

VITO NEWSLETTER

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DEAR READERS!

Dear readers,

We are glad to send you the first international newsletter of ViTo project, created thanks to the generous effort of all partners. Acronym ViTo stands for Integrated Urban Development of Vital Historic Towns as Regional Centres in South East Europe.

The project ViTo capitalises on the results of INTERREG IIIB CADSES projects "Hist.Urban" and "ADHOC". The results and experiences of both projects resulted in complementary, to be deepened field of actions to bring forward an integrated development based on the build cultural heritage as location factor and an important part of an integrated revitalisation approach.

ViTo focuses on promoting transnational urban governance structures and implementing pilot measures to have visible results that improve the attractiveness of towns to foster their economic development in SEE.

We would like to express our thanks to all who contributed to the successful application and the first implementation achievements on the ViTo project.

Till next readings, »Jointly for our common future«!

Simona Kašman
ViTo Project Manager

ENJOY YOUR READING!

ViTo in a nutshell

Main objective of **ViTo** is the joint development of integrated urban development strategies for small and medium sized towns based on their cultural heritage. The transnational partnership includes 11 partners from South East Europe. Lead Partner is the City municipality Ptuj. Besides six local municipalities there are further partners that enrich the cross-sectoral partnership. A Chamber of Commerce, two development agencies and two scientific institutions giving an important input to reach the project's objectives.

The participating towns have a long tradition as regional centres and service providers for their region. They are now facing similar problems due to the demographic and social change, however, there are also crucial differences that encourage learning from each others.

Based on their manifold potentials, integrated urban development concepts will make use of their excellent preconditions to improve the attractiveness of the towns. Therefore project partners involve public and private actors in the planning process, compromise their interests and set up action plans for the implementation. **ViTo** focuses on promoting good urban governance and producing visible results at the local level to demonstrate the added value of the transnational cooperation in South East Europe.

In this newsletter you will find the progress of the ViTo project and the implementation of the first actions.

PARTNERS

SLOVENIA
City municipality Ptuj

University of Primorska, Science and
research centre

AUSTRIA
Municipality of Graz, Department of
Urban Planning

SLOVAKIA
Banska Stiavnica Municipality

ROMANIA
Arad Municipality/Arad Local Council

Municipality of Oradea

GREECE
Chamber of commerce & industry of
Xanthi

ITALY
Municipality of Teramo

SVIM – Sviluppo Marche S.p.A.

HUNGARY
Centre for Regional Studies, Hungarian
Academy of Sciences, Békéscsaba

REPUBLIC of MOLDOVA
Plai Resurse

What has happened lately?

The main event of the 2nd Period was the 2nd kick off meeting on 20th/21st of May 2010. Late spring welcomed the ViTo Partners in Teramo where the two days workshop took place. The focus was in the Action outlined within WP 3 of the Application Form. This work package embraces activities that are related to setting up an analytical framework for the transnational exchange, that rest on the Leipzig Charta principles and focus on cities and their regions.

Basic idea of the work shop was to change between „information diversification“(presentations) and joint elaboration of (new) knowledge respectively exchange of experiences (small workgroup sessions). For the relief of the working group session the moderators started with a discussion about the questions below that are focused on the tourism sector. From this specific aspect of tourism the discussion should conducted to more general aspects of the ViTo-Project.

Existing conformity of the project partner is concerning the tourism as field of activity in the Vito Project. Due to the different location and qualifications of the partner's municipalities the targeted kind of tourism vary from religious tourism (Oradea) and urban tourism (Oradea, Xanthi, Ptuj) via spa, wellness and family tourism in connection to regional spa destinations.

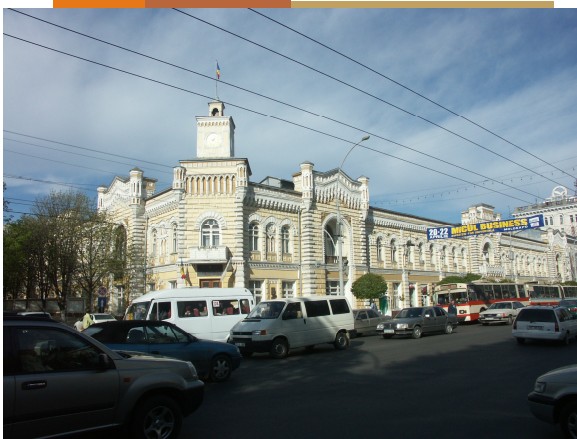
In the surroundings of Oradea and Ptuj through to business (Oradea, Xanthi), sport (Xanthi) and cultural tourism (Teramo). Corresponding to the different kinds of tourism are the touristic target groups that are varying from families, young people to business people and the appropriate interests. An agreement was been seen by all partners that visual aspects of the old town centres plays an important role to attract a town for tourism.



Project Status: *Comparison of national planning systems: Some key findings*

Problems and challenges that partner towns have to face are similar in many terms.

- European towns are increasingly embedded into transnational flows of goods, services, labour, knowledge and information and tourists. Cities have to identify their place in global flows and networks for which, partner towns perceive capitalizing urban culture and urban space as a key issue.
- Local planners and policy-makers are increasingly concerned with the imbalance in power relations in the urban network, which made SMESTO dependent increasingly on non-local agents (investors, tourists, media, national authorities, etc.). This limits the autonomy of local (strategic) planning and also of controlling local spatial processes as a daily practice.
- The deepening of socio-spatial inequalities regionally and locally is also perceived as a heavy problem. Spatial conflicts that arise at regional level (urban sprawl, environmental problems, etc.) and locally (segregation, migration, housing deficiencies, etc.) should be managed in an integrated way, cross-sectorally and in territorial cooperation, as it was suggested by local and project meeting discussions.



Focus Chisinau

Chisinau Municipality is considered to be the only Moldovan urban settlement with a relatively survived historical city centre. After WW II destructions the follow-up soviet style “urban rehabilitation” approaches applied to most of the Moldovan towns. The historical centre of Chisinau (120 hectares area) is incorporating about 187 quarters with 19 churches and 1,000 edifices declared as heritage monuments out of a total of approx 4,000 buildings.

In the ViTo Project, the ‘Plai Resurse Association’ in cooperation with several Moldovan partners, is assisting Chisinau Municipality to develop a pilot PPP scheme to promote feasible and viable revitalisations. In this context, the Municipality is supported to elaborate the capital investment plan for Chisinau historical city centre, aiming to support the development of the first pedestrian zone.

The first task will be to identify and formulate the vision for the development of the pedestrian zone with public stakeholders. Next steps will be the quantification of the investment needs of the public and private capital investment and setting up priorities. Based on the results a general and specific investment management policy will be developed and a local action plan within the local public administration will be established.

Partners from Moldavia organized 3rd partners meeting in Chisinau on 14th and 15th October 2010.