

**MINUTES AND CONCLUSIONS WORKSHOP IV**  
**Salzburg**  
**9 to 11<sup>th</sup> September 2009**

*United in diversity (European Union's motto)*

**Members present**

**Partners**

- ↳ Chambre de Commerce et d'Industrie de Lyon (FR)
- ↳ Région Franche-Comté (FR)
- ↳ Regione Lombardia Direzione Generale Commercio Fiere e Mercati (IT)
- ↳ Bayrisches Staatsministerium für Wirtschaft, Infrastruktur, Verkehr und Technologie (DE)
- ↳ Salzburger Institut für Raumordnung und Wohnen (AT)
- ↳ Amt der Niederösterreich Landesregierung (AT)
- ↳ Regionalni razvojni center Koper (SI)
- ↳ Ville de Lure (FR)

**Observatory partner**

- ↳ DIRECCTE Rhône-Alpes (FR)

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Dr Christian SALLETMAIER	Alpine Space programme Managing Authority, Salzburg	MA
KIRCHGESSER Magali, EDELMANN Gioia (trainee)	Alpine Space programme Joint Technical Secretariat, Munich	JTS
PREUILH Pierre, Director, JACQUINOT Laurence ; PHILIPPE Caroline	CCI of Lyon	LP
CULAT Gérard	CentreNeuVille association President	LP
BORDAGE Claudine	Région Franche-Comté	PP1
HOULLEY Eric, Regional Councillor for Franche-Comté and Mayor of Lure, MAISON Laetitia	City of Lure	PP7
CARELLI Alike	TCM Italia (External expert of RL)	PP2
FATRIZIO Paola	IREALP (External expert of RL)	PP2
STEPPUTIS Manuela	Bavarian Ministry for Economic Affairs, Infrastructure, Transport and Technology	PP3
SCHRADER-BOELSCHE Nadine	Technische Universität Kaiserslautern (Moderators)	PP3
HAIDER Peter, Director, KRASSER Robert, BISCHOF Daniela	Salzburger Institute for Regional planning	PP4
TRAUNER Hubert	Office of the provincial government of Lower Austria	PP5
ZODL Helga, WIPP Veronika	Urban Regeneration Lower Austria	PP5
MEZEK Slavko; PETEK Mitja	Regional Development Centre Koper	PP6

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NB: Presentations delivered by all partners: on [www.innocite.eu/partners](http://www.innocite.eu/partners)' files.

### Comprehension of WP2 objectives

By Friday 26<sup>th</sup> September, all partners to read carefully, especially for the coming actions, the file "InnoCité-partners-roles-and-landmarks" updated on 15<sup>th</sup> September 2009 composed of one list of actions (role of each partner for each WP and action) and one timeframe, all distributed at the beginning of the meeting. This table will be uploaded under WP2 file in the platform. By Friday 26<sup>th</sup>, we need one feedback per partner so please gather all your opinions, remarks, questions, in one email or document.

### Comprehension of WP4 objectives

Glossary: All partners must send PP3 (BS) their propositions of vocabulary terms to replace some expressions that are unclear on an English point of view, and also give some suggestions to group or separate certain types of problems. We all agree on the use of common terms, which have to be the same between the factsheet, the WP5 handbook, the Strategies and Actions dashboards, the InnoCité guidelines, etc. A decision in Steering Committee can be taken on this list of vocabulary, this decision can be taken after the LP asks every member of the SC to vote by email.

Factsheet and transnational analysis (ready by end of November 2009): PP3 will delete some indicators which are not relevant and which can not be obtained in all countries. It will inform the Lead Partner before.

### Comprehension of WP5 objectives

Workpackage 5 is essential for the success of the InnoCité project. The WP5 handbook will not constitute the "InnoCité final guidelines". Moreover, the approach "1 Problem => 1 Best practice" is not the most adapted. The handbook is a working basis concerning pilot-sites' weaknesses and will be completed by SWOT Analysis.

This workpackage contains not only a synthetic but also an analytical part. This former aspect has not been started whereas it should have been finished in September 2009.

Handbook: Within 3 weeks (end of September 2009), each partner has to give feedback to SIR on its WP5 synthesis (handbook of problems and best practices).

SWOT Analysis: By November 2009, partners have to do a SWOT Analysis in their pilot-site. They will give their SWOTs to WP5 responsible (SIR) who will do an analysis of all SWOTS showing the Strengths, Weaknesses, Opportunities and Threats, and then establishing a comparison between sites to submit the partners before the January 2010 workshop.

PP4 (SIR) will:

- Update the so called "Handbook", especially the graphic "Problem comparison Chart", by collecting for end of September 2009, from each partner complementary information. Indeed, the synthesis of every pilot-sites' problems (Weaknesses) needs be completed in an exhaustive way and the seven fields of strategic axes defined and agreed upon by all partners,
- Complete by January 2010 this above problem collection part (using the same final presentation) by collecting the three other elements of a SWOT analysis, Strengths-Opportunities-Threats from all pilot sites' SWOT analysis.

Because of a misunderstanding of WP5 objectives by the WP5 leader, it appeared relevant to take the opportunity to be in the Managing Authority's city to ask their opinion on a blockage point, WP5 leader wanting initially to do a common action to all pilot sites.

#### Intervention of Dr Christian Salletmaier from the Managing Authority

Dr Salletmaier spoke about the importance of the InnoCité project in the Alpine Space programme, InnoCité being one of the few projects dealing with the relation between big cities and medium and small ones. The programme's orientation tend to common projects and for us, this common project is called "InnoCité". Dr Salletmaier clarified some points:

- 1) Common activities, methodologies, common but different, respect the single participants. Why not cluster around some problematic, develop certain themes within the cluster? Example: TCM => to solve this kind of problem. For certain problems, you can develop certain solutions. Not in all aspects, all partners have to work together.
- 2) Transferable outcomes: something that can be transferred, a common methodology, different outcomes in every region though, but has to be transferable. There is not one single strategy. Pilot-sites test the participative methodology, not the actions. It's not so important to have done everything together, but common implementation guidelines that show models for others to copy after the end of the projects. Expected results: the implementation of the guidelines, of pilot activities during the lifetime of the project.
- 3) The impact: helps the results to be sustainable.

### **Comprehension and monitoring of WP6 objectives**

Implementation of pilot-sites: Concerning InnoCité pilot-sites, key-stakeholders must be involved in order to build a common and shared vision for the territory and run by end of November 2009 a SWOT analysis with the help of a public/private and civil society partnership. By January 2010, each pilot-site must agree on a shared vision, write down their strategies according to their SWOT analysis.

Dashboards: Within 1 week (18<sup>th</sup> September 2009), partners will give feedback to WP6 responsible (RFC partner) on the 2 dashboards (Strategies and Actions) presented on 11<sup>th</sup> September 2009 by Claudine Bordage.

Pierre Preuilh: communication between partners regarding their pilot-sites implementation is necessary. The dashboards by RFC will be useful.

Forum of pilot-sites: By December 2009, give RFC partner the number of persons PPs should be able to mobilize for participating to the pilot-sites forum in June 2010 in RFC.

Status of pilot-sites (See presentations 09/09/09)

#### 1) Neuville-sur-Saône

Surveys to town-centre shopkeepers and users are being undertaken since 2006. Almost no empty cells. Is writing its 3<sup>rd</sup> Strategic plan. Two actions are on the way: one on real estate to be able to host more companies in Neuville, the other on Tourism to encourage tourists to come. Works on TCM with Voghera and Lure.

#### 2) Lure

Building all the PPP committees, which will allow writing the future strategic plan of the city. Lacks of parking spaces, needs more pedestrian areas. Action: build a pedestrian

road from a parking area to the city-centre. Is searching for an empty place to do the parking. Works on TCM with Neuville-sur-Saône.

3) Darfo Boario Terme and Voghera

Are trying to find solutions according to the surveys to the problems of shops vacancy, accessibility and parking problems. Strategies in commerce via Town Centre Management. In November 2009, presentation of results of surveys to local population. A delegation from Voghera comes in Neuville-sur-Saône on 16<sup>th</sup>, 17<sup>th</sup> October 2009.

4) GP County and Markt

Strategic concept for the positioning of GP Markt and County as Location for further education.

5) Bad Vöslau

Improve the organization of TCM, concentrates on commerce, implementing a green market (concrete project that came out of the SWOT analysis): implementing is the problem at the moment, is asking for the questionnaire of Koper to local households. Cooperation with CapaCities project Austrian partner, who is interested in our InnoCité factsheet.

6) Hollabrunn

Part of the KG Hollabrunn that counts 22 local councils. Lack in commercial space. Strategic axis: commerce and youth. Work on a strategic plan in both topics, which will be finished by end of 2009, will be agreed by the city council. Works with a local association ("Wir in Hollabrunn).

7) PlusRegion

Has a CityMarketing structure with a CityMarketing manager. Getting small innovative and cute projects as advertising factors, which will promote the effectiveness of the region. Make a visual identity of the region. Starting with the photo workshop. Will work mainly with PlusRegion on Innovation.

- Strasswalchen: Will focus on traffic and urban design, linking to improve the commerce.
- Köstendorf: find innovative solutions for the future of shops.
- Neumarkt: select an innovative project.

8) Koper

After having led surveys to local households (surveys given to pupils' parents) on the Koper city-centre, it seems that the influence of Trieste is not as important as thought, as it is balanced with two other coastal towns, Izola and Piran. Good percentage of answers. Surveys to town-centre shopkeepers are also undertaken in order to know better the available commercial real estate. Is doing a database.

SWOT seminar is planned for end of 2009 with local stakeholders in order to reinforce the partnership. Is interested in the Italian partner strategies on commerce.

After these presentations, the whole partnership noticed that all pilot-sites work on the setting up of the participative method, which is tested in InnoCité. The next phase which is composed of the defining of a common vision and of the SWOT Analysis, which will serve as a basis for the writing of the strategic and action plan, will start after the Salzburg meeting and first results will be presented in Milan.