

# CTUR *citynews*

N. 10/2011

CTUR Thematic Network  
URBACT II Programme

## CTUR IN NAPLES ITALY

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The CTUR Thematic Network tour left the Baltic Sea to reach the Gulf of Naples and make its final event there.

Naples, hosted the ninth and final seminar of the CTUR project, Cruise Traffic and Urban Regeneration of the City-port Heritage, which is part of the Territorial Cooperation Programme URBACT II, 2007-2013.

### “THE PORT IN THE HEART OF THE CITY”



# FOREWORD

Councillor for Culture and Tourism of the City of Naples, Antonella Di Nocera



The Municipality of Naples, Lead Partner in the thematic network CTUR - Territorial cooperation program URBACT II, has actively participated in several initiatives promoted by the European Union on the theme of sustainable and integrated development of the cities, e.g. URBAN, SUDEST projects (lead partner) PARTECIPANDO, CHORUS, CULTURE and REGENERANDO (partner) within URBACT I and now URBACT II where Napoli is also a partner to the thematic network HerO.

In particular, the theme “*Cruise traffic and urban-port heritage regeneration*” was promoted in order to help cities seize the opportunities that it can offer in terms of urban tourism development and, more in general, of sustainable development of the cities.

By the exchange of experiences and good practices at an international level, CTUR gave very diverse cities the possibility to work together to tackle the issue of waterfront regeneration and the potential impact of cruise traffic starting from many points of view, economic, social, physical environmental, etc..

To maximize and circulate the results of the international exchange, the program URBACT II requires every partner to draft a Local Action Plan involving public and private stakeholders and giving CTUR partners the opportunity to discuss ways to improve access to port areas, to strengthen the connection between the port and the city, to re-use the urban-city heritage to promote the image of the cities and to adopt strategies to improve the impact of cruise tourism on the cities.

A travelling exhibition was organised to promote the ten Local Action Plans drafted by the CTUR partners: Naples and the Port Authority of Naples (Italy), Alicante (Spain), Dublin (Ireland), Helsinki (Finland), Istanbul (Turkey), Matosinhos and Port Authority of Leixões (Portugal), Rhodes (Greece), Rostock (Germany), Trieste (Italy), Varna (Bulgaria), Valencia / Generalitat Valenciana (Spain).

The city of Naples, with the Port Authority of Naples, proposed a Local Action Plan that, based on the network of projects and ideas, aims at regenerating the downtown area (from piazza Municipio to piazza Mercato) and the port area nearby by improving the quality of the service for incoming tourists, the security and the safety so that cruise tourism can really trigger development for the whole city.

The Municipality of Naples wants to take on the challenge of implementing the Local Action Plan drafted within URBACT that, thanks to the active participation of the various public and private stakeholders, is the result of a botto-up approach, a genuine value added to the project that shall not be wasted.

# INTRODUCTION TO THE 9<sup>TH</sup> SEMINAR IN NAPLES (ITALY)



CTUR Lead Partner, Gaetano Mollura

The Naples workshop on July 7<sup>th</sup> and 8<sup>th</sup> 2011 is the final step of the 30-month journey of CTUR thematic network. The port of departure was on the Black Sea (Varna). Then this journey “around the seas” continued - the Atlantic Ocean (Matosinhos), the Adriatic Sea (Trieste), the Irish Sea (Dublin), the Mediterranean Sea (Alicante and Valencia), the Baltic Sea (Rostock), the Aegean Sea (Rhodes), the Scandinavian coast (Helsinki) - up to its final destination on the Tyrrhenian Sea (Naples).

The final conference is the last call of the CTUR journey and this is why it differs from the previous workshops in as much as its main goal is illustrating the results obtained by the CTUR network.

The Final Report and the opening of the exhibition of the Local Action Plans implemented by CTUR cities are the “final outputs” on top of the mid-term results (9 workshop reports, 3 thematic publications, 9 CityNews).

This “City News”, like all our CityNews, pays homage to the host City of the CTUR event and it is, also, a tool to illustrate the projects and plans of the host city and Port Authority that were dealt with during the Conference. On site inspections were organised to show everything to the partners. This “CityNews” also reports a synopsis of all results obtained by CTUR and in particular the contents discussed during the two round tables organised to add value to the conference as an opportunity for an in-depth analysis of CTUR themes by involving key stakeholders.

The first theme discussed by local public officials and politicians, the Port Authority of Naples, the company Terminal Napoli and the representative of MSC Crociere was the current situation in Naples that can be a useful experience for other cities, too: “Naples 2021: the city and the port - future outlook for the waterfront”. About this theme the newsletter provides a description of the following projects and policies implemented: the monumental waterfront project by Michel Euvé, the “Molo Beverello” project (first operational phase), “Il piano delle cento stazioni” (*One Hundred Stations Project*) that appears to be a key element to improve mobility in town, also for cruise tourism and at last the management plan of the historic centre of Naples in the UNESCO World Heritage List. The second theme “The cruise and the City” discussed during the second round table, is strategic for CTUR partners, and more in general, for the cities that want to maximize cruise tourism opportunities. During the discussion the floor was open to the representatives of the main cruise lines, Med Cruise, MSC Cruise, Costa Cruise. The round table was chaired over by Lead Expert Vittorio Torbianelli who gives his point of view of the discussion outputs. The Citynews also includes a contribution on the Naples Local Action Plan written by the Lead Expert and in the end IDIS Città della Scienza Foundation provides a brief description of the EASW methodology for a better participatory planning as good practice.

**For who is interested in here follows all Ctur citynews just published on [www.urbact.eu/ctur](http://www.urbact.eu/ctur) :**

- N.1/2010 Varna CTUR citynews available online on URBACT CTUR minisite
- N.2/2010 Matosinhos CTUR citynews available online on URBACT CTUR minisite
- N.3/2010 Trieste CTUR citynews available online on URBACT CTUR minisite
- N.4/2010 Dublin CTUR citynews available online on URBACT CTUR minisite
- N.5/2011 Alicante CTUR citynews available online on URBACT CTUR minisite
- N.6/2011 Valencia CTUR citynews available online on URBACT CTUR minisite
- N.7/2011 Rostock CTUR citynews available online on URBACT CTUR minisite
- N.8/2011 Rhodes CTUR citynews available online on URBACT CTUR minisite
- N.9/2011 Helsinki CTUR citynews available online on URBACT CTUR minisite
- N.10/2011 Naples CTUR citynews available online on URBACT CTUR minisite

All CTUR Citynews are available at: <http://urbact.eu/en/projects/port-cities/ctur/our-outputs/>

# CTUR PARTNERS IN NAPLES



## All CTUR Network participants

**Jean-Loup Drubigny**, Director of URBACT Secretariat; **Raffaele Barbato**, project officer URBACT Secretariat; **Gaetano Mollura**, CTUR Lead Partner, City of Naples (Italy); **Luciano Dassatti**, **Fiorinda Corradino**, **Barbara Casolla**, Port Authority of Naples (Italy); **Vittorio Torbianelli**, CTUR Lead expert; **Pauline Geoghegan**, CTUR Thematic expert; **Greta Marini**, International Development AIVP; **Gema Muñoz Alcaraz**, **Sara Prieto Vidal**, City of Alicante (Spain); **James Keogan**, City of Dublin (Ireland); **Eileen Quinlivan**, City of Dublin (Ireland); **Derville Brennan**, Southern & Eastern Regional Assembly - Managing Authority (Ireland); **César Jimenez Alcañiz**, **Marta Galbis Rocher**, Generalitat Valenciana (Spain); **Jari Huhtaniemi**, City of Helsinki (Finland); **Joana Moreira**, City of Matosinhos (Portugal); **Joao Pedro Matos Fernandes**, **Amélia Castro**, Port Authority of Leixões (Portugal); **Andreas Schubert**, **Ralph Maronde**, **Hans-Dieter Kluge**, **Helmut Martin**, City of Rostock (Germany); **Mauro Vivian**, **Raffaella Terpin**, **Teresa Frausin**, City of Trieste (Italy); **Hristo Bozov** - vice Mayor, **Bistra Dimova**, **Georgi Gilev**, City of Varna (Bulgaria); **Giovanni Hoffmann**, **Cristina Fato**, **Anna Arena**, **Maria Luna Nobile**, URBACT Project Unit, Municipality of Naples (Italy).



## URBACT II

### Thematic Network CTUR

Cruise Traffic and Urban Regeneration of city port heritage as a key for the sustainable economic, social and urban development

Ninth Seminar – Final Conference

Naples (ITALY)  
"The port in the heart of the city"  
7<sup>th</sup> and 8<sup>th</sup> July 2011

Naples (Italy) / Lead Partner / Host city  
Port Authority of Naples (Italy)  
Alicante (Spain)  
Dublin (Ireland)  
Generalitat Valenciana (Spain)  
Helsinki (Finland)  
Istanbul (Turkey)  
Matosinhos (Portugal)  
Port Authority of Leixões (Portugal)  
Rhodes (Greece)  
Rostock (Germany)  
Trieste (Italy)  
Varna (Bulgaria)  
With the cooperation of



## CTUR 9<sup>th</sup> seminar - Final Conference, Naples 7<sup>th</sup> -8<sup>th</sup> July 2011

The final event of the CTUR network was first of all important to show the results of the work done in the framework of the CTUR Thematic Network through the presentation of the draft final report and the opening of the travelling exhibition on the CTUR / URBACT Local Action Plans. The dissemination of the results was achieved thanks to the cooperation of the AIVP (International Association of City Ports).

The participants were welcomed by Mrs *Antonella di Nocera*, councillor for Culture and Tourism, City of Naples. CTUR is considered as an exemplary project to build on their communication to improve the image of the town.

## Participants of the hosting city

### Elected members

**Municipality of Naples:** **Antonella Di Nocera**, councillor for Culture and Tourism; **Luigi De Falco**, councillor for Urban Planning.

**Province of Naples:** **Luigi Rispoli**, President of the Province Council.

### ULSG City of Naples

**Municipality of Naples:** **Gianfrancesco Pomicino**, Head of V Infrastructures Direction; **Giancarlo Ferulano**, Valorisation of the Historic Centre Department Director; **Monica Vito**, **M.Teresa Sepe**, Valorisation of the Historic Centre Department; **Laura Travaglini**, Urban planning Department Director; **Patrizia Serena Vollero**, Urban planning Department; **Tiziana Liotti**, Young people Department.

**ULSG public/private bodies:** **Bruno Discepolo**, **Bernardino Stangerlin**, **Brunella Como**, **Luca Ganguzza**, S.I.RE.NA. - Città Storica S.C.p.A; **Maria Modugno**, Naples Provincial Tourism Office; **Fabrizio Monticelli**, Borgo Orefici Consortium Project manager; **Claudio Pellone**, Antiche Botteghe Tessili Consortium, Member of the executive Board; **Flavio Di Fiore**, **Anna Fresa**, Architects, "X Studio s.r.l."; **Antonio Martiniello**, **Gennaro Piscopo**, Architects, "Keller Architettura"; **Riccardo Florio**, **Roberta Amirante**, **Alma Esposito**, **Orfina Fatigato**, University of Naples Federico II - Faculty of Architecture.

### ULSG Port Authority of Naples

**Stefano Porciani**, Port Authority of Naples; **Nicola Coccia**, Terminal Napoli; **Giovanni Spadoni**, MED Cruise Association; **Luigi Pastena**, MSC Cruise Company; **Umberto Masucci**, Costa Cruise Company; **Domenico Pellegrino**, MSC Crociere.

# THE CTUR THEMATIC NETWORK: RESULTS AND OUTPUTS

The topic «Cruise traffic and urban regeneration of the city port heritage» was proposed by the City of Naples in the continuity of work conducted from 2005-2007 in the framework of the working group SUDEST - URBACT I. For the waterfront development, cruise activity is offered as a strong element of the port cities' will to develop and reinforce the urban tourism industry contributing to solve the tensions between port functions and urban functions, to answer to inhabitants' aspiration in terms of employment, quality of life, housing and satisfying offers of equipment and public spaces.

The three CTUR general themes analyzed in the framework of the integrated approach are:

Firstly, transforming, regenerating and adapting the physical and environmental components of the "city-port system": increasing the attractiveness of the port city, with the following subthemes:

- Attractiveness of the port city.
- Improvement of the port accessibility and safety
- Development of functional diversity on the port-city interface
- Protection and enhancement of the port buildings heritage: re-use the industrial and port "totems"
- Resolution of problems of pollution
- Management of negative cruise traffic impacts on the environment.

Second, cruise traffic and port heritage as economic and social impact, with the subthemes of Institution of a good (better) governance between port, city and other local stakeholders, with the sub themes of

- Development of public-private partnerships
- Participation of the citizens in the decision-making process
- Conception of innovative planning tools

- Creation of innovative communication tools to promote, in a global dimension, the port city.

Thirdly, planning and managing cruise development within a global port-city project with the sub themes of

- Evaluation of the cruise and tourism impacts on the local/sub-local economy
- Development of the cruise industry sector in the port city
- Training courses and vocational education adapted to the skills required by the cruise industry and tourism
- Proposing innovative tourist guides and routes; consciousness raising to re-use the port heritage in an economic but also in a social way.
- Allowing and encouraging the access of young and low-qualified workers to the employment opportunities
- Offer of social housing.

The CTUR methodology has as its key points six seminars on three main topics/subthemes (nine seminars in total, including the kick off meeting, capitalization meeting and final event): CTUR Meetings on the theme of "Physical and environmental components" took place in Matosinhos in June 2009, Trieste in September 2009 and in Dublin in December 2009; a meeting on the theme of "Economic and Social Benefits" took place in Alicante/Valencia in March 2010, and meetings on the theme of "Governance" took place in Rostock in July 2010 and in Rhodes in December 2010. In Helsinki in March 2011 a workshop was held for the Steering Committee, Experts and Managing Authorities, and the final conference in Naples in July 2011. In June 2010 CTUR shared a workshop on 'the cruise passenger at the encounter of

the citizen' during the AIVP conference in Ajaccio.

At the local level the methodology involved CTUR Local Support Group meetings and the involvement of Managing Authorities. At international level this involved meetings in each hosting city which included each time a focus on case studies, an update on the Local Action Plans and interaction with Local Support Group members and CTUR partners, and a focus on update of Managing Authority involvement.

Building a Local Support Group within the community involved mobilization of economic, social and environmental resources, reflecting on weaknesses and opportunities and on possible approaches to address weaknesses and to transform opportunities into actions. Local Support Group working groups worked on different geometries of collaborations with thematic meetings on a local level, leading to Local Action Plans (LAP) creating Added-Value, and making the best with communities. Each partner created an 'annex' providing information outlining for each action. A second annex goes into greater detail for each action and a final annex gives information on the planned timing of each project:

The Local Action Plan in each partner city consists of a written document containing an introduction to the city, the focus area of the Local Action Plan, problems and challenges and the main Urbact Local Support Group key players. As indicated above, annexes describe the main aims and objectives, proposed actions and the timetable. Other information concerns Operational Programmes, European Funds and CTUR Local Action Plans, and links with other E.U. Programmes in the Local Action Plan implementation.

Conclusions include the results achieved and actions implemented as good practices, the dissemination of results and principal ULSG members' contact details. Images/maps/graphs related to the proposed actions can be added to the document. In particular they show the links (access) between port and city.

Communication has played an important role during the life of the project; the following have been produced: 9 thematic meeting reports, 10 issues of Citynews (one per partner city, containing Case studies of the city, interviews to give voice to the City Council and Port key actors, who we are: to know CTUR community, CTUR LSG key actors to know the principal stakeholders, and Monitoring the Local action Plans), 3 Thematic Journals

(physical and environmental components, economic and social benefits, and governance), 10 Local Action Plans, 1 CTUR Travelling exhibition containing summary panels of the outcomes of all the CTUR Local Action Plans on display in all the partner cities and translated into all local languages. The exhibition was on display throughout the Naples final event.

The final report would add analysis of the CTUR outputs, beside the three Thematic Journals, to focus on the Local Action Plans, to give final reflection of the CTUR / URBACT experience to disseminate, it contains URBACT LAPs thematic outputs and good practices and general recommendation and conclusions. These are available on the URBACT minisite: [www.urbact.eu/cturand](http://www.urbact.eu/cturand) on the CD in the CTUR 'Pocket'.

Partner cities have been encouraged to follow the example of Naples, which has issued its own local news letter and set up a webpage linked to the city's own website.

In conclusion, weak points have been the involvement of the Managing Authorities, the impact of the Economic Crises on the cities and the difficulties of the Observer Partner to participate. Strong points include the links between the EU and the cities of Europe through the URBACT Programme, the improvement of URBACT II at local level, the positive feedback of the Local Action Plans and LSGs activities, the support for implementation and dissemination on the LAP at local level.

(Source: Naples Meeting Report by Pauline Geoghegan)

## Tribute to Rachel Rodrigues Malta

The CTUR project foundations were built on the baseline study drawn up Rachel Malta during the preparatory phase of the project: the baseline study was carried out from: an analysis of the existing general bibliography on port cities and cruise traffic; visits of internet sites specializing in European sea ports and European associations promoting cruise traffic; visits of the web site of the International Association of Cities and Ports (Le Havre - France), specialized in the knowledge and promotion of port cities; Studies and documents on the topic provided by the CTUR partners (local studies; studies carried out in the framework of European or interregional networks); City visits to see the areas concerned and to talk with the partner (city and/or port authority) and with local stakeholders in order to get a better understanding of the local situation, needs and challenges. During these visits interesting local studies were made available in order to better define certain issues or identify questions; exchange with partners within the first workshops.

Rachel started this project with the baseline study, but she left us so early; she was happy to do this project, where she was known as the «queen of the port».

A publication has recently been prepared in recognition of the work she had carried out in the field of city ports: 'Entre recherche et expertise: itinéraires en villes-ports, hommage à Rachel Rodrigues-Malta' (between research and expertise: itineraries through port cities) (Rives Méditerranéennes no 39, 2011). As a colleague of Rachel, Pascale had gathered articles, cooperating with her French and Italian colleagues who appreciated her high quality of work and especially Rachel's human qualities. Rachel had visited many port cities but her knowledge went beyond port cities; she had become an expert on the subject. Whilst very much a research personality, she established constant dialogue between different disciplines Her work was based on exchange between technical and practice, working with urban and architecture policies, and was based on a comparative approach, putting port cities in relation, and helping to understand the different systems. She moved freely between research and expertise. With Rachel, Pascale had the love of Naples in common.





## CTUR results and outputs: a point of view of AIVP

Greta Marini, chargée for international development of the General Secretariat, AIVP

The collaboration between the City of Naples and AIVP has been fruitful and interesting for both partners and the Port Cities, members of our association. The exchange of best practices and experiences has already started with the previous European Programme URBACT SUDEST and continued in a profitable way with the CTUR project on Cruise Tourism and Urban regeneration.

AIVP participated at several CTUR workshops in Naples, Varna, Trieste, Dublin and Porto in order to contribute with a more broad approach and replace the discussions on the specific cruise activity in a more general context of the modern port city. Facing similar stakes all over the world, Cruise port cities have to cope with problems that are complicated and diverse, in order to deal with a continuous changing market. Container ships are getting bigger and so are the cruise liners. Many ports have moved their commercial activities to locations on the fringes of the city... 'outside of the city means outside of our minds'... at the same time the social integration of the port is becoming more crucial, and the integration of the three pillars of sustainable development are becoming more and more urgent. 'What is a port without a city, and what is a city without a port...?'

Emerging from the CTUR project one of the first difficulty to arise is the complexity between different managing systems such as the private sector looking for immediate response to lack of infrastructures and security and the public sector having a more long term vision and asking for an overall benefit and added value for its port city. Further on, port cities need to structure interesting tour offers for the passengers in order to attract cruise companies. But other topics, such as the lack of visibility of the benefit of ferry and cruise activity, the management of environmental issues and the constraint of ISP rules and access for passengers are a real challenge for the different stakeholders involved.

Some of the recommendations expressed by AIVP in order to create added value can be resumed as follows: making use of the port symbolism with public walkways, allowing visitors to view port activities, and making the port more visible and attractive also for tourists, respecting access to port and terminal by using the right planning scale and innovating by original mode of urban transport such as water-born transport systems and redetermine urban and port movements in order to avoid congestion.

Moreover, the flexibility of temporary approaches contributes to respect different development cycles. It is important to test the cruise market with temporary structures and the re-using of existing buildings making the port heritage being a marketing tool for your project, to integrate functions with existing uses and to promote an architecture that must be an added value to the whole city.

Finally, in order to develop your port city as a sustainable cruise destination we do not have to underestimate that attractiveness depends also on the perception of the population. Therefore ports have to become a citizens' port through actions of information and education, starting with the younger generation and addressing comprehensive and clear information on the economic and social impact of port and cruise activities.



## The CTUR/URBACT II Travelling Exhibition "Ports and Cities Local Action Plans"

The intent of the CTUR Travelling Exhibition is to share all over Europe the Local Action Plans of CTUR URBACT network, as main output. Each partner in his city has planned to host the CTUR travelling Exhibition with translations in local languages.

The exhibitions had been launched in the partner cities; in Dublin, the exhibition had been 'opened' on two occasions, each with a different minister, once in the port area, and a second time in the city offices, where the exhibition will remain on display; in Varna the exhibition had been on display in the maritime park, where it had gathered interest; in Helsinki the exhibition would be on display at Hernessaari on the occasion of the European sailing championships; in Alicante the exhibition will be displayed in the new visitor centre; in Valencia the exhibition will be on display in the RIVA urban regeneration office. In Naples the exhibition would firstly be on public display in the maritime terminal where the final event was held, then moved to the University which had been involved in the project. In the remaining partner cities the exhibitions are also on display in a variety of locations.

(Source: Naples Meeting Report by Pauline Geoghegan)

# FOCUS ON THE HOSTING CITY NAPLES (ITALY): THE WATERFRONT REGENERATION, "THE CITTÁ BASSA-PORTO" LAP AND THE CRUISE TOURISM OPPORTUNITY



## The city

Location: Capital of the Campania region  
 Population\*: 1.004.500  
 Density of population\*: inhabitants per sq km) 8556  
 Employment rate\*: 29,8%  
 Unemployment rate\*: 31,39%  
 Income per capita\*\*: € 25.565,81

## The port

Ranking: Regional and international  
 Administrative statutes: State port managed by a public port authority  
 Total traffic\*: 22 m.tons.  
 Container traffic (TEU)\*: 532.432  
 Total passengers\*: 8 m. pax  
 Cruise passengers\*: 1.3 m. pax  
 Direct employment\*\*: 5 000  
 Indirect and induced employment (shipbuilding)\*\*: 2 000

\*Source: City Council of Naples, census 2001

\*\*Source: 2009, Finance Ministry

\*Source: Naples Port Authority 2010

\*\*Source: Naples Port Authority 2008

The city of Naples is the third largest city of Italy, and is also the most important in the south of Italy; it lies on the Mediterranean coast of the Italian peninsula, and is in an advantageous position in the Mediterranean basin. It's the capital city of the Campania Region. The metropolitan area of Naples is the second most populated in Italy and one of the largest in all of Europe with around 3.8 million people.

The city of Naples was founded by Greek colonists in 6th century BC. The Greek Roman road network remains preserved until today in the historical centre, and the stratification of the following ages during the subsequent centuries left monuments of great value, this is the most reason because its historic centre is listed by UNESCO as a World Heritage Site. The whole history of Naples is based on the concept of welcoming for-

eigners and of different cultures living side by side. The city's enviable geographical position half-way down the Italian coast makes it easy to reach from anywhere in the world.

The wonderful historical, artistic and archaeological heritage is an intrinsic part of the city. At the same time, we mustn't forget its contemporary creative nature which ensures the city always has some new project on the go, some new goal, and plenty of new ideas.

Naples is a city on the sea, a place full of light yet with dark, hidden foundations. It has a great cultural and artistic identity which is stamped on the brow of its many museums, castles, churches, squares, narrow streets and archaeological remains. It is a city in which culture, art and "light" mix with the obscure darkness of a hidden, submerged, underground world.

The port of Naples is one of the most important in Italy and in the Mediterranean basin, in terms of passenger traffic and it's going to become one of the most important in terms of cruise traffic too. The income produced by the tourism factor and by the cultural activities is a crucial element for the economic growth of the city.

Passenger traffic is still a key point in the activity of Neapolitan Port, considering the fact that the amount of passenger traffic (including cruise passengers, gulf traffic and coastal navigation) reaches 9 millions which are the result of the involvement and care of the whole Neapolitan maritime system.

The city, thanks to its wealthy historic centre and to the beauty of its surroundings, rich both for their landscapes and their historical-monumental heritage, can gain an important social and economic improve-



ment, aiming at the development of the tourism and services sectors, both from the cultural point of view and the leisure. Naples has one of the highest percentages of young population (under 15 years) in Europe, representing a fundamental source for the economy of the city, that can, through appropriate incentives, encourage the creation of new activities linked to the key sectors of its development: tourism, environment, services, etc.. Finally, facilitating the emersion of "hidden" economy and supporting the strengthening and growth of regular activities, it will be possible an improvement of the labour conditions of

the workforce as well as of the employment rate.

Working within CTUR TN gave the opportunity to the City of Naples to address better the development challenge of the general plan for integrated revitalization of the historic centre and to focus specifically on the following issues:

- Taking the cruise traffic to develop new attractive/ aggregative poles for cruise tourists and inhabitants on the waterfront in deprived areas.
- Conjugating the safety theme with the permeability of the port by the inhabitants and the tourists and toning down the physical obstacles.

- Rationalizing the organization of the port and improving the passenger port area.
- Encouraging a better utilization of the historical and monumental heritage of the city and of the abandoned former industrial areas of the port and of the city-port interface.

Improving the governance of the projects of urban / port transformation for a real coordination between the different stakeholders involved in a shared management of the projects and of the objectives.

(Source: CTUR Baseline Study; [www.comune.napoli.it](http://www.comune.napoli.it))

## Michel Euvè, The waterfront and the rules that the city needs



Our project turns the border between the city and the port into a "filtering line", a solution that was appreciated abroad and allows the city to look onto the port without interfering with its activities. The problem of port visibility was solved by lowering the seat of the "filtering line" that is conceived as a "fitted" shopping road. On its cover, in continuum with via Nuova Marina, a walking pathway leads to the port and is connected with the tunnel between the maritime terminal and the underground

station of piazza Municipio by Alvaro Siza and Eduardo Souto de Mura. This walking pathway continues along Molo Beverello, exploiting the cover of the new passenger terminal. Our project won the competition in 2005. As it is well known, because of judicial procedures, the works could start until 2009. As a French national, accustomed to procedures they way they are in my country, I have always found these delays, though not rare in Italy, a little bit too much. The changes made over the last year to protect and refurbish the Magazzini Generali building on the Piliro docks, as required by Soprintendenza ai monumenti and by the ad hoc technical committee, have undoubtedly improved the project. The Magazzini Generali building has become the pivot of new waterfront layout with a double length that had already been envisaged in the original plan by Marcello Canino. I am very pleased with this timely revision that has been shared by all the stakeholders involved in decision-making process. This is confirmed by the formal advise by the Municipality of a few weeks ago and the very recent positive comment by Sovrintendenza that also gives the green light to the final project of the Molo Beverello waterfront. Unfortunately, just now that the project implementation seems approved, entrepreneurs and ship-owners, inside the very Port Authority, are raising some opposition. They had all been called upon during the project revision process and asked to assess the performance levels necessary to guarantee a good functioning of Molo Beverello. Based on my experience, I know it takes 10 to 15 years, but in the case of the waterfront in Naples, there will be project's extracts implemented in the many operational phases. The works will be carried out in various spots so as not to interfere with port activities. The project is feasible financially both on public funds allocated by the Port Authority and on private funds via project financing, that was possible because the project is profitable. On the economic benefits of the project it is enough to refer to the raw figures of the general project: 20,000 sqm of new pedestrian pathways to the sea, about, 12,000 sqm shop space, 4,800 sqm areas with a view (inside the Magazzini Generali) for leisure activities and exhibitions, 1,300 parking places besides the rationalization of port infrastructures for passengers at Beverello and Piliro terminal. Hopefully this current discussion will not turn into a non-constructive polemics where the whole process stuck and precious time is wasted, besides the waste of the resources invested so far. Naples does not deserve this, now more than ever. The city needs innovative and strategic projects becoming facts. (Source: *La Repubblica Napoli*, Dec 10 2010)



## The commercial centre in the cruise terminal: for tourists and citizens

In Naples, a commercial gallery has recently been opened at the maritime station, in the heart of the city. It hosts about fifty shops located along the port quays, very close to the sea. In the gallery there is also a market of 5,000 squared meters that generated 150 jobs and that is part of a 25 million Euro investment. The building that was chosen for this project is the historical maritime station, which was built in the 1930s. Besides the shops, a disco and a restaurant will be opened, but also another commercial area of 3,500 squared meters. This project was planned for passengers who come from cruise ships (1.3 million over the last year) but also for citizens. The fact that a commercial formula was used is rather significant. International brands were not considered, while local brands that represent excellent typical products from Campania will be brought to the fore. The original idea was to dedicate an area to important brands, but after a change of perspective of the management the local option was chosen. The commercial mix will include: wine bars, dairy products, bars, ice-cream shops, clothing, leather products, jewels, antiques, opticians, souvenirs, news-stands, chemist's shops. There will be exhibition areas too: for example, an area managed by a local company will exhibit casts of original classic antiques. The commercial gallery should be part of the whole waterfront requalification project.

(Source: VT Thematic Journal 2 "Economic and Social Benefits"; for more information see also the case study "Naples and the New Maritime Station" on the Thematic Journal 1)

## THE NEW BEVERELLO TERMINAL

The Port Authority, has developed a project for the new Beverello Terminal. This project methodology has then been implemented in other ports. The product obtained is a re-development of the whole port area (from Beverello to Immacolatella vecchia), to be done in different operational phases based on executive projects. The authorization process will end by next November. Thanks to this solution, the project choices can immediately be implemented since they are technical adjustments of the currently enforced Port Master Plan. Passenger flow in Beverello is 2,163,637 in July this year (average yearly flow is 4 million passengers), despite the insufficient structures and services currently available in the Terminal as it has been managed so far. The lack or poor quality of services seems also be due to the wrong management model adopted. Besides architectural aspects, the new terminal project must provide for technical features to assess flow modelling and to support passengers on their way on-board (considering other passengers, potential



hindrances, roads to follow, off-limits area, ordinary and extraordinary events) by offering services and assistance to guarantee both safety and security.

The new Terminal project shall also consider the future transformations of port areas and territories nearby. On one hand Darsena Acton – Molo San Vincenzo for which the function shall be defined according to the participatory method. In any case all town-planning constraints shall be complied with. On the other hand the underground passageway to the station with a pedestrian area connected with the passenger terminal of Beverello. The project meets the requirements identified.

In particular:

- 125 sqm of public toilets and rest-rooms;
- 1110 sqm of waiting areas;
- 2046 sqm for commercial activities;
- 140 sqm of ticket counters;

- 160 sqm of office area p
- 117 sqm of technical rooms;
- five fully equipped moorings.

### Costs

The project, though complex and multifaceted, costs € 9,000,000.

In the call for proposals for project implementation and service management revenues will be identified to guarantee investment payback but with mandatory direct management of subsidiary activities and considering that provisions as in art. 45 bis of the national contract will not apply. This is in order to guarantee the best possible service and avoid problems in the management of the Terminal public services. On 21 September the Council of Public Works gave its approval to the project. The call for tender to start the works is going to be launched in the next months.

(Source: Port Authority of Naples

# INTEGRATION OF TRANSPORT POLICY AND TOWN PLANNING IN NAPLES

Gianfrancesco Pomicino, Head of V Infrastructure Direction, City Council of Naples



In Naples, the process of preparation of the transport and mobility planning instruments is carried out along with that of town planning. This has brought together strategies and goals which are not always found in the planning documents of different sectors. In particular, among the main goals for urban development are: the reduction of traffic congestion; the contextual improvement of

urban quality through redevelopment; spaces for different kind of activities which are directly linked to the public transport network. One strategy is the desire for town and transport planning solutions aimed at raising the levels of accessibility to the various areas of territory through an integrated transport network which pivots around railways. This runs in common with the policies defined by the regional government instruments which are made available by the Naples Council Administration. These include the 1997 Council transport Project, the Primary Infrastructure Net Plan and the General

Masterplan which was developed during the period 1004-2004.

The renovation and extension of the underground network and its station has been of particular importance. For Naples, a city renowned for its traffic congestion, the opportunity to increase the role of fast underground public transport is essential. Before the Hundred Station Project, the Naples underground network numbered a total of 57 stations, while the network development project foresees 114 stations, of which a large number will be finished by 2015.

(Source: Thematic Journal 1 "Physical and Environmental components")



## The role of the cruise in the new underground network

Gianfrancesco Pomicino, Head of V Infrastructure Direction, City Council of Naples

Thanks to the new projects, also the most central area near the sea (in the vicinity of Castello Angioino/Palazzo

Reale and the Stazione Marittima, the real maritime heart of Naples) will be linked to the underground network. This will also allow a notable increase in access to the city and airport for users of the maritime station, starting with cruise passengers. A separate mention is worth being given to the "Municipality" station located near the cruise terminal (Stazione Marittima). The main aim of the work at the piazza Municipio, planned by Alvaro Siza, is the redevelopment of the piazza which links the maritime station and the nearby Quartieri Spagnoli. The piazza passes next to Castello Angioino and uses an subway/underground passage to get past the Via Marina road which runs parallel to the waterfront skirting the port. It is an immense area that will be radically redeveloped through the valorisation of its identity and of this piazza, a key point of exchange.

The station and the town planning project will be opportunities to exhibit the newly found archaeological artefacts, among which there are the foundations of the castle, the roman port, a port area, and the hulls of some ancient ships. The project has undergone various changes following archaeological findings during excavations for the stations. These had an important role in this stage. The underground tunnel foresees spaces full of light which is filtered from above thanks to some "cuts" foreseen in the piazza above. This will allow the lighting of the spaces and the pre-existent archaeological artefacts among which the tunnel is inserted. As anticipated, the main entrances are located in the port and in the moat of Castel Nuovo.

From the Metrò station, the cruise passengers can easily reach the airport, as well as other important "tourist" areas of Naples, like the Archaeological Museum whose "art station" was created by Gae Aulenti.

It is clear that the "connection" operation between the cruise terminal and the fabric of Naples, and the redevelopment of specific areas of great value, could bring with it a structural change in the relationship between cruise passengers and the city of Naples. Thus concluding the era of relationships that were mainly marked by "prudence" and limited to a few sites of interest, and embracing a spatially wider and more vital meeting.

(Source: Thematic Journal 1 "Physical and Environmental components")



## The Naples Historic Centre World Heritage Site - Management Plan

Giancarlo Ferulano, Director of Valorization of Historic City Centre Department, City Council of Naples

The World Heritage property of Naples historic centre includes all the essential elements that contribute to the justification of its OUV (Outstanding Universal Value). These include the historic centre as defined by the Aragonese walls, as well as significant elements from the 18th century, including important palaces, the wide palace Albergo dei Poveri,

the National Archaeological Museum, the park and Museum of Capodimonte the Royal palace and S.Elmo castle and the Certosa of S.Martino on the hill of San Martino, Villa Pignatelli, as well as for governmental, residential, University, health and sanitary buildings and arts and crafts functions. These buildings and functions represent all the relevant periods of the history of Naples, which are in fair state of conservation.

The management plan for the historic centre was built during the elaboration of various planning instruments drawn up in recent years as the DOS (Strategic Guidance Document) - that provide a series of strategic decisions and planning that allow an effective comparison with the city in all its forms - the PIU (Integrated Urban Plan) EUROPA and the "Grande Programma UNESCO".

It is going to become a tool that aims at realizing the scenarios; its value goes beyond technical and legal aspects to get an expression of the cultural climate of the community in which we live.

The approach to Naples Historic Centre World Heritage Site Management Plan has been an integrated one because of its complex structure, being Naples a structured and extremely rich landscape resulting from the historical stratification of different physical, architectural, archaeological and cultural-anthropological levels.

The Management Plan aims are: preserve cultural heritage; protect urban fabric stratification; support traditional social and economic inter-relations, cultural production and life improvement, preserving mixed use destinations; improve security and public health; strengthen the awareness and the understanding of the citizens about Naples outstanding historical heritage resources.

The management plan further aim is to integrate the WHS Naples Historic Centre within the wider territory system composed of Naples metropolitan area, Capri and other isles of the bay, Sorrento and Sorrentino-Amalfitana peninsula, Ercolano and Pompei, or rather the historic urban landscape surrounding the bay.

The involvement of actors and stakeholders either for building up the DOS than the Management plan took place through the forum, municipal councils, publication of declarations of interest - adopted by the control room- and their submission, meetings between the various departments of the City of Naples. To facilitate and optimize any project related to the use and management of public assets it was necessary to proceed to the conclusion of "agreements": collaborations between City Council and each authority involved in the process of construction of the management plan, where roles and responsibilities of each stakeholders involved are defined: Regional Office for Artistic and Landscape in Campania – MIBAC; Campania Region; Archdiocese of Naples; Port Authority; Naples Province; the State Property Agency; Local health authority of Naples; The Universities: "Federico II", "Orientale", "Second University of Naples", "Suor Orsola Benincasa", "Parthenope" at the end, finalized to the approbation by the City Council of Naples. As the meetings for the whole management plan of the UNESCO historic centre, it has been implementing the URBACT Local A P.I.U. EUROPA

On Jan 28 2011 the Regional Government issued deliberation n.35 to cancel the deliberation n. 192 that provided for the approval of DOS and PIU. Deliberation 35 also defines the new plan of interventions as to operational objective 6.2 of Campania ROP 2007-13 "Napoli e Area Metropolitana". However the general goals of the Integrated Plan of Urban Development of old Naples Unesco site are confirmed. The investment foreseen (220 million euros) should be redistributed and allocated to both the Integrated Plan of Urban Development of old Naples Unesco site and to the Integrated Plans of Urban Development of Naples peripheries in compliance with the principle that the new plan of interventions shall be in line with the strategies of the Plan for the South. The Region set up an ad hoc Technical Committee in charge of drafting a new Integrated Plan of Urban Development of old Naples Unesco site that can be in line with the ERDF ROP Campania 2007/13 as well as with the Interregional Operational Plan "Cultural and natural attractors and tourism (ERDF 2007/13). Special attention will also be paid to the needs of the Forum of world cultures (Universal Forum of Cultures) the old city centre being one of the main venues of the Forum).

The overall plan of interventions was reviewed in the light of the priorities of regional development and reorganised in order to activate synergistic actions in several diverse sectors. Among the proposals put forward, as in the list of the Major Projects and Programs approved by the Regional Government, for Axis VI and I of ERDF ROP 2007/13, a specific project for CENTRO STORICO DI NAPOLI, VALORIZZAZIONE DEL SITO UNESCO was included. This major Project is worth 100,000,000.00 euros, 80 millions of which being destined to Axis VI objective "Urban development and quality of life" and 20 millions to Axis I objective "Environmental sustainability and cultural and tourist attractiveness". The Region set up an ad hoc Office for major Projects and Programs.

# THE POINT OF VIEW OF THE CITY BY THE ELECTED MEMBER



**CTUR Interview collected by Mr. Riccardo Festa to the councillor for the Urban Planning of the City Council of Naples, Mr. Luigi De Falco**

**What is the importance and the priority level your city organization ascribes to the development of cruise tourism? What are the expectations and the expected benefits?**

The waterfront of Naples is the object of several development projects that will bring about major changes in the next years and many proposals will be included in a future plan for the port area.

The main goal of the city is to bridge some gaps and to start a development process (e.g. the strengthening and promotion of local crafts) that may benefit from the opportunities offered by cruise tourism and trigger actions that may improve the living conditions of the residents.

It is necessary to redefine a regulatory framework that is compatible with the needs of the Port and of the City in order to develop cruise tourism.

The Port and the City pursue the same goal: an action plan for the area around the port with its mixed historic-contemporary urban fabric to attract more cruise tourists to the port of Naples and to develop qualified commercial activities and new job opportunities.

**What is the role played by your organization to develop the cruise tourism in the destination and what is, in general, the degree of strategic and operational cooperation with the port authority on the specific "Cruise tourism" issue? What are the most positive and the problem-**

**atic aspects of the city-port cooperation?**

The Municipality of Naples is ready to cooperate with all the institutions operating in this field to start all the actions that may contribute to make the city more attractive and further develop cruise tourism.

The projects of regeneration of molo S. Vincenzo to be used for cruise vessels bears huge potentials and would allow to give a piece of its maritime history back to the city.

The access of tourists to our cultural heritage shall be developed by multiplying the pedestrian pathways as highlighted in CTUR proposals that must be implemented with the practical actions that the city needs.

So far the city and the port have been negatively affected by the difficulties in communication and management of the spaces because of the different applicable regulations and the time-consuming and complex decision-making process. Recently the dialogue between the city and the port has become smoother thanks to the joint work of the two institutions inside CTUR and the communication is getting easier and easier.

**What the role - if any - that the development of cruise tourism could play to support urban regeneration in your city and what could be the role of urban regeneration to develop urban tourism?**

Cruise traffic development may bring tourists to the city and trigger virtuous processes contributing to urban regeneration. The challenge is improving the quality of life downtown. That is why the regeneration

of the area around the port and the improvement of tourist services are crucial together with better information and public transportation means leading to tourist attractions. It is important that the city and the port grow hand in hand within an integrated development program, involving the citizens in the decision-making. A step-by-step growth could start from the creation of some pedestrian pathways across the city with the port playing a key role.

The city of Naples can become a major hub of culture, dialogue and exchange of information, ideas and good practices.

**What are your personal opinion and your suggestions about the LAP proposed/carried on within the CTUR framework?**

CTUR is a well-conceived project that has contributed to convey a different image of Naples (better, as it were) with respect to the usual folklore stereotype and it has allowed developing a "bridge between the port and the city. One of the most important aspects of the Local Action Plan put forward within the CTUR in Naples is the involvement of the local community: the creation of local support brings about the mobilization of social, economic and environmental resources to solve problems and turn opportunities into actions.

The Local Support Group has worked in order to start cooperation relationships at local level on the different themes producing a LAP that adds value and exploits the participation of the citizens.

# THE POINT OF VIEW OF THE PORT AUTHORITY BY THE PRESIDENT



**CTUR Interview** collected by Mrs Fiorinda Corradino to the **President of the Naples Port Authority, Mr. Luciano Dassatti**

What is the importance and the priority level your port organization

ascribes to the development of cruise tourism? What are the expectations and the expected benefits?

The Port Authority of Naples is deeply interested in further developing cruise traffic that has already been growing for the past ten years. To this effect the Port Authority is a shareholder of Terminal Napoli S.p.A., the company in charge of managing cruise passenger traffic.

What is the role played by your organization to develop the cruise tourism in the destination and what is, in general, the degree of strategic and operational cooperation with the city on the spe-

cific "Cruise tourism" issue? What are the most positive and the problematic aspects of the city-port cooperation?

The waterfront, the border between the port and the city, is a great opportunity of urban development. Waterfront development experiences at international level show that these interventions have positive impacts in terms of jobs, real estate, social and cultural relations between the port and the city, quality of life improvement. The Port Authority has started a gradual implementation of a series of interventions aimed at making the port of Naples attractive, streamlined and modern. The main problems stem from the lack of space that is an obstacle to a large-scale involvement of the city without interfering with port activities.

What the role - if any - that the development of cruise tourism could play

to support urban regeneration in your port and what could be the role of urban regeneration to develop urban tourism?

The promotion of cruise tourism should create wealth for the city, not only for the presence of passengers but also for the cruise staff who land to visit the city and go shopping.

What are your personal opinion and your suggestions about the LAP proposed/carried on within the CTUR framework?

I personally believe that the work carried out by CTUR project participants and the LAP implementation are a starting point to develop and strengthen the city-port partnership thus fostering the integration of the whole territory in this unique area so rich in monuments and cultural heritage.

## 1000 Neapolitan pupils discover the Port of Naples



Fiorinda Corradino, Studies, statistics and training, Port Authority of Naples office

On the 23rd of September 2010, the President of the Port Authority of Naples, Luciano Dassatti, met 50 students from the junior school "Nazario Sauro", the first appointment of twenty, to talk about the sea and the ports. The project "The Port of Naples meets the schools" drawn up by the Port of Naples Study Office was created from the wish to communicate the value of marine and port culture, transforming the port and its multiple protagonists

into an educational teaching element. Twenty Neapolitan schools enthusiastically joined the project. After some meetings with the School Managers to examine the points of interest to run alongside the educational programme, the initial phases were created: a visit from the President of the Port Authority, Luciano Dassatti to the schools to explain to the children the working of the port; after a week, a visit to the port by the children and their teachers to gain direct experience in the field. A discussion on the strategic elements of the commercial and passenger terminals, a visit to a ship and the project's creators explain the port and what it does.

This finishes with a 30-minute video made by the children from the ten schools that participated in the initiative. The project started in September in coincidence with the start of the school year and ended on the 4th of May with a trip in the Gulf. The students and teachers were instantly enthusiastic. The schools have visited the port of Naples and the children have asked numerous and interesting questions.

An open laboratory, and a window on the world: the port acquires greater value by becoming a place for the exchange of goods from far away places and a centre of teaching. The project "The Port of Naples meets the schools", the port demonstrates its cosmopolitan character and openness that is connected to values of professionalism and respect for man.

(Source: City of Naples and Naples Port Authority LAP)

# THE CRUISE AND THE CITY

Panel discussion with representatives from the cruise and port industries: towards WIN-WIN strategies for the city and Cruise Lines.



CTUR Lead Expert Vittorio Torbianelli

At the Naples meeting, Round Table 2 addressed the topic “The cruise and the city”. The conference moderated by the Lead Expert from CTUR, has shed light on the perspectives of two key players in the Cruise Lines world. These are MSC Cruise Company, represented by Captain Luigi Pastena, Worldwide Port Operation Manager of MSC, and COSTA Cruise Company, represented by Mr. Umberto Masucci, Costa shipping Agent and International shipping representative. The port industry was also present in the shape of Giovanni Spadoni, President of the MED Cruise Association.

The panel decisively tackled one of the “core” problems in city-cruise relations, notably the perception of some cruise destinations, which has revealed the cruise-line trend to “bypass” the city and the local independent operators to improve the management of the value chain.

“Cruise lines want to conserve the value chain. Passenger numbers are increasing whilst port costs are on the increase; independent operators get profits produced by others. For example discounts on shuttle buses” Mr Masucci clearly announced, underlining the difficulties cruise lines encounter coping with very high set costs without the excursion market. ‘Win win’ situations are needed, Masucci added: “From one side the port must accept the ship, and on the other side once the cruise passenger is out of the ship - (40% of passengers do not buy ex-

cursions provided by the cruise line), the best welcome the town can give is important”.

Along the same lines, Mr Pastena (MSC) has also brought to light the need to create facilities to house the ships in order to increase the turnover of passengers in the city. “The issue of berths is important; if a cruise ship arrives tomorrow to find no berth, then it is likely that next year it will not return”. However, Mr Pastena also added that “too many vessels in a port are not necessarily a good thing, as this can mean a lot of buses departing at any one time, and the subsequent congestion that this causes. It will be necessary to agree together about arrival times, and to build up an infrastructure to accommodate vessels”.

The subject of congestion and the possibility of improving the situation through the close collaboration between the cruise lines and the ports was also tackled in the presentation from the president of MedCruise, Giovanni Spadoni. “It is time that the ports and the lines start to work together on the itineraries to avoid peak days. The itineraries are strongly influenced by turn-around ports as the cruise lines prefer to embark the passengers in the week ends. This causes congestion in the home ports. As the itineraries of the most popular brands are very similar, the peak days in the home ports are reiterated in the following marquee ports of the itineraries”.

In the first half of the presentation Mr Spadoni highlighted the strong growth in the cruise market and the growing need to accommodate large scale ships. Over the five years between 2010 and 2014, 31

new cruise vessels have been scheduled for delivery with a capacity of 70,820 passengers. Of these - 12 - will be destined primarily for the European source market - that is - 26,600 lower berths (38% of all new berths) and an investment of €5.1 billion by the cruise lines. Many of the remaining ships will also visit Mediterranean destinations. Passenger traffic and demand continues to grow, particularly in Europe, and ships are being built faster than ports can expand. “Port infrastructure must expand at a brisk pace - and especially at the busy “must see” ports, the so-called marquee ports the “must see” ports inserted in almost all itineraries” Mr Spadoni stated, who has underlined how in this scenario there are also many spaces in historic cities of smaller dimensions which wish to retain the terminals in the areas of the historic ports. “Smaller, historic in-town passenger piers, can be maintained to service smaller ships, of the luxury sort: We at MedCruise advocate to the cruise lines and the industry in general that given that we have no shortage of ports, port cities and diverse regions and cultures, there are so many ports that offer wonderful attractions and discoveries that are not fully exploited. More cruise ships should go to these ports. Also, expanding the high season into the winter months will make more room for growth”, Mr Spadoni said.

Ultimately, in a market which despite the economic crisis continues to expand, generates more flows and requires greater infrastructures, there is space to manoeuvre to optimize the system without upsetting anyone whether it be the city with its historic heritage or the cruises.

However, in order to necessarily obtain Win-Win results, the partnerships between the cruise lines, ports and destinations must be tightened further. The CTUR project marks only the beginning.

## The Local Action Plan in Naples

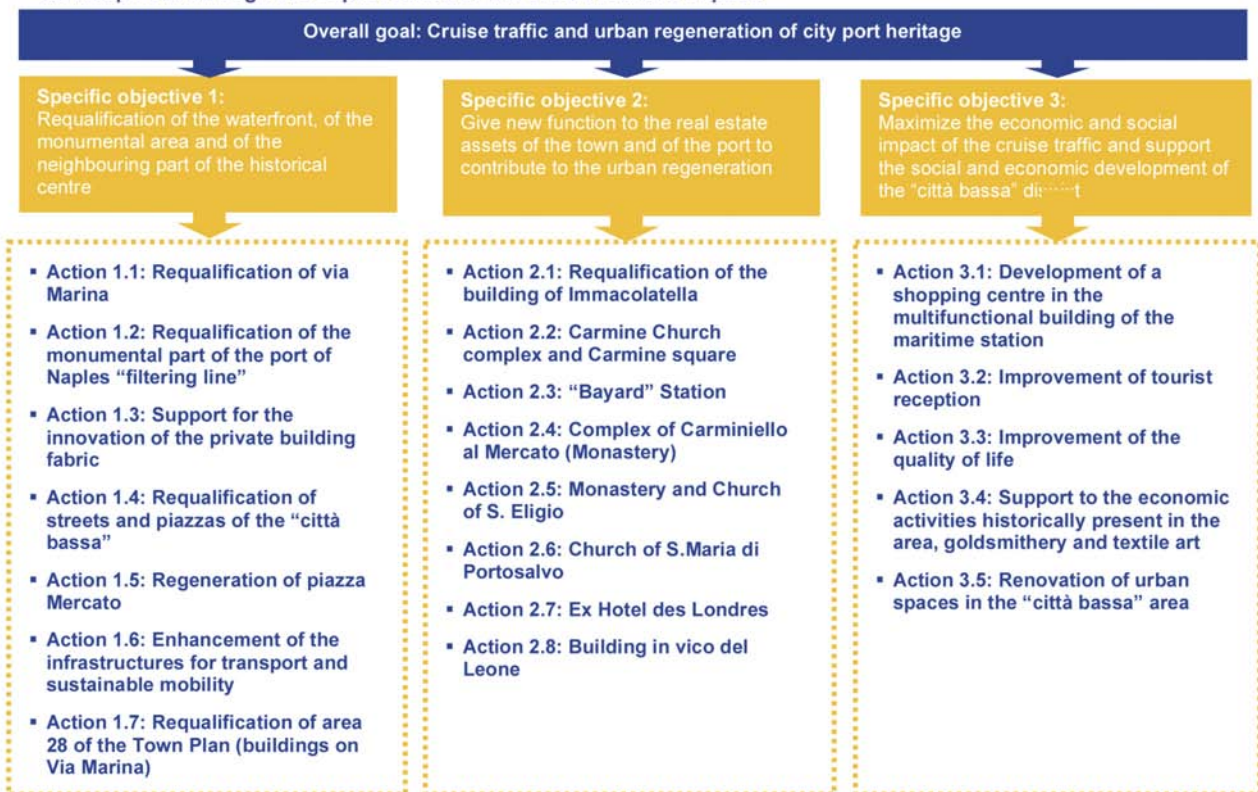
In the scope of the CTUR project, the LAP in Naples seems the broadest and certainly the most in-depth, as befitting a city which is “lead partner”. As specified in the documents, “the main objective of the LAP is to increase tourist flows deriving from the cruise traffic to the eastern coastal area of the city”. The so-called *città bassa*, thanks to the initiatives already planned by the municipality, is able to offer a valid alternative to the normal paths of penetration into the historic centre and a vision of what a high-quality craftsmanship is able to produce”. The general aim of LAP can be split into three specific objectives 1: Requalification of the waterfront mon-

umental area and nearby historic urban area; 2: To Give new functions to the city and port heritage for urban regeneration; 3 Maximize economic and social impact of cruises and social impact of cruises. In reality, each of these objectives has a corresponding set of multiple actions (in reference to specific buildings, areas, activities), which even if only considered separately, are of significant importance in terms of investments, number, variety of stakeholders and the level of difficulties, especially in a historically difficult backdrop such as Naples. One must acknowledge that the LAP of Naples deserves the most merit for creating several systems in place in a organic vision (General Management Plan of the City of Naples, Management Plan of Port Authority, Area, Strategic document “DOS”, Urban Integrated Plan “PIU” Europa, Great Programme Historic Centre, UNESCO site, Strategic Plan and Management Plan for the historical centre UNESCO site). On the other hand it should be high-

lighted how many of the planned interventions, apart from being particularly laborious (and with predictably long fulfillment times) are actions, which at heart were installed beyond the targets of an achievable regeneration using the cruise as its means. However, some of the specific objectives are strongly connected to the potential passenger flow, as for example with the revitalization of the trade of artisanal textile production and the goldsmiths involving local traders in the area.

The body of the LAP retains characteristics of an urban programme with the relevant complexity, which if it is created - and certainly should be - would be enough to revive a significant chunk of the historic city of Naples. In the magical land of Partenope all believe the white ships possess a certain power, even if a cold glance at the reality of the past would suggest the opposite. However, the very strength of Urbact lies in faith in the future and innovation, therefore... “full speed ahead!”.

The waterfront of the historical centre and port area from piazza Municipio to piazza Mercato: a sustainable development through the improvement of the cruise tourism impact.





# THE CITY OF NAPLES IN 2021, CITTÀ BASSA - PORT: WHAT DEVELOPMENT FOR THE WATERFRONT?

European Awareness Scenario Workshop experience, Fondazione Idis-Città della Scienza



The workshop has been realized within the framework of the thematic networks HerO and CTUR, by City of Naples in collaboration with Fondazione Idis, a specialized center at European level on EASW methodology.

Strictly connected with the general goal of the projects and in line with the USLG activities, the aim of the Workshop has been to stimulate further and facilitate participation and discussion on relevant topics through the European Awareness Scenario Workshop, an innovative methodology finalized to receive from the participants common visions and ideas useful for the implementation of the LAPs.

The workshop has involved about 28 participants (civil society representatives, technicians, administrators, public and private sector representatives). The European Awareness Scenario Workshop (EASW) is an initiative of EC DG Enterprises

in the framework of Innovation Programme. It is a structured discussion method that helps participants (representatives of the different components of a society) to be guided in a process finalized to the design of scenarios and concrete actions for the sustainable development of a territory. The methodology has been developed as an instrument for participatory planning, based on dialogue and collaboration between groups of local actors to create sustainable cities and to create a balanced relationship between society, technology and the environment.

*Central to the EASW method is dialogue, creating an opportunity to exchange experience and knowledge about existing barriers and possible solutions to the central topic. This leads to the development of new knowledge as well as new ideas and proposals for policy.*

The first part of the EASW workshop has been oriented towards the articulation of a **common vision**.

The participants have been split up into two **role groups**:

- **Public administrators and technical experts group**

- **Civil society and business sector group**

The main task of the role groups has been to articulate their own future vision of waterfront development by focusing on 4 different topics: **Mobility; Economic Development; Life Quality and Sociality; Sustainable urban development and regeneration**.

Each solution has been analyzed by building a diagram based on two different axes: technological versus organizational solutions from one side, public versus private solutions to the other side, to define the orientation of the visions.

The first group sessions resulted in **two future visions**, discussed in plenary session.

The second part of the Scenario Workshop has been oriented towards **generating ideas** on how the participants' common vision of waterfront development might be realised. The 'common vision' has functioned as a starting point for the idea generation process.

The overall "top five ideas" have been identified that could be considered an important output of EASW.

European Awareness Scenario Workshop: The top five ideas	
1	Integrated planning of "piazza Mercato" - new functions of public spaces, promenade and areas allocation; wifi square; "decorous" equipment for itinerant market activities; trade fair of "Campo del Moricino" ; b2c for local products and souvenirs.
2	"Bassi Network" Project: low grounds management. Specific "Progetto Sirena" for "piazza Mercato" - as pilot area; recovery of low ground buildings of "piazza Mercato" and "Borgo Orefici"; Businesses, social and cultural activities.
3	Green Harbour", sustainable mobility, car sharing, electric shuttles, Cold ironing, electrified docks by FTV for ships service. Requalification of "via Marina" (Fields 21-28); new functions of the spaces of "piazza Mercato", by setting up a promenade/platform.
4	Census of disused areas/property for the constitution of a widespread trade area. The launch of an high technical Institute dedicated to the "Ancient crafts " and a Lab-Museum inside the Carminiello complex; cultural services; catering services. Thematic routes for tourists and a virtual platform for the supply of touristic/cultural / accommodation system.
5	Communication plan for the dissemination of the activities and projects of Port Authority; requalification of Beverello.



## WHO WE ARE: GAETANO MOLLURA, URBACT PROJECT UNIT COORDINATOR

Italian architect, project manager of the Urban Planning Council Department of Naples and E.U. expert in Urban Integrated Approach Development I have been in charge from 1994 of important European Programmes promoted by the European Commission in the framework of the Urban Development Policies: Urban I and Urbact I and II. As Project manager of Naples Urban I was responsible for the activities of coordination, monitoring and accountability of projects provided in measure 3 (Infrastructures and environmental), with particular attention to the interaction between these projects and the ones provided in measure 1 (economic activities) and measure 2 (social activities). Promotion and management of the activities in measure 5: advertisement and dissemination of results. As lead partner and partner of several URBACT I and URBACT II thematic networks /working group I have supported exchange of experiences between cities - European and non - and implemented several topics of the Urban Integrated Approach Policies as governance and management of the projects, the sea towns challenges, the participation of the inhabitants and the role of the culture in the sustainable development of the historical centre. As expert attached to the URBACT I French Secretariat (free lance position) I gave provision of expertise to the Cities of New Member State in the framework of the Support for Cities project (Plovdiv, Bulgaria; Maribor, Slovenia). I am inscribed in the list of URBACT II Thematic Experts.

## WHO WE ARE: URBACT PROJECT UNIT GIOVANNI HOFFMANN



My personal working experience with the Municipality of Naples started since 2002 as external consultant for the URBAN Programme, dealing with the urban interventions interested by the Programme and studying the best reutilization of buildings ground floors. With the URBACT Programme I collaborated in the SUDEST working group and now with CTUR. As architect they both were very enriching experiences, considering the wide range of urban projects examined, thanks to the international partnership with other European cities and the involvement of several local actors concerned with projects for the regeneration of the waterfront of Naples.

## CRISTINA FATO

I graduated in International and Diplomatic Sciences in 2003, with specialization on European studies, which brought me to have several experiences abroad. This is my second experience in the framework of URBACT Programme within the Project Unit of Naples, considering that I collaborated with Gaetano for the SUDEST working group in 2006-2007 and now since January 2010 as project officer for CTUR. Working within an international thematic network is very stimulating; I had the opportunity to know better other European realities as well as local urban regeneration projects on my city. Thanks to everybody!

## ANNA ARENA

I graduated in historical sciences at the University of Naples "Federico II" in 2007. I have recently completed a training course at the Institute for Management and Business Management "Stoa", acquiring the professional qualification of consultant for local development - specifically as expert in the European Fundings use. I am working at the URBACT Project Unit of Naples as communication officer, after six-month internship. The URBACT experience gave me the opportunity to get closer to some interesting international good practices; to experience the integrated approach and the real efficiency of a "bottom up" decision making process to manage the problems and the challenges at local level.

## MARIA LUNA NOBILE

Architect. Born in 1982, graduated with honours in Architecture in 2006, I achieved the qualification of DPhil in Urban Design in 2010. My research focuses on the urban composition and the design of the contemporary city, deepening the role of enclosures as a possible "material" of the urban design, with special attention to the cases of the derelict and peripheral areas in the city of Naples. After an internship at the Secretariat of the Programme URBACT II, I have been contributing to the networks CTUR (Cruise traffic and urban regeneration) and HerO (Heritage as Opportunity) with the City Council of Naples. As designer, I also take part to numerous competitions and projects on both small and large-scale; I am collaborating to the research of the Department of Planning and Urban Design of the University "Federico II" of Naples.



## WHO WE ARE: LUCIANO DASSATTI, PRESIDENT OF THE PORT AUTHORITY OF NAPLES

President of the Port Authority in Naples since the 4th of February 2009 after being appointed by a Ministry of Infrastructure and Transport Decree, on the 29th of January 2009. Admiral Luciano Dassatti was born in Riva del Garda (TN) on the 28th of June 1942. After having completed his final Classical Studies diploma at school, he attended a degree course at the Naval Academy in Livorno from 1961 to 1965 and graduated with a degree in Maritime and Naval Sciences. As Staff Officer in the Marines, he was embarked on various naval units. In 1972 he transferred to the Harbour Office Corps and held several positions of command. From the 26th of November 2004 to the 4th of July 2007 he held the position of Commander of the Harbour Master's Office Corps - Coast Guards. During the period from 1986 to 1989, the Admiral was a lecturer in legal matters, international maritime law, civil and logistic law on the Advanced course for Senior Officers at the Maritime War Institute. From 1998 to 2004 he held the position of Head of personnel, training and organization of the General Command in the Harbour Master's Office Corps. During his career, he has periodically held the position of Professor on the Economics and Business Management of Transport companies' course at the University of Cassino, along with the role of Special Commissioner for the Port Authority in Livorno. He was awarded an Italian Republic Senior Officer Order of Merit as well as a 1st Class Diploma of Merit with a Gold Medal for Environmental Merit.



## WHO WE ARE: FIORINDA CORRADINO, STUDIES, STATISTICS AND TRAINING OFFICER, PORT AUTHORITY OF NAPLES

I was born in Naples on the 3rd of June 1959. After having completed my final Classical Studies diploma at school, I attended at the University "l'Orientale" in Naples and graduated in Political Science. After studying a Master in economy in Moscow; in 1983 I started to work for the Port Authority of Naples, and now I am in charge of Studies, Statistics and Training Office.



## WHO WE ARE: BARBARA CASOLLA, CRUISE DEVELOPMENT EXECUTIVE, PORT AUTHORITY OF NAPLES

I am graduate in economy for tourism in Naples, After studying a Master in hospitality in London and working for the Italian State tourist Board(Enit). After a few years working with the institutional representative for development of touristic areas in UK and Italy, in 2001 she joined Port Authority of Naples in charge of cruise and tourism marketing, public relation, She is involved in Medcruise association for the port of Naples dealing with the main cruise ship-owners and port operators.



**URBACT** is a European exchange and learning programme promoting sustainable urban development. It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 300 cities, 29 countries, and 5000 active participants.

**CTUR** is a thematic network of the URBACT II Programme that focuses on the theme of *Cruise Traffic and Urban Regeneration of city port heritage*; it enquires into how port-cities can be productive and no longer simple transit areas through cruise tourism activity.

Its partnership is composed of different realities which allows a fruitful cooperation: Naples (as lead partner and theme promoter), Alicante, APDL (Port Authority of Douro and Leixões), Dublin, Helsinki, Istanbul, Matosinhos, Naples Port Authority, Generalitat Valenciana, Rhodes, Rostock, Trieste and Varna. The activities are supported by the International Association of Cities and Ports (AIVP).

The themes underlying the connection between cruises and cities and on which the CTUR project is based are multifaceted: governance, image of port cities, infrastructural systems, urban tourism, creation of cultural attractions through new types of architecture, re-launching urban/port historical heritage, commercial and general economic development with positive effects on employment and social welfare.

## CONTACTS

### CTUR - Cruise Traffic and Urban Regeneration URBACT II Programme

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### URBACT National Dissemination Points

**ITALY** : <http://www.unich.it/dart/urbact/urbactII.html>

**GERMANY** : <http://www.oerok.gv.at/contact-point/urbact.html>

**SPAIN** : <http://www.ecosistemaurbano.com/urbact>

**BULGARIA** : <http://www.namcb.org>

**PORTUGAL** : <http://www.dgotdu.pt/urbact/>

**GREECE** : <http://www.espa.gr/el/pages/staticURBACT.aspx>

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