways such as airports and sea ports, or on a national transport corridor, or for example are the hubs for networks of villages and small towns and the fulcrum of these local/regional economies.



"I think we can look at Europe as a whole body in which big cities like Barcelona are the main organs like the heart and lungs, but the small cities are the cells which comprise this body. The whole body must take care of the cells otherwise the body will die."

- Juan González Pariente, Medina del Campo, Spain

4. Smaller cities who have good leadership that are prepared to take risks to address challenges while at the same time utilise their extensive networks, including with other cities, tend to be better able to address their own urban challenges. Some smaller cities actually are more agile than their larger counterparts if their speed and commitment to address issues are taken in consideration. This could be because they risk more than larger cities when they are 'all in' with urban innovation projects (i.e. the commitment of all departments from the mayor down as well as other key stakeholders) and hence could be more focussed and determined to bring these projects to fruition.

5. The widely-held assumption that bigger cities are more exciting with more things to do can be disproved by smaller cities who have harnessed the creativity and enthusiasm of their citizens and local organisations. This is especially evident in how such cities actively improve and animate their public spaces. The vitality of these cities is also evident in the use of such spaces as meeting places, intentional or through happenstance, of the whole diverse spectrum of the local population (e.g. young people, older people, parents with young children, asylum seekers, people with disabilities etc.).



"Very often you find that the quality of life in small and medium sized cities is so much better than in large cities. This is an important choice for people as a place to live that lessens the impact on the environment. For me smaller cities are core to Europe and are places where people want to live, where people want to shop, and where people want to enjoy life."

- Daniel Garnier, Basingstoke, UK

6. The urban dynamics of smaller cities require tailored supports from European Union programmes. There was an unease expressed as to the arbitrary way in which programme support is funnelled to smaller cities. Some programmes will use the 'functional area' definition to exclude cities below 50,000 population, others prefer that smaller cities be viewed as



"A lot of people live in the 8,500 small cities in Europe. These cities are their full life experience. So, if our small cities are not thriving, then we are diminishing the quality of life of a large proportion of the inhabitants of the continent."

- Simon Quin, Institute of Place Management, Manchester Metropolitan University

'rural' and hence should be supported as part of rural development irrespective of their urban form and culture. Yet each city should be profiled and assessed to its own ability to develop and to be resilient given challenges such as climate change, food security and social inclusion and diversity.

The URBACT Programme was lauded as an example of comprehensive support for smaller cities at their points of need (i.e. not a 'one size fits all' approach). The possibility for smaller cities to form networks and provide inspiration and support for each other was especially appreciated, the example being these APN networks showcased in the conference.



"Many citizens don't know where their food comes from. Food should be part of our links to life. We should understand how it is produced, by whom and under what social conditions. Most cities are surrounded by rural hinterlands where food is produced, which is often exported while those same cities import food to be consumed by their citizens. We also need small cities and their rural areas to 'feed' nearby bigger cities with local products that have better organic and nutritional value."

- Maria Delgado, University of Córdoba

F. Recommendations

1. The representative of the Urban Agenda for the EU, Nicolaas Beets, commented that the development of a specific theme focussing on the Vitality of Smaller Cities (population below 100,000 as per Eurostat classification) could be explored with a paper produced following on from this conference and if support for the theme can be widely solicited. This should be considered in the context of the programme review and preparation for the next EU budget.

It is recommended that a small task group develop a paper for distribution to a large target group of smaller cities with the view of garnering their agreement to propose a new theme *Vitality of Smaller Cities* which will allow further deepening of the understanding of issues and good practice in the cohort together with practical support such as capacity building, prototyping of actions and expansion of city networks.

2. The cohort of smaller cities in Europe often also coincide with the regions where political discontent (i.e. the feelings of being left behind) leads to populism. The disillusion is largely attributed to the economic crisis and a bias to focus interventions on larger population centres.



"Small cities hold the cultural and natural heritage of the nations. In the small cities there are usually lots of ideas. I guess these cities are necessary for our own identity."

- Antonin Hořín, Valmez, Czech Republic

This should spur the European Council and Commission on to expand those programmes such as the URBACT programme that prioritise targeted support for agile and creative small cities to showcase their resilience and aptitude for urban innovation. Specific emphasis should be placed in future programmes on social cohesion and planning support for small cities who feel left behind to develop their own capacity and plans to address issues of economic decline. Specific funding targets could be set for **new funding** to reach a large spread of smaller cities.

3. The success of URBACT to support smaller cities does not often translate into 'next level' programme support. It is recommended that clear access routes be developed with which smaller cities can path the actions they developed through the comprehensive transnational integrated action planning process (i.e. the URBACT method) to a level which scales and inculcates the implementation of actions. To give a practical example: The city of Valmez (Valašské Meziříčí) in the Czech Republic learnt during a transnational visit to Medina del Campo in Spain about how video-mapping can be used to engage citizens in designing their own lights festivals. The purpose being to animate the public square in the centre. The 'beta-actions' of both cities have been a great success. How can these actions now be further developed via programmes such as Creative Europe, H2020 and regional operational programmes?



“Small cities are the backbone of the territorial equation of Europe. These cities are scattered all around the continent and play a very important role to bring services in the closest way to citizens. Europe can do more for small cities. Sometimes the focus is only on big metropolises based on the perception that they are the drivers of economic development. I think that Europe actually needs balanced territorial development and should give more support to smaller cities.”

- Emmanuel Moulin, Director of URBACT

It is recommended that 'digital platforms' be developed for intercity collaboration and programme support. These platforms should help to improve communication of European programmes. Specifically, the platforms should show smaller cities where the access points are regarding specific innovations, good practice and further supports for implementation.

4. Finally, it is recommended that a 'big data' project be commenced by the Commission to aggregate information from all European programmes as to the social impacts of co-funded projects on smaller cities with a view to develop appropriate indicators for integrated urban development across the Union - not just in the media-friendly large urban conurbations.

The three lead experts want to express their congratulations to all the cities who presented case studies at the conference. It reflected the quality of the work done in the three projects by all partner cities. We conclude that European Programmes such as URBACT add significant value to building the capacity of small cities by supporting transnational inter-city networks like the ones we had the privilege to work with. Also, sincere thanks to the keynote speakers and content experts for their contributions.



Mireia Sanabria,
RetailLink Project



Miguel Sousa,
Agri-Urban Project



Wessel Badenhorst,
City Centre Doctor
Project

Appendix A: Agenda - *Vitality of Smaller Cities in Europe* Conference

Vitality of Smaller Cities in Europe – URBACT Capitalisation
 Conference Biblioteca Francesca Bonnemaison
 Carrer Sant Pere Més Baix 7

Barcelona, 25th October 2018

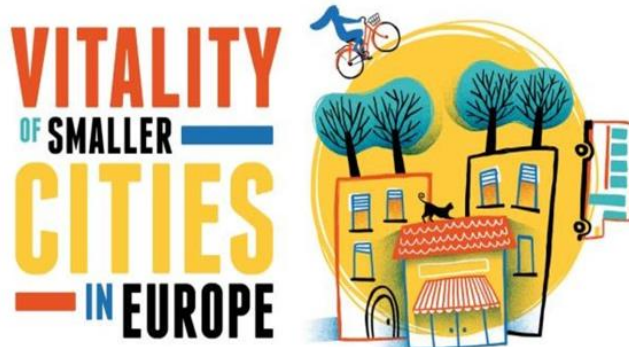
9:00 – 9:15	Welcome remarks
	<p>Meritxell Budó, Second Vice President and Deputy Delegate of International Relations of the Diputació de Barcelona</p> <p>Patricia Illa, Fourth Deputy Mayor. Councillor for Economic Development, Education and Universities, Igualada</p>
9:00 – 9:50	<p>Introduction and Policy context</p> <p>Mireia Sanabria, RetailLink Lead Expert</p>
9:15 – 9:30	<p>The URBACT III Capitalisation Conference on Smaller and Medium-Sized Cities</p> <p>Emmanuel Moulin, Director of the URBACT Programme</p>
9:30 – 9:45	<p>Urban Agenda for the EU and the Smaller European Cities</p> <p>Nicolaas Beets, Dutch Special Urban Envoy, Ministry of Interior & Kingdom Relations</p>
9:45 – 9:50	<p>Introduction to the Vitality Ideas Market</p> <p>Miguel Souza, Agri-Urban Lead Expert</p>
9:50 – 11:30	<p>SESSION 1</p> <p>Developing new local retail propositions to enliven urban centres in smaller cities</p> <p>Facilitated by Mireia Sanabria, RetailLink Lead Expert</p>
9:50 – 10:10	<p>Reshaping retail to strengthen the vitality of smaller cities</p> <p>Manuel Torresan, Architect Urban Planner, University of Sapienza, Italy</p>
10:10 – 11:00	<p><u>Case Study 1</u> – Involving retailers in the city agenda of local events. Daniel Castejón, Igualada (ES)</p> <p><u>Case Study 2</u> – Supporting an innovative retail strategy in the city centre. Lucie Noswitz, Liberec (CZ)</p> <p><u>Case Study 3</u> – Supporting retail as part of a wider growth strategy. Daniel Garnier, Basingstoke (UK)</p>
11:00 – 11:30	<p>Panel discussion: RetailLink and the Urban Agenda for the EU</p> <p>Retail strategies to generate jobs in the city</p>
11:30 – 12:00	Coffee Break

12.00 – 13:40	<p>SESSION 2</p> <p>Placemaking in the public spaces of smaller cities' urban centres</p> <p>Facilitated by Wessel Badenhorst, City Centre Doctor Lead Expert</p>
12:00 – 12:20	<p>Building attraction of smaller cities through community engagement in placemaking</p> <p>Simon Quin, Institute of Place Management, Manchester Metropolitan University, UK</p>
12:20 – 13:10	<p><u>Case Study 4</u> – Creatively using cultural heritage to animate and enliven public spaces in the centre, David Muriel Alonso, Medina del Campo (ES)</p> <p><u>Case Study 5</u> – Using lighting technology from local companies to attract visitors with a lights festival in the city square, Antonin Hořín, Valmez (CZ)</p> <p><u>Case Study 6</u> – From Park Urbana to Hotel Urbana – placemaking in the city centre becomes a citizens' practice, Yvette Petit-Theuws, Heerlen (NL)</p>
13:10 – 13:40	<p>Panel discussion: City Centre Doctor and the Urban Agenda for the EU</p> <p>Integrated and participatory approach to revitalise city centres</p>
13:40 – 14:45	<p>Lunch</p>
14:45 – 16:25	<p>SESSION 3</p> <p>Focusing on local agricultural production to strengthen the urban economy of smaller cities</p> <p>Facilitated by Miguel Sousa, Agri-Urban Lead Expert</p>
14:45 – 15:05	<p>The role of Local Food Hubs in strengthening the vitality and sustainability of cities</p> <p>M^a del Mar Delgado-Serrano, Dpt. of Economy, Sociology and Agricultural Policies, University of Córdoba, Spain</p>
15:05 – 15:55	<p><u>Case Study 7</u> – Norrbyvälle, an ecosystem where people, place and nature are connected, Helena Nordund, Södertälje (SE)</p> <p><u>Case Study 8</u> – Sustainable organic farm and public canteens. Gilles Perole and Laureen Traclet, Mouans-Sartoux (FR)</p> <p><u>Case Study 9</u> – AGRI-URBAN BAENA, the reinvention of a local food system, Antonio Zafra and Raquel Moreno, Baena (ES)</p>
15:55 – 16:25	<p>Panel discussion: Agri-Urban and the Urban Agenda for the EU</p> <p>Rural-urban relationships driving job creation in smaller cities</p>
16:25 – 16:40	<p>Coffee break</p>
16.40 – 17.20	<p>IDEAS MARKET</p> <p>Opportunities to 'purchase' practical ideas and interact with cities from URBACT networks</p> <p>Facilitated by Miguel Sousa</p>

17.20 – 17:55	FINAL SESSION
17:20 – 17:55	<p>How can smaller European cities benefit from each other and receive support from the European Union institutions and programmes</p> <ul style="list-style-type: none"> • Nicolaas Beets, Dutch Special Urban Envoy • Manuel Torresan, University of Sapienza, Italy • Simon Quin, Institute of Place Management • Maria del Mar Delgado-Serrano, University of Córdoba <p>Facilitated by Sally Kneeshaw, URBACT Programme Expert</p>
17.55 – 18:00	<p>CLOSURE</p> <p>Anna Suárez, RetailLink Communication, Igualada</p>

Appendix B: Results Ideas Market - *Vitality of Smaller Cities in Europe* Conference

Guidance Notes for **IDEAS'** MARKET Implementation



Goals:

- To promote sharing and learning between conference participants
- To assemble some practical takeaways to share in my city



RetailLink Session

<u>I would like to know more about...</u>	<u>I would like to share...</u>

City Centre Doctor Session

<u>I would like to know more about...</u>	<u>I would like to share...</u>

AgriUrban Session

<u>I would like to know more about...</u>	<u>I would like to share...</u>

Guidance Notes for IDEAS' MARKET Implementation

The post-it



Time planning

16:25 – 16:40	Coffee break		Feeding the ideas market	<ul style="list-style-type: none"> • Take your notes during the sessions • Stick the post-its on the board during coffee break
16:40 – 17:20	IDEAS MARKET Opportunities to 'purchase' practical ideas and interact with cities networks Facilitated by Miguel Sousa		Sum up	<ul style="list-style-type: none"> • Pick-up some ideas • Sharing & Learning moment
			Takeaways	<ul style="list-style-type: none"> • Final conference report • Take photos to the ideas market board

IDEAS' MARKET takeways

Retailink Session	
<u>I would like to know more about...</u>	<u>I would like to share...</u>
How do you boost skills and knowledge of retail entrepreneurs to increase their success and the attractiveness of city centre? Tiago Ferreira Municipality of Amarante Tiago.Ferreira@cm-amarante.pt	<ul style="list-style-type: none"> • A system for the valorization of local retail shops through network creation and online platforms at neighborhood level. • Case studies for the re-use of vacant properties Pietro L. Verga Urban Research development strategies info@pietroverga.com ; www.pietroverga.com
How do you give training to retailers entrepreneurs? What kind of training do you provide? Looking for partners for the new call. Regarding to strengthening city centres retail Rebecca.verhaycle@ocwest.be Province of West-Flanders, Belgium	Search for the "phygital" concept Miguel.sousa@incvamaia.pt More initiatives from municipality to support entrepreneurs and to showcase and celebrate local products. Studio Pop Laura@studiopop.net
#Love Basingstoke – en que consiste la campana exactamente? David Muriel – Medina del Campo	Guide for local authorities and all other actors involved in the revitalization and modernization (digitalization) of the small retail sector. Retail services EU. Leena Whittaker EC Leena.whittaker@ec.europa.eu

Retailink Session	
I would like to know more about...	I would like to share...
Dead malling – what is it? Sally- Urbact	Socially inclusive fashion show (models from ethnic minorities and people with disabilities) Wessel Badenhorst - wessel@urbanmode.eu
How do you manage the relation with private owners? What kind of activities are helping retailers to be more resilient? Miguel.sousa@inovamais.pt	An urban regulation plan to indicate where retail activities can be ubicated javier@raonspublicques.org
Is circular economy a good model for the revitalization pf small cities? KonstantinaChrysostomos KonstantinaChrysostomos@plaestel.org	#Love Basingstoke – social media – taking pictures wity the tag City: Basingstoke Contact: Daniel Garnier
Is there a maximum of events you can organize in a city? Gino Dehullu Gino.dehullu@Roeselare.be	Streetwise – NGO that provide training to young people to start their own shop - and take up vacant shops (80% retention rate) City: Heerlen, NL Contact: Ivette Petit Thews
Annual calendar of events and promotional strategies – interested in knowing more. David Muriel – Medina del Campo medina21@medinadelcampo.es	

City Centre Doctor Session	
I would like to know more about...	I would like to share...
How a private company can contribute to Urbact program? How do you engage young people? Konstantina Chrysostomos KonstantinaChrysostomos@plaestel.org	Identify local needs and potential design shared visions for the future development of the place. A methodology for the participatory reutilization of small towns through cultural activities A methodology to design local development strategies based on scientific research and citizens engagement Pietro L. Verga Urban Research development strategies info@pietroverga.com ; www.pietroverga.com
How did you mix the space – living/business? deseriemansfield@monmouthshire.gov.uk	Monitoring the impact of events - find the value for money Miguel Sousa – miguel.sousa@inovamais.pt
What does placemaking means? Why we need to organize the places rather than let it run wild? Stig.o.Nielsen@gmail.com	The process of physical reconstruction of the square might compromise the current vitality. It might be prudent to first establish the concept of the new square with the help of beta trials and to learn about the needs and desires of residents. It should be pushed further down the time and the initial focus should be lower cost placemaking events – to make sure that the city square has a healthy base before entering the building process Valmez (CZ)

CityCentreDoctor Session	
I would like to know more about...	I would like to share...
How did Heerlen clean up the city drugs+crime – was this done in a concerted way?	Greening you public spaces using recycled boxes and citizen creativity City: Heerlen, NL Contact: Ricahrd
How do we experience our town/city centres? Meeting people, shopping, services, work, study and leisure – can we measure and compare between cities? Tired town centres. Is it a design challenge? Is it a lack of investment? Is it the requirement for public or private investments. Wessel Badenhorst - wessel@urbanmode.eu	Citizens using history to activate their centre City: Medina de Campo Contact: David Muriez Alonso
Temporary reform has a cost. How do you convince locals to invest? Mireia Sanabria - mireiasanabria@gmail.com	

AgriUrban Session	
I would like to know more about...	I would like to share...
How can we get and manage agriculture private land for a public-led project? Miguel Valado miguelvalado@gmail.com	Implementation – Making agriculture land available for young farmers/gardeners (land-bank). Inventory of available land, public or private. Building a platform to match Incubator Tim Lux Sodertalje
How to develop a circular economy in agri-urban context?	Food supply and secure strategy More self sufficiency. Better supply security. Implementing concept of agriculture parc's. Create possibilities for young people to make a farming/gardeners career. Tim Lux Sodertalje
Interested in knowing more about small business that are commercializing organic products in local markets. Medina del Campo Dario Munoz medina21@medinadecampo.es	To search: Solving black box issue. Dichson Despommien, NYU Columbia Skygreens – Singapore

AgriUrban Session	
I would like to know more about...	I would like to share...
Is the project scalable for larger cities? What is the relation with local government? Gino Dehullu Gino.dehullu@Roeselare.be	Roeselare is the centre of a food strategy, with university, incubator, research centre, ..., we are interested in Agriurban 2! Gino Dehullu Gino.dehullu@Roeselare.be
Land banks – how to take the best of it? What are the key success factors? Tiago Ferreira Municipality of Amarante Tiago.Ferreira@cm-amarante.pt	
Social Harvest – how do you design/initiate such project with beneficiaries? Wessel Badenhorst - wessel@urbanmode.eu	
Food hubs business models – how to make it sustainable? Miguel Sousa – miguel.sousa@Inovamais.pt	