

# 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

### Sixth Seminar – Thematic Conference “Governance”

ROSTOCK (GERMANY)  
“Awaking the sleeping beauty”  
30<sup>th</sup> June, 1<sup>st</sup> and 2<sup>nd</sup> July 2010

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

*With the cooperation of AIVP*





## CONCEPT PAPER

### Theme 3 “Governance”

Statements such as “Governance points to horizontal networks of influences, intergovernmental cooperation, blurring of public and private boundaries in decision making...” and “the effective governance is to be sought through network models” (Hershell & Neumann, 2002) concisely clarify the meaning of the often overused term 'governance'. How do networks and cooperative frameworks operate in order to effectively launch and support local policies aimed at developing both cruise activities and urban regeneration processes in port cities? The Rostock meeting will enable CTUR partners to discuss their experiences in this field, starting from the experiences of Local Support Groups that can be considered as the potential core of governance processes for the purpose mentioned above. Partners will be requested to specifically indicate what kind of relationships and processes are established (or could be established) between the different stakeholders in order to start and support developments in this field and to focus in particular on the existing and potential role of PPP by pointing out the problems and difficulties that were encountered. A few example of the above mentioned “horizontal networking and cooperating” at different levels are: schemes for the management of cruise terminals, cooperation agreements between tourist service providers and public agencies for tourism, coordination between different levels of public tourist agencies, schemes meant to develop and involve local qualified entrepreneurship or skilled workers for tourism and agreements between port-cities meant to market a network of tourist supply for cruise lines, involving private funding in regeneration plans (also with reference to households); they can be defined as “governance” in the cruise traffic development and urban regeneration local policy. We should not forget that by 'private' stakeholders – even at collective level - we have to understand not only companies (local or otherwise) but also citizens and local workers, who represent a special category of stakeholders. During the meeting some successful cases of governance in the field of cruise development local actions will be discussed.

#### Concerning the case studies selected

The case studies, that will be discussed during all thematic seminars, decided by all partners, are *always* connected to several *thematic sub – areas* of the following *three themes*:

Theme 1 – Physical and environmental components

Theme 2 – Economic and social generator

Theme 3 – Governance



## Draft Programme

### Wednesday 30<sup>th</sup> June 2010

**STEIGENBERGER HOTEL SONNE, Neuer Markt 2 - 18055 Rostock, Germany**

- 16:00** Rostock walking visit  
*start from the hall of the hotel*
- 20:00** Informal dinner in Steigenberger Hotel Sonne wine restaurant

### Thursday 1<sup>st</sup> July 2010

**Conference Venue: City hall, meeting room 1a and 1b; in front of Hotel Sonne**

- 8:30 - 9:00** Arrival of participants
- 9:00 - 12:45** Morning Plenary session - Moderation Gaetano Mollura CTUR Lead Partner
- 9:00 - 9:15** **Welcome of the Hanseatic City of Rostock**  
*Holger Matthäus Senator for building and environment*
- 9:15 – 9:30** **Presentation of the agenda, and Alicante and Valencia seminar Outputs**  
*Gaetano Mollura CTUR Lead Partner - Pauline Geoghegan Thematic Expert*
- 9:30 - 10:00** **Progress Report and introduction to the meeting focal theme 3 "Governance"** - Vittorio Torbianelli - CTUR Lead Expert
- 10:00–11:30** **Presentation of Rostock Cruise business development strategy**
- General introduction of the Hanseatic City of Rostock: Rostock: a city under transition; the development environment for the cruise business**  
*Andreas Schubert and Ralph Maronde, Office for urban planning, development and economy, (ULSG)*
- The Cruise destination Rostock: a short retrospection, the achieved progress, a projection**  
*Helmut Martin; Rostock's harbour development agency (ULSG)*
- Case study 1: The Feasibility study: Rostock's potentials and chances for an additional cruise business segment development in Inner City heritage port area; smaller and flat going cruise ships in Rostock?**  
*Karl-Heinz Breitzmann, Baltic Institute at University of Rostock (ULSG)*
- Case study 2 The cruise academy Rostock**  
*Tino Hensel; AIDA cruises and European cruise academy (ULSG)*
- 11:30-12:00** **Debate** *All network*
- 12:15 – 12:45** **Presentation of Rostock Cruise business development strategy: best practices and improvements**
- *Walter Mews, federal state Mecklenburg-Vorpommern (MA)*
  - *Holger Bellgard, Hanse Sail manager (ULSG)*
- 12:45 - 13:45** **Lunch Break in restaurant Ratskeller** (below conference room)

<b>13:45-15:15</b>	<b>Afternoon Plenary session - Moderation Gaetano Mollura CTUR Lead Partner</b>
<b>13:45–15:00</b>	<b>Host City's ULSG and LAP.</b> <ul style="list-style-type: none"> <li>• Ingolf Sanftleben- Uwe-Holger Heimann, the planner/city admin manager</li> <li>• Mr. Mews MA</li> </ul>
	<b>Presentation of Rostock's LAP blueprint, first draft</b> <i>Andreas Schubert, Helmut Martin - Comments: All partners, LE, LP</i>
<b>15:00-15:15</b>	<b>A view from outside: Kaliningrad Oblast: deductions from the Rostock example for the Cruise business developments in Kaliningrad oblast</b> <i>Dr. Kropinova; University Kaliningrad</i>
<b>15:15</b>	<b>Conclusions of the first day seminar</b>
<b>15.15 - 15.45</b>	Hotel: Preparation for the boat trip and dinner
<b>15:45 – 16.15</b>	<b>Joint walk to the boat landing place</b>
<b>16: 15</b>	<b>Visits on sites: Excursion by boat to Rostock Warnemünde and by foot to the cruise terminal (2 cruisers will be there) and to the mole head</b>
<b>19:40</b>	<b>Arrival of the guests, meeting point old light tower</b>
<b>20:00</b>	<b>Dinner/mayors (Roland Methling) reception in Rostock Warnemünde, Restaurant Teepott</b>

### Friday 2<sup>nd</sup> July 2010

**Conference Venue: City hall meeting room 1a and 1b**

<b>8:45 - 9:00</b>	Arrival of participants
<b>9:00 - 13:00</b>	<b>Plenary session</b>
<b>9:00 - 9.15</b>	<b>Introduction to the second day work - CTUR Lead Partner</b>
<b>9.15- 9.45</b>	<b>The AIVP Days – Ajaccio 10-12 June 2010: the citizen, the driving force behind the city –port dynamic: outputs from CTUR TN</b> <i>reporter Fiorinda Corradino (Port Authority of Naples) &amp; LP, LE, Dublin, Helsinki and Rhodes partners</i>
<b>9:45 - 10:45</b>	<b>Presentation and discussion of partners case studies</b> <i>Moderation Lead Expert</i> <b>Case study 1 – Dublin Docklands Development authority structure</b> <i>Cait Ryan, Planning &amp; Economic Development Department, Dublin City Partner</i> (Thematic sub-area Theme 3: Public / private Partnership)

**Case study 2 – Public and private funds to improve the port of Rhodes**

*Voula Moraitou, Urban planner, Programming and Documentation Office, City of Rhodes, Greece - City Partner*

*(Thematic sub-area Theme 3: Public /private Partnership)*

- 10:45-11:15**      **Wrap up of the case studies:** good practices and transferability  
Sharing feedback on the learning from each case study  
*Lead Expert and Thematic Expert*
- 11:30-13:00**      **LAPs & LSG's updates CTUR Partners /1**  
*CTUR Partners, Lead Partner, Lead expert, thematic expert*
- 13:00-14:00**      **Lunch Break in restaurant Ratskeller**
- 14:00- 16:00**      **Afternoon Session - Plenary session - moderation CTUR Lead Partner**
- 14:00-15:15**      **LAPs & LSG's updates CTUR Partners /2**  
*CTUR Partners Lead Partner, Lead Expert thematic Expert*
- 15:15-15:45**      **Thematic Pole / Communication & Dissemination 6 Financial management Updates**  
*Lead Partner, Lead Expert*
- 15:45-16:00**      **Next steps Network activities**  
*Lead Partner, Lead Expert*
- 16:00**              **Conclusion of the seminar**
- 16:00 – 18:00**      Guided walk Inner City
- 20:00**              Informal dinner in Inner City harbour Restaurant "Fritz Reuter"

**Saturday 3<sup>rd</sup> July 2010**

**Departure of all participants**

**Coffee and snacks will be available during the meeting sessions**  
**Translation German English, English German will be given**

## USEFUL INFORMATION

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### ROSTOCK (GERMANY)

#### From Airports to hotel:

From airports to Hotel use railway and public transport or rent a car;  
We can offer AVIS discount for app. 60 €/car and day.

#### From Rostock main station to Hotel:

Go by foot app. 15 min, take a taxi for app. 5 € or use tram 1,80 €. Taxi is recommended because you have luggage.

#### Hotel: Steigenberger Hotel Sonne (in front of City hall;

Address: D 18055 Rostock, Neuer Markt 2  
Tram station: Neuer Markt

#### Venue: City hall, meeting room 1a and 1b (left from main entrance)



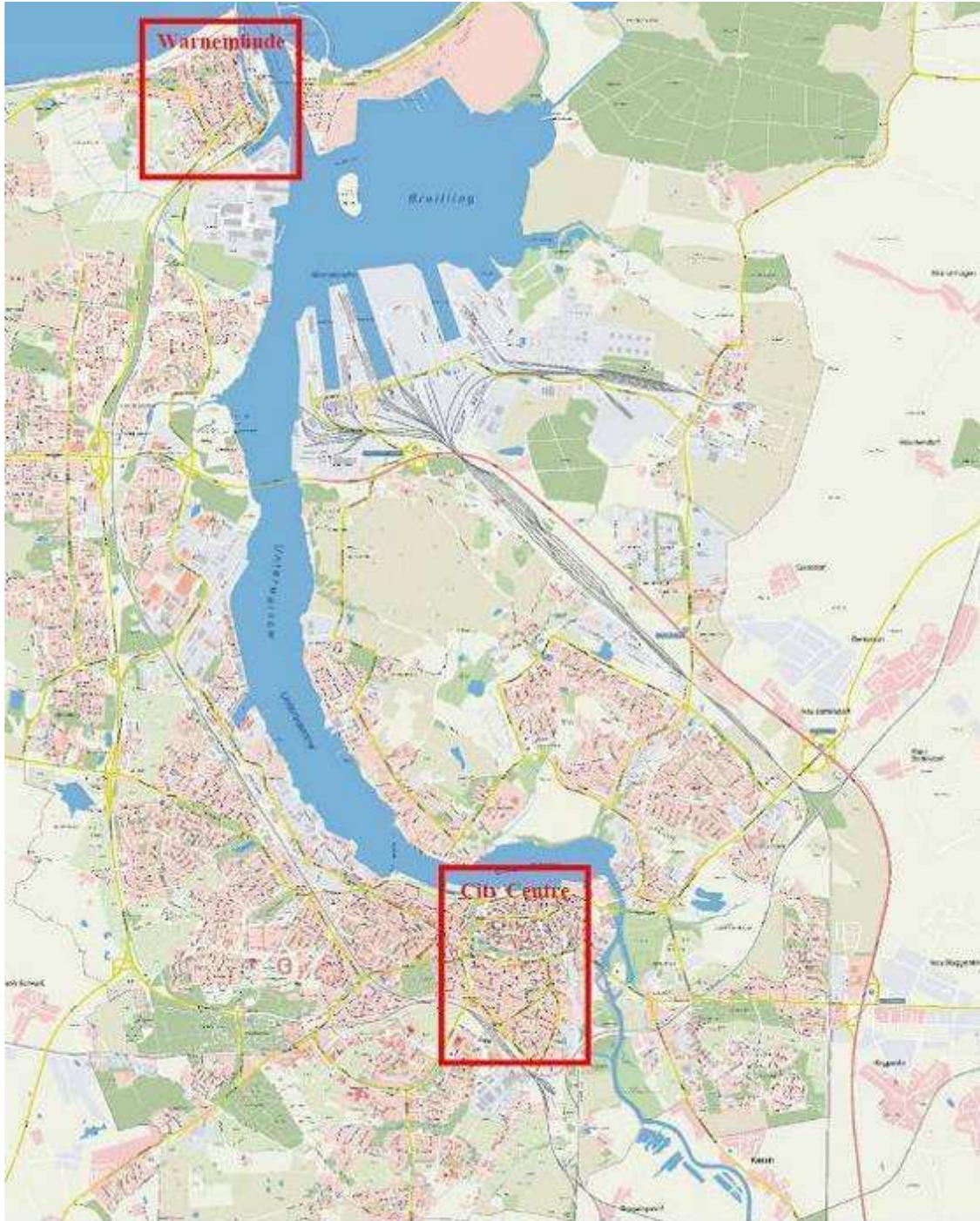
Left: conference venue meeting room 1a and 1b

Right: Steigenberger Hotel Sonne

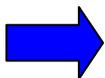
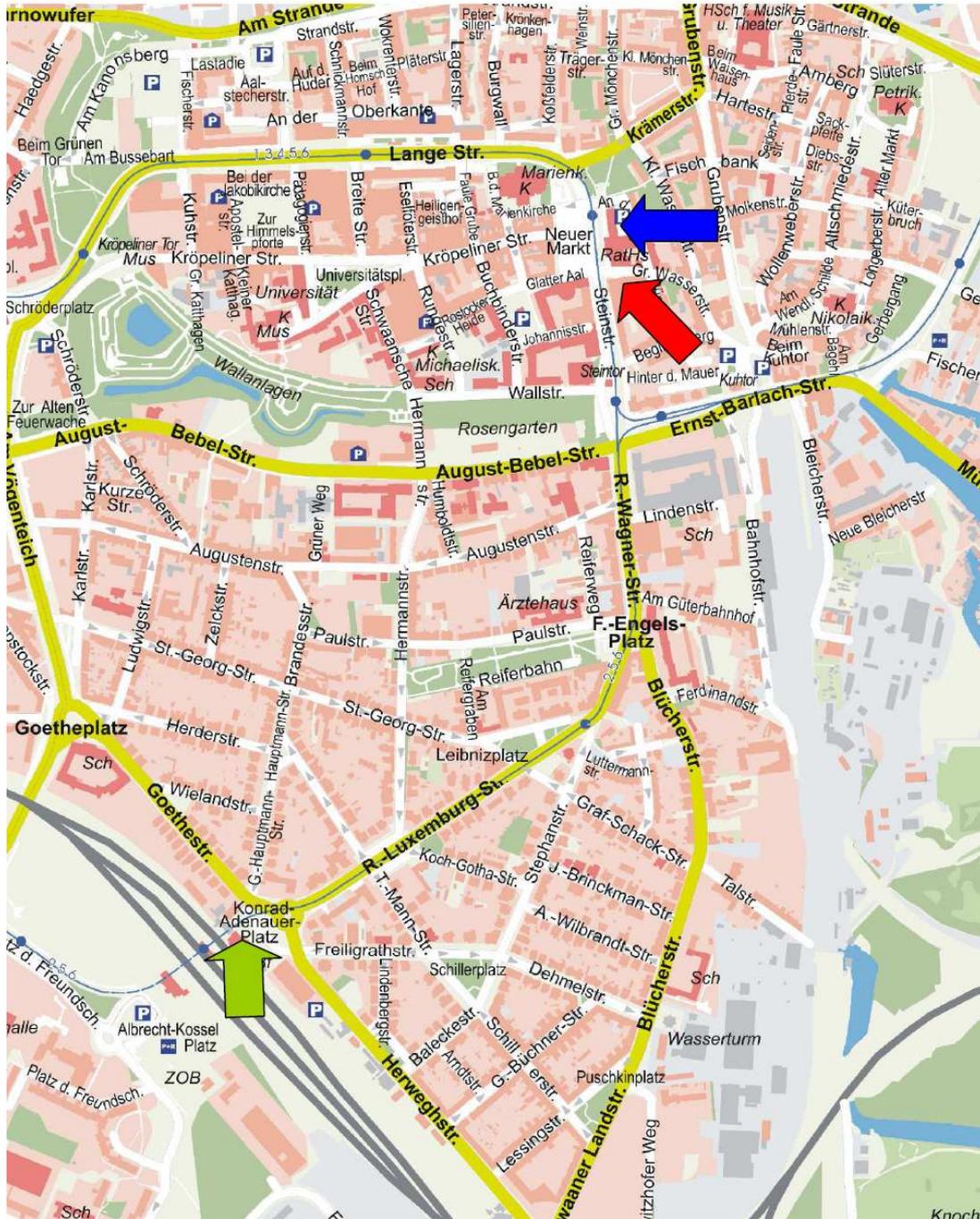
Pink building: city hall (Rathaus)

Tram station: Neuer Markt; in Front of city hall

## ROSTOCK OVERVIEW



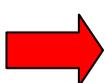
**CITY CENTRE**



**City Hall**



**Central Station**



**Hotel Steigenberger  
Sonne**



## LIST OF PARTICIPANTS (in progress)

### Rostock Host Partner/ ULSG members

Bellgart	Holger	Rostock, city admin, Hanse Sail office
Dr. Schubert	Andreas	Hanseatic City of Rostock, city admin, urban dev. office
Dr. Sperling	Wolfgang	University of Rostock, ULSG
Hensel	Tino	cruise academy/AIDA cruises, ULSG
Kluge	Hans Dieter	Hanseatic City of Rostock, city admin, harbour captains office
Maronde	Ralph	Hanseatic City of Rostock, City admin, urban dev. office
Martin	Helmut	harbour dev. Agency, ULSG
Matthäus	Holger	Hanseatic City of Rostock; senator
Mews	Walther	federal state, minstry for economic dev.; MA
Nielsen	Carsten	architects and planner association
Prof. Dr. Breitzmann	Karl-Heinz	University of Rostock; ULSG
Ruhnke	Gisbert	Hanseatic City of Rostock; City admin harbour captain
Schmidt	Patrick	Hanseatic City of Rostock; City admin, urban dev. office
Schölens	Dürten	Hanseatic City of Rostock; city admin, urban dev. office
Wolfgram	Reinhardt	urban renewal Ltd Rostock, ULSG
Zawracki	Martin	Rostock architects and planner association; ULSG
Dietz	Michael	Hanseatic City of Rostock; City admin, Hanse Sail office
Heimann	Uwe-Holger	Hanseatic City of Rostock, City admion, office for traffic and construction
Dr. Kropinova	Helena	Immanuel Kant University; Kaliningrad
Volkmann	Peter	chamber of commerce Rostock; ULSG

### Naples (Italy) - Lead Partner

Gaetano Mollura CTUR Lead Partner  
 Riccardo Florio University of Naples LSG member)

### Thematic experts

Vittorio Torbianelli C.T.U.R. lead expert  
 Pauline Geoghegan C.T.U.R. thematic expert

### CTUR Partners

#### Alicante (Spain)

Gema Muñoz Alcaraz

#### Dublin (Ireland)

Cait Ryan

#### Generalitat Valenciana

Marta Galbis  
 César Jiménez Alcañiz

#### Helsinki (Finland)

Aavikko Tuija  
 Jari Huhtaniemi



**Port Authority of Leixoes (Portugal)**

Amélia Castro (APDL - Administração dos Portos do Douro e Leixões, S.A.)

**Port Authority of Naples (Italy)**

Fiorinda Corradino

**Trieste (Italy):**

Elisabetta Boglich – Trieste City Council

**Varna ( Bulgaria)**

Gilev Georgi  
Indzhov Bodizar