



HIGH LEVEL CONFERENCE

URBAN SUSTAINABILITY
AND INTEGRATED
URBAN REGENERATION
IN EUROPE

Policies, Programmes and Best Practices

26-27TH APRIL 2010 IFEMA Feria de Madrid Madrid•Spain

“LA CIUDAD Y EL POTENCIAL DE LA REGENERACIÓN URBANA COMO ESTRATEGIA PARA SUPERAR LA CRISIS ECONÓMICA”

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(Banco Europeo de Inversiones)

EU 2010.es



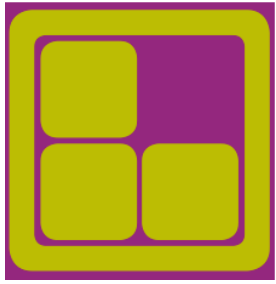
Con la colaboración de:

Fundación **BBVA**



**“The potential of urban regeneration
as a driving force to overcome the
economic crisis”**

Mateu Turró
Universitat Politècnica de Catalunya



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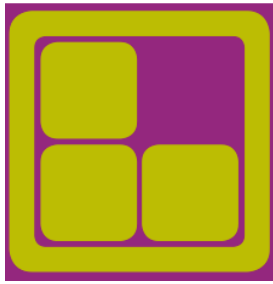
The presentation in a nutshell (I):

Two considerations:

- Derelict urban areas, a major problem within the EU social model: need to do something
- Urban regeneration as a special sector to stimulate economic activity and for job creation: adequate vehicle

First conclusion:

- Urban regeneration investment could be a suitable investment channel to overcome the present crisis



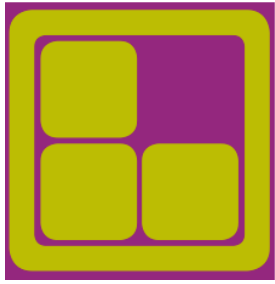
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The presentation in a nutshell (II):

Several difficulties:

- Structural
- Financial

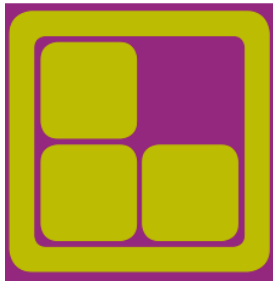
Broad proposals and indications on how urban regeneration could become an effective instrument, based on the recent experience of the JESSICA initiative



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Derelict urban areas, a major problem within the EU social model

- Impacts on health, security, social stability and productivity
- Complex and dynamic
- Tied to the local context; no templates
- Relative concept and therefore never fully solved



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Urban regeneration economic impacts

Implementation:

- Wide range of sectors:
- Labour-intensive
- Ideal for SMEs, best job generators

Longer-term effects:

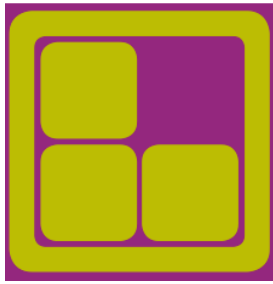
- Direct benefits on local population

Δ jobs

Δ productivity

Δ attractivity (balanced financial flows)

- Public income generation

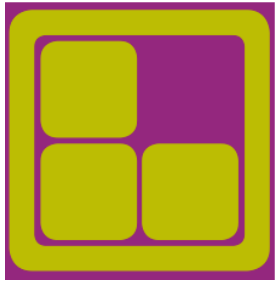


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First conclusion:

Urban regeneration investment could be a suitable investment channel to overcome the present crisis.

However, there are several major difficulties to overcome.



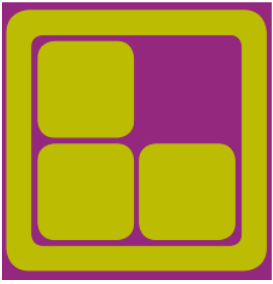
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Structural difficulties:

- Technical problems
- Administrative complexity (a subsidiarity problem)
- Bureaucracy
- Lack of specialists
- Gentrification

Financial difficulties:

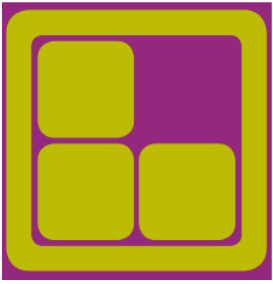
- Restrictions on funding
- Lack of confidence in the real estate sector



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Some ideas on the use of urban regeneration as an effective economic instrument

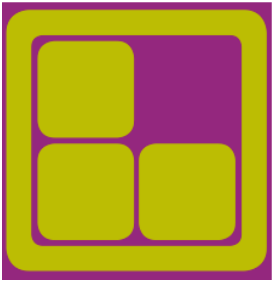
- Integrated urban planning
- A change in mentality in operation and management
- Adapted financing



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Integrated urban planning

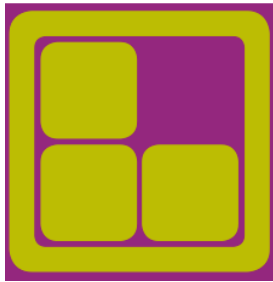
- Basic characteristics
- EU policy
- JESSICA



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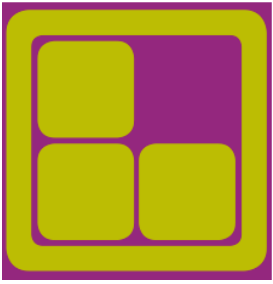
A change in mentality in operation and management

- Adapted administrative set up (from control to proactive attitude; cooperation; efficiency as driver)
- Non-speculative (long-term commitment, reasonable risks/rewards) private funding
- Professional management
- Transparency
- The case for the JESSICA initiative and Urban Development Funds



JESSICA. Situation in March 2010

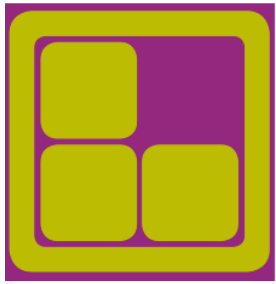
Fund	Type of Interventions
Wielkopolska (PL)	Urban Development and Regeneration
Andalucía (SP)	Urban Regeneration / Energy Efficiency
Western Pomerania (PL)	Urban Regeneration / Urban Infrastructure
Lithuania	Energy Efficiency (Housing)
Portugal	Urban Regeneration (several OPs)
London (UK)	Decentralized Energy, Waste Reutilization
Northwest England (UK)	Urban Regeneration
Sicily (IT)	Urban Development / Energy Efficiency
Moravia Silesia (CZ)	Urban Regeneration (Brownfield revitalisation)
Estonia	Energy Efficiency (Housing)
Brandenburg (DE)	Urban Development and Regeneration
East Midlands (UK)	Urban Regeneration



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Conclusion

- Importance of challenge and need for action
- Cooperation within subsidiarity
- Adapted model
- Potential of Jessica initiative
- New paradigm based on knowledge, long-term vision and transparency



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Thank you

Muchas gracias