

Innovating in integrated approaches

Peter Ramsden

URBACT Pole Manager 18th November 2014

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Connecting cities
Building successes



The 500 URBACT city partners 2007-13

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Innovation in Integration

- Learning from peer cities
- Using the URBACT method to
 - Building a local stakeholder group relevant to the challenge
 - Problematising
 - Decide on priorities
 - Make an action plan
- Disseminating know-how to a wider urban community through capitalisation of results

Example: Alba Iulia RO

- 58,000 people
- Participated in
 - URBACT Gastronomy – leveraging potential of food for tourism
 - URBACT Nodus – disadvantaged neighbourhoods and governance
 - URBACT City Logo – urban branding
 - EU 50 Urban cases case study

Who are the urban innovators?

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politicians

Designers

Web designers

Front line staff
and
practitioners

Professions

Public sector
managers

Citizens and
user groups

Third
sector

consultancies

Social
entrepreneurs

Policy makers



European Union
European Regional Development Fund

Connecting cities
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CITIES OF TOMORROW – ACTION TODAY

URBACT II CAPITALISATION

KEY MESSAGES

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SUPPORTING URBAN YOUTH
THROUGH SOCIAL INNOVATION



BUILDING ENERGY
EFFICIENCY IN
EUROPEAN CITIES

DRINKING CITIES:
CHALLENGES AND
OPPORTUNITIES



MOTIVATING MOBILITY
MINDSETS

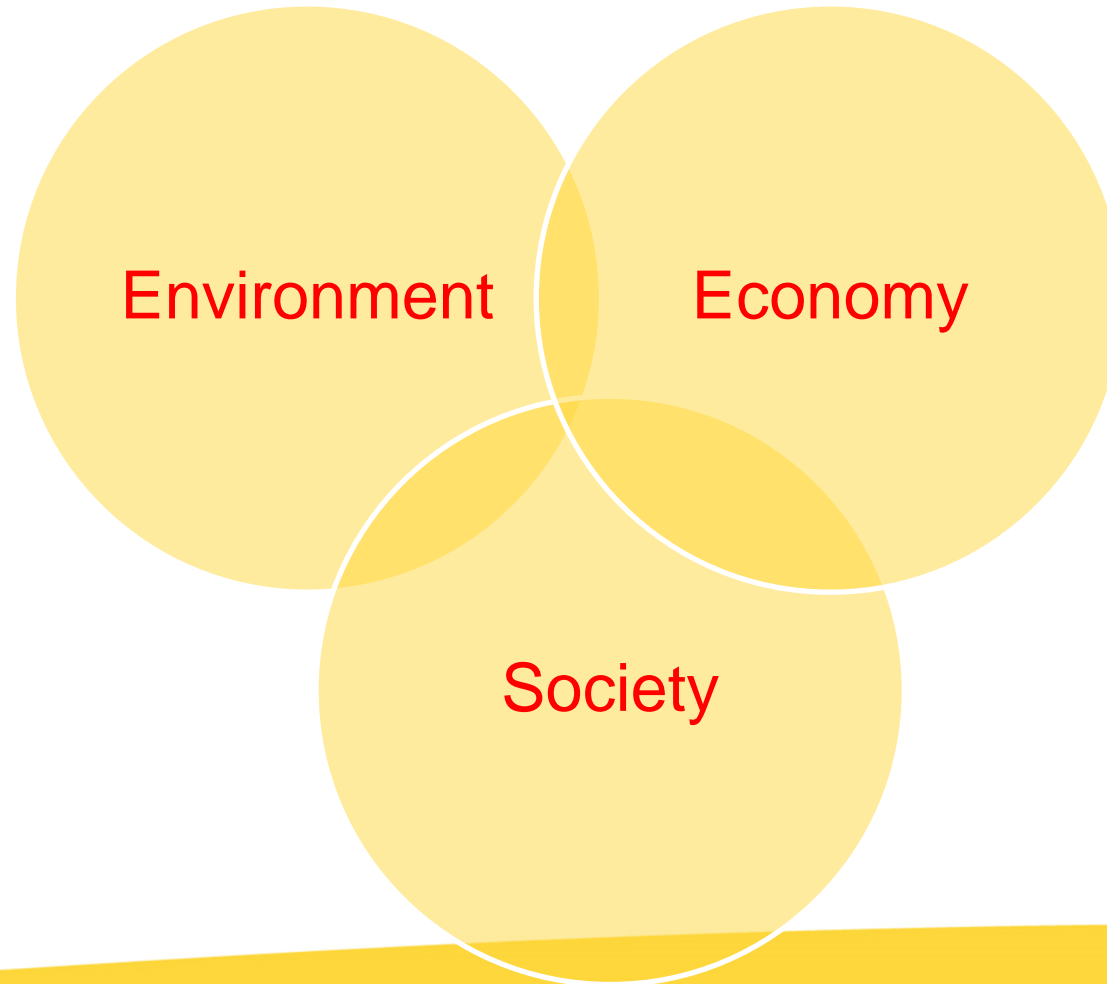
AGAINST DIVIDED
CITIES IN EUROPE



MORE JOBS;
BETTER CITIES



Brundtland's 3 interlocking circles of sustainable development (aka smart, sustainable, inclusive growth)



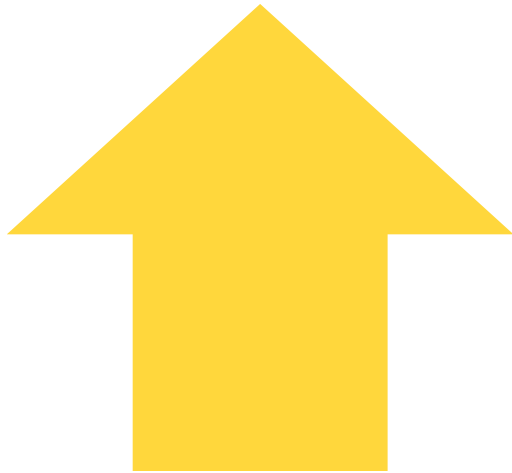
Urban challenges:

- Economic: Globalisation, shrinking cities, more and better jobs
- Environment: resource productivity, waste management, reducing carbon production and mitigating climate change
- Social: ageing society, brain drain, integration of migrants and Roma, poverty and social exclusion - divided cities

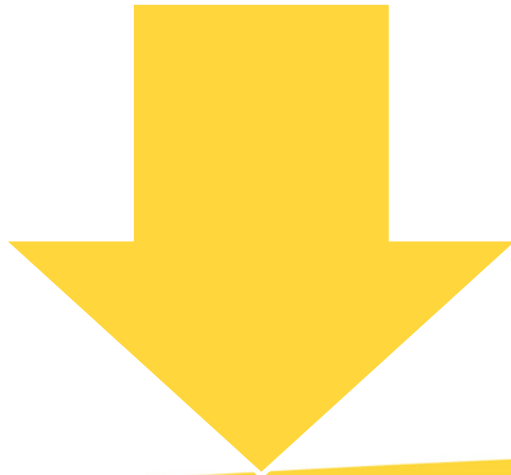
Ghost towns in Ireland. Market led development without adequate control



Integration is harder after the crisis



Greater social
needs



Fewer resources
Reduced appetite
for equality

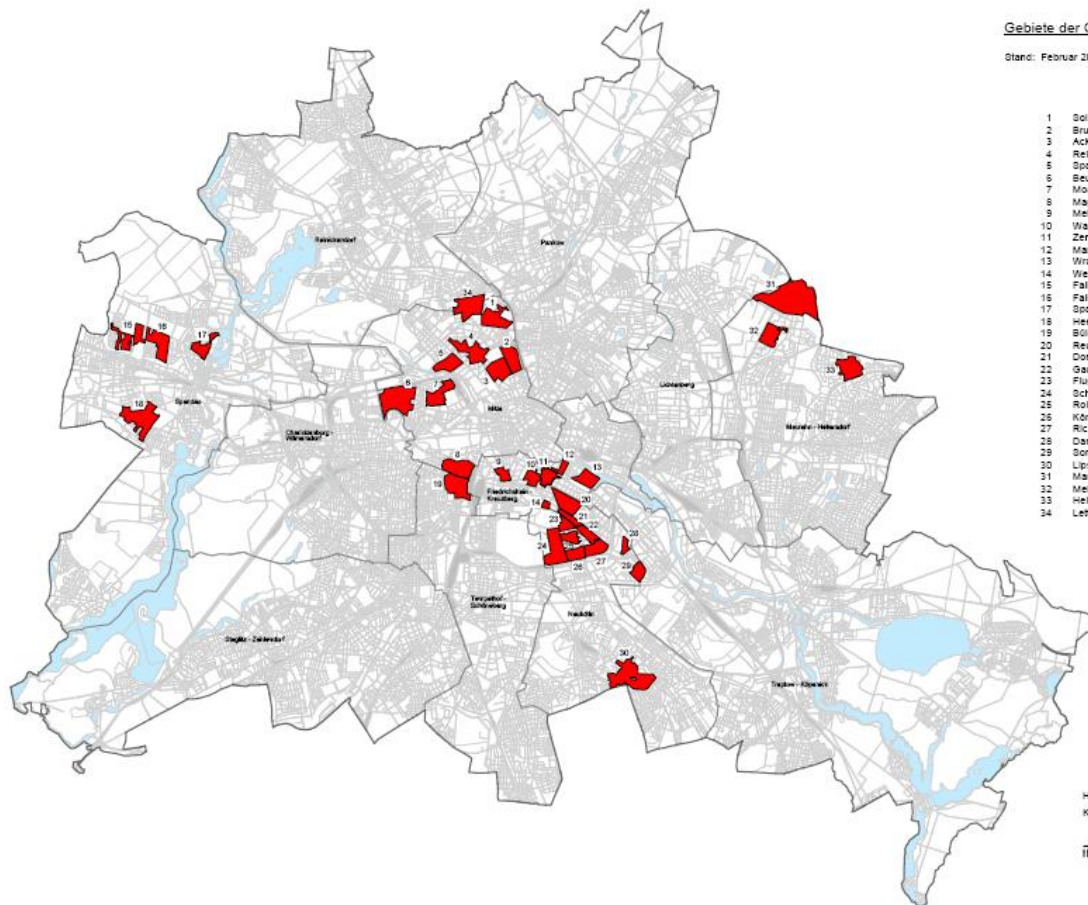
Integration: three different types

- **Horizontal:** between policy areas, aiming for coordination between the policy fields
- **Vertical:** between different levels of government, towards multi-level governance
- **Territorial** integration: coordination between neighbouring municipalities in the same functional urban area and urban rural linkages

Horizontal Integration

- Classical approach developed in URBAN 1 and URBAN 2, and Urban Pilot Projects
- Shared through URBACT 1
- All departments and agencies that share the problem get together and involve communities
- Area based approaches
 - disadvantaged neighbourhoods CoNet, REGGOV – Berlin, Malaga, Duisburg, Budapest, Alba Iulia,
 - Heritage areas – HERO REPAIR – Regensburg, Chatham
 - Science and technology parks – REDIS

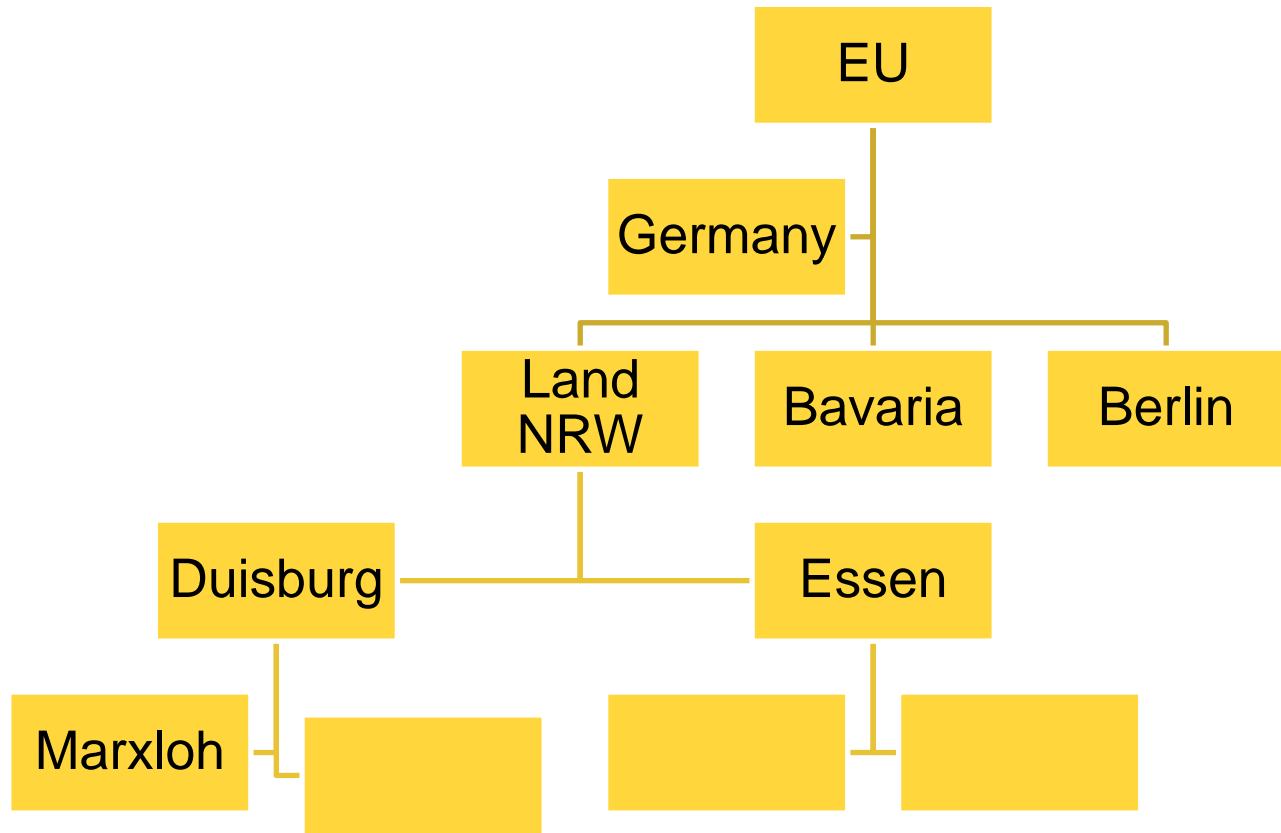
Berlin: Quartiers management 34 deprived neighbourhoods targeted by social city programme



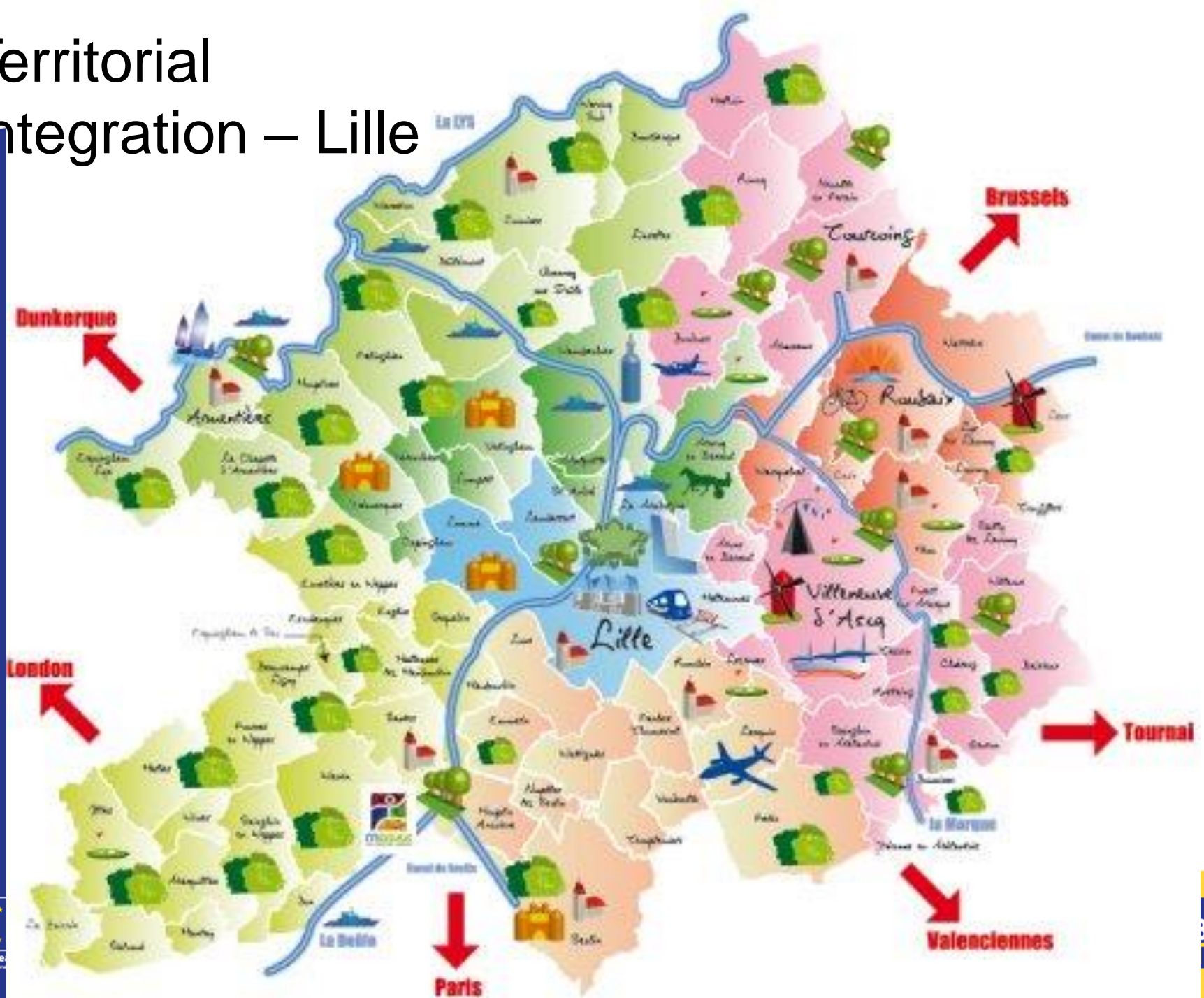
Herausgeber: SenStadt Ref. IV B
Kartengrundlage: DlgK5 Abt. III

Senatsverwaltung
für Stadtentwicklung
Stand: 01. Februar 2010

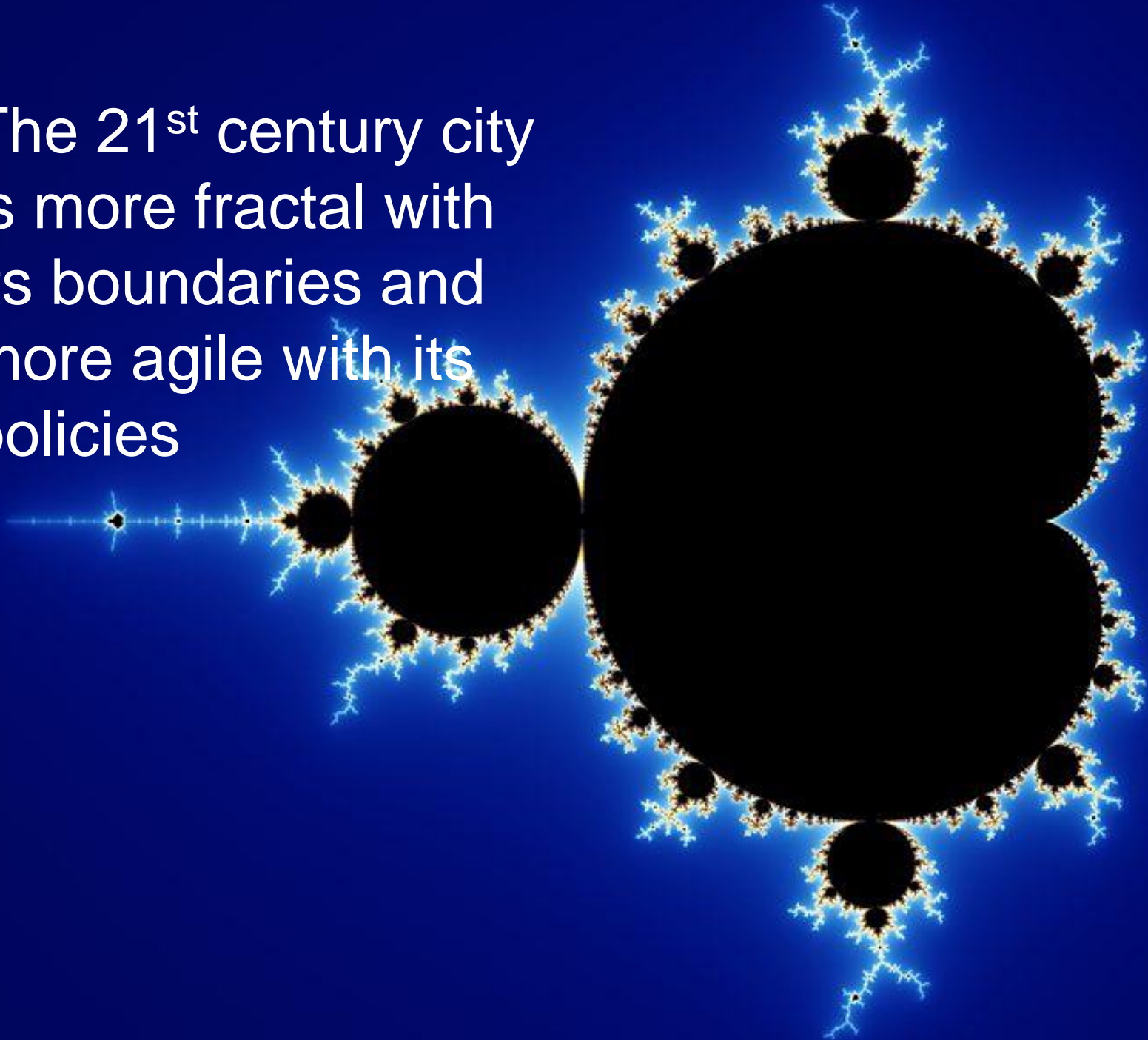
VERTICAL: between government levels



Territorial Integration – Lille



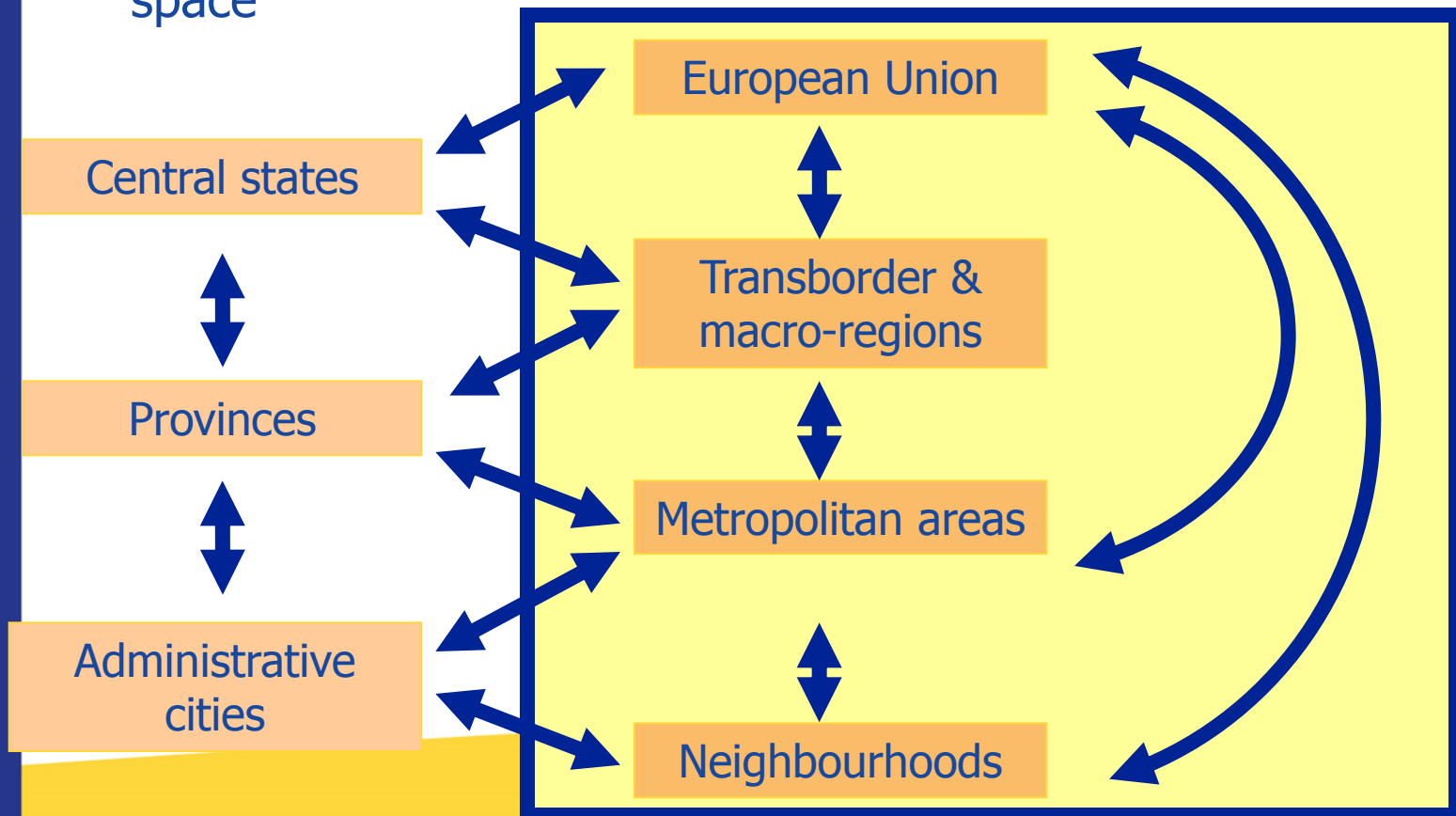
The 21st century city
is more fractal with
its boundaries and
more agile with its
policies



The importance of functional urban areas and the new EU Cohesion Policy tools

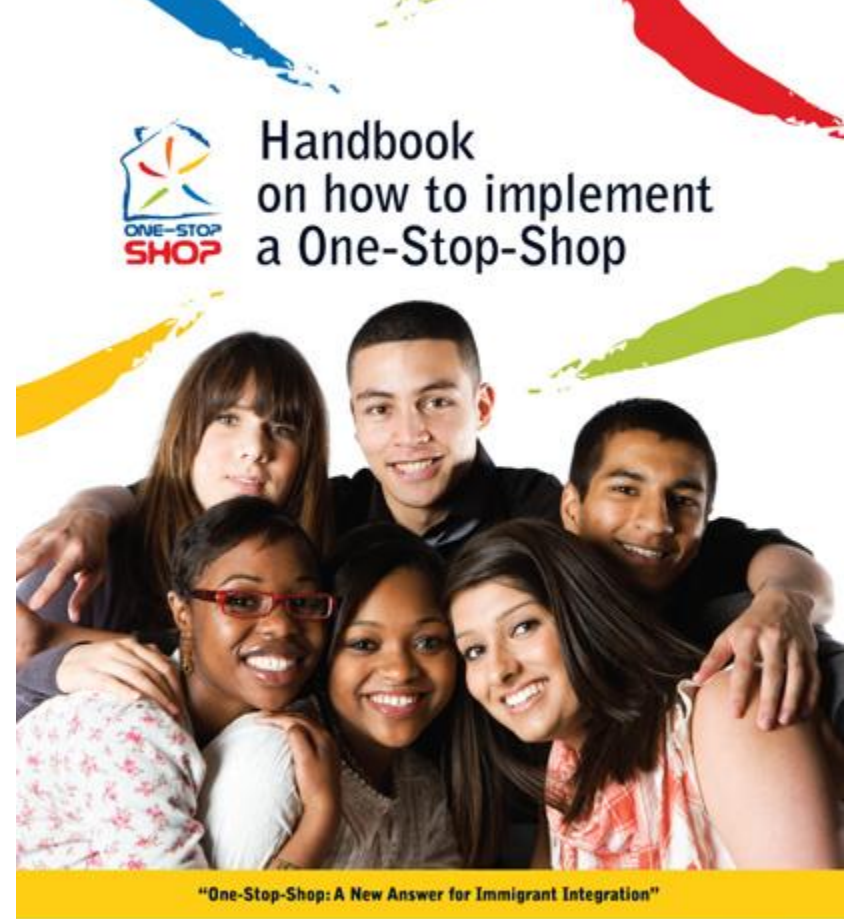
Old: fixed action space

New: flexible action space



Lisbon migrant integration

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"One-Stop-Shop: A New Answer for Immigrant Integration"



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New Leadership leadership at all levels

Berlin's Neighbourhood Councils

(*Urbact CONET*)

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*In the Neighbourhood Council
the headmaster meets*

*the housing provider and the chairman of a migrant association
discuss the neighbourhood' (Reinhard Fischer)*



Park Wonsoon,
the listening
Mayor of Seoul



Duisburg Marxloh

local working group
on children and
youth projects

union of
local
associations

**"round
table"**

working
groups
(target groups/
topics)

business
advertisement
association

Society
for the promotion
of Marxloh

Association of Turkish
businessmen in Duisburg
and Surroundings

neighbourhood management

churches mosques schools nurseries and kindergartens associations initiatives welfare organisations residents businesspeople housing associations

Antonius Mockus – using humour to change mindsets



Flat beats vertical: Mike Bloomberg's office when he was mayor



Participative leadership

- Listening mode
- Flatter hierarchies
- Breaking down siloes
- innovative and enabling leadership
- Opposite of command and control model

Questions

- ?

Thanks for listening

Peterramsden2@
gmail.com

