



FIN-URB-ACT

Economic Association GIZ “The Old Maribor”

Integrated urban actions
for fostering and financing
innovative economies and SMEs

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Connecting cities
Building successes



INTRODUCTION

Video presentation: Tourist destination Maribor



Situation analysis – establishment of GIZ

- Aim: promotion, marketing, institutionalisation, economic & cultural revitalisation of the old city centre, investments in infrastructure,
- Number of business entities: 40,
- Reasons for the situation in 2003:
 1. new economic changes: big shopping centres,
 2. deficit of cultural events,
 3. lack of parking facilities (4.000),
 4. shortage of working hours,
 5. offer doesn't always meet the requirements of customers,
 6. more than 10 years stagnation in physical revitalisation of the old city centre,
 7. problematic traffic in the city centre,
 8. lack of promotion of the old city centre,
 9. business entities are not organised,,
 10. lack of cooperation with municipal institutions (result: small number of project applications for EU programmes)

Programme

- cultural, economic and promotional revitalisation of the Maribor city centre,
- cooperation between non profit and economic sector,
- new investments in cultural and other buildings,
- increasing the number of cultural events,
- new contents, suitable for the old city centre (traditional craft, deficitary services, art galleries,...)
- establishment of the old city centre trade mark,
- improvement of traffic infrastructure (parking houses, parking facilities at the city entries),
- improvement of public transport with the purpose of attracting visitors,
- regulation of traffic in walking zones of the city centre,
- increasing the image of the city of Maribor,



Programme 2



- new investments and financing of programmes in the area of tourism, recreation, education and culture,
- networking (regional, cross-border, transregional)
- improvement of public transport
- integrated approach (creativity, heritage, education, research, digitalisation, cultural tourism, economy,
- target oriented events, networking with institutions in the area of culture, events calendar,
- local legislation: visitors and inhabitants friendly,
- sustainable development (new working places, long term urban development of the city and of the rural area, higher economic growth, higher competitiveness of the region,
- networking within the region, cross-border, transnational,

Programme 3



- networking of local cre(art)ive actors, cooperation between political actors, creating information society)
- providing conditions for creativity and cultural development (cultural infrastructure, international cooperation),
- renewal of cultural and industrial heritage, providing long term contents,
- improving existing and creating new tourism, recreative and traffic infrastructure,
- stimulating intercultural dialogue (ethnic minorities, religion groups, Slovene cultural area)
- Involvement of all social groups, including old people, youth

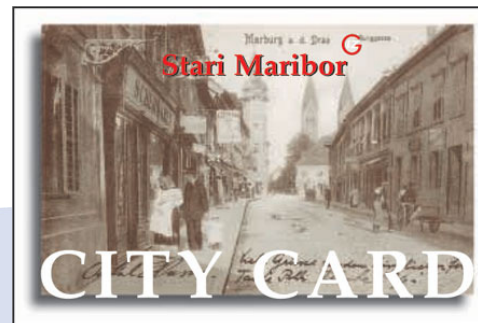
Implemented activities

- organizing business entities within the GIZ,
- attracting new members,
- cooperation with the city municipality in the area of development of new parking facilities,
- proposal for development of 400 new parking places in the city centre,
- initiatives for improving the public transport,
- prolonged opening hour of shops ,
- EU@Mb project: connecting the city centre of Maribor with city destinations in EU,



Implemented activities 2

- development of city centre as new trade mark
- promotion of the old city centre, new publications,
- changes of the local act regarding the parking regulation in the city centre (free parking on Saturday and Sunday) ,
- renewal of cultural heritage,
- “CITY Card”,
- organisation of cultural events (new year events, Špas festival, auctions, art events,.....)



Membership

- 2010: 70 members and 30 supporting members,
- not all institutions and entrepreneurs understand the common targets of GIZ



Programme directions

- development and implementation of programmes is relatively slow,
- public institutions are showing increasing interest for cooperation in the area of development of new programmes and in promotional activities,
- reasons for passive involvement of members in different projects are also a result of voluntary organisation and in lack of financial sources for implementation of GIZ programme



Analysis of current situation

Implementation of proposed activities

- GIZ ,
- Maribor city municipality (2006-2010): renewal of Naskov dvorec (castle), new local acts regulating renewal of city squares, acts regulating parking facilities, walk zones, acquisition of grants, CEUM, puppets theatre, new art gallery, renewal of city castle, CITY Card,...

Financial resources, cooperation with public

- Future activities should be financially supported by the city municipality as well as from different tenders

New perspectives

- GIZ 2020: increasing the membership,
- Strengthening the association: financially, programmes, human resources



Interviews

- 2003: first interviews implemented
- October 2010: local working group agrees on the content of new questionnaire, following target groups to be contacted
 - inhabitants,
 - visitors,
 - shops, pubs,
- target: collecting ideas and opinions from all 3 target groups,
- implementation: November – December 2010
- results to be used as useful input for elaboration of future action programme

CONCLUSIONS

- strategy,
- networking of institutions - common target revitalisation of the old city centre,
- 2 important project:
 - European capital of culture 2012
 - Universiade





AN URBACT II PROJECT

Grazie Thanks
Danke **Merci** Gracias
Ευχαριστώ multumesc
Takk dziękuję dakujem hvala
Obrigado dziękować
tänan kiitos köszönöm aciu
Tack děkuji paldies
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