

# SMART PLANNING IN THE SOUTH-EAST EUROPE

## DESIGNING TRANSVERSALLY INTEGRATED STRATEGIC TERRITORIAL AGENDAS THROUGH AREA AND COMMUNITY- BASED PLANNING

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# STATUS PROJECT - CONTEXT

- **Problem:** incoherent urban and regional development in South-East European (SEE) countries.
- Urban development **deficit:** integrated strategies, capacity, urban implementation tools.
- **Challenge:** Defining locally-rooted urban projects, based on a strong involvement of local communities in the creation of **urban action groups**.

# STATUS PROJECT - PARTNERS

- **Territorial partners:**

Kavala Municipality (GR)

**Alba Iulia** Association for Intercommunal Development(RO)

**Baia Mare** Metropolitan Area (RO)

Drama Chamber of Commerce (GR)

Foggia Province (IT)

Herceg Novi Municipality (MNE)

Abruzzo Region (IT)

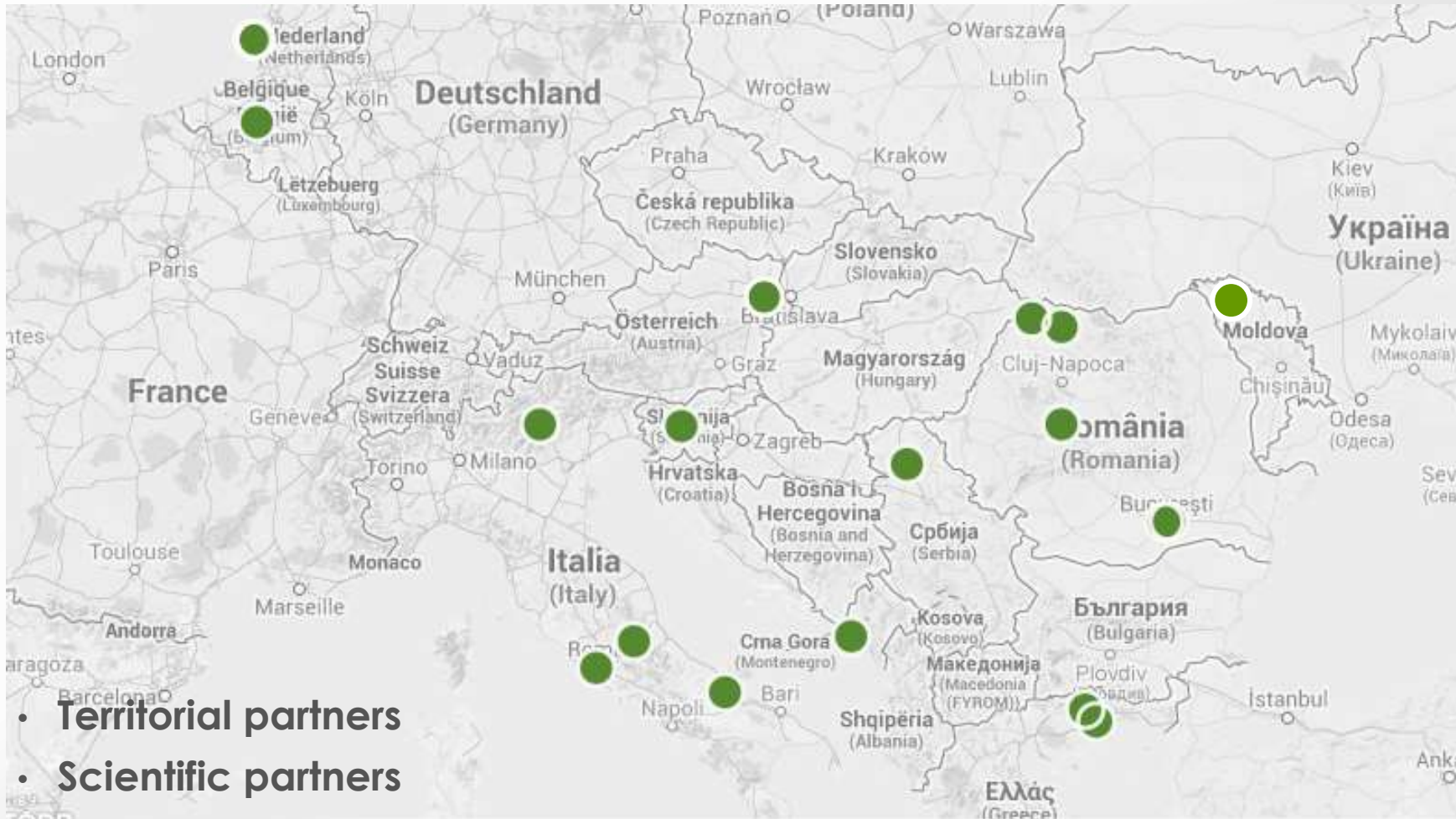
**Satu Mare** Municipality (RO)

Schwechat Municipality (AT)

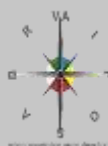
Temerin Municipality (RS)

Balti Municipality (MD)

# STATUS PROJECT - PARTNERS



- Territorial partners
- Scientific partners



# STATUS PROJECT - OBJECTIVES

- Develop **Strategic Territorial / Urban Agendas** – tools for sustainable and integrated development
- Implement **Urban Centres** – places to shape the planning process with active local actors
- Generated practices and emerging city networks will be promoted through the **SEE Web Platform**
- The project thus fits in the new place-based territorial agendas for the next programming period (2014-2020)



# STATUS PROJECT – PROBLEMS ADDRESSED

- Defining appropriate governance frameworks
- Lack of integrated territorial approaches
- Centralized approach
- Uncoordinated investments
- Lack of operational instruments for town planning
- Low level of urban culture and education
- Weak communication between stakeholders
- Weak circulation of relevant urban/territorial information

# METHODOLOGY

- 1. Inception phase: **analysis**
- 2. Urban programming period: **workshops**, planning scenarios, design of **Strategic Territorial / Urban Agendas**
  - Problem identification in a set of planning domains
  - Identification of solutions – local work groups
  - Design of a poster plan – strategic vision of the territorial / urban agenda
- 3. Urban Centres stage: create **Urban Centres** (“factories for ideas”) and consolidate **Urban Task Forces**

# WORKSHOP METHODOLOGY

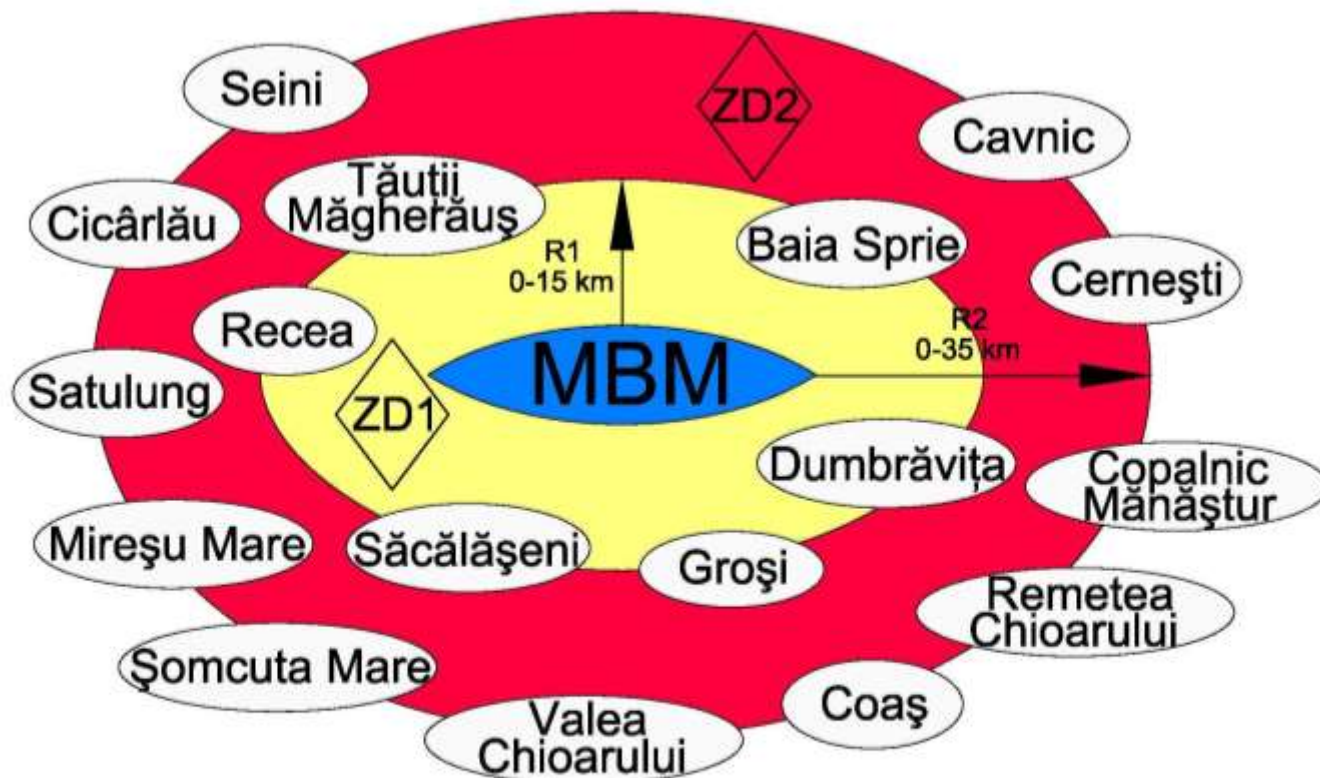
- Workshop 1: Territorial governance and **urban issues**
  - Work groups on conceptual axes of the Agenda: environment, mobility, governance, public space, networks of local improvement
- Workshop 2: Solving problems and prioritization
  - Solutions for identified problems: **integration** with the other axes, prioritisation, **financial mechanisms**, location on map, conflict evaluation
- Workshop 3: Designing the Strategic Agenda
  - **Draft poster plan** ; Final document design for the Strategic Agenda



# ON-GOING IMPLEMENTATION PHASE

- Particular **local conditions**:
  - shrinking cities
  - lack of public infrastructure and quality public spaces
  - environmental issues
  - block housing areas
- Major **obstacles**:
  - Local technical capabilities and obsolete planning systems and procedures
  - Problems created by EU programmes rules in the context of the economic crisis

# BAIA MARE METROPOLITAN AREA



ZD1 Zona de dezvoltare 1  
2014-2020

ZD2 Zona de dezvoltare 2  
2020-2030

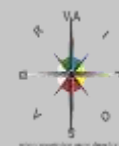
R1 Raza de dezvoltare 1 0-15 km

R2 Raza de dezvoltare 2 0-35 km

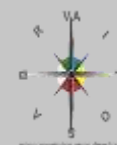
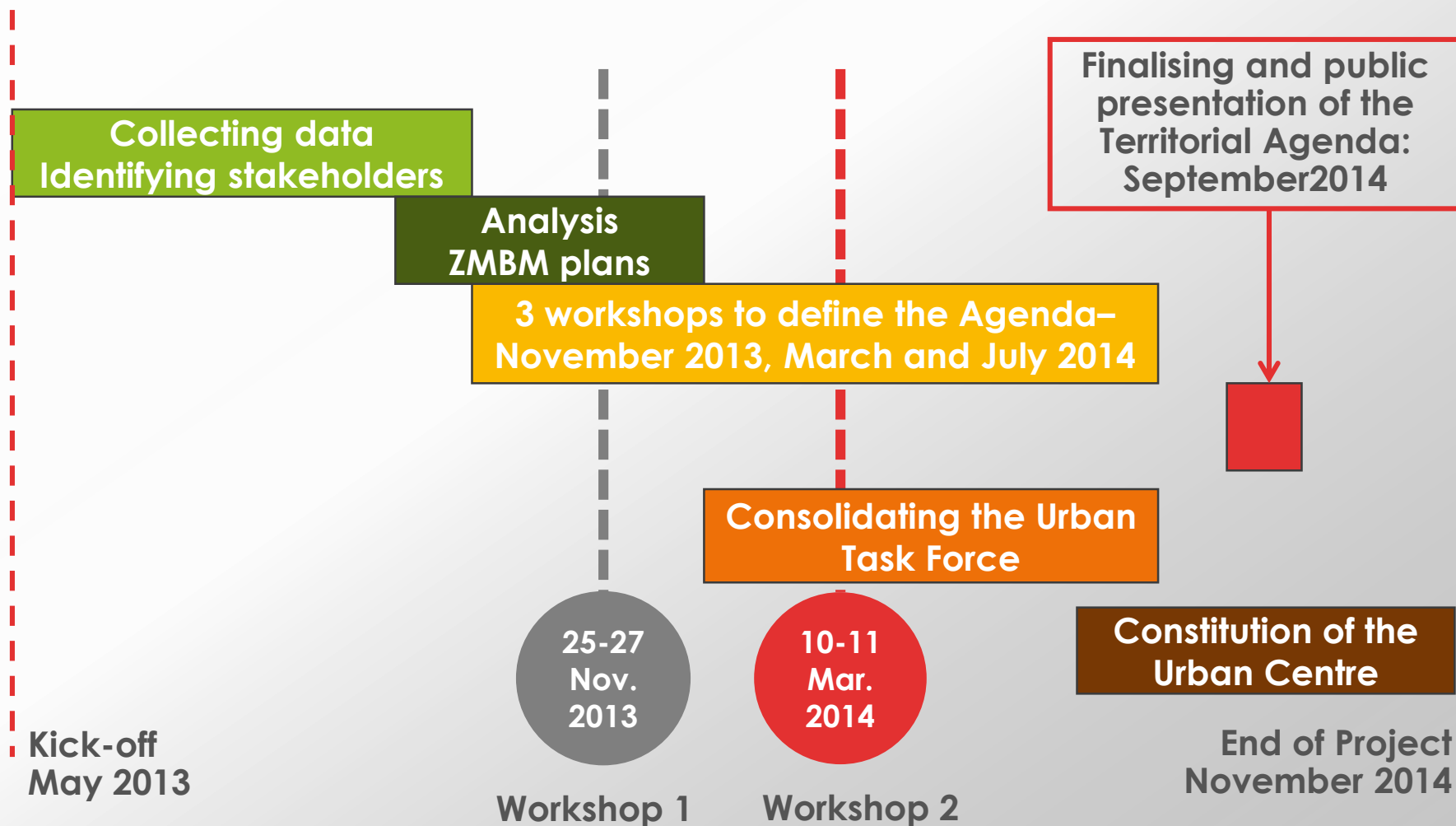
Populatia ZD 1: 150.000 locuitori

ZD 2: 70.000 locuitori

Aim: develop the Baia Mare Metropolitan Area **territorial strategy** for the 2014-2020 programming period.



# IMPLEMENTATION SCHEDULE



# TERRITORIAL GOVERNANCE WORKSHOP

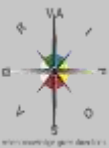
- Main problems identified
  - Poor state of the economy
  - Environmental issues
  - **Lack of citizen participation**
  - Social problems
  - **Insufficient management of public spaces**
- Barriers:
  - Instability of the economic sector
  - Under-developed political-administrative scene
  - Critical national legislative context
  - Lack of capabilities in developing public policies
  - **Absence of participatory planning**





# PROBLEM SOLVING WORKSHOP

- A development of the Metropolitan Area in two phases:
  - 2014 – 2020: focus on the Functional Urban Area
  - 2020 – 2034: the entire Metropolitan Area
- Main objectives of the Territorial Agenda:
  - Competitive economic concentrations in the Functional Urban Area
  - Cluster specialization – wood industry
  - Eco-tourism and agriculture development – urban-rural partnerships
  - Integrated and sustainable systems for public services
  - Smart governance
- Management structure:
  - Executive Council + Urban Task Force (activating in the Urban Centre)





# CONCLUSIONS

- Success in using European Funds to develop a participative methodology
  - Engaging stakeholders to identify the territory's need for development and the potential solutions to said needs.
  
- Urban Centres – can be considered public places where local actors meet to define the planning process in their community.

# THANK YOU

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