

COBRAMAN NEWS

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Recent events

Verona Italy

December 3rd - 4th, 2009

Presentation of Cobraman at the Central Europe Programme Annual Event

Cobraman project representatives were among the 400 participants that took part in the annual event 2009 in Verona, Italy.

During the cross-fertilization workshop, partners worked on finding synergies among their projects and shared good-practice examples of their upcoming project implementation and activities in 2010. Thus, not only project experiences within similar topic areas were exchanged, but future partnership opportunities were also discussed.

Ostrava Czech Republic

February 9th - 11th, 2010

WP3 Meeting and Training Seminar III

The first day, 9 February 2010, was devoted to the WP3 COBRAMAN database. The topic of discussion was database structure and matrices with a final summary and target for the next settings. The training seminar started early in the afternoon and was opened by the dean of the Faculty of Mining and Geology, Vladimír Slivka, who gave the first lecture of the series. The first session was devoted to the brownfield problem of "industrial monuments," followed by aspects of natural resources and nature conservation. The next group of lectures continued on 10 February 2010. First the geochemistry and geotechnical

aspects of brownfields were presented, the next contribution was titled "A Stepwise Approach to Brownfield Remediation," and the last session focused on the issue of structures on brownfields. An applied session led by Thomas Ertel was dedicated to causal studies and how to create a proposal for a crisis situation, followed by discussion. The last day of the seminar, 11 February, was devoted to an excursion to the Důl Michal mine, which is a significant post-mining brownfield in Ostrava. Currently the mine is protected as national cultural monument and is used as a mining museum.

Study Tour United Kingdom

April 11th - 17th, 2010

Cobraman Best Practice in Brownfield Redevelopment Field Trip to the United Kingdom

In April our group of brownfield manager trainees were walked through aspects of regeneration activities as seen and implemented in the United Kingdom. During an almost week-long excursion, the COBRAMAN group was privileged to be guided through amazing regeneration endeavors in various British cities: Belfast, Leeds, Medway, and Reading. The managers and engineers working in all these places approached them with similar logic, regardless of the scale of their development ventures. Whether it is a change in image, with contributions by local artists, or a large housing and business development, the teams emphasize the importance of the managers' know-how and also community engagement and enthusiasm. As a way to visualize this epiphany, the Belfast City Council gave a tour on the regeneration of Giant's Park and also showed the Re-Imaging Communities project launched by the Arts Council across Northern Ireland promoting the emergence of stimulating public space using the creative arts. The Gasworks and Titanic Quarter projects also demonstrated that new development can be embedded in the

history and character of the city and can thus boost its potential on many levels. In Chatham, we witnessed another celebration of heritage with the regeneration and inward investment process in the case of a historic dockyard and maritime museum. PBA engineers in Reading, on the other hand, showed their Thames Valley Park, which is a new high-tech business park that originated from brownfield land. Similarly, in Leeds the Aire Valley site has become a key economic driver for the city and the region.

The trip enabled us to see the bigger picture of our own activities with a view to managing our own pilot sites. We saw how an area action plan gradually metamorphoses into a big development. Social consultations proved a big issue and a must in order to succeed in developing the site better and more reasonably. We learned that managers have to be clear about their development plans and need to share them with the broad public with the full expectation that they might cause these plans to be thoroughly altered. Depending on the community expectations, decisions must be made about whether an area provides an opportunity for new employment, enjoyment, or housing. We also learned how important public-private partnership is and how much it facilitates the local authorities to undertake challenges that they would normally have to forego if they acted alone.

The scope of the projects presented that were of interest to future brownfield managers was multifaceted and yet directly focused on one aim: returning functionality to unused areas but only under the condition that they were to be filled with brand-new vigor. Moreover, we borrowed some UK vigor from them to bring home with us!



Photos: City of Bydgoszcz team

Ferrara

Italy

May 17th - 20th, 2010

Meeting, Workshop and Training Seminar

The Ferrara meeting marked an important milestone for the COBRAMAN project because we were just about to finish the first half.

Therefore three external evaluators were invited to the meeting in order to get an insiders' view of the project and to be able to prepare a more accurate midterm evaluation. On Tuesday 18 May, the public event and workshop were held in the beautiful Bonacossi Palace. Keynote speakers Marina Dragotto, Antonio Napoleone, Stefano Dotta, Gianluca Bortolotti, and Alberto Bassi stressed the importance of brownfield regeneration and presented good practice examples from Italy. The event continued with a public presentation of the COBRAMAN database, given by Magdalena Jasińska from the University of Economy in Bydgoszcz. The morning of 19 May was dedicated to internal sessions in which partners presented their progress in core work packages to each other. In the afternoon we opened a new chapter in our training seminars for brownfield managers. This time, the topic was economic aspects of brownfield regeneration. We were privileged to gain new know-how from experienced professionals from Italy, Germany, and Slovenia. It was interesting to see the investors' point of view on the brownfields and to become more familiar with the importance of the business plan and other financial instruments, insurance, and other instruments to cover pollution risks. Part of the training seminar was a study tour of our Italian project partner's pilot case area.



Photo: Nina Goršič



Photo: Stane Štraus



Photo: Barbara Černič Mali

Upcoming events

Meeting and Training Seminar, Ústí nad Labem, Czech Republic 21–22 September 2010

The fifth training seminar for brownfield managers focusing on communication and marketing issues will be held on 21 and 22 September in Ústí nad Labem, Czech Republic. The seminar will familiarize participants with marketing strategies for brownfield redevelopment projects. The importance of communication in the brownfield revitalization process will be supported by sharing know-how with experienced professionals from around Europe.

Cobraman at Euregia Leipzig, Germany 25–27 October 2010

The COBRAMAN project will be presented at the CENTRAL EUROPE Programme stand during Euregia 2010 at the Leipzig Congress Center. The Euregia International Trade Fair and Congress for Local and Regional Development in Europe is taking place from 25 to 27 October 2010 in Leipzig, Germany. With the motto **"Global changes, regional solutions,"** Euregia 2010 is a good platform for regional cooperation in local and regional development. The event will offer an overview of current projects, networks and initiatives, best practice solutions, partnership programs, and financing models at exhibitions and within the framework of the congress.

For more information visit
<http://www.euregia-leipzig.de/>



Standort- und Regionalentwicklung in Europa
Fachmesse und Kongress

Meeting in Stuttgart, Stuttgart, Germany 22–24 November 2010

The 2010 annual meeting will take place from 22 to 24 November 2010 in the Stuttgart City Hall. We will start the afternoon of 22 November with a public event called **"Brownfield Management in the City of Stuttgart,"** combined with a parallel exhibition of Stuttgart's associate partners and regional brownfield market players. On the morning of 23 November there will be an internal project workshop dealing with the partners' pilot projects, and in the afternoon an international workshop on the brownfield manager's job profile and related organizational requirements within municipal structures. Attendees from municipalities and the brownfield / real estate business are invited to share their experiences and contribute to the refinement of project achievements. The last day will be dedicated to internal project issues, mainly project management issues and training activities. We invite anyone interested in this event and the topics it covers to contact Henrike Fischer in Stuttgart by phone at **+49 711 216 8337** or e-mail at henrike.fischer@stuttgart.de.

WP3 Package



Description of the WP3 Package

Of all the work packages of COBRAMAN project, WP3 was the first to begin carrying out its given tasks. The University of Economy in Bydgoszcz, and especially the Center for Revitalization Projects, is the partner responsible for coordinating the project. The tasks are being carried out in cooperation with the Technical University of Ostrava.

Objectives

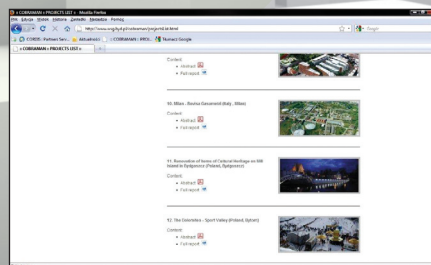
The main objective of this work package is to establish a database covering the best practice examples of completed projects related to revitalization of post-industrial areas in central Europe. Every project is studied in relation to best practices and tools connected with management, marketing, economics, sociology, and so on.

The other objectives the third work package intends to address are as follows:

- To hold the first workshops for brownfield manager training (more information on brownfield manager training is available in the previous newsletter);
- To create a report analyzing the best concepts and tools developed so far in the process of managing projects related to revitalization of postindustrial areas.

Database

The database mentioned above constitutes the key tool of the entire project because it influences most of its aspects. Work on the database started in September 2009 and will continue to the end of the project period.



The preparation of the database matrix was a quantum leap in the creation process, because it allowed the desired content to be determined. The concept assumes a detailed analysis of the projects, including types of brownfields, reviews of the existing technical infrastructure, and also – most important from the project point of view – an evaluation of the best project management methods: how to manage its finances and marketing activities using effective tools.

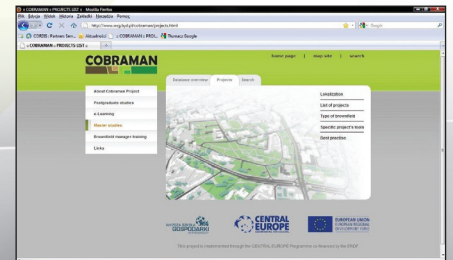
Who is it for?

Who is the detailed database for? Who are the recipients? First of all, the database is a mini-compendium of information for brownfield managers in their training process. Moreover, master's and doctoral students studying revitalization of postindustrial areas, which is the COBRAMAN project focus, will also be able to use the information contained here. The information contained in the database will also be available to people with particular interest in it, primarily public administration workers, researchers, or investors.

Data Collection Method

A project data collection method has been prepared. First, there is a preliminary selection of projects. The next step is to assess the availability and quality of information about each project. At this stage the projects that do not meet the criteria are rejected. The database compiles information obtained from people that have directly participated in carrying out the described projects, trade literature, study trips, and Internet resources.

Number of Projects



Within the confines of WP3, 30 projects have been prepared so far. The final number of projects in the database is estimated at 120. However, the most important factor for success and effectiveness will be not the number but the presentation of the variety of projects related to revitalization of postindustrial areas.

Technical Aspects

This database is being designed by the Technical University of Ostrava. Using the university's concept, the database is based on SQL databases with a standard relationship model. During 2009 two servers with 2 TB disk capacities (and RAID with 12 discs at 0.5 TB as fault-tolerant system solving) were installed. The servers are running the Microsoft Server 2008 operating system. A Microsoft SQL Server 2008 is being used for the database.

Visit for project updates

www.cobraman-ce.eu

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