

# NEWS-LETTER N°5

June / July  
2014



hubs as engines of cities' development  
cities as engines of regions' development

EUROPEAN  
PROGRAMME  
FOR  
SUSTAINABLE  
URBAN  
DEVELOPMENT

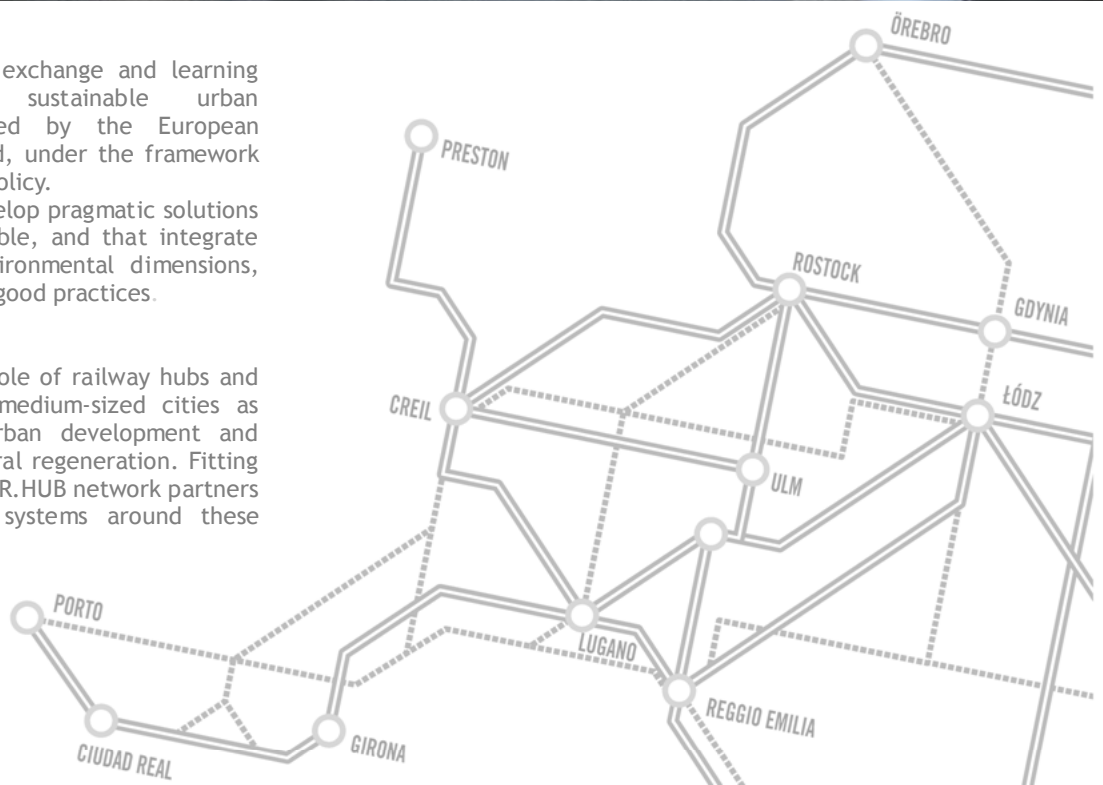


Rostock, 22<sup>nd</sup> - 23<sup>rd</sup> of May 2014.  
Thematic Workshop on Economy

**URBACT II** is a European exchange and learning programme promoting sustainable urban development, part-financed by the European Regional Development Fund, under the framework of the European Cohesion Policy.

URBACT helps cities to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions, and enables cities to share good practices.

**ENTER.HUB** promotes the role of railway hubs and multimodal interfaces in medium-sized cities as engines for integrated urban development and economic, social and cultural regeneration. Fitting into TENT-T corridors, ENTER.HUB network partners redefine their territorial systems around these hubs.



# EDITORIAL

*This newsletter is dedicated to several important events for the ENTER.HUB project.*

*On May 22 & 23 a fifth Thematic Workshop was held in Rostock, Germany, on the theme of Economy with Thematic Expert Ares Kalandides from Berlin in order to understand the economic potential of a hub at different territorial scales and in different sectors. Łódź, Lugano, Örebro, Preston and Rostock presented their local issues and experiences. During the workshop, all partners proposed possible actions to help Rostock enhance the economy of its hub, especially in relation to its university.*

*On July 10 & 11, partners and their political representatives met in Girona, Spain, on the theme of Mobility with Thematic Expert José Maria Coronado from Ciudad Real. Creil Agglomeration, Ciudad Real, Girona and Porto presented their experiences. The workshop focused on the case of the hosting city and pointed out how Girona could take advantage of mobility and HS not only to improve its accessibility but also its attractiveness in terms of economy, culture, tourism.*

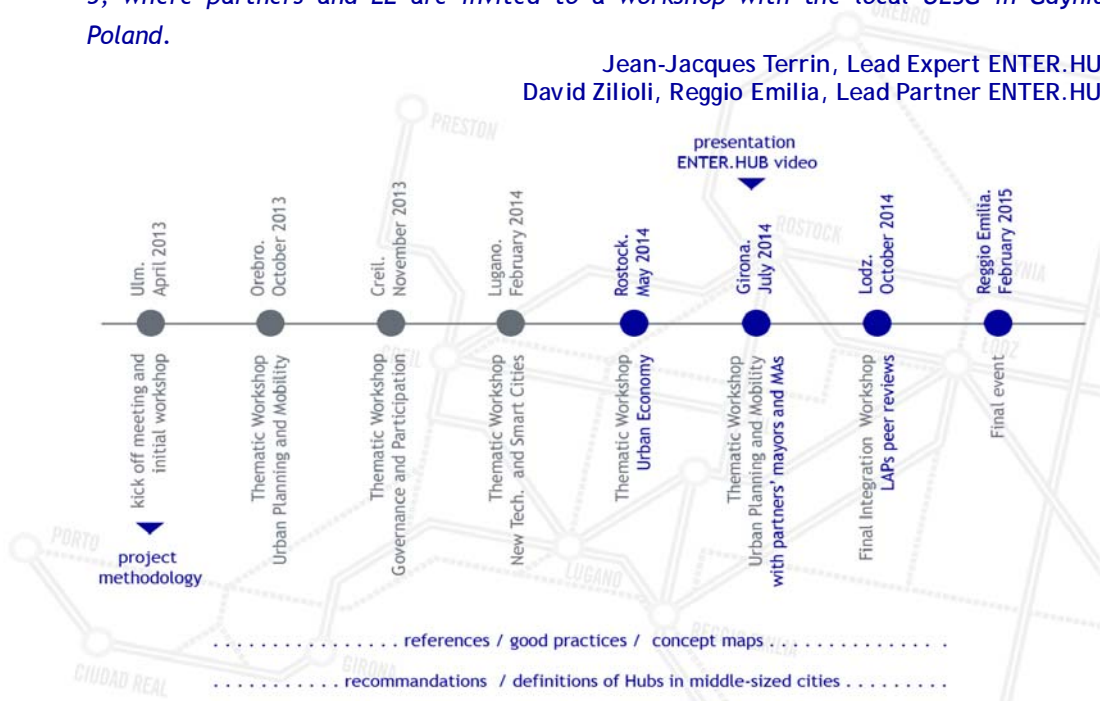
*This meeting in Girona was for ENTER.HUB partners a key occasion to enable important exchanges. It was also the occasion for the signature of a Protocol of Intents by the partners' policy and decision makers. A special focus of this newsletter is dedicated to this moment.*

*During this meeting, the ENTER.HUB video was presented for the first time to the whole partnership. It has been produced by SUPSI (University of Applied Sciences and Arts of Southern Switzerland) with the support of all partners and will be soon available on the ENTER.HUB website.*

*Also included in the newsletter are the 2 x 10 recommendations from the reports by the thematic experts Pedro Ferraz de Abreu and Ares Kalandides on the workshops they have moderated in Lugano and Rostock. And last but not least, Reggio Emilia and Creil Agglomeration present their on going Local Action Plans (LAP) and local projects.*

*The next important dates for ENTER HUB are: October 9 & 10 in Łódź, Poland, where partners will meet with their ULSG representatives and share their LAPs, and December 5, where partners and LE are invited to a workshop with the local ULSG in Gdynia, Poland.*

Jean-Jacques Terrin, Lead Expert ENTER.HUB  
David Zilioli, Reggio Emilia, Lead Partner ENTER.HUB



## FOCUS ON

Meeting in Girona with political decision makers

Signature of the

*Protocol of Intents*



... Girona, 6<sup>th</sup> Transnational Meeting. . . . .  
Policy makers' speeches before the  
Signature of the Protocol

The Transnational meeting in Girona, on July 10 & 11, was the occasion for ENTER.HUB policy and decision makers to sign a Protocol of Intents for the Support and Collaboration for the Development of Shared Approaches strengthening and exploiting Mobility Hubs in European Middle sized Cities.

The ENTER.HUB partners have agreed in committing the local bodies they represent by:

- Supporting and promoting a global vision of transport and territorial development, considering mobility, transport networks and in particular the TEN-T as a European backbone in terms of connections and interaction but also in terms of territorial development;
- Promoting sustainable, common and easily available transport systems all over Europe, to make cities and regions more accessible, more attractive and more competitive;
- Sharing practices and using an exchange and learn approach in order to enrich their common and strategic vision of future Europe at different territorial scales, also in view of the new financial programming period 2014-2020, concerning urban and infrastructures development.



In particular, The ENTER.HUB partners have acknowledged:

- The key role of URBACT II and ENTER.HUB for increasing the awareness of such themes in the context of European middle sized cities and regions;
- The opportunity offered by URBACT II and ENTER.HUB to contribute to a reciprocal development of cities and regions involved;
- The specific challenge of the project, in its investigation on how a territory can exploit the benefits brought by a transport hub of regional relevance, for a well-balanced and sustainable urban and territorial development, taking into consideration the economic, social and cultural issues at local, regional and European level;
- The importance of fostering the impact of the project activities at a local level;
- The need of access further EU financial support for networks like ours to concretely implement local projects linked to the development of railway hubs and urban revitalisation (i.e. the Local Action Plans developed through ENTER.HUB). This financial support should be in form of direct funding for investments or for local studies.

Finally, the ENTER.HUB partners have agreed in asking URBACT, the European Commission and the DG Transport to renew their attention and focus on these topics, from the large scale of TEN-T corridors project, to the smaller scale of urban sustainable development, during coming calls and common activities and to support their cities and regions by giving preference to URBACT Local Action Plans while defining local projects to be implemented through European financing.



... Girona, 6<sup>th</sup> Transnational Meeting. . . . .  
All the participants, during the closure of the meeting.



# 10 x 2 Recommendations

## 10 on SMART TECHNOLOGIES AND CITIES .....

Thematic Expert, Pedro Ferraz De Abreu  
Workshop in Lugano, February 2014

<b>SMART ECONOMY</b> (Competitiveness)	<b>SMART PEOPLE</b> (Social and Human Capital)
<ul style="list-style-type: none"> <li>▪ Innovative spirit</li> <li>▪ Entrepreneurship</li> <li>▪ Economic image &amp; trademarks</li> <li>▪ Productivity</li> <li>▪ Flexibility of labour market</li> <li>▪ International embeddedness</li> <li>▪ Ability to transform</li> </ul>	<ul style="list-style-type: none"> <li>▪ Level of qualification</li> <li>▪ Affinity to life long learning</li> <li>▪ Social and ethnic plurality</li> <li>▪ Flexibility</li> <li>▪ Creativity</li> <li>▪ Cosmopolitanism/Open-mindedness</li> <li>▪ Participation in public life</li> </ul>
<b>SMART GOVERNANCE</b> (Participation)	<b>SMART MOBILITY</b> (Transport and ICT)
<ul style="list-style-type: none"> <li>▪ Participation in decision-making</li> <li>▪ Public and social services</li> <li>▪ Transparent governance</li> <li>▪ Political strategies &amp; perspectives</li> </ul>	<ul style="list-style-type: none"> <li>▪ Local accessibility</li> <li>▪ (Inter-)national accessibility</li> <li>▪ Availability of ICT-infrastructure</li> <li>▪ Sustainable, innovative and safe transport systems</li> </ul>
<b>SMART ENVIRONMENT</b> (Natural resources)	<b>SMART LIVING</b> (Quality of life)
<ul style="list-style-type: none"> <li>▪ Attractivity of natural conditions</li> <li>▪ Pollution</li> <li>▪ Environmental protection</li> <li>▪ Sustainable resource management</li> </ul>	<ul style="list-style-type: none"> <li>▪ Cultural facilities</li> <li>▪ Health conditions</li> <li>▪ Individual safety</li> <li>▪ Housing quality</li> <li>▪ Education facilities</li> <li>▪ Touristic attractivity</li> <li>▪ Social cohesion</li> </ul>

... Framework for smart city indicators .....  
Ranking European Smart Cities, Centre of Regional Science, Vienna

### ... R1. Preserve citizens' security, identity and privacy

This is one of the great challenges of modern, ubiquitous ICT, and a serious requirement for any sustainable process.

### ... R2. Reduce inequality by universal access to technologies

Universal access implies adequate choice of technology and its deployment, comprehensive user-needs assessment, with a clear effort to consider special needs, such as low-income citizens and other situations.

### ... R3. Use ICT for accountability and transparency

Balanced agendas imply good governance control and auditing tools, but also tools to promote and secure a participatory process, open to all citizens/stakeholders.

### ... R4. Develop international cooperation for improving the regulatory framework

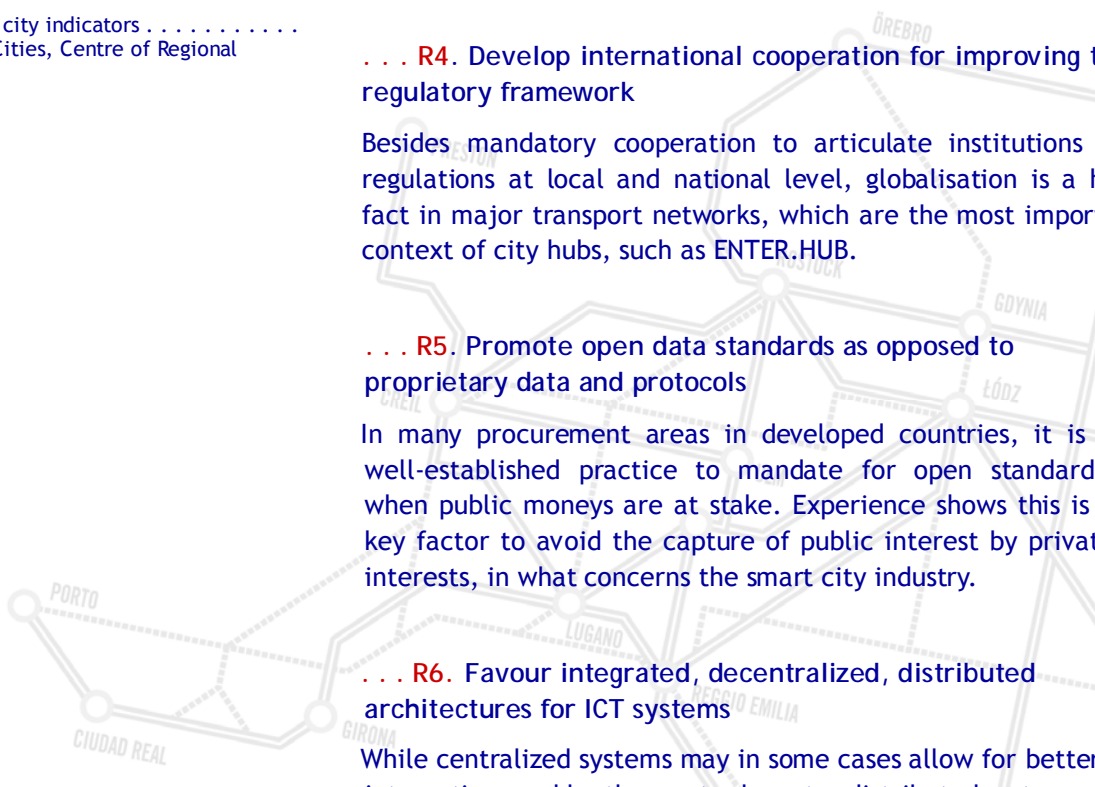
Besides mandatory cooperation to articulate institutions and regulations at local and national level, globalisation is a hard fact in major transport networks, which are the most important context of city hubs, such as ENTER.HUB.

### ... R5. Promote open data standards as opposed to proprietary data and protocols

In many procurement areas in developed countries, it is a well-established practice to mandate for open standards, when public moneys are at stake. Experience shows this is a key factor to avoid the capture of public interest by private interests, in what concerns the smart city industry.

### ... R6. Favour integrated, decentralized, distributed architectures for ICT systems

While centralized systems may in some cases allow for better integration, and be the most adequate, distributed systems



tend to be more flexible, easy to maintain and to engage users. Decentralized systems require, however, open data standards enforcement for real integration.

**... R7. Unify local and regional transport with a common ticketing system**

Integrated ticketing systems (“one trip - one ticket”) are at the core of any rational, integrated, multi-modal system. It also allows for true market- driven efficiencies, facilitating multiple operators without hindering the system. Such unified ticketing systems require tools that give responses to a query (origin-destination) structured for the citizen to use.

**... R8. Integrate ICT into a global urban strategy before hard investments**

One potential good approach is to establish a “Smart City Officer” at the municipality.

**... R9. Promote territorial cohesion as the base for a true “smartness” in a city**

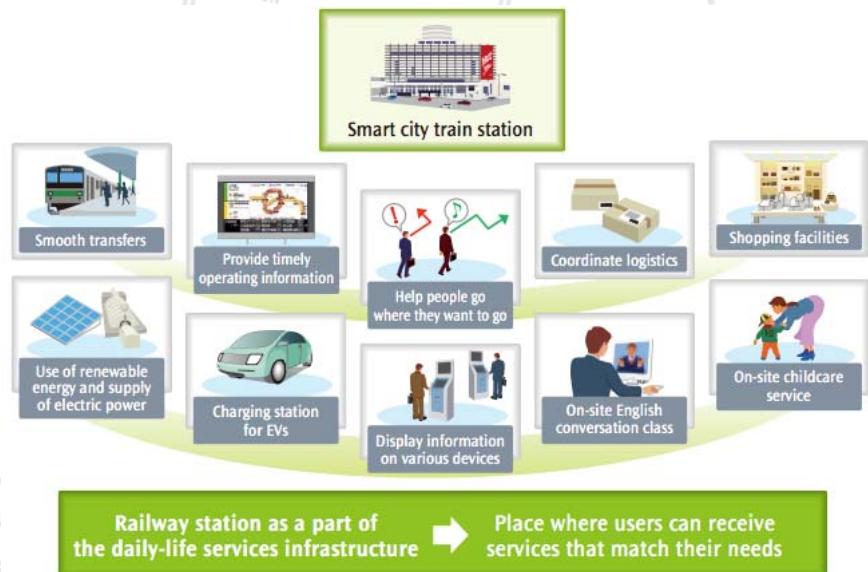
When planning for smart infrastructures, non-urban areas must be accounted for.



... An integrated view of a Smart City. ....

**... R10. Make sure that the new technologies answer to a true need**

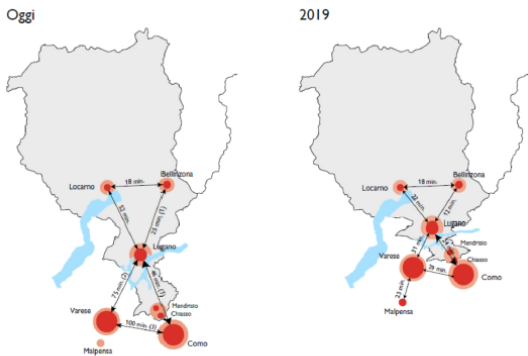
ICT utilization depends on integrated policy and communication, and the evolution of ICT - related procurements should be followed through a long-term contract.



... A smart train station, within a city, can be seen as the Enter.Hub core  
Picture from Hitachi White Paper

# 10 on ECONOMY . . . . .

Thematic Expert Ares Kalandides  
Workshop in Rostock, May 2014



. . . Time-space compression . . . . .  
Situation after the upgrading of the train system in and around Lugano. Left shows the situation today and right is the projected situation in 2019.

**. . . R1. Scale.**

Consider effects even if they are beyond their direct territorial jurisdiction and transcend boundaries, as railway hubs have economic impacts at several geographical scales - from surrounding plots to the whole city, the region or farther away.

**. . . R2. Regionalisation.**

Use railway hubs as an opportunity to link the city to an individually and flexibly individuated region, as railway hubs present a unique possibility for the integration of a region.

**. . . R3. Cooperation VS Competition.**

Primarily look at possibilities of economic cooperation that open up through railway hubs. Linkages to other places demand a differentiated understanding of inter-territorial competition.

**. . . R4. Overarching economic strategy.**

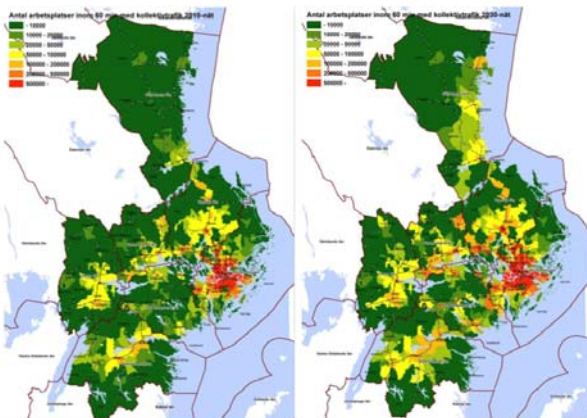
Re-examine broader economic strategy through the new possibilities that open up with an upgraded railway hub. Upgraded railway hubs may profoundly influence the economic orientation of a city/region. Most of all administrations need to keep in mind that the goal of every local economic policy is to improve the *quality of life* for the people.

**. . . R5. City image.**

Look at how a hub can influence the place's image and if necessary take steps towards an integrated place branding strategy, as a place with an updated railway hub has more chances to communicate an extroverted, interconnected identity.

**. . . R6. Supply and demand side analysis.**

Places should look at where there is a demand or supply. Recent economic analysis tend to focus a lot on what places have to offer. Rail hubs offer new opportunities to access new markets.

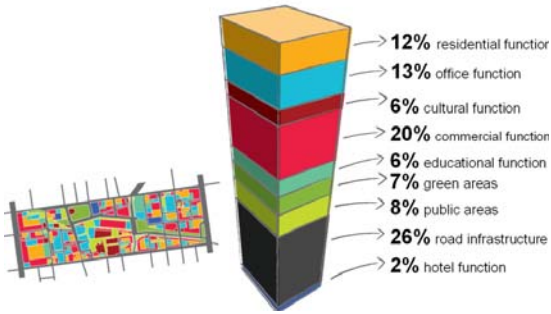


. . . Number of jobs . . . . .  
Mälmar valley and the counties Gävleborg and Östergötland. Number of jobs reachable with public transport within 60 minutes 2010 and 2030.





... Railway stations and malls ...  
 Leipzig Main Station includes a shopping mall run by one of the largest owners of malls all over Germany. As such it is an extension of the inner city shopping facilities



... Sample distribution of recommended functions in the New Centre of Łódź area



... Business Improvement District in Preston ...  
 It leads to increased rental values of property and the area

... R7. Retail.

Retail in railway hubs should be planned with extreme caution and in accordance with broader retail plans. It may complement existing retail or it can compete with it. As most countries in the ENTER.HUB project have seen real available income stagnate in the past decade or more, there is little increasing demand for retail. Also, trends such as e-commerce are going to have a strong impact.

... R8. Real estate.

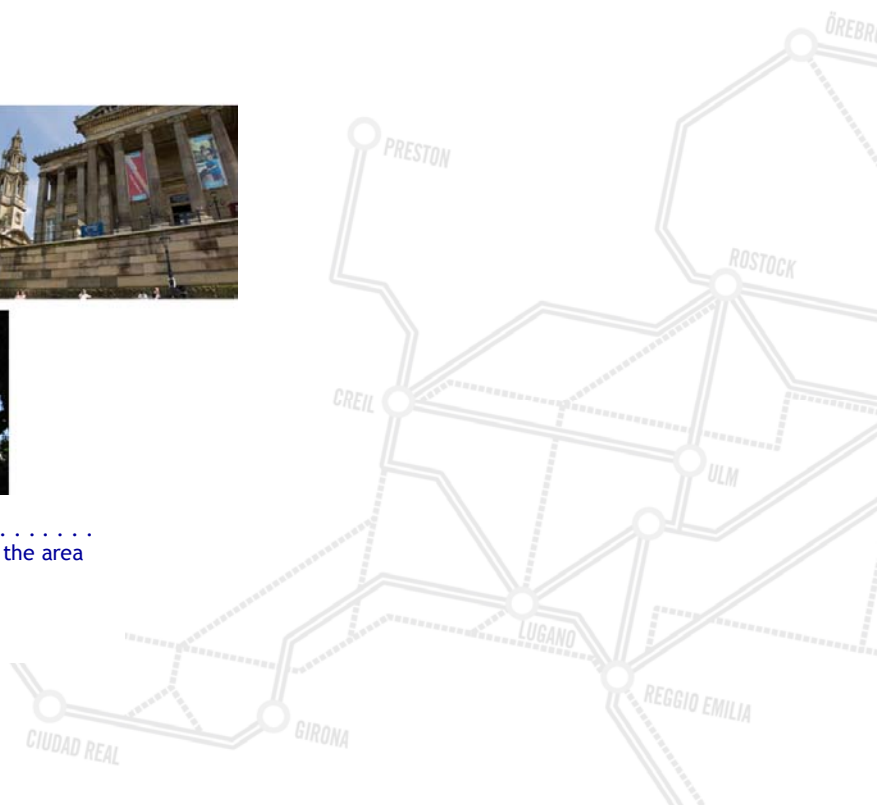
Find values to profit from this value-added in which they are investing. Plots around the railway hub increase in value as soon as a restructuring of a hub is planned.

... R9. Flexible process.

Follow a flexible process with alternatives. Economic development linked to a hub may take time. Such processes may need to change occasionally and adapt to other changing conditions.

... R10. Democratic accountability.

Who profits and who loses from the development of a railway hub needs to be transparent and part of a broader dialogue with the population. It goes without saying that administrations are accountable to the people who put them there.





# Our cities and regions at work

12 partners > 12 ULSGs > 12 LAPs

Reggio Emilia IT - IMPEFE-Ciudad Real ES - Creil Agglomération FR - Ulm DE - Gdynia PL - Girona ES-Łódź PL - Lugano CH - Orebro region SE - Porto PT- Preston UK- Rostock DE



In June 2013 the new High Speed Station of Reggio Emilia called Mediopadana, located 4 km away from the city centre and designed by architect Calatrava, opened to the passengers' traffic. The issue is now to strength the links between the station and its territory.

In this context, two main definitions are to be specified:

- The territorial Mediopadana Area is not defined by institutional boundaries. The Mediopadana Station catchment area includes the centre cities and provinces of Parma, Reggio, Modena, Cremona, Mantova, covering about 2 million inhabitants

- The Mediopadano Hub is an interchange and an intermodal node whose core is the Mediopadana Station. It is now necessary to connect the HS line with local railways (interchange) and the freeway (intermodal).

In this framework, the key action of the LAP is to improve the connections between the HS Station and both the motorway and the conventional railway lines.

The technical and economic feasibility of such an

intervention, which considers the integration of both the road and rail infrastructure into a single system acting at different spatial scales, has long been investigated both by the Municipality, the Emilia-Romagna Regional Government and Autostrade SpA. The implementation of a multimodal node must not only enhance the accessibility of the Reggio Emilia's northern area, but also that of the entire city and the wide surrounding area, up to the wider catchment area of the Mediopadana station itself, and this is confirmed as a priority for the area.

Objectives of such interventions at the different territorial levels, include the following:

At a local level:

- Exploiting the arrival of the HS service in order to boost the city renewal;
- Having the city and the catchment area “feel” the station;
- Exploiting the arrival of HS line to improve as a whole the infrastructural and territorial mobility system, composed by main channels (HS, freeway) and secondary but more

capillary channels (local infrastructures: roads and especially regional railways and bicycle paths);

- Maintaining coherence and a balance among the new HS station, the city centre and the other city poles.

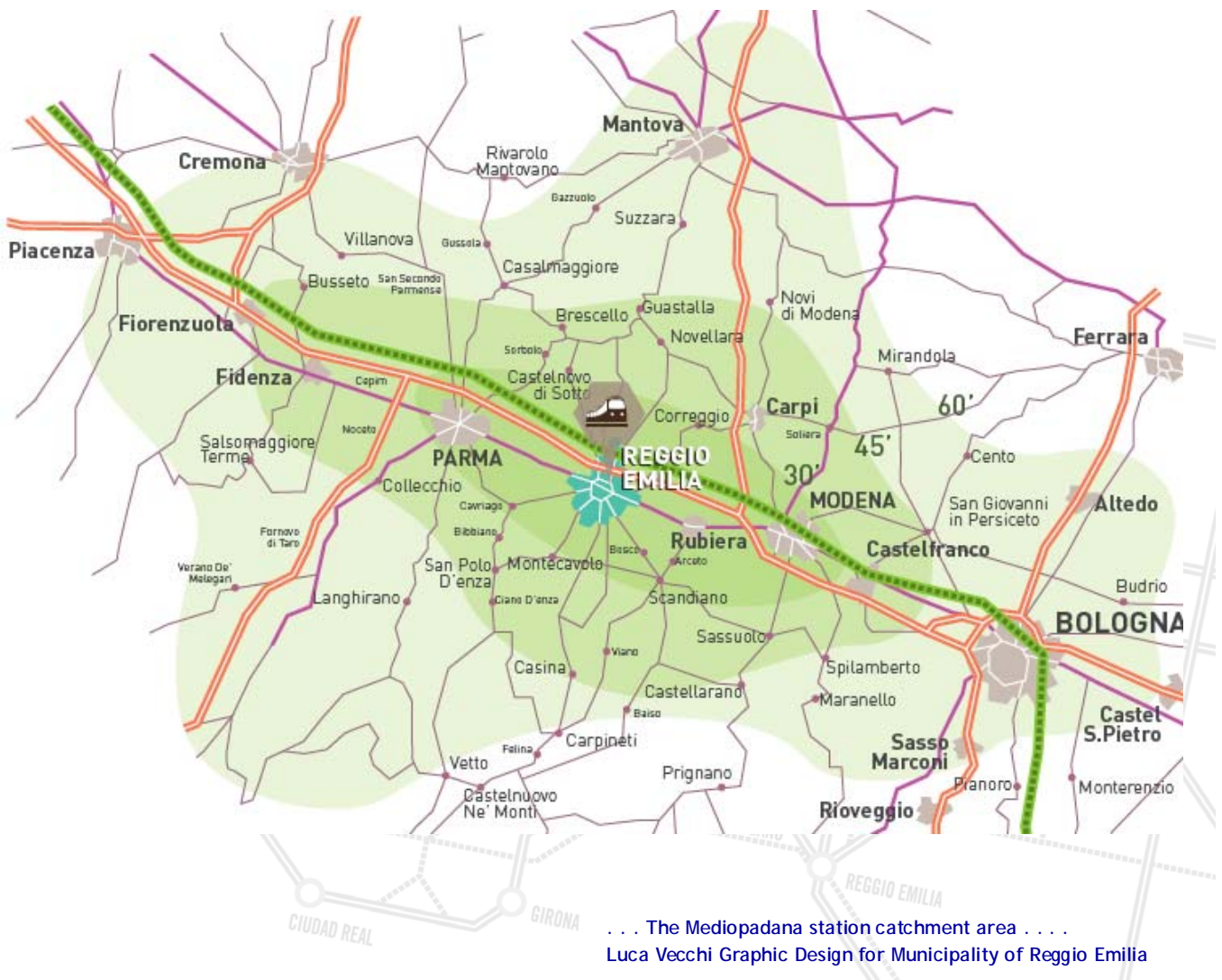
At a regional level:

- Giving the Mediopadana HS Station an identity of new hub;
- Enhancing its role as a gate to reach main EU cities.

At a wider level:

- Putting Reggio Emilia and the Mediopadana Area on the map;
- Establishing new economic/cultural exchanges with other EU cities, by exploiting these new infrastructural speed connections.

In the Mediopadana Area, the Local Support Group is composed of 46 representatives of stakeholders at various levels - local authorities, professional bodies, trade associations, other stakeholders - that provide a contribution to the design of the Local Action Plan, delivering -to the new Administration of Reggio Emilia recently elected, a project proposal for a shared participatory local development with a "bottom-up" approach. The purpose is to activate a virtuous path for the revival of a strategic area of the city, in which the railway High Speed Mediopadano junction will play a pivotal role, not only from a local, national and international mobility point of view, but also in order to develop a full economic, business, cultural, touristic and educational potential.





The arrival of the railway link Roissy-Picardie in 2020, will enable Creil Agglomération to integrate high speed network. This nationwide or even international link, needs to be pursued and accompanied for the best benefit of the agglomération and its attractiveness. Based on its implementation, the territory and its stakeholders launched the recapture of heart agglomération with the project "Gare, cœur d'agglo" which covers the site of the station itself and its neighbourhood of 270 hectares.

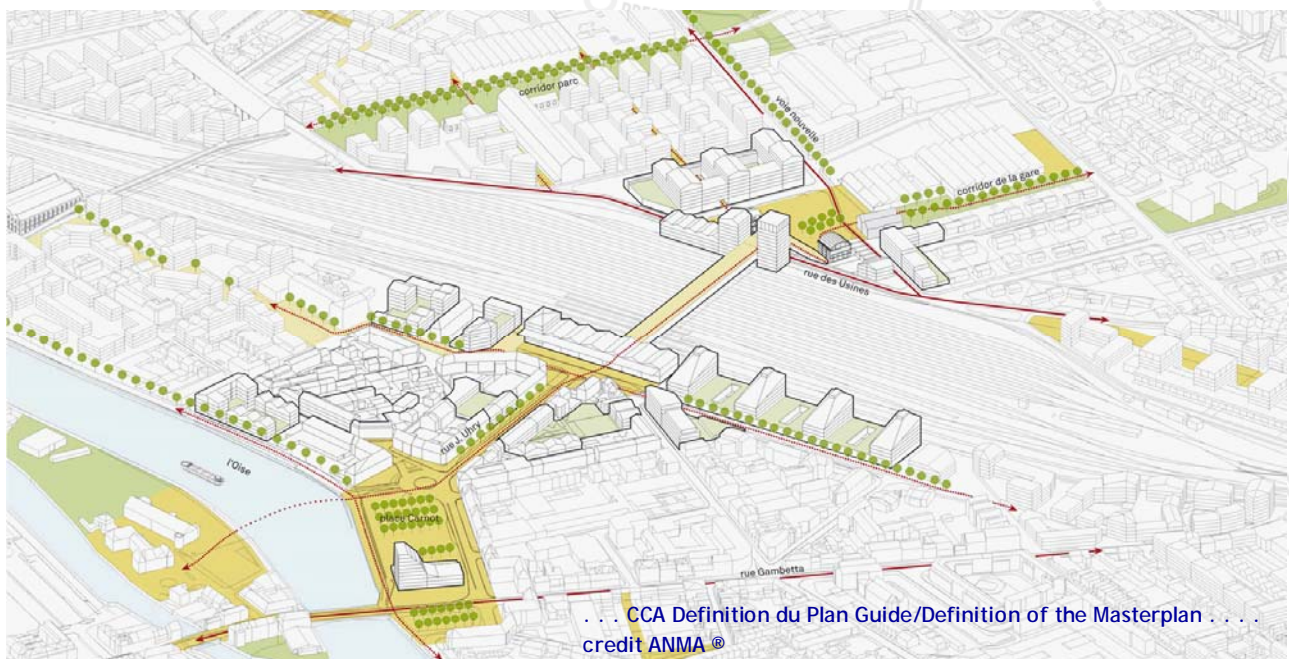
The aim of this project planned at regional and local scale, is the shared building (between city and rail) of both a future major urban centre in the south of the Oise department (Picardy region) and a station and a multimodal hub.

The masterplan, an on going framework developed since September 2013, defines what we call "invariants" designing long term general objectives for the whole district. It can be adapted to suit the progress of projects, land opportunities, real estates, but also new uses.

**First invariant: Green Hallways**  
Green hallways should reconnect the city to the surrounding hills and to the wide-open spaces on the trays while promoting a better connection between city and river.

**Second invariant: Central Loop**  
Creating a central loop structure around the new central area and connects the different sectors. Finally, it helps to consider the place of diverse modes of transportation (relay shared parking, walking in the heart of the neighbourhood, buses, ...).

**Third invariant: Crossings**  
The future station is not just an input and output rating point. It has to be designed in continuity with the city, connected to major public spaces, spanning railroads, and the place of intermodality. In a broader sense, the masterplan aims to create an urban system connected to all major public spaces.



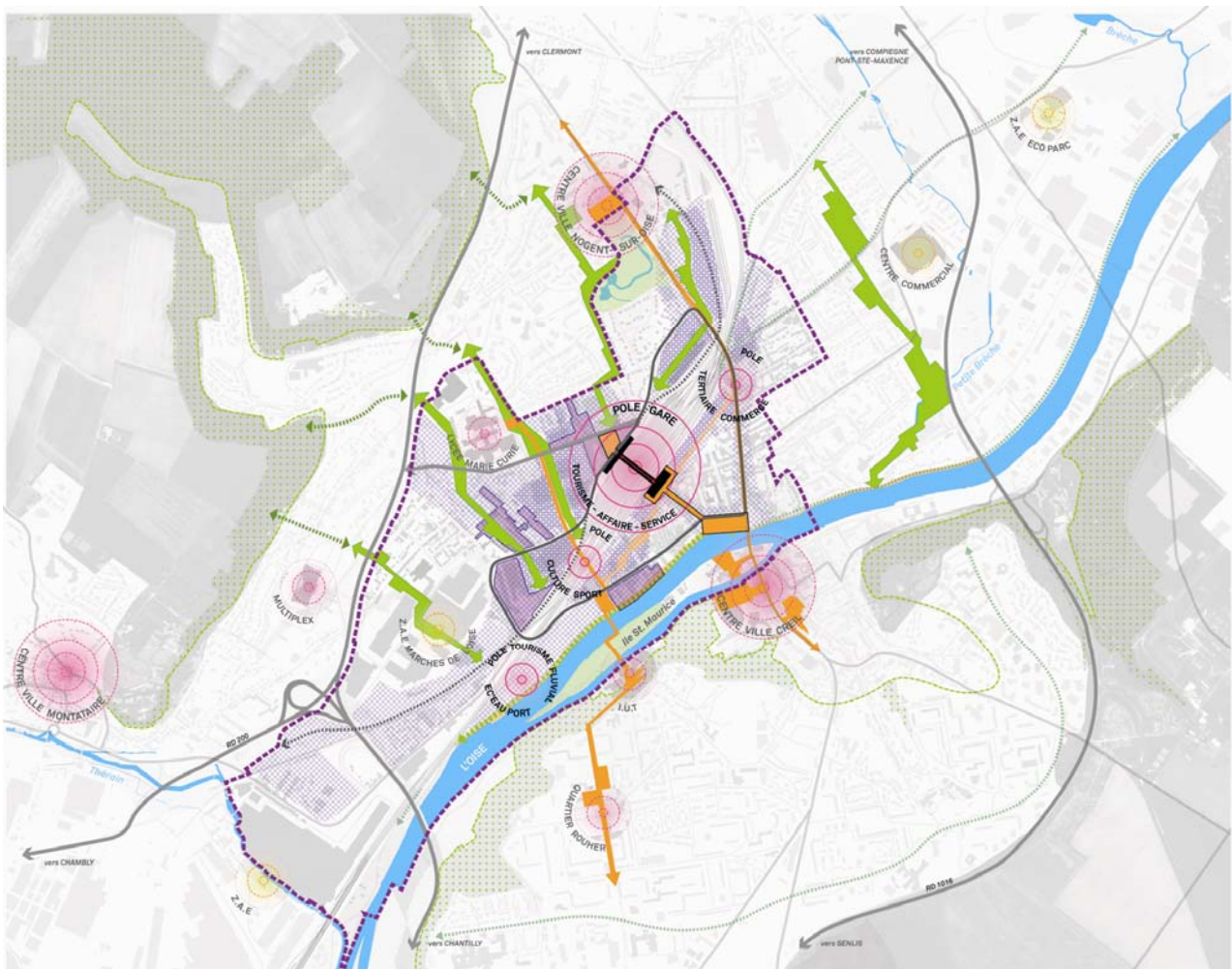
Three polarities define places of intensity and animation along a north-south axis:

- Business and Tourism north from the station,
- Retail Shopping south from the station,
- Creation, Culture and Leisure west from the station.

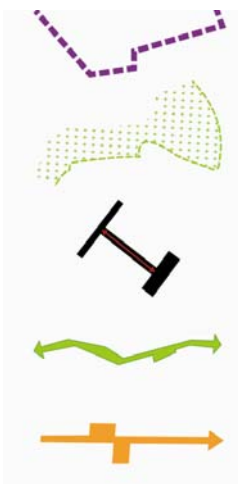
Fourth invariant: Living Differently

The rehabilitation in the large industrial halls will integrate and bring closer atypical parties such as associative spaces, indoor gardens, shared spaces, linked to residential neighbourhoods.

It is in this framework That the ULSG provides actions for users and inhabitants, especially around mobility and human capital. This work focuses on the hard as well as on the soft outcomes.



Perimeter of the project "Gare Coeur d'Agglo" / "Station Heart of the Agglomeration"



- Hills sides
- Double-faced station
- Corridors - links among districts
- Major public spaces



- Existing polarities
- Project polarities
- Economic polarities
- Sectors in operational phase (ZAC Gournay-les-Usines)

... CCA Schéma Stratégie Territoriale 1:10.000/  
Territorial Strategy Scheme 1:10.000 .....  
credit ANMA ®

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