

# 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”  
7<sup>th</sup> and 8<sup>th</sup> 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

## Draft Programme

### Wednesday 6<sup>th</sup> July 2011

#### **Arrival of participants in Naples**

#### **Steering Group Meeting Venue**

**City Council of Naples - Palazzo S. Giacomo Piazza Municipio**

- 14: 30 – 16:30** Internal meeting of project partners  
**16: 30 – 17:30** Press Conference  
**20:30** Dinner

### Thursday 7<sup>th</sup> 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**  
*Mayor of Naples  
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**  
**Moderator: Enzo Agliardi deputy editor of “Il Denaro”**  
 Mayor of Naples  
 Campania Region Managing Authority  
 Luciano Dassatti, President of the Port of Naples Partner CTUR  
 Nicola Oddati, President of the “Forum of Culture 2013” Foundation  
 Nicola Coccia, President of the “Terminal Naples”  
 Domenico Pellegrino, MSC Crociere Managing Director

- 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 – 10:55** **A tribute to Rachel Rodriguez Malta**  
*Gaetano Mollura, CTUR Lead Partner  
Pascale Froment, Université de Provence-IUFM d'Aix - UMR TELEMME*

10:55 - 11:30

**The CTUR/URBACT II Travelling Exhibition Opening  
“Ports and Cities Local Action Plans”**

and .....Coffee 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)

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)
- Istanbul Metropolitan Area (Turkey)- *observer partner*

15:30 - 16:00

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

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

16:00 – 17:00

**Sustainability of CTUR LAPs: next steps after URBACT II by each political partners representative.**

17 :00 – 19:00

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

20:30

**Dinner**

## Friday 8<sup>th</sup> 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 - 15:30** **Round Table 3 - Financial opportunities for the URBACT Local Action Plans**  
Managing Authorities  
European Investment Bank  
Jessica - Joint European Support for Sustainable Investment in City Areas  
No profit bodies /Fondazione per il Sud  
*Moderator Pauline Geoghegan*

**15:30 - 16:00** **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*

**16:00**                      **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. Walking through the port area / Molo Beverello and visit on the site of the case study Municipio Underground station

**20:30**                      Dinner

**Saturday 9th July 2010**

**Departure of all participants**

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