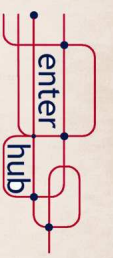
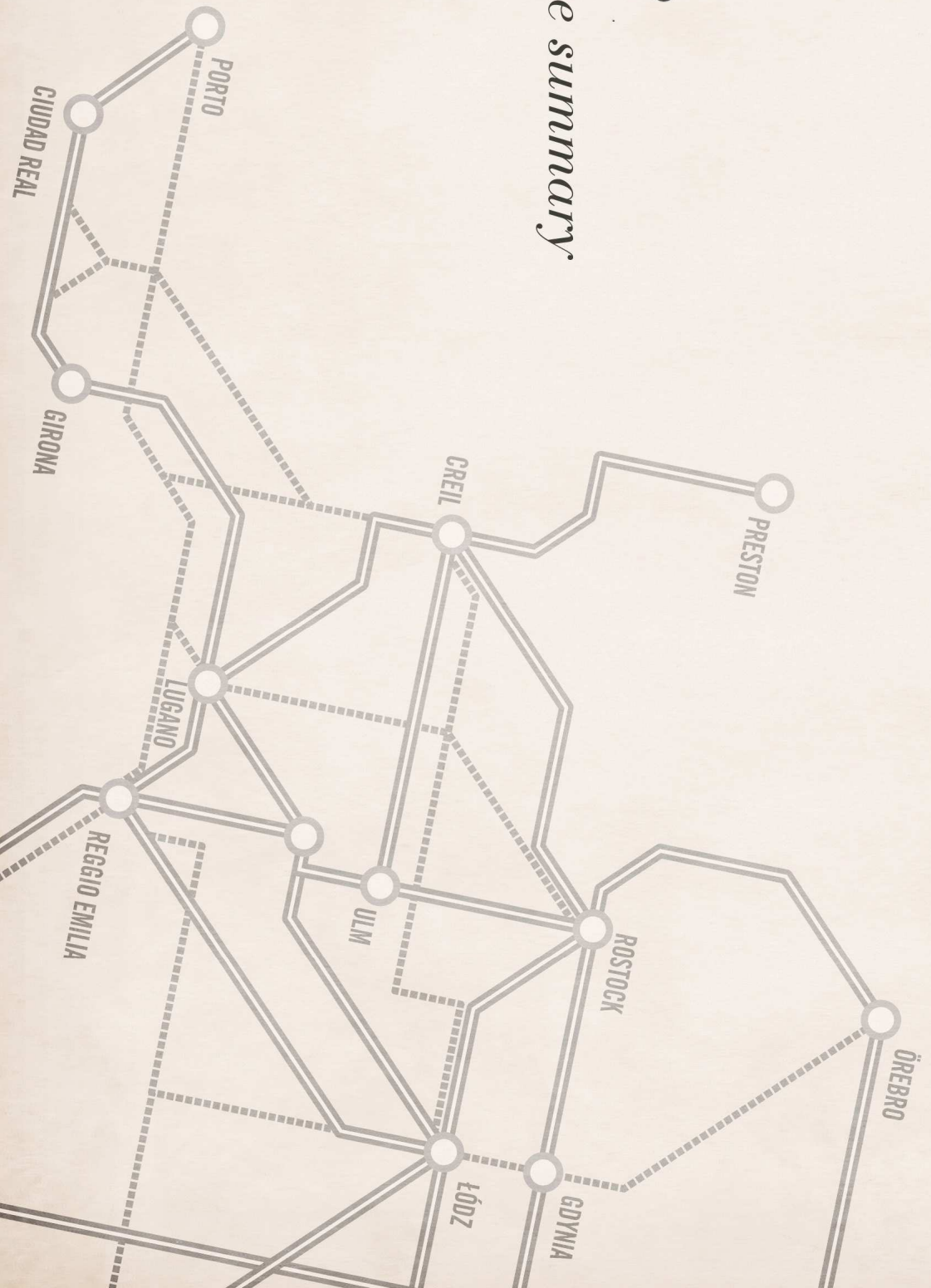


ENTER.HUB

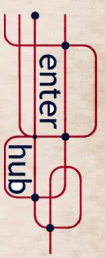
Executive summary



Connecting cities
Building successes



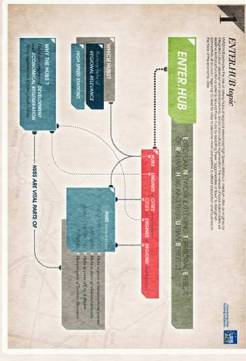
ENTER.HUB Executive summary



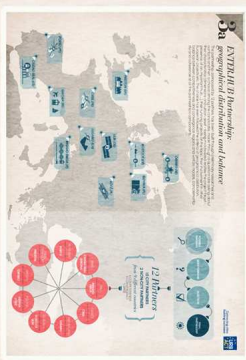
Connecting cities
Building successes



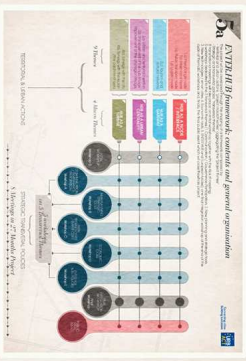
1 ENTER.HUB topic



3a ENTER.HUB Partnership: geographical distribution and balance



5a ENTER.HUB framework: contents and general organisation



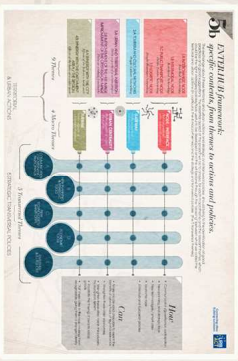
2 ENTER.HUB keywords



3b ENTER.HUB partnership: partners' characteristics and roles in the project

Partner	Role	Characteristics
ENTER.HUB	Coordinator	...
...

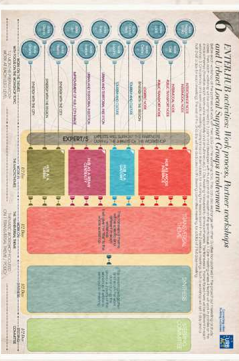
5b ENTER.HUB framework: specific contents, from themes to actions and policies.



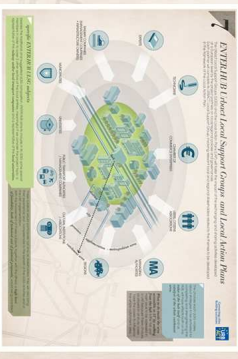
3b ENTER.HUB partnership: partners' characteristics and roles in the project

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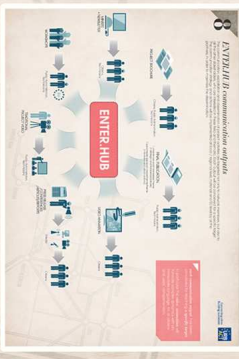
6 ENTER.HUB activities: Work process, Partner workshops and Urban Local Support Groups involvement



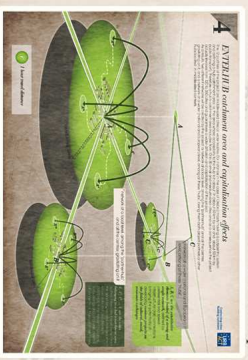
7 ENTER.HUB Urban Local Support Groups and Local Action Plans



8 ENTER.HUB communication outputs



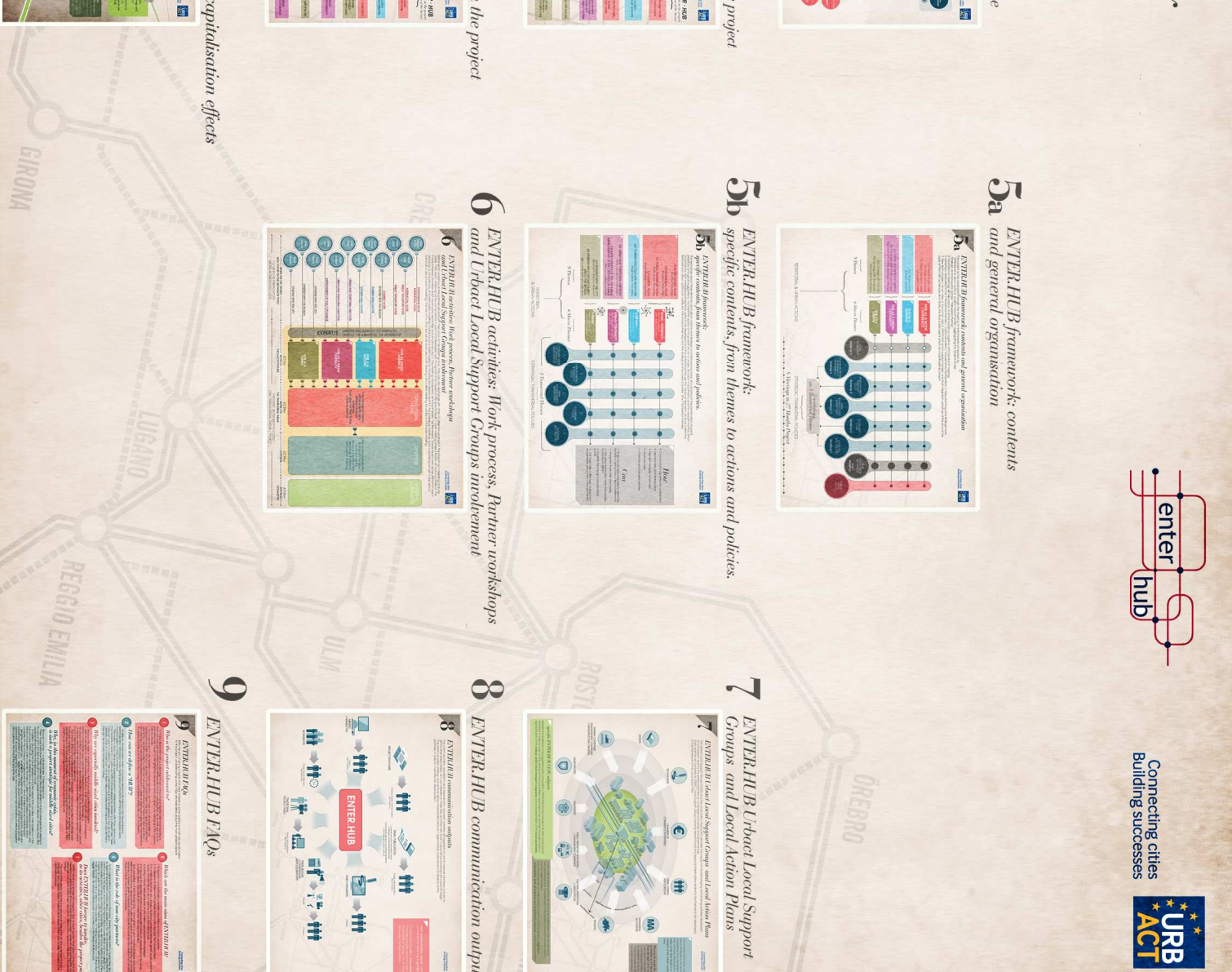
4 ENTER.HUB catchment area and capitalisation effects



9 ENTER.HUB FAQs

ENTER.HUB FAQs

- 1. What is the project's objective?
- 2. How can I get involved?
- 3. What are the main results of ENTER.HUB?
- 4. How can I benefit from the project?
- 5. How can I get involved in the project?
- 6. How can I get involved in the project?
- 7. How can I get involved in the project?
- 8. How can I get involved in the project?
- 9. How can I get involved in the project?



ENTER.HUB topic

ENTER.HUB promotes the role of railway hubs of regional relevance/High Speed stations in medium cities as engines for integrated urban development and economic, social and cultural regeneration. The network of local stakeholders will redefine territorial/functional systems around these hubs by exploiting these "agglomerates of flows" to strengthen connectivity at a local / regional/ EU level for cities to become more competitive, to attract population and business in the face of the economic crisis.

ENTER.HUB

EUROPEAN NETWORK EXPLOITING TERRITORIAL EFFECTS OF RAILWAY HUBS AND THEIR URBAN BENEFITST

HUBS as ENGINES of CITIES' development
CITIES as ENGINES of REGIONS' development

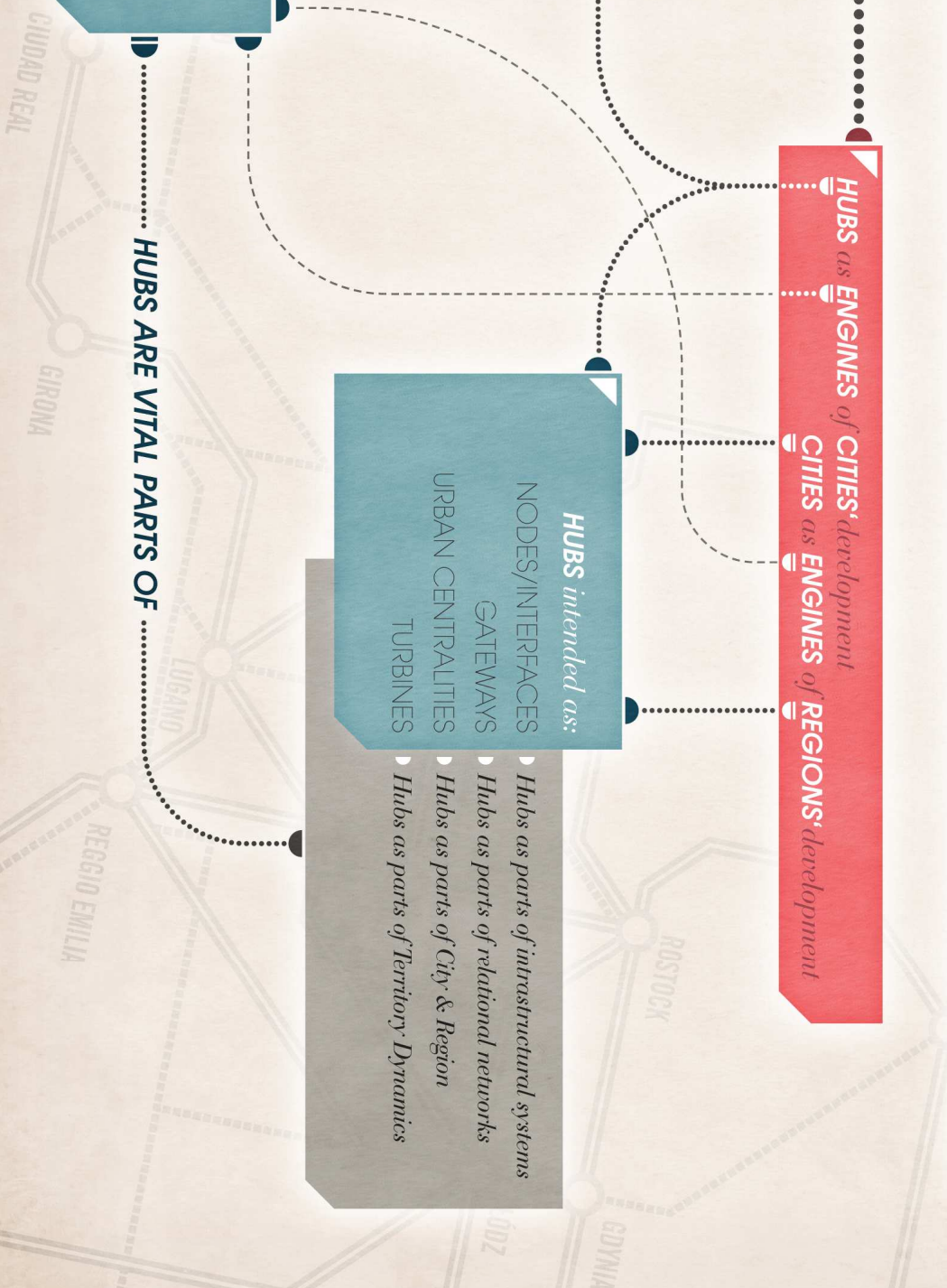
WHICH HUBS?
Railway Hubs of REGIONAL RELEVANCE
HIGH SPEED STATIONS

HUBS intended as:
NODES/INTERFACES
GATEWAYS
URBAN CENTRALITIES
TURBINES

- ▶ Hubs as parts of infrastructural systems
- ▶ Hubs as parts of relational networks
- ▶ Hubs as parts of City & Region
- ▶ Hubs as parts of Territory Dynamics

WHY THE HUBS ?
Hubs are engines of DEVELOPMENT and ECONOMICAL REGENERATION
(being agglomerates of flows, people, ideas)

HUBS ARE VITAL PARTS OF



ENTER.HUB keywords

The project is developed according with the URBACT programme philosophy and the main EU documents, in particular: EU Strategy 2020, Lisbon Agenda, White Paper on the EU Transport Policy, Treaty of Rome, Connecting Europe Facility, European Landscape Convention, ...)

As a consequence, the project keywords try to reflect in its terminology the relevance of the project to the areas currently sensitive for the European Commission.

RAILWAY HUBS = **ENGINEVES**

NODES - INTERFACES + GATEWAYS
+ URBAN CENTRALITIES + TURBINES

4 MACRO THEMES

9 THEMES
Territorial and Urban Actions

EUROPEAN POLYCENTRIC SYSTEM

MIDDLE-SIZED CITIES

12 PARTNERS
9 COUNTRIES

Exchange sharing & learning

Cities',
Regions',

DEVELOPMENT

New policies & strategies

Communication & dissemination

Urban
Economic

REGENERATION

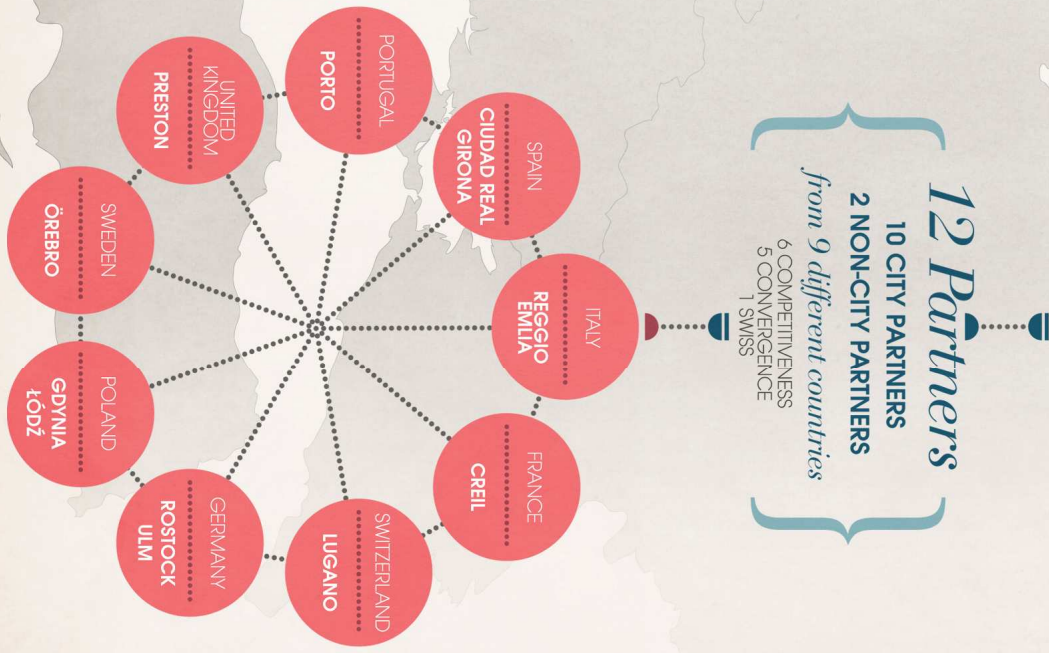
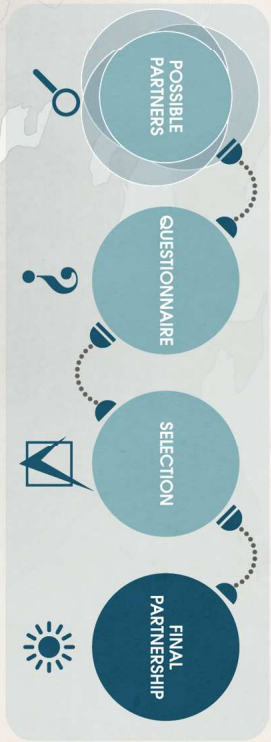
COMMUNICATION / GOVERNANCE PARTICIPATION
NEW PLANNING & STRATEGIC TOOLS
NEW TECHNOLOGIES / SMART CITIES
ECONOMIC TOOLS
ENTER.HUB & EU POLICIES

5 TRANSVERSAL THEMES
= 5 STRATEGIC TRANSVERSAL POLICIES

Enter:Hub
EUROPEAN NETWORK EXPLOITING
TERRITORIAL EFFECTS OF RAILWAY HUBS
AND THEIR URBAN BENEFITS

ENTER.HUB Partnership: geographical distribution and balance

The partnership, composed by 12 partners, has been built through preliminary researches and contacts and then a choice among the candidates, made through a questionnaire asking about their characteristics (dimensions and urban asset – being middle-sized realities the project target -, presence of an important hub, ...), their running projects on the topic, their involvement in other European projects etc. The choice has even followed the criteria of geographical distribution, balance between competitiveness and convergence regions and welfare models, complementarity and coherence of all the partnership's components.



ENTER.HUB partnership: partners' characteristics and roles in the project

The partnership composition has allowed the project to have a mix of different and complementary subjects, useful for getting an investigation spectrum as wide as possible and allowing the project to be helpful for the biggest number of similar cases. The partners' characteristics have given the input for the definition of the partners' roles in the project, especially in terms of themes to be more deeply developed by them (i.e. the theme/s for which they will be coordinators).

Main partner's data



REGGIO EMILIA, ITALY
Competitiveness, Lead Partner

720,000 INHABITANTS
534,000 IN THE PROVINCE

HS station outside the city center (4 km distance), project by Calatrava, to be opened by end 2012, located close to the freeway, served even by the local railway line, near the fair and the main industrial area. The station has been planned not only to serve the city of Reggio Emilia but a catchment area gathering about 30 other urban centres, which will be linked with the station by more efficient road connections (especially through the freeway) and by renewed public transport networks (for instance, a train-tram system).

Hub characteristics



IMPEFE – CIUDAD REAL, SPAIN
Convergence

75,000 INHABITANTS
534,000 WITH MIGUELETTA

The new Ciudad Real HS Train Station has been open since 1992. The new station has been built on the city border instead of the old station which was located in a different place. It's on the first high speed line in Spain. Madrid – Seville. Till now new dynamics have been established in Ciudad Real thanks to the HS station settlement, especially in terms of relations between Ciudad Real and Madrid, in residential and labour market and tourism terms. With the aim of going deeper in these issues, the project partner will be IMPEFE - Municipal Institution for Economic Promotion, Training and Work (non city partner).



CREIL AGGLOMERATION, FRANCE
Competitiveness

73,000 INHABITANTS
118,000 IN THE METRO AREA

By 2020, the station will be directly connected with Roissy Charles de Gaulle Hub and its HS train station thus allowing Creil to become itself a HS station on the Roissy-Amiens line. The existing station, located inside the city, will be widened and adapted and the whole area is now object of a new masterplan, for hosting different modes of transport and land uses.



ULM, GERMANY
Competitiveness

120,000 INHABITANTS
170,000 WITH THE NEU ULM

The station, located in the city centre, is in a development phase along with the HS railway Stuttgart - Ulm, it is part of the "Magistrale" Paris-Budapest. The site of the existing station will be used for the new station and other facilities are planned in the surroundings. For the area planning and the station project a tender has gathered new ideas in order to make the station area a recognizable and valuable urban place.



GDYNIA, POLAND
Convergence

247,000 INHABITANTS
~1,000,000 IN THE TRI-CITY AGGLOM.

Gdynia Główna (Gdynia Main station) is transportation hub located in the city centre and providing train connections on a local, regional, national and international level. It is connected to urban train, local bus and trolleybus transport and regional bus transport. There is an ongoing project to re-plan the station area. One intersection within the transportation hub area will be rebuilt next year.



GIRONA, SPAIN
Competitiveness

96,000 INHABITANTS
162,000 IN THE METRO AREA

The new HS station is planned to start its service in 2013. Located in the city centre, it will serve not only the city of Girona but its region too. A local strategic action plan is being considered (territorial strategy and relational governance), based on some key terms: strategic framework, cooperation, citizen involvement and culture to face the challenge of managing high-speed rail.

ENTER - HUB Partner's role in the project (coordination of the theme)



1.a. Interchange node
1.b. Intermodal node

2.a. Tourism and cultural networks

1.b. Intermodal node.
1.c. public transport node

3.b. improvement of the hub image – improvement of the city/region image.

4.a. synergy with the city.

4.b. synergy with the region /the catchment area

ENTER.HUB partnership: partners' characteristics and roles in the project

The partnership composition has allowed the project to have a mix of different and complementary subjects, useful for getting an investigation spectrum as wide as possible and allowing the project to be helpful for the biggest number of similar cases. The partners' characteristics have given the input for the definition of the partners' roles in the project, especially in terms of themes to be more deeply developed by them (i.e. the theme/s for which they will be coordinators).

Main partner's data

ŁÓDŹ, POLAND
Convergence

750,000
INHABITANTS
.....
1,200,000
IN THE METRO
AREA

The new HS station, re-built instead of the existing one, is planned to be completed by 2015, together with the reconstruction of the whole district having the station as the centre and the main public transport node in the city. This district will really become the new city centre, not far from the already existing one.

Hub characteristics

LUGANO, SWITZERLAND
Neutral

54,000
INHABITANTS
.....
142,000
IN THE METRO
AREA

The station, located in the city centre, is already working for regular rail traffic. The high speed traffic will begin in 2016 (AlpTransit Project). Works for the upgrading of the station infrastructure have already begun. A new tram network will connect the city center to the entire region (including Lugano Airport) Lugano wants the new mobility system to act as a catalyst in improving the City attractiveness on all levels (business, living, tourism & culture).

ÖREBRO, SWEDEN
Competitiveness

280,000
INHABITANTS

Örebro Region in Sweden is the mayor hub in Sweden for the Swedish and Scandinavian market. The Region is working with its neighbour regions in the corridor between Oslo and Stockholm to develop the high speed railway through Örebro and Karlskoga, the two main cities of the region, both for passenger and freight traffic. The region need to redefine its passenger stations and its logistic areas in order to gain a more efficient transport system. At now, Örebro counts 2 stations, both located near the city centre and 1 km one from the other, while Karlskoga has no stations but really need it. With the aim of going deeper in these issues, the project partner will be the Örebro Regional Development Council (non city partner).

PORTO, PORTUGAL
Convergence

238,000
INHABITANTS
.....
1,287,000
IN THE METRO
AREA

Porto has an excellent public transport networks (by bus, subway, train and plane) and good connections with all the cities located in the metropolitan area and at national level. The main hub that will be object of improvement in the next years will be the Campano station, the station located outside the city center but bringing the long distance trains to serve the city and real intermodal and interchange node, needing a complete renewal for a better insertion in the surroundings.

PRESTON, UNITED KINGDOM
Competitiveness

135,000
INHABITANTS
.....
330,000
IN THE METRO
AREA

Preston is on the UK's west coast mainline, equidistant between London and Glasgow. The existing historical station forms a hub between the main UK line and east-west links. The station is a Grade II heritage listed building and is a significant focal point of the city centre, in terms of transport and symbolic importance.

ROSTOCK, GERMANY
Convergence

204,000
INHABITANTS
.....
255,000
IN THE METRO
AREA

Rostock expects finishing the upgrade of the railway track to the capital Berlin until 2015. It already has one high speed connection by ICE, Rostock Main Station, located near the historical city centre, represents the main Hub for passenger transport in Mecklenburg-Vorpommern. The city has just started first thoughts about a structural development plan for the station area, by elaborating an integrated comprehensive urban development approach.

1.c. public transport node

2.a. Tourism and cultural networks

1.d. Logistic node and

4.b. synergy with the region /the catchment area

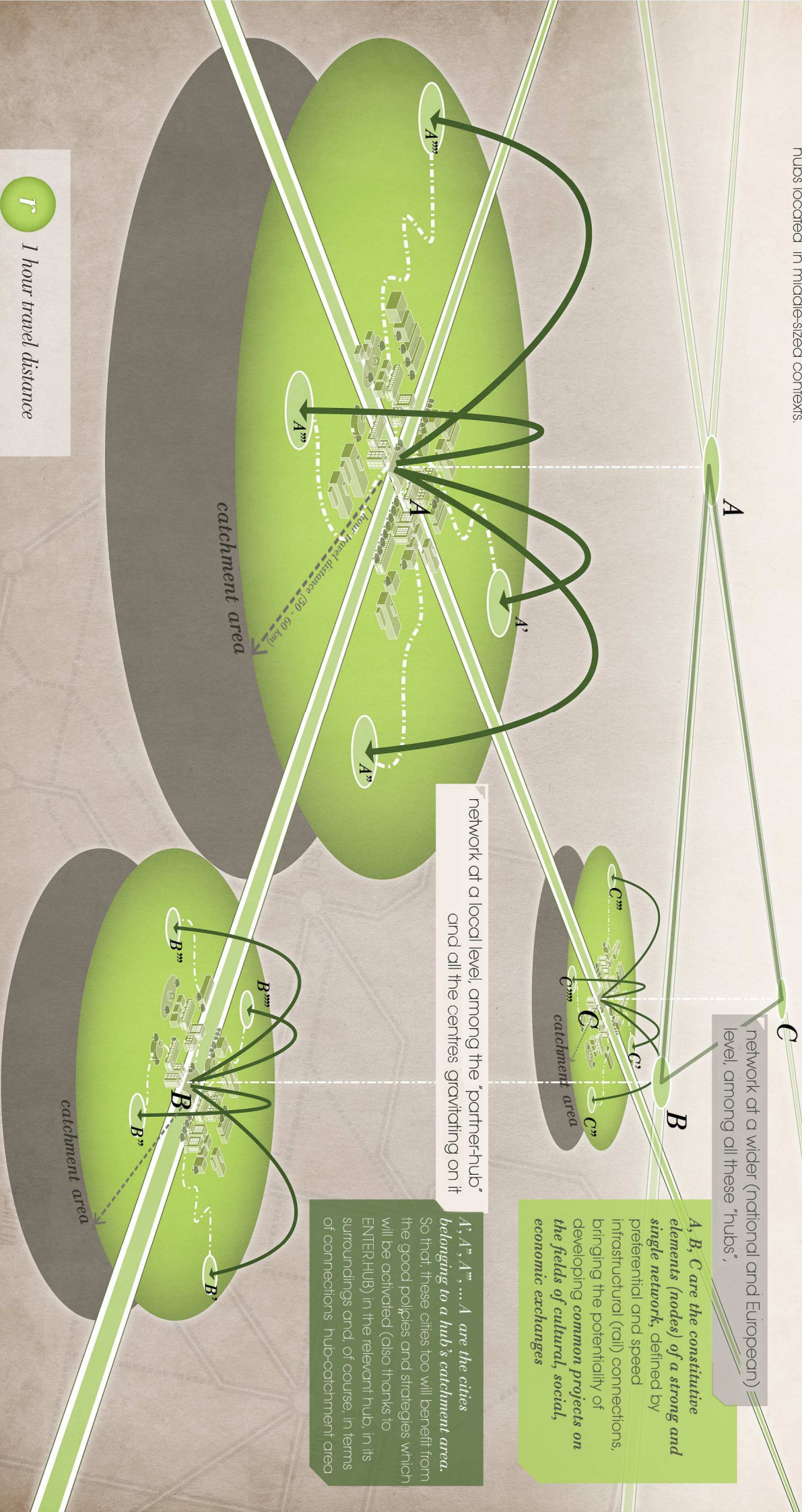
3.a. urban and territorial insertion

4.a. synergy with the city

3.a. urban and territorial insertion

ENTER.HUB catchment area and capitalisation effects

The 12 partners of the project are middle-sized cities or wider realities (for instance in the case of Örebro) mostly having a polycentric system and defining a hub catchment area, i.e. the area whose accessibility to the hub is in about 1h (about 60 km by car and about 50 km by public transport). Therefore a hub's catchment area includes from 10 to 30 small and medium-sized cities and as a consequence the project actually involves from 120 to 360 cities and guarantees a wider diffusion and capitalisation of the project:
As a result, two different networks will be created by the project: a network of a local level, among the "partner-hub" and all the centres gravitating on it, and a network of a wider (national and European) level, among all these "hubs", being them both project partners or other hubs located in middle-sized contexts.



A
network of a wider (national and European) level, among all these "hubs",

B
A, B, C are the constitutive elements (nodes) of a strong and single network, defined by preferential and speed infrastructural (rail) connections, bringing the potentiality of developing common projects on the fields of cultural, social, economic exchanges

C
network of a local level, among the "partner-hub" and all the centres gravitating on it

A
A', A'', A''', ... A are the cities belonging to a hub's catchment area. So that, these cities too will benefit from the good policies and strategies which will be activated (also thanks to ENTER.HUB) in the relevant hub, in its surroundings and, of course, in terms of connections: hub-catchment area

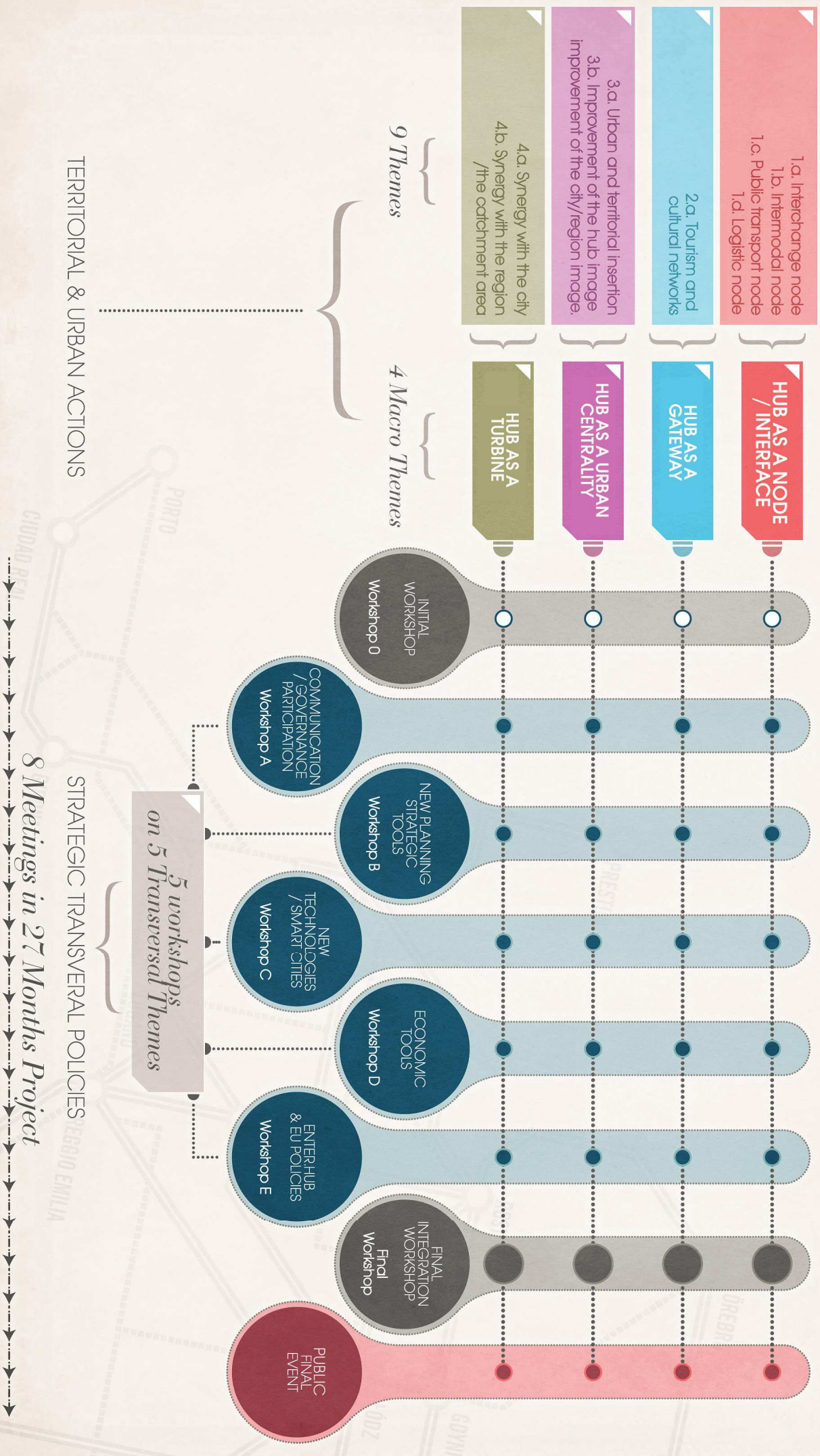
r
1 hour travel distance

ENTER.HUB framework: contents and general organisation

The project will be developed through the shaping of a framework composed by:

- Territorial and urban actions: "project macrothemes" aggregating the "project themes"
- Strategic and transversal policies: "transversal themes"

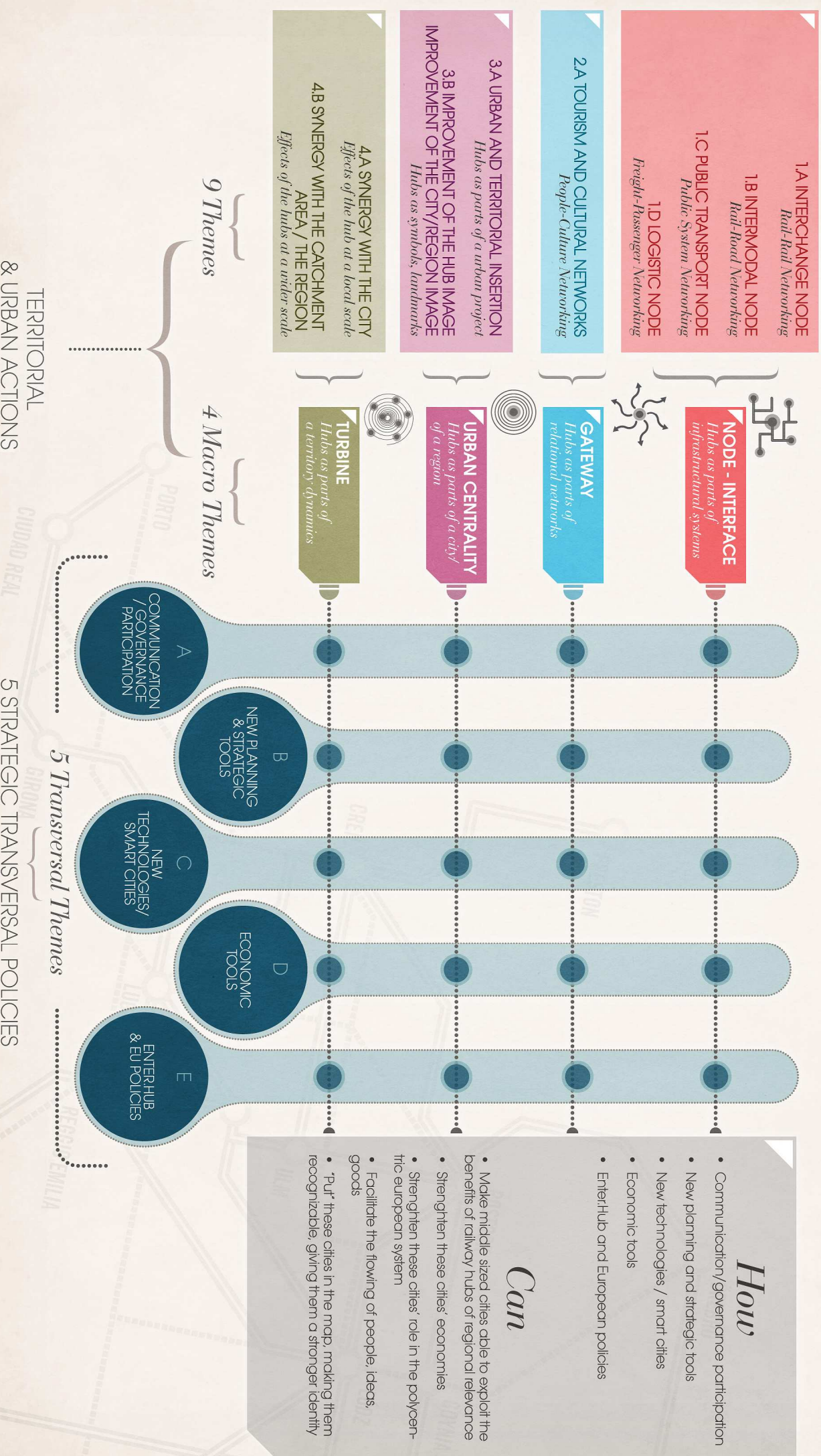
8 transversal meetings will take place: an initial workshop together with the Kick off meeting; 5 workshops dedicated to the 5 transversal themes (1. Communication / Gouvernance Participation, 2. New planning and strategic tools, 3. New technologies / smart cities, 4. Economic tools, 5. ENTER.HUB and European Policies), one final integration workshop at the end of the cycle of thematic workshops and, finally, the final public event which will close the whole project.



5b

ENTER.HUB framework: specific contents, from themes to actions and policies.

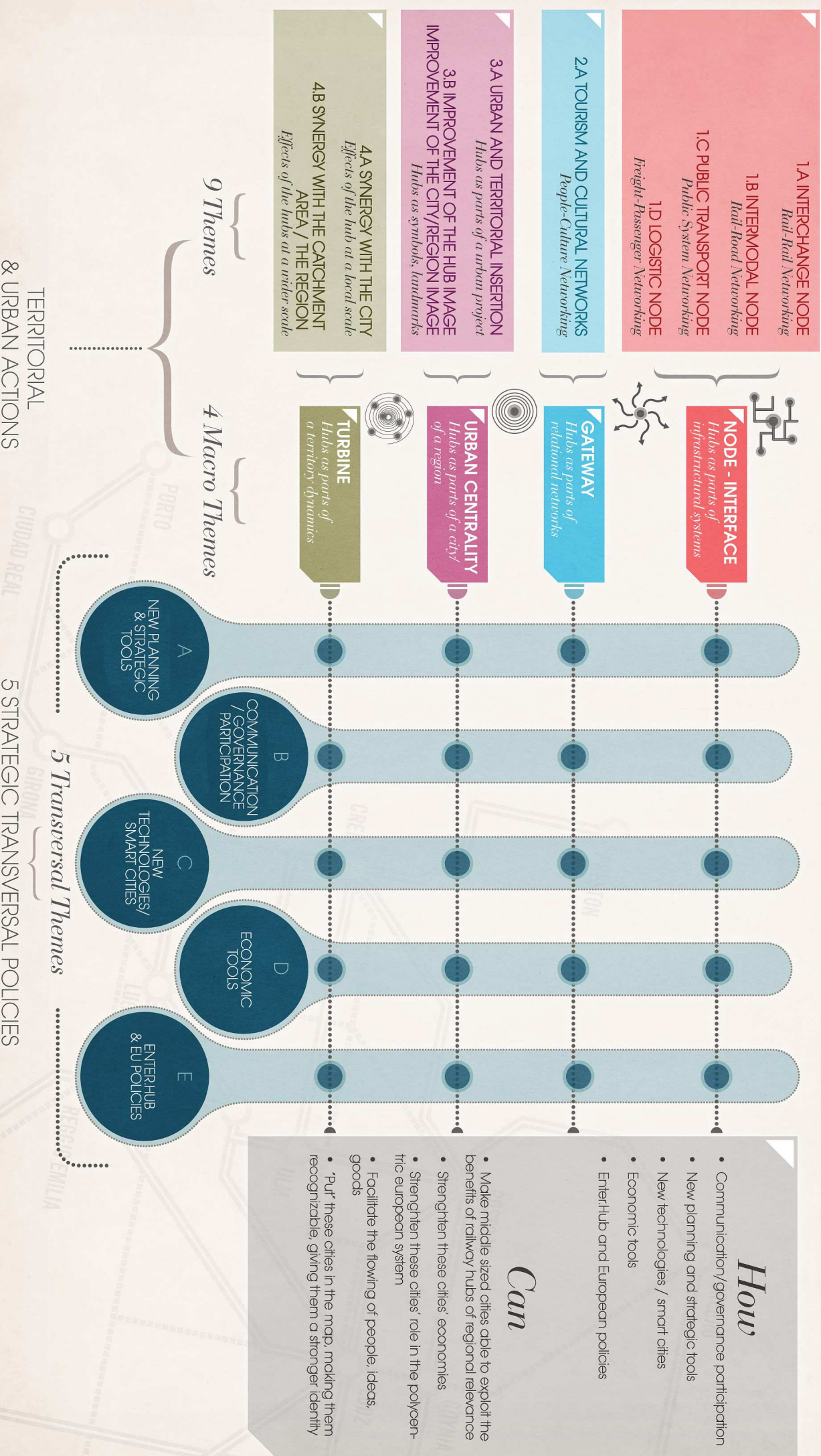
The exchange about these territorial and urban actions and strategic and transversal policies should bring to the identification of good practices and good suggestions. The essential aspect of the project will be to analyse, for each macrotheme and the relevant themes, which could be the right strategies/policies/tools useful to be developed and this will be done through the "crossing" between what we called the territorial and urban actions (in particular, the 4 macro-themes) and the strategic and transversal policies (the 5 transversal themes).



5b

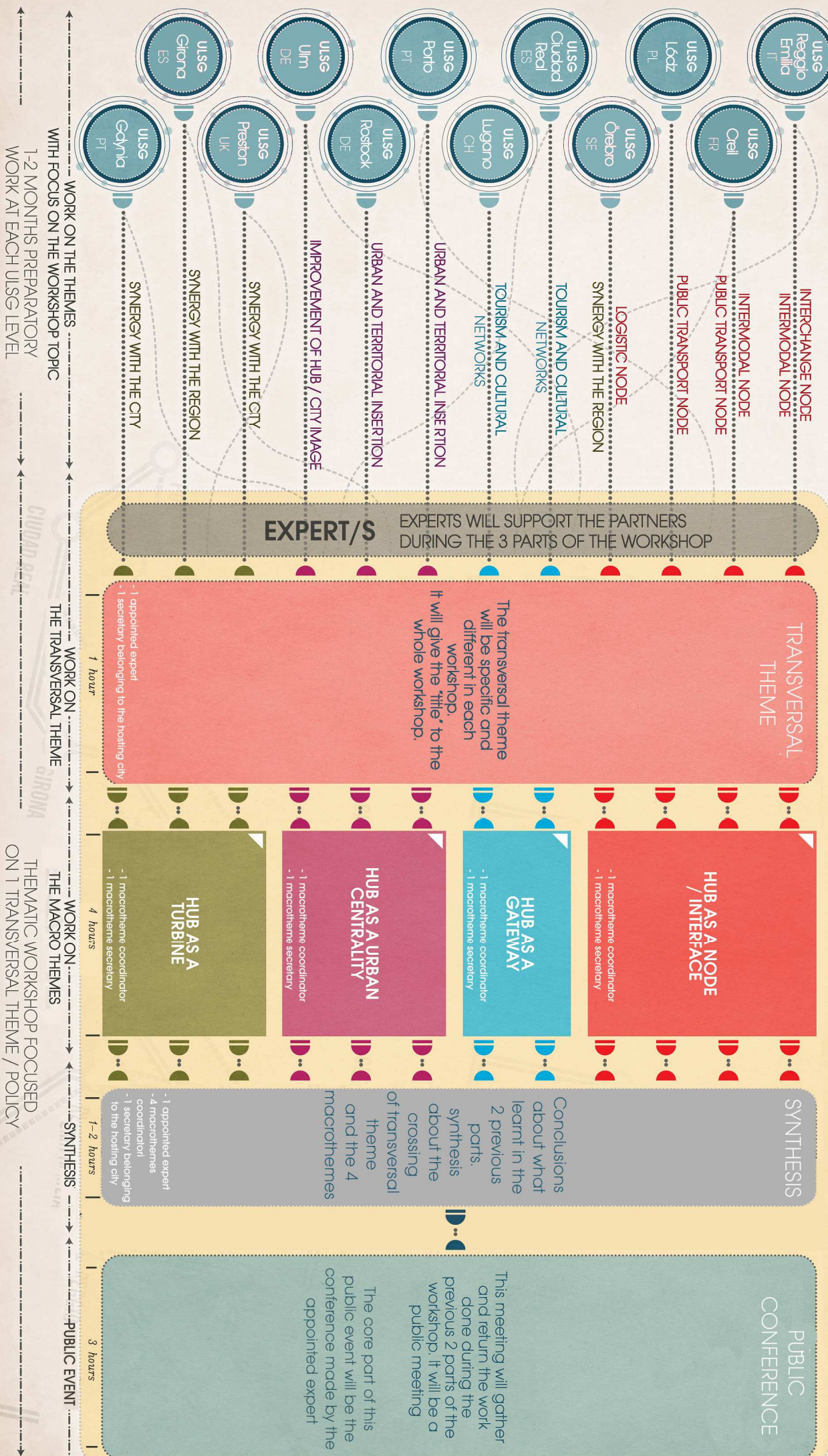
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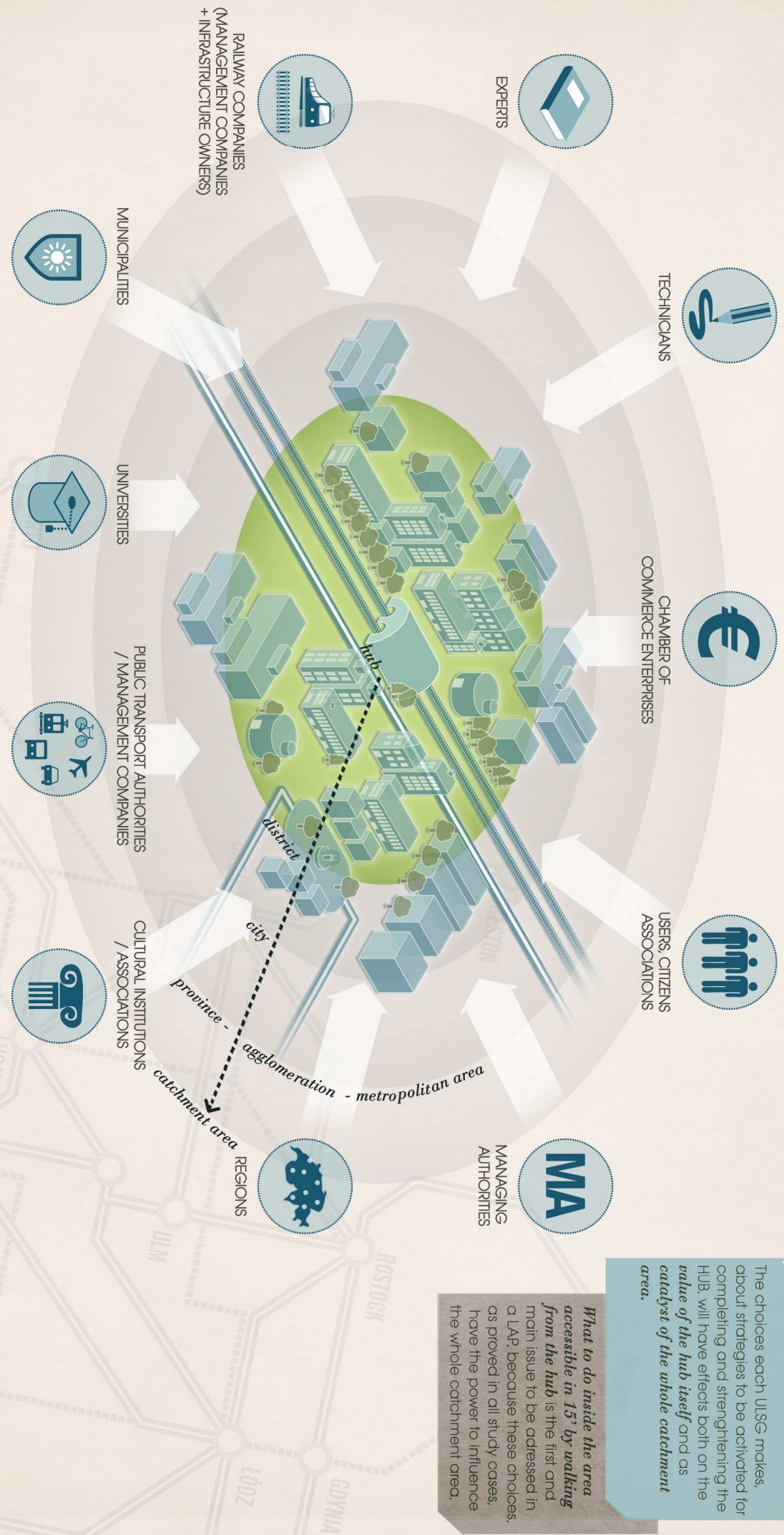
ENTER.HUB activities: Work process, Partner workshops and Urbact Local Support Groups involvement

Before each workshop all the partners will work with their USG on the workshop topic. They can also exchange with other EU cities non partners in the project but interesting as study cases. Then, each workshop will be composed by 3 parts and developed with the support of an expert on the specific issue: 1. One meeting where 4 teams will work in parallel on the 4 macrothemes (therefore each team works separately and simultaneously); 2. One meeting transversal to all macrothemes. The transversal theme faced here will be different in each workshop; 3. One plenary and semi public meeting (mainly for local stakeholders), for returning the lessons learnt in the 2 previous meetings. Such a workshop will last 1 day and a half (half a day for each meeting). The rest of the 2nd day will be dedicated to: steering committee meetings / LAP draft peer reviews / MA seminar



ENTER.HUB Urbact Local Support Groups and Local Action Plans

The Urbact Local Support Groups (ULSG) and the Local Action Plans (LAP) will foster the impact of the exchanging and sharing activities developed at a European level by the project partners on local/regional policies and governance. Each partner will complete its URBACT Local Support Group, involving relevant local and regional stakeholders related to the themes to be developed in the framework of the Local Action Plan.



The choices each ULSG makes, about strategies to be activated for completing and strengthening the HUB, will have effects both on the value of the hub itself and as catalyst of the whole catchment area.

What to do inside the area accessible in 15' by walking from the hub is the first and main issue to be addressed in a LAP, because these choices, as proved in all study cases, have the power to influence the whole catchment area.

specific ENTER.HUB ULSG subjects

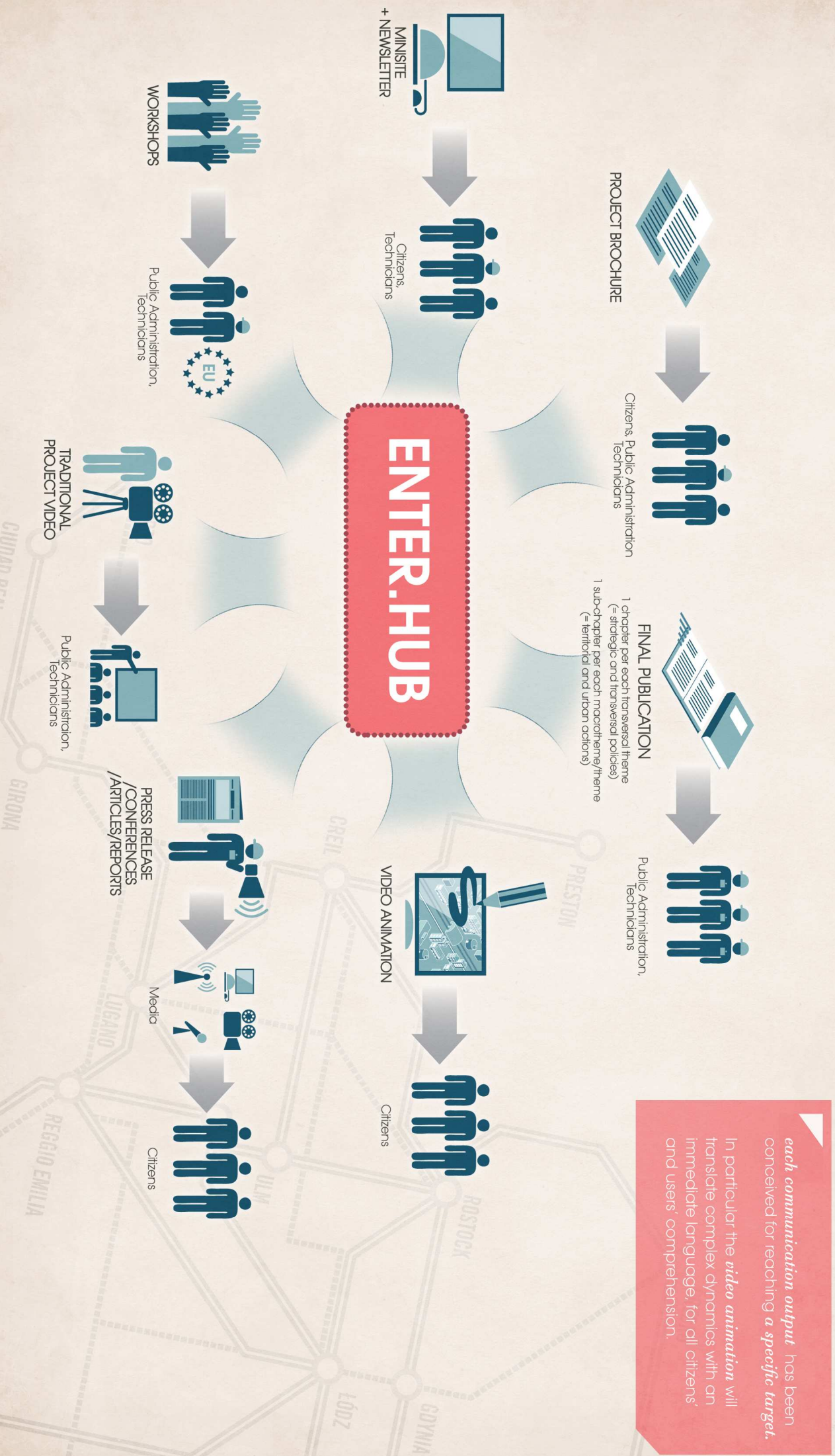
Besides the traditional and suggested ULSG composition, ENTER.HUB aims to include in its ULSG some special members in order to cover 2 other sectors of the local entities, meaningful if we consider the project topic: a representative of the railway and/or local transport companies and a representative of the local universities.

These subjects would participate not only as stakeholders: they will also bring their experience and competences to the benefit of the ULSG activities and of the LAP implementation. With the involvement of these subjects, together with the others, a high level of feasibility, both of technical and of political proposals, would be guaranteed.



ENTER.HUB communication outputs

The communication, exploitation and dissemination of project activities are targeted not only to network members, but also to all the other stakeholders, who are interested in these field and thematic. Each output will be conceived for a specific target. The communication strategy and actions will be implemented at local / regional level, national and EU level by all the partners, in order to maximize the dissemination.



each communication output has been conceived for reaching a specific target.

In particular the *video animation* will translate complex dynamics with an immediate language, for all citizens' and users' comprehension.



ENTER.HUB FAQs

With the aim of giving a quick and clear answer to some questions which are usually raised for the project understanding, some FAQs are here listed, about the main project aspects.

1 Who is the project addressed to?

To middle sized cities hosting or planning to host a railway hub of regional relevance needing to learn how they can exploit the effects of these interfaces for renewing their city on their economy, for promoting their image, for strengthening new relationships with other hubs belonging to the European railway networks.

In a wider sense, it is also addressed to those cities which don't have such an hub inside their municipal boundaries, but which gravitate on each one of these hubs, belonging to the catchment area of the hub itself (usually the catchment area gathers territorial centralities located up to 60 km from the hub). This means that the project involves a number of cities much bigger than the number of the project partners and, as a consequence, the capitalisation effects are much enhanced.

2 How can we define a "HUB"?

As HUB we consider railway station of regional relevance (for instance, High Speed stations), intermodal and interchange nodes having good connections with the local and regional public transport system and the road network.

The project is about railway hubs especially located in middle-sized cities, both if they are in or close the city centre or excentric. In particular ENTER.HUB is developed by considering 4 different "roles": these hubs can have in our territory, 1. hub as a node/interface, 2. hub as a gateway, 3. hub as an urban centrality, 4. hub as a turbine. Each one of these roles summarizes some more specific peculiarities a hub can be analysed and exploited through.

3 Why are especially middle sized cities involved?

Because they have an important role in the European polycentric territorial system. Actually, the system of middle-sized cities, linked each others through the national and regional infrastructural systems, allow to create an efficient functional system, composed by services/amenities/functions of local relevance located in each city and services/amenities/functions of regional relevance tendentially located where local and national infrastructures come in contact; that is in intermodal hubs of regional relevance.

The choice of favouring middle-sized cities in this project is because big cities have already been thoroughly investigated in these terms, while smaller cities need new tools, also for gaining a bigger strength face to the Managing Authorities and the local and regional transport authorities for then activating opposite policies targeted on these infrastructures development.

4 Why, in this moment of economic crisis, is such a project strategic for middle sized cities?

Because it involves: 1. middle-sized cities, 2. their railway hubs. These railway hubs allow these middle-sized cities to be served and as a consequence to belong to the railway TEN-T corridors and the other main European infrastructural networks. Otherwise, these cities would be left out from the main exchange circuits.

In addition, promoting the future development of the railway TEN-T corridors, main backbone of the future Europe, ENTER.HUB is also strategic because it promotes a public, widespread and sustainable infrastructural system, able to connect and reach a great number of people and places, able to compete with the air transport and private transport in terms of time and environmental impact.

Being the involved hubs: 1. engines for integrated urban development and economic, social and cultural regeneration and 2. "agglomerates of flows, people and ideas", ENTER.HUB tries to promote connectivity at a local/ regional/ EU level, for cities to become more competitive, to attract population and business in the face of the economic crisis.

5 Which are the main aims of ENTER.HUB?

1. to develop a well balanced polycentric population and land use system
2. to intervene at different territorial levels: the local, the regional, the European level
3. to enable to reach the difficult balance among some variables like growth, equity, environmental quality, local identity, in order to face the current economical crisis;
4. to bring cohesion and valorisation on the internal resources-identities-heritages
5. to promote the equitable conditions of accessibility in terms of infrastructures for the whole European territory (not only in terms of extension but even of density).

And, according to the EU strategy 2020: 1. Smart growth: to use innovative strategies and tools for the territorial and economic development; 2. Sustainable growth: to promote a farseeing use of territorial resources; 3. Inclusive growth: to promote efficient public transport services development and better linkages, able to answer to all users needs.

6 What is the role of non-city partners?

As Municipal Institution for Economic Promotion, Training and Work (MPEFE, Ciudad Real, Spain) and as Regional Development Council (Olebo, Sweden), our two non-city partners can bring their different points of view to the project, one more oriented on the economic effects of a new railway hub – HS station installed since 20 years and bringing Ciudad Real very near to the capital city, the other one as a region of a quite low density area, which needs to clarify the role of the two existing stations in the main city (Olebo) and to understand the possibilities of installing a new station in another city, the bigger Swedish city without a railway station but crossed by the railway line (Karlskoga).

7 Does ENTER.HUB foresee to involve, in its activities, other cities, besides the project partners?

ENTER.HUB will try to enlarge its investigation field, by involving even other cities ("non-partner cities") interested in a specific project theme in order to have a wider number of cities work together and exchange. It would be asked these "non-partner" cities to fill in a questionnaire about the specific theme/s.

The aims of this activity would be: to build a sort of "state of the art" of a wider level, to build a "database" about specific topics, maybe to be enlarged in the future, to help the project in the capitalisation process.

