

Kick-Off-Meeting in Regensburg, 30 June 2008

Partner presentations

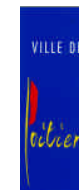


City of Poitiers

Partner to the URBACT II Thematic Network

HerO - Heritage as Opportunity

Sustainable Management Strategies for Vital Historic Urban Landscapes



Jean-Marie COMPTE, Deputy Mayor
Municipality of Poitiers

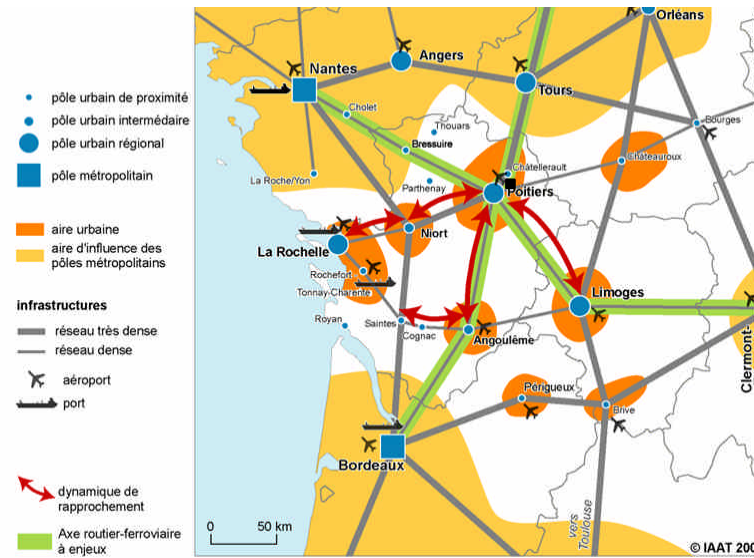
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Location of Poitiers

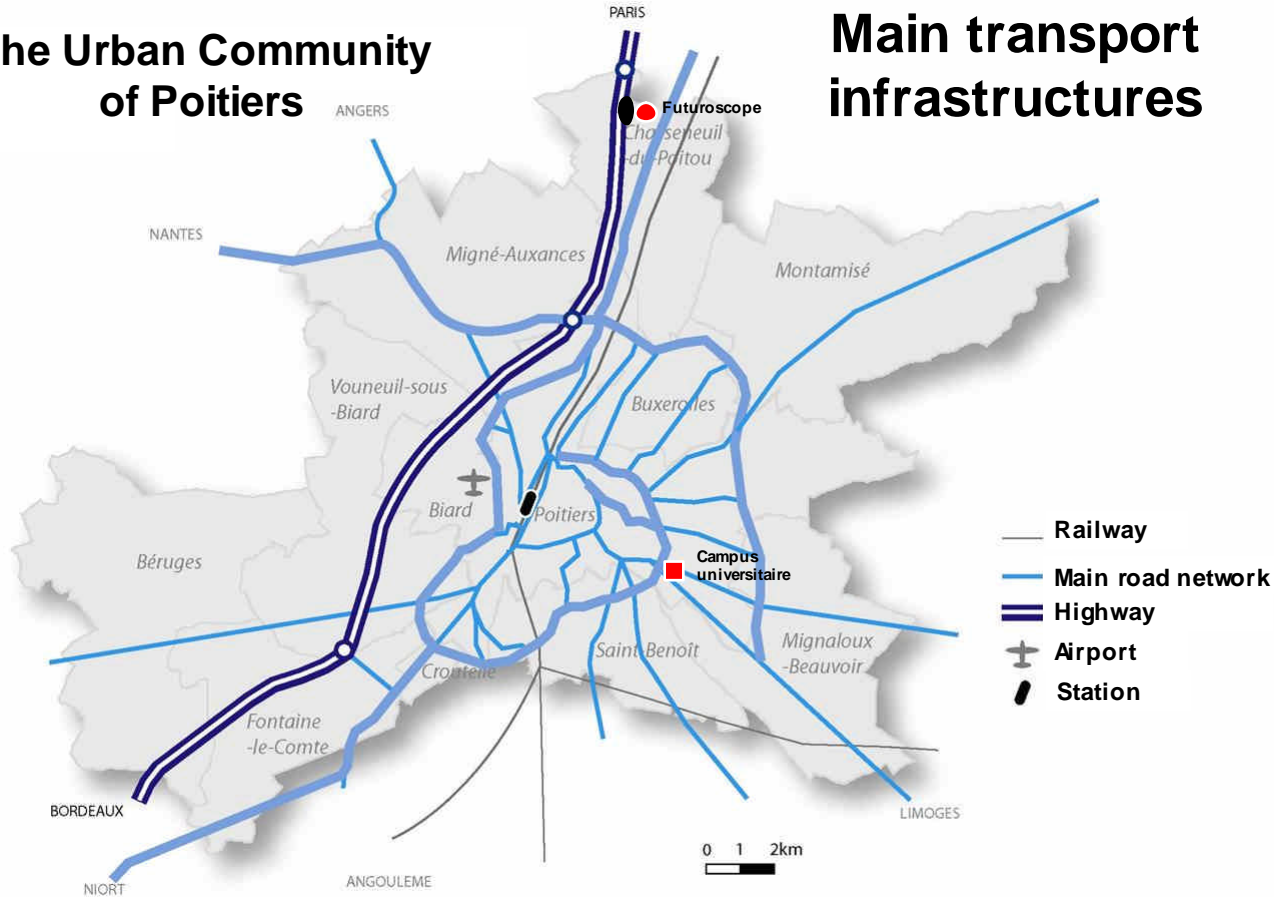


Challenges and spatial dynamics



The Urban Community of Poitiers

Main transport infrastructures





Regions for economic change

URBACT II Thematic Network with Fast Track Label
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Heritage sites in the Local Actions Plan





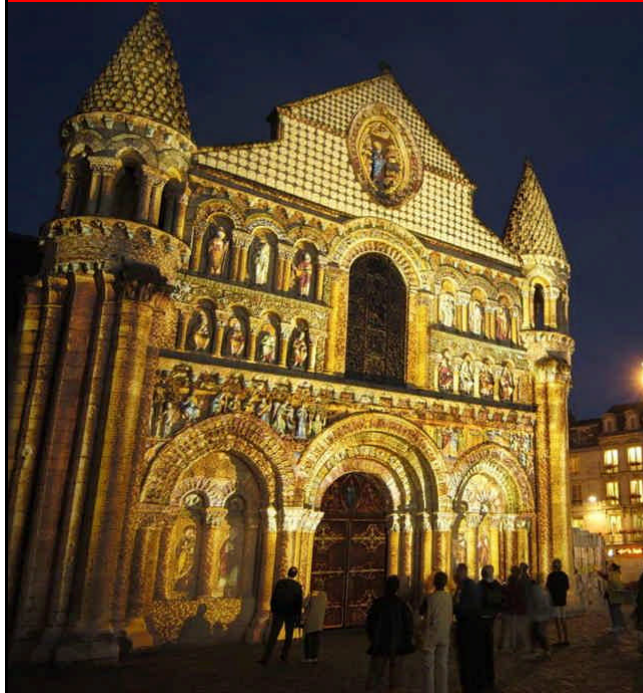
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Poitiers' cultural heritage



Notre Dame Church



The Futuroscope



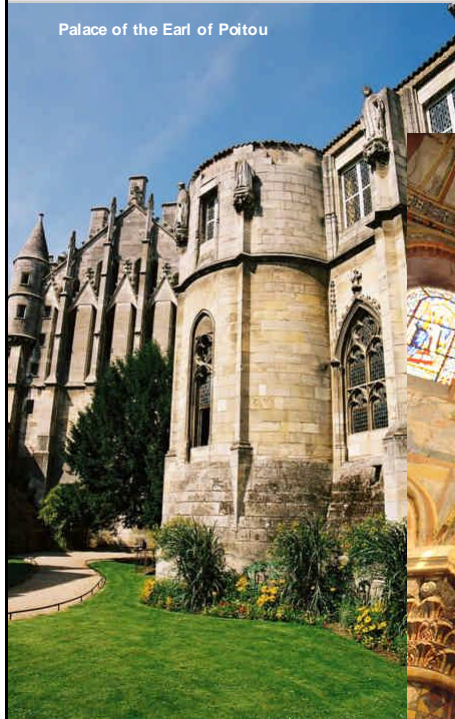
Regions for economic change

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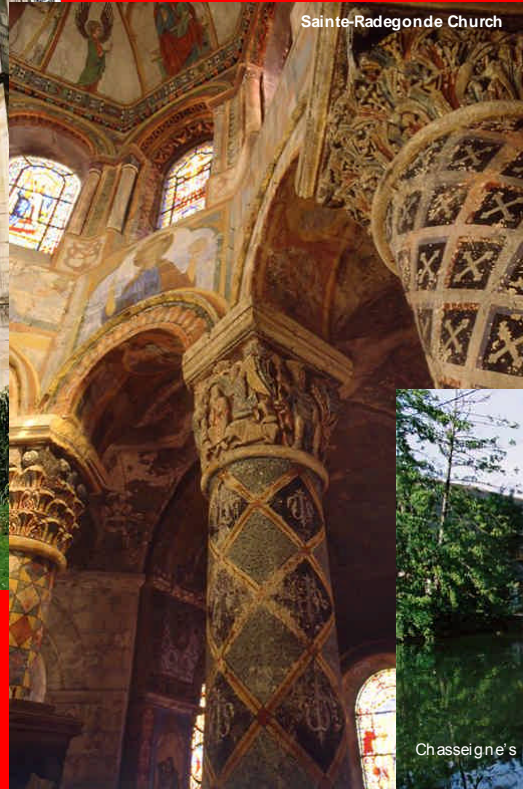


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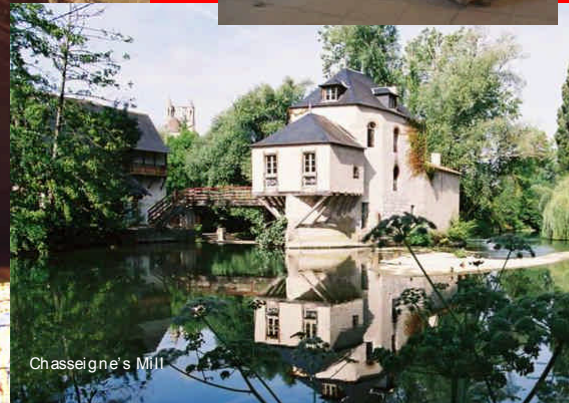
Palace of the Earl of Poitou



Sainte-Radegonde Church



Saint-Jean Baptistery



Chasseigne's Mill





Key problems and challenges

- To develop a long-term synergy amongst stakeholders (managing authorities, shopkeepers, inhabitants, cabbies...)
- To develop new ways of urban heritage valorisation linking historic and natural heritages
- To combine the strengthening of a sustainable development policy which would associate tourist valorisation of the historic city centre with the Futuroscope skills
- To relay this strategy with inhabitants as “ambassadors” of their city

Potentials

- Natural and cultural heritage: about 110 monuments and sites
- “Coeur d’Agglo” urban project
- Launch of an environmental and sustainable development strategy (Agenda 21)
- Diversified stakeholders and networks



Our main expectation is to achieve a sustainable development to contribute to the attractiveness of Poitiers

With innovative partnerships to launch concrete actions to improve the tourism policy of Poitiers, through the valorisation of our heritage while preserving it.



- To implement a sustainable urban and economic policy by involving the professionals in the field of tourism as development partners.
- To contribute to the preservation and valorisation of the heritage with a collective project which associates urban planners, architects, university, light designers and multimedia managers...
- The objective is to develop the influence of Poitiers with its specificities.

Expectations at the project level



- To get an external opinion on our situation and benefit of partner's know-how, innovative methods of partnerships...
- To rely on partners experience to identify new challenges
- To get an expert diagnosis and help to identify structural challenges and to determine, regarding our specific assets and weaknesses, a sustainable development roadmap



Regions for
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Expected effects of the network HerO

To foster, maintain and strengthen a sustainable dialogue, allowing also the leverage of multilevel fundings, aiming at a shared strategy and common actions by:



- Settling a sustainable partnership with stakeholders, especially with managing authorities
- Working out new methods of materials uses for the valorisation actions of heritage (impact studies)
- Defining an environmental quality charter for private operators, addressing energy savings, e.g.: to increase awareness about eco-friendly behaviours, to develop soft mobility by creating an “ecopass” to discover the heritage, communication actions...



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Thank you for attention

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