



VITALITY OF SMALLER CITIES IN EUROPE

A PRIORITY FOR THE EUROPEAN
UNION?

CONFERENCE REPORT



CONTENTS

A. EVENT OVERVIEW	4
B. RATIONALE FOR A CONFERENCE ON THE VITALITY OF SMALLER CITIES	5
C. SUMMARY OF THE PROCEEDINGS	6
D. SUMMARY OF THE PRESENTATIONS	7
E. INSIGHTS FROM THE CONFERENCE	17
F. RECOMMENDATIONS	20
G. ACKNOWLEDGEMENTS	21
APPENDIX A: RESULTS IDEAS MARKET	22
APPENDIX B: AGENDA	24





A. EVENT OVERVIEW

On 25 October 2018 a conference took place in Barcelona where smaller cities in Europe explored the practical ways of how they can enhance the vitality of their cities, both in terms of the liveliness of their centres and their marketability for local produce.

The conference was attended by 150 delegates of small cities from all over Europe who included mayors, city officials, city development practitioners, academics and researchers.



The conference was sponsored by URBACT, one of the European Union's territorial cohesion programmes with a mandate to support integrated sustainable urban development in European cities - large, medium and small.

The conference was hosted by the Diputació Barcelona who coordinates territorial support for more than 100 small cities and towns in the Barcelona region.

The logistics and communications for the conference was ably managed by the city of Igualada. With 40.000 inhabitants, Igualada is one of the smaller cities in Europe that has been Lead Partner in two URBACT Action Planning Networks: RetailLink (2016-2018) and 4DCities (2013-2015).

"Today in our conference on the vitality of smaller cities, we are working with 70 cities from all the countries in Europe. As the city of Igualada, we are very proud to organise this conference. We are proving that smaller cities also have the capacity to lead initiatives at European level, and be proactive enabling spaces to find solutions to our shared challenges."

Patricia Illa, Deputy Mayor of Igualada, Spain





B. RATIONALE FOR A CONFERENCE ON THE VITALITY OF SMALLER CITIES

It is often the case that the media spotlight is on the larger and more well-known cities as major focal points for urban economic development and innovation. The assumption is that, with the potential for agglomeration and significant infrastructure investment, larger cities will always have distinct advantages over smaller cities.

This thesis however does not take in account the spatial distribution of local economies in functional urban areas clustered around smaller cities that make up the bulk of the urban settlements in Europe (OECD¹).

"We are doing two important things in this conference. One is to explain how an international programme like URBACT has helped us at local level bringing actual change to our cities. The other part is giving voice to smaller cities in Europe that not so many times have a voice and representation in these types of forums."

Daniel Castejón, Igualada, Spain · Retailink



It follows that for a growing European economy, the health and wealth of these smaller cities and their connected hinter-lands should carry as much importance as the competitiveness of our larger cities.

In this regard the Pact of Amsterdam (2016) states: "The Urban Agenda for the EU acknowledges the importance of Urban Areas of all sizes and contexts in the further development of the European Union. A growing number of urban challenges are of a local nature but require a wider territorial solution (including urban-rural linkages) and cooperation within functional urban areas²."

"Small cities are drivers for urban development in every country. There is a focus on the European and national level, and even on the regional level - but for small cities there is nothing focusing on them."

Lucie Noswitz, Liberec, Czech Republic · Retailink



To showcase practical elements of such local economies and their importance for themes of the EU Urban Agenda such as Small- and medium-sized Urban Areas and polycentric development, Jobs and skills in the local economy and Urban Mobility, city case studies were presented by the participating networks on the following themes:

1. Reviving experiential retail that will enliven city/town centres.
2. Creating attraction through community engagement in public spaces of the city/town centre.

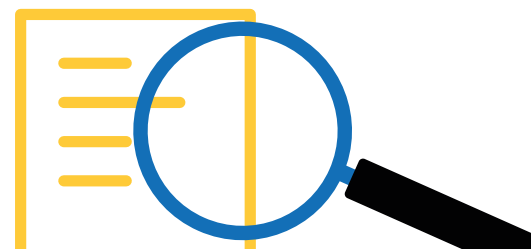


3. Strengthening the local urban economy through developing and showcasing local produce.

Nine small cities presented their plans and actions that they developed with the support of URBACT transnational action planning networks, thereby demonstrating that smaller cities can be resourceful and creative in developing good practices to urban challenges.

“The European Union is for its citizens and there are at least 40% who live in small and medium sized cities. The European Union is actually a part of all of us, so it should care about small and medium sized cities. Especially at this moment because they have a hard time with changes in the economy.”

Nicolas Beets, Urban Envoy of the Netherlands



C. SUMMARY OF THE PROCEEDINGS

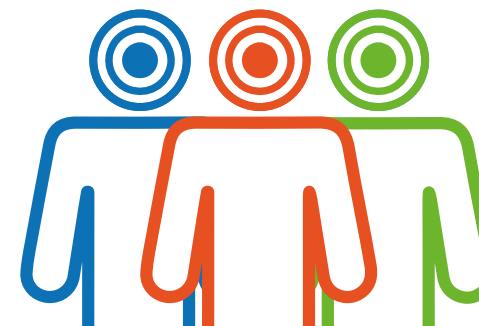
The conference was divided into sessions each exploring one of the above stated themes as per the conference agenda in Appendix B.

The sessions were preceded by introductory remarks and the setting of the policy context for urban development in Europe. This was provided by keynote speakers Nicolaas Beets, Urban Envoy of the Netherlands and a contributor to the Pact of Amsterdam, Emmanuel Moulin, Director of the URBACT Programme and Nuala Morgan, Head of Capitalisation and Communication, URBACT Secretariat. They reflected on the changing policy framework for urban development in the European Union with reference to the new Urban Agenda for Europe, the debates for a new programme budget framework and the support for urban development; and the role of URBACT in creating a comprehensive inter-city learning network and capacity building mechanism especially appreciated in smaller cities.

A content expert provided context of the thematic trends for each session, thereafter case studies from three cities were presented per session by city leaders who were part of their respective URBACT Local Groups. The sessions were facilitated by the respective Lead Experts of the three projects and included moderating a panel discussion to end each session.

To create opportunities for participants to exchange information and to connect with the cities whose practices were of interest to participants, an Ideas Market was facilitated by Miguel Souza, Lead Expert of the Agri-Urban Project. The results are tabled as per Appendix A.

The conference closed with a synthesis of proceedings to answer the question of what key supports were needed at European level to help revitalise smaller cities. Sally Kneeshaw, URBACT Programme Expert, moderated inputs from all the keynote speakers, city presenters and the audience. The insights and recommendations are captured in the final chapters of this report.



D. SUMMARY OF THE PRESENTATIONS

“This conference is an URBACT capitalisation project. We are bringing together three URBACT networks who worked on aspects of small city development. The idea is to consolidate the different practices and knowledge that they have shared over the last three years and to make it available to small and medium sized cities across Europe.”

Nuala Morgan, URBACT Secretariat



The case studies presented by the cities are thematically linked to one of three URBACT III Action Planning Network projects respectively. All three projects focused on the vitality of small cities and large towns in Europe. The knowledge gained are being shared through the comprehensive communication networks and activities of URBACT.



In the **RetailLink Project** retailers in the city/town centre together with other local stakeholders deepened their understanding and developed responses to local pull/push factors, global retail trends, technology and consumer preferences.

Manuel Torresan, Architect and Urban Planner from the University of Sapienza (IT), presented an overview of how the global trends for changes in retail are impacting on smaller cities. He emphasised the community value of local independent retailers and how these shops are part of the fabric and identity of small cities that are essential for the attraction and sustainability of these cities.



In **Case Study 1**, Patrícia Illa and Daniel Castejón from Igalada (ES), emphasised the importance of retailers and other local stakeholders working together to create a calendar of events and activities in the city centre that brings more liveliness and increased footfall.

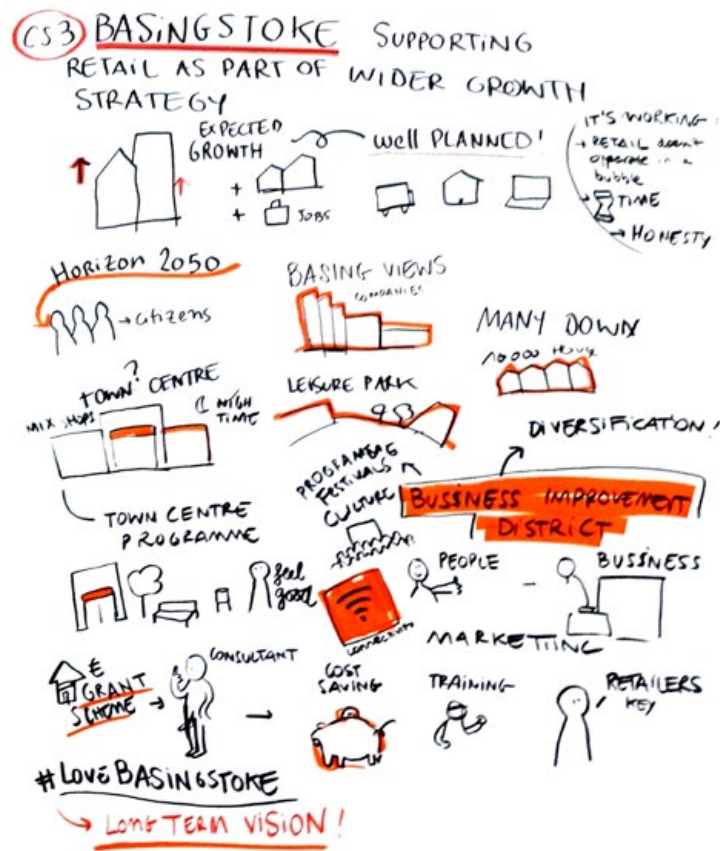


In **Case Study 2**, Lucie Noswitz from Liberec (CZ), explained the importance of creating a good coordination structure between the city centre retailers via their retailers' association and the city manager's office. Liaison officers have been appointed to ensure improved communication and better cooperation in organising and evaluating events with the aim to enliven the city centre.



In **Case Study 3**, Daniel Garnier from Basingstoke (UK), argued the importance of a city understanding its location and strengths and developing services and experiences accordingly. For example, if a city is valued as a commuter hub for local people working in larger cities, then retailers in the city should cater for the needs of commuters (e.g. adopting appropriate opening hours).

The following graphics accurately summarised the content of the session including the key points raised in the conversations during the session³.

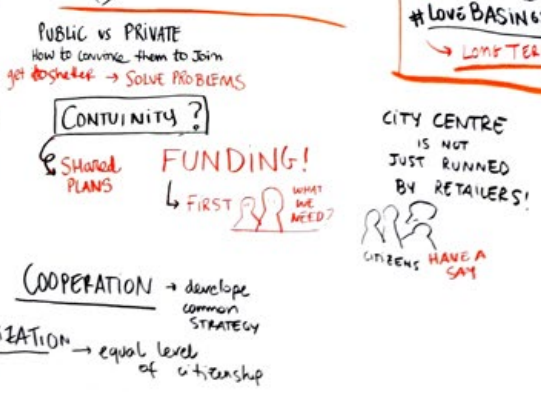
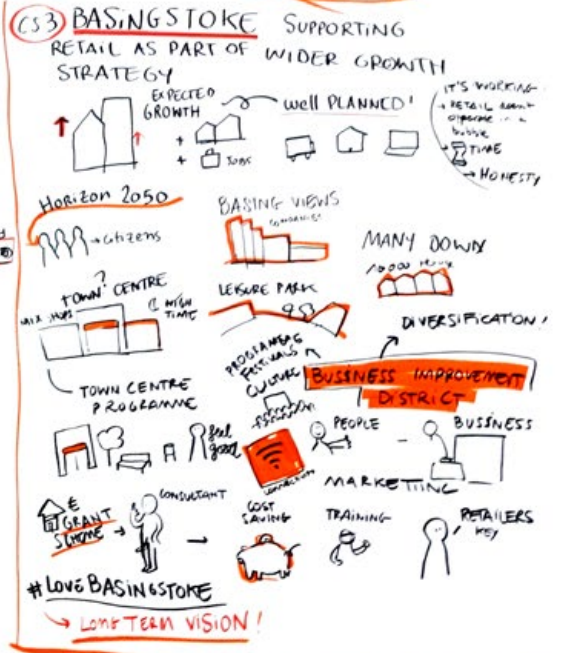




RETAILINK



DEVELOPING NEW LOCAL RETAIL PROPOSITIONS TO ENLIVEN URBAN CENTRES IN SMALLER CITIES





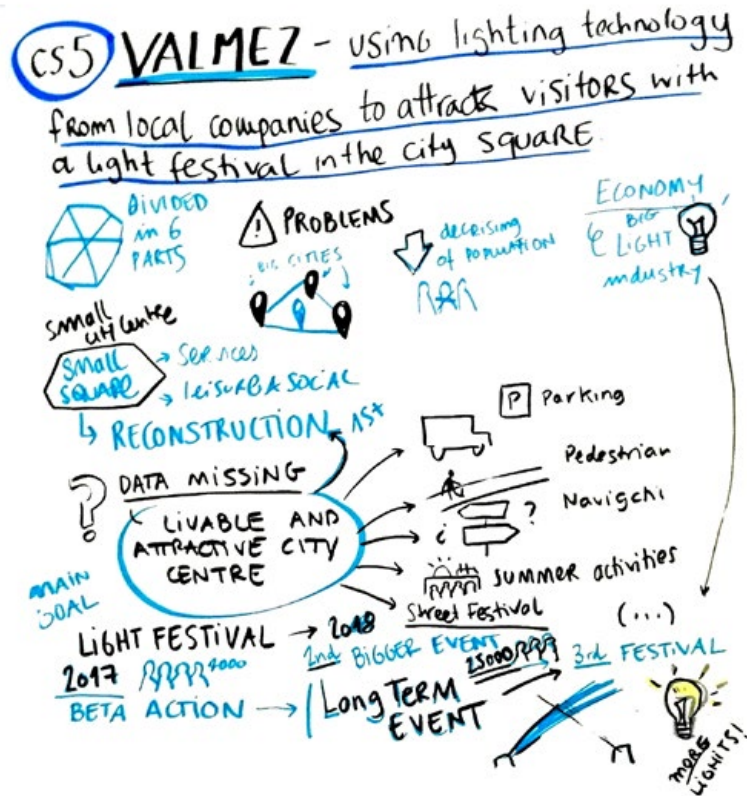
In the **City Centre Doctor (CCD) Project**, the partner cities worked together to improve their understanding of the factors that influence the liveliness of city centres such as increased mobility and liveability as well as other factors such as the design and use of public spaces and the diversity in the social, cultural and economic make-up of the city centre.

Simon Quin, Director of the Institute of Place Management (IPM) at Manchester Metropolitan University (UK), presented an insight into IPM research into the role of placemaking to enliven public spaces. The focus was on city centres and high streets, and the significance of such community activities to the bottom line of city retailers. He emphasised the value of placemaking to get citizens involved in re-imagining city spaces with short-term actions to animate places and draw people in.

In **Case Study 4**, David Muriel Alonso from Medina del Campo (ES), highlighted their city's competency of using heritage events, mainly on or close to the Plaza Major, to create a vibrant city centre. With the CCD project the city embarked further on beta actions to test how the subterranean pathways in the city centre could be re-activated with new uses through story telling.



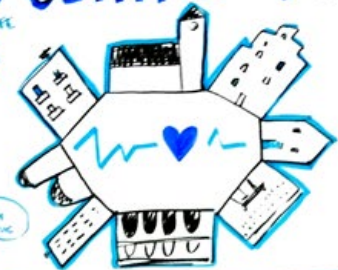
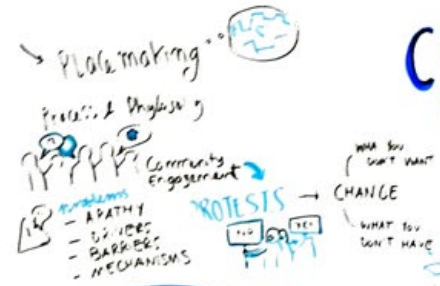
In **Case Study 5**, Antonin Hořin from Valašské Meziříčí (Valmez, CZ), demonstrated that small cities can think big. Their city was inspired by the creative festivals in the CCD partner cities. They approached a local lighting manufacturer (Robe) to co-design and produce a lighting festival. Now, in its third year, the festival attracts an audience larger than the city's population.



In **Case Study 6**, Yvette Petit from Heerlen (NL), explained the value of using place observation tools. The city centre team (ULG) analysed the potential of small squares and other public spaces in the city centre for urban experiments such as imaginative pop-up parks, complete with 'expressionist' cardboard tents and greening, to create a welcoming atmosphere.



CITY CENTRE DOCTOR

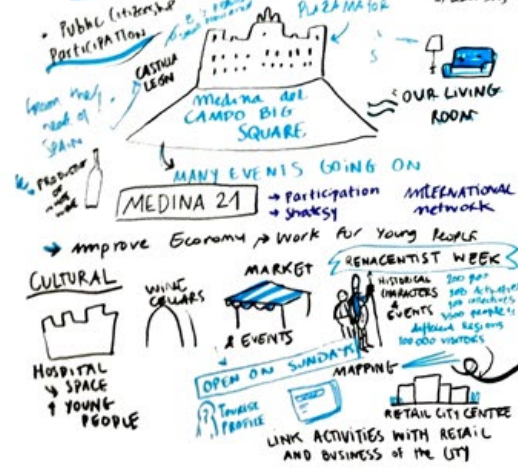


NEW IDEAS
Team
Community
INTEREST



PLACEMAKING IN PUBLIC SPACES OF SMALLER CITIES URBAN CENTRES

CS4 MEDINA del CAMPO - Creatively using CULTURAL HERITAGE to animate and enliven PUBLIC SPACES in the CENTRE



CS5 VALMEZ - using lighting technology from local companies to attract visitors with a light festival in the city square



CS6 HEERLEN - From park Urbana to Hotel URBANA - placemaking in the city centre becomes a citizens practice



LEARN FROM EACH OTHER





In the **Agri-Urban Project** the possibilities were explored for small cities with strong agricultural traditions, to change and improve their output with innovation in production and marketing accentuating trends in wellness, organic farming and quality of urban life.

Maria del Mar Delgado-Serrano, from the University of Córdoba (ES), emphasised the

symbiotic relationship that small cities have with their rural hinterlands, and how this can be understood through the production and consumption of food. There is a concern that many citizens in cities do not know where their food comes from, and that the same types of food that gets exported also gets imported for consumption at local supermarkets. With greater citizen awareness it is possible for cities to adopt food policies to ensure farm-to-fork information and food security and safety.

In **Case Study 7**, Helena Nordlund from Södertälje (SE), elaborated on their new city strategy developed during the project. Their aim is becoming self-sufficient in vegetable production, which is a problem in Sweden. Their goal is also for their city to become more active as an eco-friendly, healthy city to live in or to visit, and to make to landscape more interesting and creative.



In **Case Study 8**, Laureen Traclet from Mouans-Sartoux (FR), showed how her city advanced from their initial healthy food interventions in schools to a range of city actions to reduce food waste and promote local produce. In this project, a study was conducted to determine the demand and offer of local organic produce. The results show evidence for establishing more local agri-food businesses.

In **Case Study 9**, Raquel Moreno from Baena (ES), emphasised the value of an integrated plan and food policy for the city. Even if a small city is agriculture-based for the local economy, it does not mean that all stakeholders identify the central role of food in the city. This plan will guide stakeholders in her city to view local food production and consumption holistically.





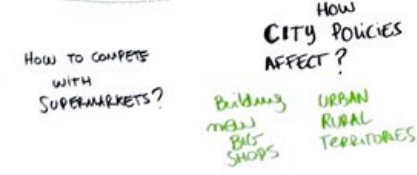
CS7 SÖDERTÄLJE - AN ECOSYSTEM WHERE PEOPLE, PLACE AND NATURE ARE CONNECTED



CS8 MOUVANS-SARTOUX - Sustainable organic farms and public canteens



CS9 BAENA - the renovation of local food system.





E. INSIGHTS FROM THE CONFERENCE

1. The vitality of smaller cities is not exclusively determined by the influences of nearby larger cities, but rather should be understood as the outcome of a number of factors, many that are controlled by local stakeholders. This was evident from the examples presented by the nine cities. These include:

- Collaboration between local stakeholders to engage with residents, businesses, state agencies and civic organisations to identify needs and resources;
- Capacity of local stakeholders to jointly develop action plans appropriate for their context and with a strategic focus on economic growth, social cohesion and environmental sustainability;
- Place Analysis and Placemaking activities and events in the public spaces of city/town centres that result in bringing more liveliness to their cities;
- Engagement of local producers to strengthen the locus of local/regional markets and to promote place-specific initiatives such as local food policies to the benefit of residents as well as visitors (responsible tourism);
- Integrated approaches to the elements that sustain vitality in the city. For example, to improve retail in the city/town centre by understand-

ing the shopping intentions and experiences of customers. Using interventions such as: improved mobility, better street furniture and signage, and supporting independent retailers to expand their online presence and services.

“For me to participate in a network like this has really opened my eyes for all the creativity and interesting things that are happening in small cities and on a local level. So, I really think that Europe and the EU have to continue to support this kind of exchange that we have had through this network.”

Helena Nordlund, Södertälje, Sweden
AGRIURBAN



“I think with placemaking you can make a city centre more attractive, especially if you do this together with stakeholders and citizens. You give people a feeling that they really would like to go to a place and stay there for a while. That is really important. For example, we organised pop-up parks in Heerlen during the summer time in different places in our city centre. We also announced that we are going to add more green in the future. People like it very much.”

Yvette Petit, Heerlen, Netherlands
CITY CENTRE DOCTOR



2. All cities, large and small, should be clear that they can't be 'everything for everybody'. This means their goal should be to find their areas of strength and to promote their niche offerings. This is especially the case where small cities are part of the regions of large cities or located in polycentric metropolitan areas.

"Small cities with an agricultural base should focus on food from a holistic point of view. That means not only seeing agriculture as the main economic activity of a small city, but also how it connects with many other aspects of the life of citizens such as social integration, education and health."

Raquel Moreno, Baena, Spain
AGRIURBAN



all departments and other key stakeholders are committed to change, and hence could be more focussed and determined to bring these projects to fruition.

"Very often you find that the quality of life in small and medium sized cities is so much better than in large cities. This is an important choice for people as a place to live that lessens the impact on the environment. For me, smaller cities are core to Europe and are places where people want to live, where people want to shop, and where people want to enjoy life."

Daniel Garnier, Basingstoke, UK
RETAILINK



3. Smaller cities should maximise their strategic locations. For example, if they are located in close proximity to gateways such as airports and sea ports, on a national transport corridor, or are the hubs for networks of villages and small towns and play a central role to these local/regional economies.

4. Smaller cities tend to be better able to address their challenges when they have good leadership, are prepared to take risks when addressing challenges and utilise their extensive networks, including networks between other cities. Some smaller cities are more agile than their larger counterparts if their speed and commitment to addressing issues is taken into consideration. This could be because they risk more than larger cities when they are 'all in' with urban innovation projects. In other words,

"I think we can look at Europe as a whole body in which big cities like Barcelona are the main organs like the heart and lungs, but the small cities are the cells which comprise this body. The whole body must take care of the cells otherwise the body will die."

Juan González Pariente, Medina del Campo, Spain - CITY CENTRE DOCTOR



5. The widely-held assumption that bigger cities are more exciting, with more things to do, can be disproved by smaller cities which have harnessed the creativity and enthusiasm of their citizens and local organisations. This is especially evident in how such cities actively improve and animate their public spaces. The vitality of these cities is also evident in the use of such spaces as meeting places, either intentionally or through circumstance, of the whole diverse spectrum of the local population (e.g. young, elderly, parents with young children, asylum seekers, those with disabilities etc.)

"A lot of people live in the 8,500 small cities in Europe. These cities are their full life experience. So, if our small cities are not thriving, then we are diminishing the quality of life of a large proportion of the inhabitants of the continent."

*Simon Quin, Institute of Place Management,
Manchester Metropolitan University
EXPERT CITY CENTRE DOCTOR*



6. The urban dynamics of smaller cities require tailored supports from European Union programmes. There was an unease expressed as to the arbitrary way in which programme support is funnelled to smaller cities. Some programmes will use the 'functional area' definition to exclude cities below a population of 50,000. Other programmes prefer to categorise smaller cities as 'rural' and hence should be supported as part of rural development, irrespective of their urban form and culture. Yet, each city should be profiled and assessed to its own ability to develop and to be resilient given challenges such as climate change, food security and social inclusion and diversity.

The URBACT Programme was lauded as an example of comprehensive support for smaller cities at their points of need (i.e. not a 'one size fits all' approach). The possibility for smaller cities to form networks and provide inspiration and support for each other was especially appreciated, the example being these APN networks showcased in the conference.

"Many citizens don't know where their food comes from. Food should be part of our links to life. We should understand how it is produced, by whom and under what social conditions. Most cities are surrounded by rural hinterlands where food is produced, which is often exported while those same cities import food to be consumed by their citizens. We also need small cities and their rural areas to 'feed' nearby bigger cities with local products that have better organic and nutritional value."

*Maria Delgado, University of Córdoba
EXPERT AGRI-URBAN*





F. RECOMMENDATIONS

1. Nicolaas Beets, Representative of the Urban Agenda for the EU, commented that the development of a specific theme focusing on the Vitality of Smaller Cities (with a population below 100 000, as per Eurostat classification) could be explored with a paper. The content should follow on from this conference if support for the theme can be widely solicited. This should be considered in the context of the programme review and preparation for the next EU budget.

It is recommended that a small task group develop a paper for distribution to a large target group of smaller cities with the view of garnering their agreement to propose a new theme Vitality of Smaller Cities which will allow further deepening of the understanding of issues and good practice in the cohort together with practical support such as capacity building, prototyping of actions and expansion of city networks.

2. The cohort of smaller cities in Europe often also coincide with the regions where political discontent leads to populism. The disillusion is largely attributed to the economic crisis and a bias to focus interventions on larger population centres.

This should spur the European Council and Commission on to expand those programmes such as the URBACT programme that prioritise targeted support for agile and creative small cities to showcase their resilience and aptitude for urban innovation. Specific emphasis should be placed in future programmes on social cohesion and planning support for small cities who feel left behind, to develop their own capacity and plans to address issues of economic decline. Specific funding targets could be set for **new funding** to reach a large spread of smaller cities.

“Small cities hold the cultural and natural heritage of the nations. In the small cities there are usually lots of ideas. I guess these cities are necessary for our own identity.”

Antonin Hořín, Valmez, Czech Republic
CITY CENTER DOCTOR



3. The success of URBACT to support smaller cities does not often translate into ‘next level’ programme support. It is recommended that clear access routes be developed, with which smaller cities can identify the actions they developed through the comprehensive transnational integrated action planning process (i.e. the URBACT method) to a level which scales and inculcates the implementation of actions. To give a practical example, the city of Valašské Meziříčí (Valmez, CZ) learnt during a transnational visit to Medina del Campo (ES) about how video-mapping can be used to engage citizens in designing their own lights festivals. The purpose was to animate the public square in the centre. The ‘beta-actions’ of both cities have been a great success. How can these actions now be further developed via programmes such as Creative Europe, H2020 and regional operational programmes?

It is recommended that 'digital platforms' be developed for inter-city collaboration and programme support. These platforms should help to improve communication of European programmes. Specifically, the platforms should show smaller cities where the access points are regarding specific innovations, good practice and further supports for implementation.

"Small cities are the backbone of the territorial equation of Europe. These cities are scattered all around the continent and play a very important role to bring services in the closest way to citizens. Europe can do more for small cities. Sometimes the focus is only on big metropolises based on the perception that they are the drivers of economic development. I think that Europe actually needs balanced territorial development and should give more support to smaller cities."

Emmanuel Moulin, Director of URBACT

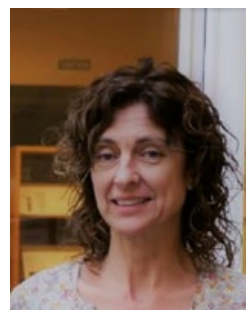


4. Finally, it is recommended that a 'big data' project be commenced by the Commission. This is to aggregate information from all European programmes as to the social impacts of co-funded projects on smaller cities, with a view to develop appropriate indicators for integrated urban development across the Union - not just in the 'media-friendly' large urban conurbations.



G. ACKNOWLEDGEMENTS

The three Lead Experts want to express their congratulations to all the cities who presented case studies at the conference. It reflected the quality of the work done in the three projects by all partner cities. We conclude that European Programmes such as URBACT add significant value to building the capacity of small cities by supporting transnational inter-city networks like the ones we had the privilege to work with. Also, sincere thanks to the keynote speakers and content experts for their contributions.



Mireia Sanabria
RETAILINK PROJECT



Miguel Sousa
AGRI-URBAN PROJECT



Wessel Badenhorst
CITY CENTRE DOCTOR
PROJECT





APPENDIX A: RESULTS IDEAS MARKET

GOALS

- To promote sharing and learning between conference participants.
- To assemble some practical takeaways to share in my city.



Ideas from the audience

IDEAS' MARKET

IDEAS' MARKET takeaways

RETAILINK SESSION



I would like to know more about...	I would like to share...
How do you boost skills and knowledge of retail entrepreneurs to increase their success and the attractiveness of city centre? Tiago Ferreira Municipality of Amarante, Portugal	A system for the valorization of local retail shops through network creation and online platforms at neighborhood level. Case studies for the re-use of vacant properties Pietro L. Verga Urban research development strategies www.pietroverga.com
How do you give training to retail entrepreneurs? What kind of training do you provide?	Search for the "phygital" concept Miguel Sousa Inovamais, Portugal
Looking for partners for the new call. Regarding to strengthening city centres retail Rebecca Verhaycle OC West, Province of West-Flanders, Belgium	Initiatives from municipality to support entrepreneurs and to showcase and celebrate local products. Laura Studio Pop
#Love Basingstoke – What does the campaign consist of, exactly? David Muriel Medina del Campo, Spain	Guide for local authorities and all other actors involved in the revitalization and modernization (digitalization) of the small retail sector. Retail services EU Leena Whittaker European Commission
How do you manage the relation with private owners? What kind of activities are helping retailers to be more resilient? Miguel Sousa Inovamais, Portugal	An urban regulation plan to indicate where retail activities can be ubicated Javier, https://raonspublics.org Raons Públiques, Barcelona, Spain
Is circular economy a good model for the revitalization of small cities? Konstantina Chrysostomos	#Love Basingstoke – social media – taking pictures with the tag City: Basingstoke, UK Contact: Daniel Garnier Daniel.Garnier@basingstoke.gov.uk
Is there a maximum of events you can organize in a city? Gino Dehullu Roeselare, Belgium	Streetwise – NGO that provide training to young people to start their own shop - and take up vacant shops (80% retention rate) City: Heerlen, Netherlands Contact: Ivette Petit Thews
Annual calendar of events and promotional strategies – interested in knowing more David Muriel – Medina del Campo, Spain	

CITY CENTRE DOCTOR SESSION



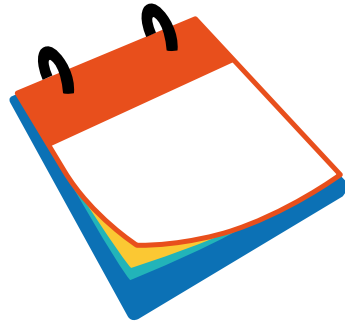
I would like to know more about...	I would like to share...
<p>How a private company can contribute to URBACT program? How do you engage young people?</p> <p>Konstantina Chrysostomos</p>	<p>Identify local needs and potential design shared visions for the future development of the place. A methodology for the participatory reutilization of small towns through cultural activities A methodology to design local development strategies based on scientific research and citizens engagement</p> <p>Pietro L. Verga Urban Research development strategies www.pietroverga.com</p>
<p>How did you mix the space – living/business?</p> <p>Deserie Mansfield Monmouthshire, UK</p>	<p>Monitoring the impact of events - find the value for money</p> <p>Miguel Sousa Innovamais, Portugal</p>
<p>What does placemaking mean? Why we need to organize the places rather than let it run wild?</p> <p>Stig.o.Nielsen</p>	<p>The process of physical reconstruction of the square might compromise the current vitality. It might be prudent to first establish the concept of the new square with the help of beta trials and to learn about the needs and desires of residents. It should be pushed further down the time and the initial focus should be lower cost placemaking events – to make sure that the city square has a healthy base before entering the building process</p> <p>Valašské Meziříčí, Czech Republic</p>
<p>How did Heerlen clean up the city drugs + crime – was this done in a concerted way?</p>	<p>Greening you public spaces using recycled boxes and citizen creativity</p> <p>City: Heerlen, Netherlands Contact: Richard</p>
<p>How do we experience our town/city centres? Meeting people, shopping, services, work, study and leisure – can we measure and compare between cities? Tired town centres. Is it a design challenge? Is it a lack of investment? Is it the requirement for public or private investments.</p> <p>Wessel Badenhorst Urban Mode, Ireland</p>	<p>Citizens using history to activate their centre</p> <p>City: Medina de Campo, Spain Contact: David Muriez Alonso</p>
<p>Dead mailing – what is it?</p> <p>Sally Kneeshaw URBACT, EU</p>	<p>Socially inclusive fashion show (models from ethnic minorities and people with disabilities)</p> <p>Wessel Badenhorst Urban Mode, Ireland</p>

AGRIURBAN SESSION



I would like to know more about...	I would like to share...
<p>How can we get and manage agriculture private land for a public-led project?</p> <p>Miguel Valado</p>	<p>Implementation – Making agriculture land available for young farmers/gardeners (land-bank). Inventory of available land, public or private. Building a platform to match Incubator</p> <p>Tim Lux Sodertalje, Sweden</p>
<p>How to develop a circular economy in agri-urban context?</p>	<p>Food supply and secure strategy More self sufficiency. Better supply security. Implementing concept of agriculture parc's. Create possibilities for young people to make a farming/gardeners career.</p> <p>Tim Lux Sodertalje, Sweden</p>
<p>Interested in knowing more about small business that are commercializing organic products in local markets.</p> <p>City: Medina del Campo Contact: Dario Munoz</p>	<p>To search: Solving black box issue.</p> <p>Dichson Despommiuen, NYU Columbia Skygreens – Singapore</p>
<p>Is the project scalable for larger cities? What is the relation with local government?</p> <p>Gino Dehullu Roeselare, Belgium</p>	<p>Roeselare is the centre of a food strategy, with university, incubator, research centre, ..., we are interested in Agriurban 2!</p> <p>Gino Dehullu Roeselare, Belgium</p>
<p>Land banks – how to take the best of it? What are the key success factors?</p> <p>Tiago Ferreira Municipality of Amarante, Portugal</p>	
<p>Social Harvest – how do you design/initiate such project with beneficiaries?</p> <p>Wessel Badenhorst Urban Mode, Ireland</p>	
<p>Food hubs business models – how to make it sustainable?</p> <p>Miguel Sousa Innovamais, Portugal</p>	





APPENDIX B: AGENDA

Vitality of Smaller Cities in Europe - URBACT Capitalisation
Conference Biblioteca Francesca Bonnemaison
Carrer Sant Pere més Baix, 7

Barcelona, 25th October 2018

9:00 - 9:15 Welcome remarks

Meritxell Budó, Second Vice President and Deputy Delegate of International Relations of the Diputació de Barcelona

Patricia Illa, Fourth Deputy Mayor. Councillor for Economic Development, Education and Universities, Igualada

9:00 - 9:50 Introduction and Policy context

Mireia Sanabria, RetailLink Lead Expert

9:15 - 9:30 The URBACT III Capitalisation Conference on Smaller and Medium-Sized Cities

Emmanuel Moulin, Director of the URBACT Programme

9:30 - 9:45 Urban Agenda for the EU and the Smaller European Cities

Nicolaas Beets, Dutch Special Urban Envoy, Ministry of Interior & Kingdom Relations

9:45 - 9:50 Introduction to the Vitality Ideas Market

Miguel Souza, Agri-Urban Lead Expert

9:50 - 11:30 SESSION 1

Developing new local retail propositions to enliven urban centres in smaller cities

Facilitated by Mireia Sanabria, RetailLink Lead Expert

9:50 - 10:10 Reshaping retail to strengthen the vitality of smaller cities

Manuel Torresan, Architect Urban Planner, University of Sapienza, Italy

10:10 - 11:00 Case Study 1 - Involving retailers in the city agenda of local events. Daniel Castejón, **Igualada (ES)**

Case Study 2 - Supporting an innovative retail strategy in the city centre. Lucie Noswitz, **Liberec (CZ)**

Case Study 3 - Supporting retail as part of a wider growth strategy. Daniel Garnier, **Basingstoke (UK)**

11:00 - 11:30 Panel discussion: RetailLink and the Urban Agenda for the EU

Retail strategies to generate jobs in the city

11:30 - 12:00 Coffee Break

12:00 - 13:40 SESSION 2
Placemaking in the public spaces of smaller cities' urban centres
Facilitated by Wessel Badenhorst, City Centre Doctor Lead Expert

12:00 - 12:20 **Building attraction of smaller cities through community engagement in placemaking**
Simon Quin, Institute of Place Management, Manchester Metropolitan University (UK)

12:20 - 13:10 Case Study 4 - Creatively using cultural heritage to animate and enliven public spaces in the centre, David Muriel Alonso, **Medina del Campo (ES)**
Case Study 5 - Using lighting technology from local companies to attract visitors with a lights festival in the city square, Antonin Hořín, **Valmez (CZ)**
Case Study 6 - From Park Urbana to Hotel Urbana - placemaking in the city centre becomes a citizens' practice, Yvette Petit-Theuws, **Heerlen (NL)**

13:10 - 13:40 **Panel discussion: City Centre Doctor and the Urban Agenda for the EU**
Integrated and participatory approach to revitalise city centres

13:40 - 14:45 **Lunch**

12:00 - 13:40 SESSION 3
Focusing on local agricultural production to strengthen the urban economy of smaller cities
Facilitated by Wessel Badenhorst, City Centre Doctor Lead Expert

14:45 - 15:05 **The role of Local Food Hubs in strengthening the vitality and sustainability of cities**
M^a del Mar Delgado-Serrano, Dpt. of Economy, Sociology and Agricultural Policies, University of Córdoba, Spain

15:05 - 15:55 Case Study 7 - Norrbyvälle, an ecosystem where people, place and nature are connected, Helena Nordund, **Södertälje (SE)**
Case Study 8 - Sustainable organic farm and public canteens. Gilles Perole and Laureen Traclet, **Mouans-Sartoux (FR)**
Case Study 9 - AGRI-URBAN BAENA, the reinvention of a local food system, Antonio Zafra and Raquel Moreno, **Baena (ES)**

15:55 - 16:25 **Panel discussion: Agri-Urban and the Urban Agenda for the EU**
Rural-urban relationships driving job creation in smaller cities

16:25 - 16:40 **Coffee Break**



17:20 - 17:55 FINAL SESSION

17:20 - 17:55 **How can smaller European cities benefit from each other and receive support from the European Union institutions and programmes**

- Nicolaas Beets, Dutch Special Urban Envoy
 - Manuel Torresan, University of Sapienza, Italy
 - Simon Quin, Institute of Place Management
 - Maria del Mar Delgado-Serrano, University of Córdoba
- Facilitated by Sally Kneeshaw, URBACT Programme Expert

17:55 - 18:00 CLOSURE

Anna Suárez, RetailLink Communication, Igualada

VITALITY
OF SMALLER
CITIES
— IN EUROPE

