Innovating in integrated approaches

Peter Ramsden
URBACT Pole Manager  18th November 2014
The 500 URBACT city partners 2007-13
Innovation in Integration

- Learning from peer cities
- Using the URBACT method to
  - Building a local stakeholder group relevant to the challenge
  - Problematise
  - Decide on priorities
  - Make an action plan
- Disseminating know-how to a wider urban community through capitalisation of results
Example: Alba Iulia RO

- 58,000 people
- Participated in
  - URBACT Gastronomy – leveraging potential of food for tourism
  - URBACT Nodus – disadvantaged neighbourhoods and governance
  - URBACT City Logo – urban branding
  - EU 50 Urban cases case study
Who are the urban innovators?

- Politicians
- Designers
- Professions
- Citizens and user groups
- Front line staff and practitioners
- Third sector
- Social entrepreneurs
- Public sector managers
- Consultancies
- Policy makers
- Web designers
CITIES OF TOMORROW – ACTION TODAY
URBACT II CAPITALISATION
KEY MESSAGES

- Supporting urban youth through social innovation
- Building energy efficiency in European cities
- Shrinking cities: challenges and opportunities
- Against divided cities in Europe
- Motivating mobility mindsets
- More jobs: better cities
Brundtland’s 3 interlocking circles of sustainable development (aka smart, sustainable, inclusive growth)
Urban challenges:

- Economic: Globalisation, shrinking cities, more and better jobs
- Environment: resource productivity, waste management, reducing carbon production and mitigating climate change
- Social: ageing society, brain drain, integration of migrants and Roma, poverty and social exclusion - divided cities
Ghost towns in Ireland. Market led development without adequate control
Integration is harder after the crisis

Greater social needs

Fewer resources

Reduced appetite for equality
Integration: three different types

- **Horizontal**: between policy areas, aiming for coordination between the policy fields
- **Vertical**: between different levels of government, towards multi-level governance
- **Territorial** integration: coordination between neighbouring municipalities in the same functional urban area and urban rural linkages
Horizontal Integration

- Classical approach developed in URBAN 1 and URBAN 2, and Urban Pilot Projects
- Shared through URBACT 1
- All departments and agencies that share the problem get together and involve communities

- Area based approaches
  - disadvantaged neighbourhoods CoNet, REGGOV – Berlin, Malaga, Duisburg, Budapest, Alba Iulia,
  - Heritage areas – HERO REPAIR – Regensburg, Chatham
  - Science and technology parks – REDIS
Berlin: Quartiers management 34 deprived neighbourhoods targeted by social city programme
VERTICAL: between government levels

- EU
- Germany
  - Land NRW
  - Bavaria
  - Berlin
  - Duisburg
  - Essen
    - Marxloh
Territorial Integration – Lille
The 21st century city is more fractal with its boundaries and more agile with its policies.
The importance of functional urban areas and the new EU Cohesion Policy tools

Old: fixed action space

New: flexible action space

- Administrative cities
- Provinces
- Central states
- European Union
- Transborder & macro-regions
- Metropolitan areas
- Neighbourhoods

Adapted from Jacquier, 2010
Lisbon migrant integration

Handbook on how to implement a One-Stop-Shop

“One-Stop-Shop: A New Answer for Immigrant Integration”

Connecting cities Building successes
New Leadership leadership at all levels
In the Neighbourhood Council, the headmaster meets the housing provider and the chairman of a migrant association to discuss the neighbourhood’ (Reinhard Fischer)
Park Wonsoon, the listening Mayor of Seoul
Duisburg Marxloh

Round table

Local working group on children and youth projects
Union of local associations
Working groups (target groups/topics)
Business advertisement association
Society for the promotion of Marxloh
Association of Turkish businessmen in Duisburg and Surroundings
Neighbourhood management
Antonus Mockus – using humour to change mindsets
Flat beats vertical: Mike Bloomberg's office when he was mayor
Participative leadership

- Listening mode
- Flatter hierarchies
- Breaking down siloes
- Innovative and enabling leadership
- Opposite of command and control model
Questions

- ?
Thanks for listening

Peterramsden2@gmail.com