

Newsletter

Dear readers,



The InnoCité project has come to its halfway mark.

The transnational analysis allowed the partners to define some common

critical issues and to determine the main characteristics of an "InnoCité city". The key part of this process was the introduction of several performance indicators, which were discussed during the last project workshop held in Milan on January 2010 and hosted by Regione Lombardia. Currently every involved stakeholder is working toward building new strategies for the urban and commercial development of the pilot sites. At the end of this phase the pilot sites will not have identified the same solutions, but they will surely have shared the same strategic approach. This common methodology is based on: building a public-private partnership, defining a shared vision through a SWOT analysis and an in-depth diagnosis, specifying the goals to achieve and developing them into actions for the short, medium and long term. Regione Lombardia eagerly participates in the InnoCité project because we used the same methodological approach – directed to the creation of new governance models for the cities – for building our regional policy of support for the Commercial Districts. These districts represent a new way to coordinate the commercial policies on a regional scale and they can operate either in single big centres or in larger areas connecting small towns. In this newsletter you can get to know better the InnoCité cities and some of the supporting tools that our project will produce for the small-medium town policy-makers. As well, you will find information about the work undertaken by the pilot sites which will be compared during the "Pilot Sites' Forum" organized by Region Franche-Comté in June. Happy reading!

Paolo Mora - General Director of Trade, Fairs and Markets - Lombardy Region



Koper

InnoCité in a nutshell

The InnoCité European project brings together nine institutions from five countries of the Alpine Region. It has as its aim to deliver in 2011 a complete methodology allowing small and medium sized cities to maximize their development potential against the trend toward centralization around large agglomerations. Through the review of existing practices, the setting up of pilot sites, and a fine analysis of the alpine region characteristics, InnoCité is a decision-making tool targeting a large audience: political, administrative, and local private companies.

Pilot-sites focus: Koper (Slovenia)

With a population of 50.000 inhabitants, Koper is one of the most important towns of Slovenia. Largest commercial port of the country located at the north of the Adriatic Sea, Koper has been challenged by Trieste, a much bigger city only 20km away on the Italian side, since Slovenia joined the EU in 2004 and the border was eliminated.

The InnoCité project is an opportunity for the Regional Development Center of Koper to achieve its development objectives, such as the increase of the town's competitiveness in a wider cross-border area, increase of the quality of living, and strengthening of the role of business actors in the town

centre development.

In preparation of creating a plan for successful competition, it was necessary to have a global vision of the function and position of the town in terms of competitors. In the analytical phase of the InnoCité project, two surveys were prepared. The first one, research on the purchasing behaviour of households, outlined changes in trade and retail in the last ten years, within the established urban network. The findings show:

- the role of remote and larger urban agglomerations as trade/retail centres have increased, which is a result of the emergence of new big shopping centres and also of improved road connections;



innovating for your city



Project Status: Transnational analysis of InnoCité cities

The goal of InnoCité's fourth WorkPackage "Analysis and Diagnosis" is to identify the key components of a city, their impact on its attractiveness and quality of life, to validate evaluation and measuring criteria and to create a transnational analysis model. It must enable those cities to better know their competitors and to position themselves in front of similar centres. 8 key components were identified: demography (sociology, purchasing power...), general economy, supply market, accessibility, social infrastructures, urban situation, tourism and environment. The data which it was possible to gather allowed calculating indicators which cover the above-mentioned fields on the 9 pilot sites of InnoCité in order to obtain general evaluations and to compare the towns between each other. The results of this study as well as the tool for analysis and the indicators are available on: <http://www.innocite.eu/Pages/Download.aspx>

•••

- ❖ Ljubljana is still more important as a shopping destination than Trieste, i.e. it is a more frequent destination for shopping trips;
- ❖ the dominant role of Koper in its surroundings and its strong impact on the municipalities of Izola, Piran and Hrpelje-Kozina.

The second survey examined the views of traders in the town centre on urban and business issues. An extensive questionnaire included sets about location and business premises, about business, customers, the characteristics of the Koper town centre as a shopping destination, etc. The respondents had also an opportunity to give other comments and opinions about the town centre, which were not covered by the questionnaire. Response was good, 67% of distributed questionnaires were received back.

Answers provide a valuable insight into the business atmosphere of the town centre, draw attention to its advantages, and also its weaknesses and issues. Under advantages, respondents outlined the attractive urban environment, the town's cleanliness, events organised by the

Tourist Information Centre, safety, presence of the University, and the fact that the town is pedestrian and bicycle friendly. Disadvantages listed poor car accessibility, great number of closed shops/business premises, often poor quality of shops, lack of attractive programmes for visitors, modest selection of restaurants and other catering services, and finally poor organization of shopkeepers.

Based on surveys' findings, a common vision and development programme for Koper's town centre is being prepared by the town's key business actors, both public and private.

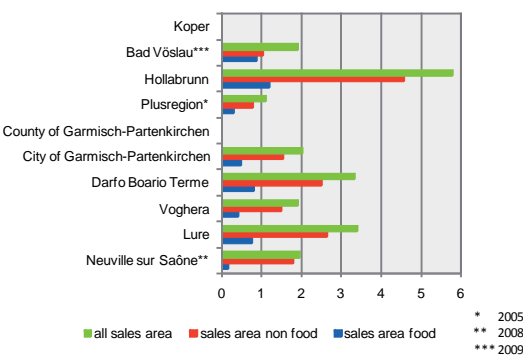
For more information:

<http://www.innocite.eu/Pages/PilotCities.aspx>



Praetorian palace, Koper

Sales Area of the Pilot Sites (m² per Inhabitant)



Source: Fact Sheets, Work Package 4, Action 4.3. Conception: Technical University Kaiserslautern, Department Regional Development and Spatial Planning, Kaiserslautern 2009

Upcoming events

- **June 8, 2010:** meeting and workshops "Which tools for local government agencies to develop trade on their territories?" Lyon (Rhône-Alps - France)
- **June 12, 2010:** „Youth symposium“ in Hollabrunn. Informative presentations and workshops on "Participation of young people in the communities" Open to all towns in Lower Austria.
- **June 17 and 18, 2010:** InnoCité pilot sites forum, Lure and Besançon (Franche-Comté – France)
- **September 22 to 24, 2010:** transnational workshop InnoCité, Bad Vöslau and Hollabrunn (Lower-Austria)