

COBRAMAN NEWS

//04



- //2 What has happened lately
- //3 EU projects Cross fertilisation
- //3 What will happen shortly
- //4 EU School for Brownfield Redevelopment



EUROPEAN UNION
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What has happened lately...

COBRAMAN Brownfield Manager Training Programme 5th Training: Communication and Marketing

Ústi nad Labem, Czech Republic
21 - 22.9.2010

Partners from Ústi i.e. the City Ústi nad Labem hosted a two day training – already the 5th in a row of COBRAMAN training, which was devoted to Communication and Marketing.



Ústi nad Labem, Czech Republic 21 - 22.9.2010

Altogether over 50 participants joined the training of which half was from abroad and half from Czech Republic.

During the morning session of the first day of training Miroslav Barták from Ústi University presented elements of marketing for public sector, followed by Frank Leipe's presentation on the approach of the State Development Corporation of Thuringia on Brownfield promotion. Lenka Šindelářová from Consulting & Research DTZ Czech republic gave an interesting overview of experience with marketing of brownfield properties in Czech Republic and abroad, emphasising the specifics related to brownfield marketing. As brownfield register is an important part of COBRAMAN outputs, it was valuable to listen to Carsten Debes and Olaf Penndorf from the District of Zwickau telling participants about the efforts and achievements of the Saxony state in establishment of a brownfield register. Morning session concluded with an overview of different marketing strategies suitable for different cases of brownfield development applied in Czech Republic and abroad presented by Michaela Žáčková and Kateřina Erbenová from KPMG.

At the beginning of the afternoon session the participants were given a chance to observe cases of brownfield development in Ústi area. The tour concluded at the beautifully renovated Chateau Vetrúše. The city had completely renovated the chateau and its scenic terraces after a fire badly damaged its tower in 2005. The participants of the study tour enjoyed the

magnificent view of the broader Ústi area offered from the tower.

Mr. Jaroslav Koutský from Ústi University started the second day of training, emphasising in his presentation new approaches, such as creative cities and soft factors in brownfield redevelopment. Activities and efforts in brownfield regeneration in Ostrava, which is a candidate for Capital of culture in 2015 were presented by Blanka Marková from University of Ostrava. This presentation was followed by the efforts of Pilsen to become ECoc 2015. The rest of the morning and early afternoon sessions were devoted to marketing issues: Stuttgart's marketing approach to brownfields and a comparison between Czech and British brownfield marketing experience were presented. Partners from Ústi presented the marketing of brownfields in Ústi and the Ústi brownfield redevelopment strategy.

The afternoon session started with a brief introduction on stakeholders' role in brownfield redevelopment process and ended with two workshops where partners chose a topic that interested them most. One group discussed on communicating and marketing of brownfields and learnt more about marketing mix that depends on product, price, promotion, distribution. Partners in the second group took part in a role-play game "Understanding stakeholders involvement" where different roles were assigned to partners to perform a public discussion on the development of a selected brownfield project with positive and negative attitudes.

COBRAMAN meets ReSOURCE, Ústi nad Labem 21.9.2010

Many parallels can be found among many of the projects currently running within CENTRAL EUROPE programme. One of the projects tackling similar problems as COBRAMAN is ReSOURCE: Utilisation of post-mining potentials for sustainable re-development in Central European mining cities and regions. ReSOURCE aims to find innovative ways to use natural and cultural potentials in post-mining areas throughout Central Europe, that have found themselves not only physically devastated and environmentally degraded, but are also facing large social, economic and other problems. Activities of the ReSOURCE project which are of potential interest to COBRAMAN partners were presented to partners at Ústi Annual event by Mr. Carsten Debes, from the County of Zwickau, Project coordinator of ReSOURCE project.

COBRAMAN promoted at EUREGIA fair, Leipzig, Germany 25-27 October 2010

COBRAMAN project promoted its objectives and results at the EUREGIA International Trade Fair and Congress for Local and Regional



EUREGIA fair, Leipzig, Germany 25-27 October 2010

Development in Europe at Leipzig Congress Center. The project was presented at the CENTRAL EUROPE programme stand along with some other interesting projects. The COBRAMAN team members explained to visitors aims, goals and activities of the project, as well as the benefits of the transnational co-operation. The most interesting part was exchanging experience and making contacts with representatives of other EU-funded projects, especially those whose project objectives are close to those of the COBRAMAN project

Ústi outputs presented Europe-wide

The results of Ústi pilot activities were been presented at two international trade fairs, in Brno, Czech Republic, and in Munich, Bavaria. The brownfields inventory process and the brownfields redevelopment strategy draft was introduced to the public and professionals during lively debates held at exhibition halls. Sharing the information with other municipalities dealing with brownfields also brought some interesting remarks.



Brno, Urbis Invest Trade Fair, 13. - 17. 9. 2010



Munich, Expo Real Trade Fair, 4. - 6. 10. 2010



Meeting, Stuttgart, Germany 22 – 24 November 2010



Conference about Brownfield Management in the City of Stuttgart with Annual Project

Meeting, Stuttgart, Germany
22 – 24 November 2010

Almost 200 participants attended COBRAMAN's Annual Meeting 2011 in the city hall in Stuttgart. Mayor Matthias Hahn opened the Conference and gave an overview of the current projects of inner urban development. Franz Fürst, renowned Austrian developer, presented his new development on the former trade fair area "Killesberg" in Stuttgart. The Swiss example of a private foundation for Brownfield Redevelopment, presented by Heinrich Th. Uster widened the view in an impressive way. Further experts from real estate business explained brownfield revitalisation as the main task of real estate business nowadays.

On the second day the City of Celje gave insight into their EU-funded project "UrbanSMS" dealing

with new urban soil management strategies for brownfields. These inputs contributed to a successful cross-fertilisation between the two INTERREG projects. In return the COBRAMAN partners showed the latest state of their pilot sites activities. On a bus tour the participants could see Stuttgart's long lasting experience in developing inner urban underused estates for themselves.

In the afternoon project partners and interested public discussed organisational and structural aspects, content, requirements and management instruments and international perspectives of the job profile "Brownfield Manager". In different working groups these ideas were further developed. The third day was dedicated to WP6 prepared by universities. In parallel Matthias Schmid presented Stuttgart's NBS database for sustainable management of brownfields.

With this successful conference the City of Stuttgart managed to reach many different target groups and gave floor for a fruitful exchange of knowledge between private sector, public authorities and research.

EU projects Cross fertilisation

CircUse - Circular Flow Land Use Management

Circular Flow Land Use Management (CircUse) partner regions are confronted with massive urban sprawl, the current economic crisis and the effects of the demographic change causing unfavourable land use patterns. They are neither competitive nor sustainable [e. g. in attracting viable economies, efficient infrastructures]. Dispersed land use patterns with their high demands for land, soil and energy accelerate the process and the impacts of climate change. 12 Partners from 6 countries are working together in the project CircUse to face these problems and develop strategies to solve them. The objectives of the CircUse are to develop and implement a climate friendly land use concept in coherence with new instruments and pilot actions. This project is implemented through the CENTRAL EUROPE Programme co-financed by ERDF. The

project started in March 2010 and will run until February 2013. More information is available at:

www.circuse.eu

Project act4ppp – Transnational Action for Public Private Partnership

Project ACT4PPP will provide a platform for cities and regions from all over Central Europe to exchange experiences and know-how and assist them in applying more and better targeted public-private cooperation to provide public services and infrastructure, to offer social housing or to develop brownfield sites. 17 partners from seven different countries are involved in the project. The project should help enable the project partners to develop specific strategies for the public-private realisation of their single public service or infrastructure as well as complex site developments. PPP models for numerous measures in public interest,

which have not been analysed systematically, will be examined and summarised into general guidelines. More information can be found on the official project website:

www.act4ppp.eu

ReSOURCE meets COBRAMAN, Eisleben, Germany 28.10.2011

As one of the COBRAMAN project partners, namely PP9, the Urban Planning Institute of the Republic of Slovenia is also a partner in the ReSOURCE project. The COBRAMAN project was presented – similarly to ReSOURCE in Ústi – to ReSOURCE partners during the 3rd progress workshop, which took place in Eisleben at the end of October 2010.

What will happen shortly...

COBRAMAN Meeting and Training Seminar

Ljubljana, Slovenia, 16-18 May 2011

The sixth, and the last training seminar for brownfield managers in the COBRAMAN project, will take place in Ljubljana from 16th May till 18th May 2011, and will be organised by the Urban Planning Institute of the Republic of Slovenia. The main knowledge the brownfield managers will get in Ljubljana is about Sustainable development and Urban planning and design. Training will be divided into four sections. The first section will be an introduction to urban planning and will try to highlight the current situation in the cities. Section 2 will present the planning framework from theory to practice. Section 3 will focus on sustainable urban planning and design at the level

of brownfield sites while 4th section will introduce special cases of brownfield regeneration, such as large housing estates, old city centres, mining areas and railroad areas.

The second day of the meeting (17th of May 2011) will be organised as a public conference entitled »Brownfield regeneration in theory and practice«. We plan to invite presenters from Slovenia and abroad to participate in this conference. Anyone interested in participating in this conference can contact Boštjan Cotič from the Urban Planning Institute by:

phone: +386 1 420 13 21
email: boštjan.cotic@uirs.si

Further details as well as registration form will be available at:

www.cobraman-ce.eu



European School for Brownfield Redevelopment

Aim of studies

Dynamic technological progress forces us to occupy new areas or redevelop sites which have already been developed before. This phenomenon is now of particular importance in most metropolitan areas in Europe.

Modern conditions have caused the demand for new professionals - brownfield managers who could effectively lead revitalization projects both in the public and private sector. This profession requires a wide knowledge in the field of project management, real estate management, architecture, urban planning, environmental protection, socio-economic sciences and law. Main beneficiaries of the new study course will be:

- Experts in Urban planning, architecture, construction engineering etc
- government and municipal administration employees and
- private sector representatives interested in real-estate investing.

Requirements for candidates

- Completion of higher education with a master's degree.
- Possession of a master's degree in one of the following directions or specialties:
 - management
 - real estate management
 - architecture and urban planning
 - spatial development
 - urban spatial planning
 - geography
 - environmental preservation
 - construction industry

Obtained qualifications and additional certifications

Postgraduate Diploma of Management Revitalization of Brownfield sites

Lecturers (profiles)

- Professionals from University of Economy in Bydgoszcz
- Lecturers from the Technical University of Ostrava (lectures on invitation)
- Practitioners from Central Europe and Poland (lectures on invitation)

Program of studies

The curriculum includes lectures on contemporary issues of development and revitalization of cities in Europe. They take into account issues connected with brownfield management, urban planning and social processes associated with degradation and disfunction of urban areas and methods and instruments aimed at overcoming these phenomena. In addition to lectures, the study program includes a large number of seminars and workshops aimed at carrying out the tasks of analysis and conceptual planning and brownfield management.

Visit for project updates

www.cobraman-ce.eu

External partner

Technical University of Ostrava (Czech Republic)
Dr Alena Labodova
Prof. dr. hab. Barbara Stalmachova
There is a possibility of student exchange within the ERASMUS program.

The duration of studies:

two terms, number of hours in total 220

Substantive coordinator / director of studies:

Dr. Joanna Nieżurawska

E-LEARNING European School for Brownfield Redevelopment, The University of Economy in Bydgoszcz

European perception of brownfields

European perception of brownfields is predominantly one of a societal problem, featuring social changes, real estate markets failure and reflecting various land use mismanagements. On the other hand, the US perception of brownfields emerged from a perspective of environmental and liability issues, representing the main reuse barriers (an initial US policy and grant support was also geared to this point). This difference in perception can also be traced in educational products.

The parallel themes

There are many parallel themes one can follow, when brownfields regeneration is considered. Sustainability of brownfield regeneration in economic, social and environmental terms is in our opinion one of the strongest ones. The other two key parallel issues, which are universally important for the work of brownfield manager is the governance and the communication.

Multiprofessional teams-based discipline

Brownfield remediation is a highly multi-aspect and interdisciplinary issue, carried out in cooperation of various experts and professionals. Through this cooperation participants' knowledge is expanded and their new experiences are gained and enhanced. As a general rule, in brownfield redevelopment the skills of only one profession are usually not enough. The multidisciplinary environment requires a good grasp and understanding of other professions. The most important skills in brownfield management are therefore: good communication, multilateral know-how and good understanding of values and contributions that other professions and stakeholders can bring to brownfield regeneration. Brownfield redevelopment projects are similar to regular real-estate development projects. However brownfield redevelopment projects usually encounter more variables and more risks and also require more soft skills. Coping with multiple variables, mitigating risks and communicating with stakeholders is the main task of multidisciplinary team managers.

Level of e-learning achievement

Because of the wide set of professional subjects that brownfield regeneration covers, a brownfield manager's education cannot delve too deep into individual subjects. What should be the essence of a brownfield manager education is the lateral knowledge, communication, management of key processes and knowledge possessed by others. It means working with a large amount of uncertainties and being able to quickly perceive the essence of a subject while using other stakeholders to realize these visions. But all the participants would be learning a subject that is substantially new to them. Out of the 4 levels of educational achievements; awareness raising, subject understanding, can do level (basic level), and expert level.

One would expect that most would finish at level 2, and in some subjects, which are of more practical nature or are bases of organizational processes (project management principles or communication for example) they would reach level 3. In some more complex issues (environmental, financial est.), however, they may only reach level 1. To be useful in practice, brownfield management course participants need to acquire skills which allow them in their roles as brownfield managers at least to:

- gather facts
- comprehend them
- synthesize them
- analyze them
- communicate them
- formulate recommendations

Content of the e-learning course

When structuring individual course modules, care needs to be taken to organize the learning in such a way that participants of various backgrounds and experiences can benefit from it. Assuming that most of participants are new to brownfields as a subject, the first module should consist of an introduction to brownfields. Brownfields dependency on the land use and real estate aspects need to be explained as soon as possible. When these issues are understood by the participants, project management can be introduced as a discipline. With the perspective of project management, technical issues of brownfield regeneration can be approached, followed by economic and financial issues. The last module could then cover the social, promotion and marketing issues.

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