



## REDIS EUROPEAN Newsletter 01/2011

### EDITORIAL

Dear Ladies and Gentlemen,

After two and a half years of inspiring project work, the URBACT II project REDIS now comes to a close. The implementation phase officially ends on 19th July 2011. We cordially thank our project partners, the cities of Aarhus, Bialystok, Manresa, Priaeus, Halle, Newcastle and Vienna for their commitment to the network activities over the past three years, for their spirit and untiring efforts and- last but not least - for their warm hospitality during our project meetings. It has been a great pleasure working with you all! Moreover we thank all Local Support Group members for their strong engagement on local level in the partner cities. Special Thanks goes to our Lead Expert Willem van Winden for his support in making the REDIS project successful.

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This is the last newsletter you received from our network. We thank you very much for your interest and we hope you enjoyed reading.

Dr. Klaus Puchta  
City of Magdeburg, Lead partner



## REDIS FINAL CONFERENCE “CITIES AND SCIENCE - NEW CHALLENGES”

On 12th to 14th April 2011 the URBACT II network 'REDIS – Restructuring Districts into science Quarters’ held its Final Conference in the German Lead Partner city Magdeburg. More than 60 participants from more than eight European countries took part in the event, among them political representatives of the eight REDIS-Partner cities Aarhus, Bialystok, Manresa, Piraeus, Halle (Saale), Newcastle and Vienna, representatives of the European Commission and the URBACT Programme, as well as international urban planning experts and professionals. Based on the project results, there were presentations of several European cities with high knowledge ambitions, which given new insights and lessons on knowledge-based urban planning. It aimed to present and discuss the results of three years of inspiring and successful project work - both on project level and on local level in the partner cities. Further, it aimed to promote the network's final publication and project presentations. There was also a look at the global dimension of the topic, as Dr. Kwon Lee referred to the development of Songdo international city in South Korea.



All project documents as well as further information on the REDIS Final Conference (e.g. the conference programme) are available for download at [www.urbact.eu/redis](http://www.urbact.eu/redis).



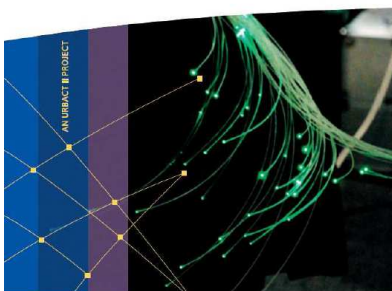
## Creating knowledge hotspots in the city: A handbook

### Practical guidelines for developing campuses, science quarters, creative districts and other knowledge hotspots

During the Final Conference the REDIS Handbook “Creating knowledge hotspots in the city” was presented by the network's Lead Expert Willem van Winden. This ‘handbook’ has been developed as an output of the REDIS project. In a journey that lasted 2,5 years, we intensely discussed the development of knowledge hotspots in eight European cities: Aarhus, Bialystok, Halle, Magdeburg, Manresa, Newcastle, Piraeus and Vienna. Moreover, we made inspiring study trips to Aachen and Tampere.

Many cities and regions have the ambition to promote their ‘knowledge economy’: it is generally recognized that knowledge has become the prime source of wealth in advanced economies. This book focuses on one particular way to promote the urban knowledge economy: the creation of knowledge ‘hotspots’.

**Creating knowledge hotspots in the city: A handbook**  
Practical guidelines for developing campuses, science quarters, creative districts and other knowledge hotspots  
Willem van Winden



## RESULTS OF REDIS



The eight partners of the REDIS project focused for two and a half years on one main aspect of knowledge economy policy: they tried to understand how to develop special locations, zones, quarters or parks, where knowledge-based companies and institutes can be jointly located. Here are their results

### Key Challenges

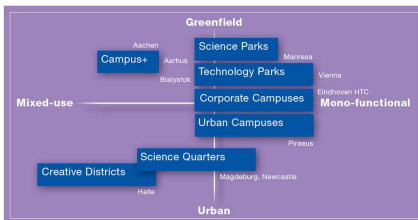
Project partners all faced two specific challenges:

#### How to develop “science quarters” as an integrated part of the city.

This meant evaluating the kind of conditions and policies that lead to successfully embedding science sites inside cities. It implies not only avoiding creating islands of elitism and glaring disparities, but also embedding knowledge hotspots into the social and urban structure of this city.

#### How to handle complex governance issues.

Little was known in detail about the complex interplay between local, regional, national and European actors and policies in building successful knowledge hotspots in cities. The project therefore had to find new ways of organizing the triple helix (industry-government-universities) that can effectively link generic national models to specific needs in a particular environment.



*Types of knowledge hotspots*

## Main Results

### Designing a concept

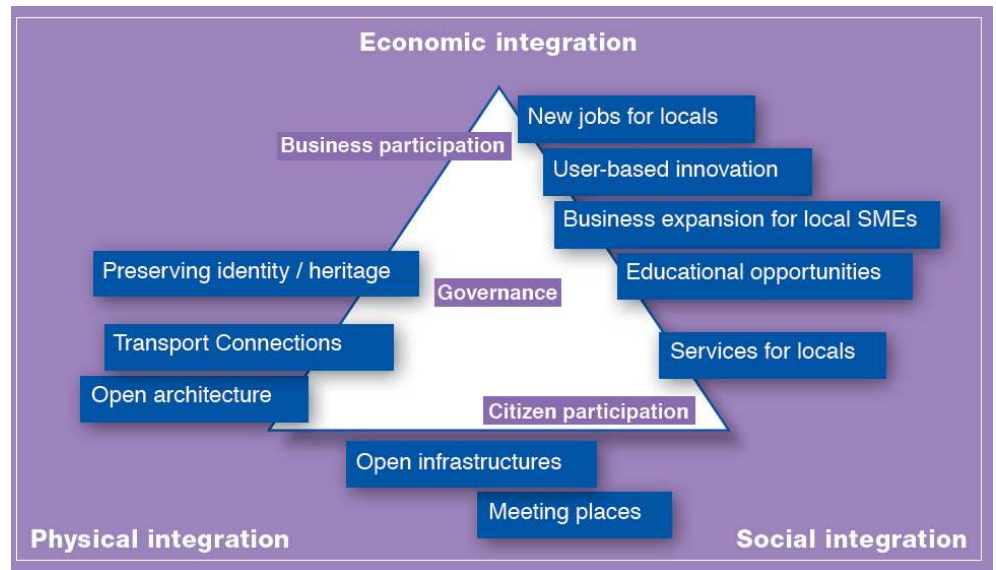
A successful knowledge hotspot targets clearly defined groups with a concept that gives them a joint identity around a common theme. This could be a knowledge area such as the life sciences or a more challenging theme such as creativity. Companies located there can cooperate by sharing resources. In terms of urban design and landscaping, a hotspot will express its ambitions and commonalities in the physical layout.

### Governance issues

Although the various stakeholders (land owners, developers, tenants, inhabitants, knowledge institutes and city departments) will inevitably have diverging interests and ambitions, it is vital for a knowledge hotspot to be managed well by a supervisory team that can reconcile these differences and provide a nurturing environment for discussion and resolutions.







*Integration of knowledge hotspots in the urban fabric: three dimensions*

### Cooperation between city and university

A knowledge hotspot cannot work as a stand-alone development, a ghetto for boffins. It needs to be well connected to the entire urban fabric, with economic, physical and social links with the city itself. In this way it can energize its local environment and add an innovative touch to the life of the city.

### Recommendations & Prospects

There is obviously no blueprint for integrating knowledge hubs into the city. Each experience is uniquely associated with the historical and geographical context of each urban environment. However, there are a number of good reasons why knowledge hotspots are worth developing. The key a successful is to knowledge site is that the people involved – usually talented and creative people - should feel happy to live, work and relax there.

The challenge therefore is to design the right kind of dynamic environment with appropriate amenities that attracts this particular demographic and encourages them to settle in the area. Once there, the knowledge hotspot can become a strong attractor for events, concerts, and exhibitions of all kinds that draw citizens to the area.

Knowledge hotspots send out a strong signal that the city in question is playing a pro-active role in the knowledge economy as a whole. It might achieve this by upgrading a degraded neighbourhood, and transforming it into a locus where research and business can work together in synergy to promote innovation.



*“For the City of Bialystok, REDIS helped in gaining international experience in creating and developing knowledge parks in cities. Although this concept is now popular in Poland, it is very new and it is vital to be able to draw on best practices in this area.”* (Local Support Group Member for the City of Bialystok)





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## PARTNERS PROJECTS

### Magdeburg - Science Port

The City of Magdeburg has 230.000 inhabitants. Science has gained over the last decades tremendous importance. The Otto-von-Guericke-University and the University of Applied Sciences have together 18.000 students. Germany's largest science organisations are represented in Magdeburg with new research institutes. In close vicinity to the campus of the technical and scientific faculties there is this former commercial port area. It was put into operation in 1893. The whole area comprises 30 hectares. In the centre there is a port basin with a length of 995 m. Around this basin there are typical port installations such as historic cranes, silos and warehouses. The complete area is under preservation order. It is the aim to redevelop the port as a science quarter. The neighbourhood to the campus of university will result synergy effects. With reference to its history the area was named „Science Port“. It will be home to companies, scientific institutes but also to housing and leisure facilities.

The Science Port is a very strategic project for the city. The first institutions have established themselves in the area:

- Virtual Development Center (VDTC) – Fraunhofer Institute
- Think Factory – incubator for young innovative enterprises and university spin-offs
- Galileo navigation system testing area
- ETEC Headquarter - private power supply company (320 employees)

In addition to the development of the area are better connections of the Science Port to the campus and the city center the most important tasks for urban development.



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## Aarhus, Denmark - Katrinebjerg

### Overall development perspective

The goals for Aarhus, by the year 2030, is to grow by:

- 75,000 inhabitants
- 50,000 workplaces
- 50,000 residences
- 10-15,000 students

“The new axis of knowledge” in Aarhus represents a very central group of initiatives.

### **Katrinebjerg 10-year perspective: Vision**

To be the most important ICT knowledge and competency hub in DK.

To be a driving force in relation to:

- 1) Ensuring the development and growth of the Danish ICT cluster
- 2) To realise the business potentials between IT and several of Denmark's other strong sectors - health, foods, cleantech and building/architecture design

### Overall goals:

#### 1. Strengthened business, research and educational base

- A doubling in the number of IT companies/ private-sector IT jobs
- A 50 per cent increase in the research and R&D base
- A 50 per cent increase in number of IT students in the area
- A doubling in R&D funding from national and international programmes

#### 2. Katrinebjerg as a dynamo for growth and development

The ability to act as a dynamo for IT-based innovation should be strengthened.

#### 3. Promoting Katrinebjerg

It should be well-known that Katrinebjerg:

- Offers the best possible conditions for IT companies
- Has the best IT study environment in DK
- Has the largest concentration of IT research in DK providing great opportunities for interaction with the business community





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## Newcastle - Science Central

Science Central is a 24-acre site in Newcastle - North East England's economic heart - which will be an exemplar in sustainability, attracting leading-edge scientific organisations to a new urban quarter encompassing a genuine mix of uses, including educational, business, residential and leisure. Located in the city centre, Science Central will provide state-of-the-art facilities for small start-up science companies as well as inward investors.

1NG, NewcastleGateshead's city development company, is leading on the development on behalf of Newcastle City Council and Newcastle University. It is also a key component of the work of Newcastle Science City, which aims

- to establish new approaches to translating scientific research,
- promote innovation and
- encourage the community to get involved with science.

The project has a 15-20 year lifespan which is to be phased over its lifetime. Immediate milestones include:

- approval of an outline planning application - April 2011.
- submission of a detailed planning application for Phase 1 infrastructure and the Gateway Building - summer 2011
- with construction work to commence - early 2012.

The project offers significant economic benefits and fits into the city's strategic economic masterplan (1PLAN). Key highlights include:

- private-sector investment of around £255m
- the creation of up to 1950 net additional jobs
- the development of around 19,189 sq.m of bespoke R&D facilities

Visit 1NG's website, [www.1NG.org.uk](http://www.1NG.org.uk), to find out more about this exciting new project and see the video for the project's future vision.



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More about the Project on the  
website (polish version):

[www.bpnt.bialystok.pl](http://www.bpnt.bialystok.pl)



## Białystok - Białystok Science and Technology Park

Białystok Science and Technology Park is going to be a part of the science quarter currently created in the City of Białystok. Białystok, as a major regional academic and scientific center in east Poland with a number of university-level schools and student population of around 50,000, implements the project of the Park in order to promote the local knowledge economy and create an environment for knowledge based firms. The authorities of the City have successfully applied for the grant from European Regional Development Fund and the project has been launched.

Total costs of the project: ca. PLN 168M. (~EUR 42 M.)

Implementation period: 2009 – 2012

### Project location

The Park will be situated in the southern part of the city, adjacent to Special Economic Zone and in the neighbourhood of the planned University Campus.

### Scope of works:

- Complex land improvement and making it available for industrial, production and service development (the target area – 23 ha) – through construction and reconstruction of roads and technical infrastructure.

- Construction of the facilities of Białystok Science and Technology Park:

Technological Incubator and Technological Centre

Total area of the buildings - ca. 13000 sq.m.

- Providing the buildings with furniture, ICT equipment and specialist laboratory equipment

### Park's offer

- Office, production, technological and laboratory space for lease to businesses, science and research institutions,
- Incubation of new technological companies,
- Investment areas for sell or lease,
- Advanced data communications services,
- Conference rooms and exhibition hall rental,



- Training and consulting services,
- Services of Technological Centre, Patent attorney, etc.,
- Promotion of the Park's residents,
- Other business support services,
- e-Park service (virtual Park resident).



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## Halle (Saale) - A Quarter for Creative Minds

### Current Situation

The 1,200 year old city of Halle is currently undergoing a transformation process from a centre of chemical industry-related services to a modern, innovation and science-oriented city of creativity. The Klostervorstadt quarter is the focus of the REDIS-URBACT project. It is a heterogeneous mixed-use zone near the city centre that is to be developed into a quarter for creative minds. This "REDIS area" is home to the Central German Multimedia Centre, the radio headquarters of Central German Broadcasting, empty plots, residential housing and historic, but partly dilapidated buildings.

### World of Ideas

REDIS-Urbact has systematically supported the project team in focusing in on the quarter's potential for favourable development of the media and creative industry under the motto "Creativity Along the River" and in developing and implementing suitable measures.

### Development Pathways

Thanks to the dedicated work of the Urban Local Support Group and inspiring input from the Implementation Lab, six areas of activity have been established for the media and creative industry in the REDIS area:

- Networking, managing and consulting
- Improving the amount of commercial, office and retail space available
- Conserving/designing urban qualities
- Attracting the public to the quarter
- Specialist support (monitoring developments in the search for solutions for major projects by the city administration)

- Improving infrastructure

The city of Halle would like to thank the European Union, the management team from REDIS-Urbact, the partner cities and the Urban Local Support Group for their support in making the REDIS project possible.



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### Manresa - Technology Park

The city of Manresa is undergoing a transformation towards a modern and competitive economy based on technology-based and added value activities. This process has recently worth recognizing as a City of Science and Innovation by the Spanish Ministry for Science and Innovation, a qualification that has only been given to 30 municipalities in Spain.

The Technology Park is the most important project in the framework of this transformation process. With a public-private shared leadership and an investment of more than 60 million euro, this project involves developing 35 hectares of land, covering more than 67.00 m<sup>2</sup> gross floor area. Boundaring the residential and industrial area of the city, the Parc Tecnològic will enhance the activities of R&D companies.

The “Motor Space“ of the Park, now in implementation and execution process, will include the CTM Technology Centre, and an incubator for star-ups and technology-based companies. The first building will be completed and in service by the end of 2011. The CTM Technology Centre is a key ingredient in the Park for the technology development of companies. It is heart of the Clean Materials and Technologies Hub and leads major investment projects at Spanish and European level. The centre has generated a business turnover of € 7 M during 2010, 60% of which in direct turnover for companies. The range of academic institutions is an important pillar for the development of the knowledge economy and the Technology Park .

The city has a university campus with more than 3,000 students and 500 lecturers. Through its main centres, the Fundació Universitària del Bages (FUB) and the Technical Collegue of Engineering (EPSEM), offers over thirty official university degrees. This offering is molstly focused on engineering, healthcare, and business studies .



THE FUTURE  
VIENNA

City of +Vienna

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## City of Vienna - The Industrial Zone Liesing

The REDIS – target area is an industrial zone in the Southern part of the city, which does not have an outspoken image or specialization. It is one of the few remaining areas in Vienna where substantial industrial activity is located. It contains a wide variety of businesses; most of them are industrial or logistics firms, and many are not that knowledge intensive. In general, the Southern part of Vienna is in full development. Traditionally, it is a very popular residential area, because the city center can be easily reached (by public transport), the highways are nearby, and the airport is also close.

### **Data**

size: ca. 190 hectares

Employees: ca. 7.000

**Enterprises:** ca. 500 registered companies inter alia MAN Trucks, a Bakery, packing companies, IT, Insulation, escalators and elevators, chemical industry, Porsche and Bentley car dealers.

**Roads:** The area is very well connected to the main roads coming from the south and the west of the country.

### **Public transport**

The public transport is good on the edges with the Metro Line U6 in the East and the Interurban train, the S-Bahn in the West. The target area Liesing Central is a major development region in the South of Vienna. It consists of three core areas with different challenges. The area of the old village centre of Atzgersdorf and the adjacent quarters with mixed use, the gardening and nursing area of In der Wiesen and the so called industrial zone – Industriegebiet Liesing.





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## MUNICIPALITY OF PIRAEUS - St. Dionysios District

The target area for the establishment and operation of the Science Quarter is the site of St. Dionysios. The main objective of activities in the area will be focused on the Maritime sector in order to:

- firstly take advantage of the accumulated know-how for so many years around the main port of Greece and
- secondly give in the district of St. Dionysios and generally in the city of Piraeus, the additional impetus for growth within this period of economic crisis that we are experiencing

Why at the St. Dionysios area?

- The science quarter that focuses on the maritime sector is adjacent to the main port of the country.
- The shipping and shipbuilding industry is located mainly in areas adjacent to the port providing:
  - Easy access
  - Connection with all means of transportation
  - Link to public transport and to the National Airport

## VISION – TARGETS

- To become Piraeus a Maritime and Modern Scientific Knowledge Quarter and a port of knowledge
- To attract young scientists, researchers and entrepreneurs from Asia and Europe.
- To support companies with know how derived by the academic community
- To create synergies with international players
- To redefine the identity of Piraeus as a modern shipping center
- To create new jobs and a space where creativity will be born through the exchange of ideas in the industrial, scientific, philosophical and the artistic world.

## INFORMATION AND CONTACT

All project documents as well as further information on the REDIS Final Conference (e.g. the conference programme) are available for download at [www.urbact.eu/redis](http://www.urbact.eu/redis)

The REDIS Handbook "Creating knowledge hotspots in the city" can be downloaded from the REDIS project website [www.urbact.eu/redis](http://www.urbact.eu/redis) (see 'Our Outputs').

Should you wish to receive a paper copy, please send an email to: [puchta@ob.magdeburg.de](mailto:puchta@ob.magdeburg.de)

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