

# INTERREG updated #2|05

A newsletter of selected projects within the Federal Initiative of Transnational Cooperation.

## Editorial

**It is time** for the second issue of „INTERREG updated“, the newsletter designed to serve as a platform for projects and other organisations on INTERREG related topics! The first issue met with great response, giving the opportunity to enlarge the audience considerably and thus, spreading the message of INTERREG and the projects presented still further. So again, we would like to stress that this newsletter should be used as a platform for projects and experts working in the various thematic fields of INTERREG.

**In October** the third „Open Days – European Week of Regions and Cities“ will take place in Brussels. Since this congress will be a great opportunity for politicians as well as for practitioners involved in the INTERREG-programme, it seems worthwhile giving some information on this occasion – you will find it on page 2 of this newsletter.

**The projects** already presented in the first issue of INTERREG updated meanwhile show great progress in implementation. All of them show a variety of activities concerning their special thematic issue, which makes it interesting looking into single aspects of the projects. In the transport project AlpFRail for example nine additional routes for rail transportation along the Tauern axis have been defined.

Within ELLA the pilot projects on flood management systems are showing positive progress, for EuRoB the first pilot project in Stralsund is finished and within HERMES the Wieland estate near Weimar was inaugurated. The workshops on quality management in the tourism sector are a success for the IdeQua project, while for LHASA reports on single housing estates have been finished and for PlaNet CenSE the strategic document on European spatial planning has been drafted. Last but not least: within Vital Cities the “Fitness programme” for the city centre of Bamberg is ready for implementation.

**Also we would like to** take the opportunity and congratulate the new projects and their partners on their approval by the respective secretariat. Within the “Federal Initiative of Transnational Cooperation” the seven projects Agora, BalticBroadband, BEEN, Greenkeys, Rail Baltica, RENET and CO:IN:CO are ready for implementation, four of them being presented in short form within this newsletter. During the next issues we will be dealing with their contents, aims and progress in more detail.

**We hope you enjoy reading and keep providing us with information!**

### DATES

#### 20 October 2005

##### • Potsdam (DE)

VITAL CITIES: Regional Retail Trade Forum „Potsdam Vital?“

#### 20 – 21 October 2005

##### • Cottbus (DE)

IdeQua: International Conference „Regional Identity and Tourism“

#### March 2006

##### • Szolnok (HU)

ELLA Conference

#### 28 – 29 October 2006

##### • Kraków (PL)

HERMES Symposium “Practical Aspects of Cultural Heritage”

### CONTENT

<b>Open Days 2005</b> .....	2
<b>AlpFRail</b> .....	3
<b>ELLA</b> .....	4
<b>EuRoB II</b> .....	5
<b>HERMES</b> .....	6
<b>IdeQua</b> .....	7
<b>LHASA</b> .....	8
<b>PlaNet CenSE</b> .....	9
<b>VITAL CITIES</b> .....	10
<b>GREENKEYS</b> .....	11
<b>BEEN</b> .....	12
<b>BALTICBROADBAND</b> .....	12
<b>RAIL BALTICA</b> .....	12

### IMPRINT

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# Open Days 2005



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## Danuta Hübner

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„OPEN DAYS 2005 will be a market place for new ideas and a platform for exchanging experiences in regional development. The EU should make better use of the unlocked potential of its regions and cities by focusing on best practices in innovation, and more knowledge-based and sustainable pathways to growth and jobs“

## Peter Straub

President of the  
Committee of the  
Regions

„This will be our third annual OPEN DAYS and the most successful yet in terms of participation. OPEN DAYS is the premier event of its kind because it focuses on the daily, practical concerns of the regions and cities that are Europe's engine of growth. OPEN DAYS is not a talking shop: it's about delivering results and getting the EU economy back on track“

## “Working together for regional growth and jobs” European Week of Regions and Cities in Brussels 10–13 October 2005

**Working together**, learning from each other and developing new ideas how to progress with the cohesion policy are important aspects of projects implemented within the INTERREG programme throughout Europe. Thus, identifying and presenting the successes of single projects as well as discussing the financial envelopes and thematic orientation of the new priority “Territorial Cooperation”, replacing INTERREG in the funding period 2007–2013, is of great importance.

**The European Commission** is, of course, engaged in the process of developing and redesigning the new structural funds period as a leading institution. For achieving thoroughly elaborated results, actors from the implementation level, cities and regions are as well being involved in this process. This year, meanwhile for the third time, the Committee of the Regions and the European Commission are organising the “Open Days 2005 – European Week of Regions and Cities” in close cooperation with more than 100 partner institutions from 27 European countries.

**More than 2,000 participants** are expected to attend the over 60 single events, seminars and workshops taking place in various venues such as regional offices or buildings of the European Commission and the Committee of the Regions in Brussels. Moreover, the cities and regions actively involved in the Open Days will as well prepare local events for integrating the citizens in European policy. The workshops and seminars are held under four different thematic aspects, each representing a priority objective of the new cohesion policy in the upcoming funding period: Convergence, Regional competitiveness and employment, European territorial cooperation and Managing the Structural Funds and instruments (see text box).

**The aim** of the “OPEN DAYS 2005” is to give opportunity for sharing experiences and new ideas and give room for discussing developments in different regions of the member states. One main focus will be the preparation of the new funding and programme period starting in 2007 and the means of influencing and directing regional development until 2013 and beyond.

### A. “Convergence” regions

Seminars and workshops in this area will focus on development and programming aspects for Structural Funds and instruments for regions currently covered by Objective 1 and which will be eligible for the new Convergence objective in the period between 2007 and 2013.

### B. “Regional competitiveness and employment”

All regions not covered by the Convergence objective will be eligible for the new Regional Competitiveness and Employment objective between 2007 and 2013, which focuses on the main objectives of the re-launched Lisbon strategy (knowledge and innovation-based growth; sustainable development; accessibility) and the European Employment Strategy.

### C. “European territorial cooperation”

Seminars and workshops under this heading will bring together interventions from regions and speakers reflecting on Structural Funds support for cross-border, transnational and interregional cooperation as currently funded by the INTERREG Community Initiative.

### D. Managing the Structural Funds in the 2007–2013 period

Structural Funds and instruments are jointly managed among the European Commission, national and regional administrations and other institutions at regional or local levels. Project selection is highly decentralised and often carried out by public bodies at regional level involving economic and social partners and non-governmental organisations. In order to ensure the added value of the European interventions, transparency and high quality of their management, common strategic orientations and rules will guide all partners involved in this process.

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# AlpFRail

## From traffic axes to European systems and networks



**Transportation of goods** is a large scale economic sector. However, up to now different competencies in different countries and low transparency at the range of products kept companies from using the railway as an efficient and economic option to the roads. The overall target of AlpFRail is the logical consequence from this situation: to offer logistic companies and forwarders a complete product „rail“ out of one hand with its plurality of possibilities both in routing and in competing with other railways.

**To reach this**, there are altogether eleven work packages within AlpFRail, of which four are reserved for management, coordination and publicity work. The remaining seven work packages each form an important step in creating the above mentioned product “rail” (see text box).

**These work packages**, though resembling individual parts of the projects, work together in order to create a sustainable and stable network in the field of transportation among public bodies and private enterprises. This network is being built within four steps: 1. winning all regional policy makers for discussion at one table, 2. combining the inventory of all regional plans, 3. identifying overlaps and additions for harmonised supraregional concepts and 4. communicating these concepts to international partners.

**So far** one of the main achievements is the identification of nine additional available routes per day along the Tauern axe, a heavily trafficked rail link with altogether 96 routes per day. Meanwhile three of the extracted nine routes are used by ROLA (ICA) between Triest (IT) and Salzburg (AT) and one by Kombiverkehr between Munich (DE) and Cervignano (IT).

**Furthermore**, the creation of two new products, “TrailerTrain” and “Adriazug”, has been initiated within AlpFRail, both of them serving the east net as combined transport systems in unaccompanied traffic. While the “TrailerTrain” connects the harbours of Triest with Salzburg and the harbours of Bavaria, “Adriazug” will be a direct link between Munich/ Salzburg and Triest/ Koper.

### **WP1– 4:** **Project preparation, management and publicity**

**WP5:**  
**Freight flow system – economical view:**  
analyses on present and future effects to environment and economy

**WP6:**  
**Freight flow system – technical view and SWOT analysis**  
synthesis and visualisation of the technical data which are needed for the following WPs as well as identifying lack and weak points of the network and determining the reasons

**WP 7:**  
**Elaboration of an international freight flow concept**  
solutions for the identified weak points (WP6), evaluating results and feedback on the effects on economy and environment

**WP8:**  
**Modelling, functional organisation and environmental impact evaluation**  
calculation of the impact of change of infrastructural supply and logistic framework for the system using a simulation tool and verifying the solutions

**WP9:**  
**Evaluation of the freight flow concept from the technical point of view**  
creating and using a simulation tool and verifying the solutions in order to create an optimised concept for the complete freight flow and to visualise the impact of the improvements

**WP10:**  
**Prototype of an information and quality-management system**  
Creating a customer friendly system including tools for optimising the price and itinerary, tracking and information on unexpected events and exceptions from the usual schedule.

**WP11:**  
**Organisational model for the railway network and pilot evaluation**  
recommendations for the activation of a transalpine traffic network (organisational model including all steps which are necessary to realise the complete system)

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# ELLA

**Preventive flood management measure by transnational spatial planning**



## Implementation of Pilot Projects in different Regions

**With its aim** to create a sustainable basis for transboundary cooperation of spatial planning actors for preventive flood management the ELLA project is in line with the European Spatial Development Perspective (ESDP). Almost all regional planning ministries and authorities within the Elbe river basin are involved as partners. The central task is the transnational development and agreement on a strategy on steps and contents of spatial planning in the Elbe catchment area.

**On this basis,** the implementation within pilot projects is carried out. There are altogether nine pilot projects in selected regions throughout the Elbe river basin. Within the scope of these projects, the exemplary application and realisation of the transnational strategy in regional plans will take place using the superposed strategy, the differentiated regional requirements, the expert basis and maps worked out within different work packages. By their exemplary implementation they influence vice versa the transnational level and give standards of best-practice in other regions.

**The different measures** within the project are fairly advanced, as in the pilot project „Stendal“ a flood management-system is being implemented: The District of Stendal and the Ministry of Building and Transport of Saxony-Anhalt set up a flood-management-system which is being developed by the Institute of Water Management and Ecotechnology at the University of Applied Sciences of Magdeburg/Stendal. It is planned to implement a practical and functional GIS-based decision tool for preventive flood management.

**In the Saxon pilot projects** “Upper Elbe Valley/ Eastern Ore Mountains” and “Region Chemnitz” the requirements for preventive flood control are being integrated in the regional plan. Within the projects hazard-indication maps showing the flood water levels and specific runoff



ELLA project region

for different flood events as well as risk-potential-maps for Saxony have been developed and are accessible online. Furthermore, impact analysis are made for scenarios of the strategies and retention facilities.

**The Czech pilot projects** mostly aim at strengthening and improving local planning in a regional planning context. Therefore, local development plans are integrated into a GIS tool and overlaid by hazard information. Finally, the results are discussed with local planning authorities with regard to risk potential and consequences. It is planned to complete the Czech pilot projects until the end of 2005.

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# EuRoB II



## European Route of Brick Gothic – a cultural and historical expedition on the trail of the Hanseatic League and its architectural tradition

**Sustainable development** in the Baltic Sea region due to the maintenance and activation of historic brick Gothic architecture is the starting point of the “European Route of Brick Gothic”. As a thematic route it also aims at stimulating the regional economy and the creation of a local as well as common route identity.



The “Wall of Knowledge” in Stralsund

**In the frame of** the INTERREG IIIB programme EuRoB II takes an outstanding position since it integrates 34 partners, mostly cities or counties in seven different countries and thus, exemplifies transnational cooperation. New perspectives have been given to the route by the joining of ten new cities from Denmark, Germany, Poland and Sweden.

**The second** project period (2005–2007) aims at establishing a long-term management for the route and the setup of a comprehensive tourism product, thus initiating an input on local and regional development in the Baltic Sea Region. This will be realised within four thematic work packages (see text box), each forming a vital prerequisite for the existence of EuRoB as a tourism route after 2007.

**The project realisation** proves to be successful on different levels. The latest example has been the opening of the “Stralsunder Backsteinrally” (“Audio Rally in Stralsund”) and the “Wand des Wissens” (“Wall of Knowledge”) on 20th June 2005, initiated by the Tourist Office Stralsund,

### WP I:

#### **Institutionalisation of EuRoB until 2007**

On the basis of best practice evaluation, experience exchange and an external study on the institutional structure of a tourism route an appropriate route management will be established.

### WP II:

#### **Database covering all tourism relevant information**

Adaptation and updating of the already existing data from EuRoB I supported by external experts.

### WP III:

#### **Development of EuRoB-Marketing strategies**

Based on “Marketing Guidelines” (EuRoB I) the relaunch of website, flyers, brochures etc. will be guaranteed and a long-term concept beyond EU-funding developed.

### WP IV:

#### **EuRoB Heritage Preservation and Activation**

Experience and best-practice exchange will increasingly allow for the connection of tourism marketing and cultural heritage. Guidelines for activating brick Gothic heritage are developed.

partner of EuRoB II in Mecklenburg-West Pomerania.

**The “Backsteinrally”** was introduced as a new form of active sightseeing for visitors and residents of Stralsund via new technology. The rally is spurred on to answer questions of the city’s past and present. Participants can choose whether to use an audio guide or taking part in a guided tour with group guide recorders. The final station is the “Wand des Wissens” on the ground of the Oceanographic Museum. On small plates questions and answers are engraved which invite visitors to check their knowledge of Stralsund.

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# HERMES



(right)  
Heritage Radio Network  
Broadcasting the  
inauguration of the  
“Wieland Estate”

## Heritage and New Media

**One of the main aims** of HERMES is to present cultural monuments through new electronic media as well as to protect the sustainment of cultural heritage sites through new media related utilisation, e.g. as educational centres, as tourist destinations or as locations for small enterprises. To achieve this, especially project Partners from Germany (Klassik Stiftung Weimar), Greece (DEMEKAV Volos), Italy (Cultural Centre Grand Hotel Dobbiciao), Poland (Malopolska Culture Institut Kraków) and Bulgaria (National Museum Boyana Church) are closely working together.



**On 25th June 2005** the first part of this transnational project was finalised by inaugurating the former “Wielandgut Ossmannstedt”, located near Weimar, Germany. This site now accommodates a redesigned museum, presenting the life of the Romantic poet Christoph Martin Wieland, a European Educational Centre and the Wieland Research Centre. Especially for the museum the aim of HERMES has been implemented: small computers (so called Handhelds) guide the visitor through the exhibition and allow for an individual experience, respecting the time budget and previous knowledge of the visitors. Already within the first few weeks the “Digital Osmantium” (being the name of the museum derived from a quote of Wieland) found an astonishingly broad interest in the public – even though situated quite offside (ca. 10 km outside of Weimar), several hundred visitors find their way each day.

**The Educational Centre** within the Wieland Estate is by no means less sustainable, as it is bringing the rather neglected heritage site to new life. The target groups of the Educational Centre come from the younger generations which will find ideal working conditions for workshops and seminars. Within the first events the Educational Centre already proved to be highly convenient for these purposes. Further information on the museum and the Educational Centre can be found on the website of the “Klassik Stiftung Weimar” ([www.swkk.de](http://www.swkk.de)).

## HERMES Summer Courses

Another Milestone of HERMES with strong transnational character are the summer courses held once a year in Weimar, this year from the 13th to 27th August. A dozen young experts from different project regions will be dealing with the main aspects of “Cultural Heritage and the Media”. Besides discussing basic scientific papers and visiting major heritage sites and media institutions the participants will be elaborating own journalistic articles under the topic “Weimar – a place of European cultural heritage?” which will be broadcasted via the internet radio “Heritage Radio Network”. This internet radio was initiated by the HERMES project and brings together experts from eight European radio stations from CADSES.

**The inauguration** of the Educational Centre was accompanied by the international colloquium “Between Seas – Searching for common cultural roots in Central and Eastern Europe”. At the same time this has been the initial event for a series of four scientific symposia on different aspects of the HERMES topic “Cultural Heritage and Regional Spatial Development” which will take place in 2005 and 2006 in different regions of the project area.

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# IdeQua



(right)  
Team of the Romantic  
Hotel „Alte Försterei“ after  
certification

## Implementing Quality Management

**The overall aim** of the IdeQua project is to promote tourism development from the Baltic Sea Region via the German low mountain ranges, the Danube, to the Carpathian Mountains, the Balkans, the Black Sea, the Rhodopes to the Aegean Sea. For this, the project sees two main topics: firstly, promoting regional development and from that on tourism potential and secondly, establishing and enhancing quality measures in tourism companies. This includes mainly hotels and restaurants as the main actors in the service sector. Quality management for hotels should mainly focus on the following aspects: business processes, guest relations, financial planning, purchase management, stock management, production, ecology and hygiene. Given the rather large area of IdeQua and traditional differences in quality and structure of services, a common strategy on quality in the service sector seems to demand huge efforts.

**Work package 2** of the IdeQua project is therefore entirely dedicated to the matter of quality and quality management. The objective is to improve quality of tourist services in the regions involved by different means of action. The work package consists of three parts: a study on quality and necessary actions for High Quality Management Systems, workshops for employees of the respective companies promoting them to Quality representatives and actually implementing and certifying high-quality management systems according to ISO 9001.

**The workshops** offer applicable basic knowledge of high-quality management systems for managing tourist service facilities, communities and tourist associations. Knowledge is imparted with the help of examples from practice and questions of participants. Short tests provide control of progress. The workshops end with a final exam and – if passed – an internationally recognised certificate.

**As pilot projects** which will give examples for the regions, high-quality management systems will be implemented



### The following institutions have been chosen for implementing a high-quality management system, in some of which the process is already nearly finished:

- Black Sea Romanian Business Centre, Mangalia, Romania
- Vocational Development Centre (KEA), Crete, Greece
- Romantik-Hotel "Alte Försterei", Kloster Zinna, Germany
- Office of Tourism of the municipality of Turnov, Bohemian Paradise, Czech Republic
- Chamber of Commerce and Industry, Xanthi, Greece
- Union of Bulgarian Black Sea Local Authorities, Bulgaria
- Hotel Tourist as partner of the Rhodopes Tourist Association, Bulgaria
- Regional Marketing Office Westbalaton, Hungary
- Europe direct (information centre), Keszthely, Balaton, Hungary

in each of the six partner countries. They will be established in 10 model organisations which include hotels as well as tourist associations and public institutions. High-quality management systems will be prepared for certification and the institutions involved will get an internationally recognised certificate, which will provide competitive advantage for companies or an example position among the communal institutions, all of which helps to promote the tourism sector and therefore the overall spatial and economical development in these regions.

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# LHASA

## Large Housing Area Stabilisation Action — Activities of the Partners from Central and Eastern Europe



**Stabilising large housing areas** is a field of action requiring huge efforts on strategic preparation. The LHASA project is taking this into account, being clearly visible in the project structure.



**There are altogether** four work packages, each designed to solve problems and prepare actions in the specific fields of urban and regional spatial development. One of the most important activities within LHASA is the elaboration of an inventory in the Central and Eastern European partner cities. From the results of this inventory a settlement portrait has been compiled, which will soon be available.

### Current activities within the 4 work packages:

Within **WP1** the framework plans are being elaborated by the partner cities, supported by the commissioned planning community Dubach, Kohlbrenner. **WP2** has compiled the fields of problems in the partner cities concerning reconstruction and modernisation and is constantly working on a modernisation strategy. The results will be presented in a final report. The actions realised in **WP3** so far, are the establishment of a contact point for promoting employment in certain quarters of Leipzig and IT-training sessions in Venice. The pilot project “Gartenschau im Plattenbau” in **WP4** has already carried out an international workshop in Berlin, collecting ideas for gardens and green spaces in large housing estates.

**The settlement portrait** clearly shows the different conditions within the chosen large housing estates, but also the common problems these estates have and that occur mainly on administrative and legal level. It also becomes clear that cities and countries have developed different understanding of planning processes and informal planning instruments. The framework plan as a means of planning is for instance not everywhere known. Since especially the project partners come to see this as a valuable means of action all partner cities are actively elaborating framework plans and partly even intend to establish them as steady planning instruments.



**In the field of modernisation** and reconstruction it can be stated that problems and technical ways of settling them are well known among building societies, housing associations and municipal authorities. The implementation, however, seems to be impossible due to the lack of financial means.

**The organisation** within building societies and housing association seems to be yet another obstacle on the way of modernisation and sustainable development of large housing estates in Central and Eastern Europe. Especially the various forms of ownership within a single building proves to be rather obstructive, taking into account the necessity of a majority of 80 % or even an unanimous result when it comes to voting on reconstruction or modernisation measures.

### LHASA's main aims are:

- Showing the relevance of the fields of action within housing, modernisation, participation and local economies
- Elaborating solutions based on the experiences from Leipzig, Berlin and Venice, developing new initiatives for reconstruction and re-utilisation of abandoned buildings
- Developing strategies for fighting social segregation and declining neighbourhoods
- Implementing pilot projects in order to enhance the social and economic situation
- Increasing the attractiveness of centres and metropolises of the new member states
- Transfer of experiences on the LHASA topics between the new member states and the German and Italian partners

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# PlaNet CenSE

## Planners Network for Central and South East Europe Strategic Document – Discussion paper



**The discussion** and understanding of basic spatial development objectives differs in Europe and even more in CADSES. Keywords such as competitiveness, cohesion, integration and identity have not yet been defined for CADSES. To develop a common understanding on spatial development in CADSES – which is a basic goal of PlaNet CenSE – it becomes thus important to discuss these terms in depth. A forum for this discussion is currently featured by the Interreg III B project PlaNet CenSE.

**PlaNet CenSE** is the succession project of VISION PLANET (which was finalised and published in 2000). The VISION PLANET guidelines and policy proposals have already set out principle objectives for spatial development in CADSES.

**Considering EU Enlargement** and the attempt for a new partnership with EU Neighbouring Countries as well as growing disparities within CADSES and within EU 27+5, time is ready to conceptualise the basic objectives of competitiveness, cohesion, integration and identity in a common strategy for CADSES.

**Therefore,** the PlaNet CenSE project partners are working out a strategic document, summarizing the main aspects on current and future spatial development in CADSES. The main questions of this paper are: How does CADSES perform with regard to the main objectives “Competitiveness”, “Cohesion”, “Integration” and “Identity” today? What is the current position of CADSES within Europe and how could CADSES be placed within a wider European context in the future?



**The strategic document** aims at adopting a “gateway function” that bridges the gap between national and European wide spatial planning: On the one hand, it delivers a CADSES-like contribution for the European debate – e.g. by interpreting and applying first European Spatial Planning Observation Network (ESPON) findings from a CADSES point of view. On the other hand current planning processes in CADSES shall be fruitfully influenced by the document. The addressees are spatial development minded actors in CADSES countries as well as relevant EU institutions and the Council of Europe.

**At the moment** the PlaNet CenSE team is working out a first draft document which will be intensely discussed with experts from the region. The final version of this paper will be available by the end of 2006 and will be presented at the closing conference in autumn 2006.

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# VITAL CITIES

## Strengthening City Centres and Local Economy First results on the “Fitness Programme for Bamberg Town Centre”



Expert round for the  
“Fitness Programme”

**Following the framework** of the VITAL CITIES project, the “Fitness Programme for Bamberg Town Centre” is designed in order to help preserve the attractiveness, diversity and popularity of city centres to strengthen the traditional retail trade. The programme has been started with an inventory of the current situation. On that basis a strategic



City of Bamberg

framework for action will be developed and implemented during the second project phase by the Bavarian Ministry of Economic Affairs, the Bavarian Ministry of the Interior and the city of Bamberg supported by a working group of three institutions. At local level the project is closely cooperating with the bureau of the mayor of Bamberg.

**The city’s uniqueness** stems from its diversity of cultural offerings, its compact, charming and lively townscape as well as from the harmonious interplay of different uses of the town centre. Above that, Bamberg boasts the largest ensemble of old town houses in Germany, being a unique selling proposition for the city.

**However**, the numerous attractions and activities Bamberg has to offer need to be more closely integrated with each other so as to achieve a better overall result. Sectoral thinking has dominated in Bamberg with problems and planning usually being discussed in isolation. Though individual planning proposals are usually of very high quality, these are not integrated into or part of an overriding concept.

### For the Fitness Programme five thematic main target areas have been proposed and defined:

**“Alliance of Bamberg’s town centres”:** Due to the numerous definitions and perceptions of the “town centre”, it cannot be marketed as one uniform and clear-cut product. Conflicts of usage need to be resolved and the strengths have to be networked with one another. The interdependencies of Bamberg’s town centres need to be established and clarified for different user categories.

**Shopping streets undergoing transformation:** Is there a way back to the well loved and highly valued, well frequented shopping street, or do new concepts of usage need to be found which do justice to and fulfil the requirements of the changed situation?

**World Heritage: Obligation and Opportunity:** In addition to the large stock of historical buildings of the town, contemporary forms of culture are strongly represented, whereby Bamberg boasts a very broad definition of the term culture. These are strengths to be built upon, offering a wealth of possibilities to culture and commerce and at the same time being a challenge to sustainable urban and regional planning.

**Vibrant Town Centre and Mobility: A Contradiction?:** The two questions “How much traffic can the town centre bear?” and “How much traffic does the town centre need?” sum up Bamberg’s difficult traffic situation. Therefore the status and structure as well as the image of accessibility to the city centre need to be improved.

**Integrated Strategic Development and Management:** The lack of networking as much as a lack of an overall view or vision constitute a major hindrance to the development of the town centre. Unless an overarching vision has been put into place, genuinely valuable individual measures run the risk of cancelling out their respective effects. In parallel to this, an improved “culture of communication” needs to be developed.

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Institutions in charge of developing and implementing the “Fitness Programme”: Bavarian State Ministry of Economic Affairs, Infrastructure, Transport and Technology  
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# Greenkeys

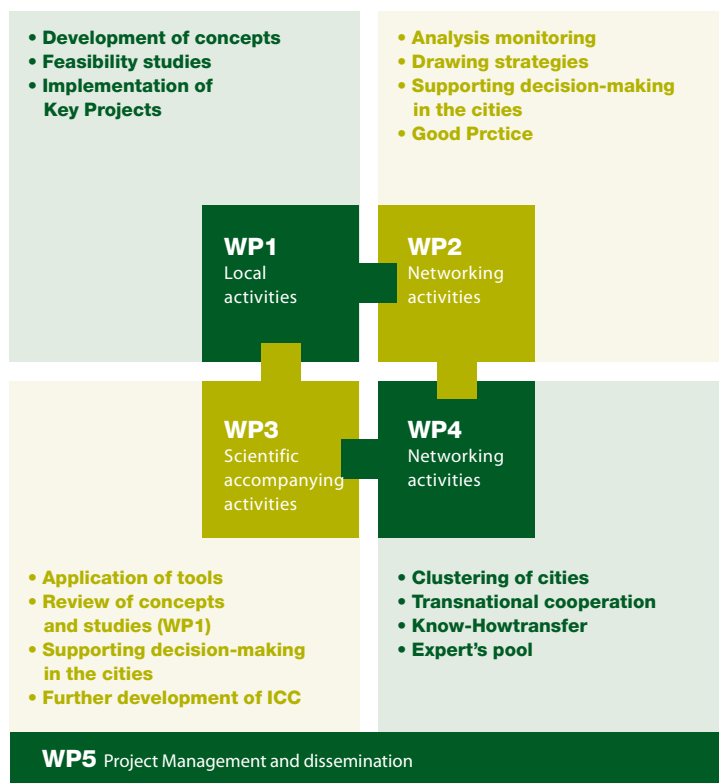
## Urban Green as a Key for Sustainable Cities

GREENKEYS

**Urban green spaces** are crucial elements of all cities. They affect the townscape, provide ecological diversity and form essential structural and functional elements that make cities and urban regions liveable for their citizens. Despite the well known benefits gained from green spaces their present structure and functionality cannot be considered optimal in many cases.

**GreenKeys focuses** on the improvement of urban green spaces situation and benefits towards sustainable cities by developing a “Pool of Green Strategies” (instruments, methods and new typologies). Case study cities will develop pilot projects to create new or to improve significant green areas for more social, ecological and economical qualities both for the cities and inhabitants towards increasing community capacity, local governance and human development.

**The main objectives** of Greenkeys are to define incentives for structural changes, develop a pool of urban green development strategies and to transfer the knowledge gained throughout the implementation process.



## PROJECT PARTNERS

### MUNICIPALITIES

- Sofia, Kotel (BG)
- Dresden, Leipzig (DE)
- Xanthi, Halandri, Volos (GR)
- Budapest (HU)
- Giugliano (IT)
- Bydgoszcz, Sanok (PL)
- Nova Gorica (SI)

### NGO'S

- Union of Parks & Landscape Specialists in Bulgaria (BG)

### SCIENTIFIC SUPPORT INSTITUTIONS

- University of Salzburg (AT)
- Leibniz Institute of Ecological and Regional Development - IOER, Centre of Environmental Research Leipzig-Halle - UFZ (DE)
- University of Thessaly (GR)
- Geographical Research Institute Hungarian Academy of Sciences - GRI HAS (HU)
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## BEEN

### Baltic Rural Broadband Project

The project **BEEN** aims to develop strategies and instruments that promote and enable the energy efficient refurbishment (EER) of residential buildings in the Baltic Sea Region, focussing on the multi-storey building stock erected between 1950 and 1990. Most of them have been privatised to the sitting tenants after 1990. The project's target originates from common problems and challenges all participating partner countries are facing: The residential building stock is a major contributor to energy waste and CO2 emission, and in order to tackle this problem and comply with EU standards with regard to energy efficiency (EE), effective policies and tools need to be developed. At the same time, the prefabricated housing stock in the new EU member states is characterized by an enormous maintenance backlog and very low structural and thermal quality, and so far, no comprehensive strategies have been developed in the countries to start EER. Although private ownership in multi-flat housing blocks in the new EU member states is a very specific challenge for the implementation of joint measures of EER and entails the development of effective legal instruments, also the advantage needs to be stressed that in these buildings EER may be implemented easier and cheaper than in other types of buildings.

**Project duration:** June 05 – Dec 07

**Project budget:** total: ca. 3,99 Mill. € thereof ERDF ca. 2,00 Mill. € • Norwegian national contribution: 0,22 Mill. €

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**LATVIA** Ministry of Regional Development and Local Governments • State Agency »Housing Agency« Riga City Council  
**ESTONIA** Credit and Export Guarantee Fund KredEx • Association of Estonian Facilities Administrators and Maintainers • Estonian Union of Cooperative Housing Associations • Tallinn University of Technology • Ministry of Economic Affairs and Communications of the Republic of Estonia • Tallinn City Government  
**BELARUS** Administration for Housing and Municipal Services of the Minsk Region City Administration of Zhodino  
**RUSSIA** Non-Profit Partnership »The St. Petersburg House Property Owners Association« Administration of St. Petersburg

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## BalticBroaband

### Baltic Energy Efficiency Network for the Building Stock

**Baseline of the project** is the lack of broadband supply in rural areas as a result of economic regards of national telecommunication providers. Anyhow, there are technical solutions, e.g. radio-lines connected to protected WLAN networks which allow cheap and cost effective connections for rural areas. A new technology (WIMAX) is currently under development. The modular concept of radio based technologies allows the successive implementation of local networks with relatively low investment cost which might be brought up also at local or sub-regional level. These networks can be linked with other networks in order to cover broader areas. The frequencies for such wireless networks are available all over Europe and free for use. Therefore they can be used without expensive and bureaucratic approval procedures by local and regional providers. However, the creation of broadband access as a part of local and regional infrastructures has generally not yet been understood as a task for regional or local policies since the advantages are often still not recognised. Practically the project shall create a framework of a transnational laboratory for the project partners which allows to transfer experiences for the more advanced partners to the others and which multiplies knowledge and practical experiences on wireless internet technologies within the BSR. The results of the various pilot projects will be made available to all interested regions in the BSR.

**Project duration:** June 05 – Dec 07

**Project budget:** total: ca. 3,99 Mill. € thereof ERDF ca. 2,00 Mill. € Norwegian national contribution: 0,22 Mill. €

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**LATVIA** Igalina NPP Regional Development Agency • Liepaja District Council  
**LITHUANIA** Visaginas Municipality  
**NORWAY** Rogaland Traning and Education Centre (RKK) • The Regional Council of Dalane • Rogaland County Council • Ryfylke IKS  
**POLAND** Kwidzyn County  
**SWEDEN** County Administrative Board of Värmland Torsby Municipality • Wermland Chamber of Commerce

## Rail Baltica

### Transnational Integration through Coordinated Infrastructure and Regional Development

#### The Trans-European railway

Rail Baltica, linking Helsinki – Tallinn – Riga – Kaunas – Warsaw and continuing on to Berlin, is to be developed within the territories of the cooperating EU Member States. Activities of the project include the definition of a transnationally agreed assessment approach and development strategy to enhance the benefits of the railway link and the implementation of the assessment and strategy on national and regional levels. A catalogue of in-depth studies to be implemented in future feasibility studies will be defined. RAIL BALTICA will support the wider EU goals of parity of access to services and infrastructure of EU Member States and development of sustainable modes of transportation, improved balance and interoperability between different means of transportation and the establishment of links between EU territories.

#### The INTERREG IIIB project RAIL BALTICA has three main goals

1. definition of the most favourable route for the Rail Baltica railway link in terms of spatial planning and regional development,
2. raising the awareness of relevant national and regional administrations and decision makers, the industry and the public in the Baltic Sea Region (BSR) on the benefits of attractive railway connections and
3. elaborating case-studies on how to use the modernisation process of the railway line best for regional development.

**Project duration:** June 05 – Dec 07

**Project budget:** total: ca. 1,17 Mill. € thereof ERDF ca. 0,865 Mill. €

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**GERMANY** GTZ Twinning Office • Senate Department for Urban Development Berlin • Ministry for Infrastructure and spatial planning Brandenburg  
**LITHUANIA** Ministry of Transport and Communications • Ministry of Environment of the Republic of Lithuania (MoE) • AB „Lithuanian Railways“ • Kaunas County Governor's Administration • Marijampole County Governor's Administration • Panevėžys County Governor's Administration • Sialiaiai County Governor's Administration  
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