

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”
7th and 8th 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



CONCEPT PAPER

This occasion is 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 final report and the opening of the travelling exhibition on the CTUR / URBACT Local Action Plans. The main dissemination of the results will also be achieved thanks to the cooperation with the seminar of the AIVP (the International Association of City Ports), which has invited all its own European and non European members to Naples.

However the seminar is also an occasion to deepen the state of the art of the host city – the Municipality and the Port Authority respectively lead partner and partner of the network – through the case study presentations, discussions and visits to the port, the area of the Local Action Plan and to the site of the Municipio Station of the Naples underground line 1. This important station is a symbol of quality for the project, because it links the modern architecture with the archaeological findings discovered during the works and for the importance that it will have from the point of view of infrastructure, as when it is completed it will allow the connection between the port and the city, to the station and the airport.

The final seminar should also be an opportunity for discussion, firstly with experts and key actors of the cities on the theme of the waterfront transformation and the new “hardware” and “software” relations between city and port; secondly with the cities and cruise companies to understand if it is possible to experiment with new forms of governance to improve the economic impact for both, or is it a false illusion that the cruise traffic is a real opportunity of economic growth for the city? Thirdly with public and private economic stakeholders for an overview of which financial instruments are possible to activate, in addition to the EU Structural Funds, as alternative financial possibilities forms to implement the Local Action Plans?

Finally this seminar, in its structure, also wants to be, besides a showcase of CTUR/URBACT II outputs, in general an occasion to highlight the critical points that the Secretariat and the European Commission could take into account both for the next URBACT II call of proposal and an eventual URBACT III Programme.

Concerning the case studies selected

The case studies, that will be discussed during all 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 benefits

Theme 3 – Governance

Wednesday 6th July 2011

Arrival of participants in Naples

Steering Group Meeting Venue

City Council of Naples - Palazzo S. Giacomo Piazza Municipio

15: 30 – 17:00 Internal meeting of project partners
17: 30 – 17:30 Press Conference

Thursday 7th July 2011

**Conference Venue: Stazione Marittima – Sala Dione – Molo Angioino
Piazza Municipio**

8:30 - 9:00 Arrival of participants/registration

CONFERENCE OPENING - Plenary session with the AIVP members participation

9:00 - 9:10 **Welcome of the City Council CTUR Lead Partner and the Port Authority of Naples CTUR Partner**
*Luigi de Magistris Mayor of Naples
Luciano Dassatti President of Port Authority of Naples*

9:10 - 10:10 **Round Table 1**
The city of Naples 2021: “Città bassa” and port area – what development for the waterfront of Naples
Luigi de Magistris Mayor of Naples
Luigi Rispoli, President of the Naples Province Council
Luciano Dassatti, President of the Port of Naples Partner CTUR
Nicola Coccia, President of the “Terminal Naples”
Domenico Pellegrino, MSC Crociere Managing Director
Moderator: Enzo Agliardi deputy editor of “Il Denaro”

10:10 - 10:30 **URBACT II – The European Programme for urban sustainable development**
Jean Loup Drubigny, Director of the URBACT Secretariat

10:30 - 10:45 **Introduction to the CTUR network activities**
Gaetano Mollura, CTUR Lead Partner

10:45 – 11:00 **A tribute to Rachel Rodrigues Malta**
*Gaetano Mollura, CTUR Lead Partner
Pascale Froment, Université de Provence-IUFM d'Aix - UMR TELEMME*

11:00- 11:30 **The CTUR/URBACT II Travelling Exhibition Opening
“Ports and Cities Local Action Plans”**

andCoffee break

PRESENTATION OF THE CTUR PARTNERS OUTPUTS IN FOUR PANELS

Statements by political representatives, Local Support Group members and Managing Authorities

Moderators – Gaetano Mollura Lead Partner, Vittorio Torbianelli Lead Expert, Pauline Geoghegan Thematic Expert

11:30 -12:30

Panel 1 - CTUR partners

- City of Alicante (Spain),
- City of Dublin (Ireland)
- Generalitat Valenciana (Spain)

12:30 - 13:30

Panel 2 - CTUR partners

- City of Rhodes (Greece)
- City of Helsinki (Finland)
- City of Rostock (Germany)
- City of Varna (Bulgaria)

13:30 - 14:30

Lunch Break

14: 30 - 15:30

Panel 3 - CTUR partners

- City of Trieste (Italy)
- City of Matosinhos (Portugal)
- Port Authority of Leixões (Portugal)

15:30 - 16:15

Panel 4 - The CTUR host partners and introduction to the visit 1:

- City of Naples (Italy)
- Port Authority of Naples (Italy)

16 :30 – 18:45

SITE VISIT 1

Theatrical visit of the Naples Local Action Plan (organized by Cultural Association NarteA) “Città Bassa”, the UNESCO Historic Centre Site / waterfront and meeting with the Naples URBACT Local Support Group members: Consortia Antico Borgo Orefici (Goldsmith district) and Antiche Botteghe Tessili (Textile)

Walking through Piazza Mercato district (natural commercial centre and textile cluster) and Borgo Orefici (natural commercial centre and goldsmith cluster), break and networking with the local stakeholders in the “ la Bulla incubator”

Friday 8th July 2011

Conference Venue: *Stazione Marittima – Sala Dione – Molo Angioino
Piazza Municipio*

8:45 - 9:00

Arrival of participants

9.00 - 9:45

The CTUR Final report: outputs and recommendations

Vittorio Torbianelli, Pauline Geoghegan

9:45 - 10:00

CTUR results and outputs: a point of view of AIVP

Greta Marini AIVP

- 10:00 - 10:30** **Introduction to the visit 2: the Molo Beverello transformation in the waterfront project**
Stefano Porciani, Port Authority of Naples
- 10:30 - 11:30** **Coffee Break**
The CTUR/URBACT II Travelling Exhibition
“Ports and Cities Local Action Plans”
- 11:30 - 12:30** **Round Table 2: The cruise and the city**
MED Cruise Association
Giovanni Spadoni, President
MSC Cruise Company
Comandante Luigi Pastena MSC Crociere Worldwide Port Operation Manager
COSTA Cruise Company
Umberto Masucci, Costa shipping Agent and International shipping representative
Moderator Vittorio Torbianelli
- 12:30 - 13:00** **Introduction to the visit 2: Theme 1 – Physical and environmental components - Case study - Archeological Piazza Municipio underground station project by Alvaro Siza**
Gianfranco Pomicino, director V Infrastructures Department/ City Council of Naples
- 13:00 - 14:30** **Lunch Break**
- 14:30 - 15:15** **Round Table 3 - Financial opportunities for the URBACT Local Action Plans**
Managing Authorities
Derville Brennan Dublin MA
Campania Region Naples MA

University of Naples “Federico II” Economy and management of enterprises
Valentina della Corte,
Moderator Pauline Geoghegan
- 15:15 - 15:45** **The CTUR Network Experience along three years : a happy ending story that must be continued? Sharing some ideas with all network**
Gaetano Mollura CTUR Lead partner and Cristina Fato Naples URBACT Unit staff
- 15:45** **Closure of the Conference**
- 16:00 - 18:30** **SITE VISIT 2**
An overview of the port area. The waterfront transformation area and the new project for the improvement of the infrastructures
Visit to the port tower / Molo Beverello and visit on the site of the case study Municipio Underground station

Interpretation from Italian to English, and English to Italian will be provided