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January 2008

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# project presentation

Dear friends of Archimedes,

The second newsletter of Archimedes project comes out halfway in the course of our two year project, aiming at the promotion of urban regeneration in collaboration with 7 Euro-Mediterranean cities thanks to the contribution of the European Commission – EuropeAid Cooperation Office. The project has already produced very interesting activities and results (such as SWOT analyses and Thematic Working Groups discussions), which will be presented in the following pages.

On December 6<sup>th</sup> and 7<sup>th</sup>, 2007, the third Archimedes Project Meeting took place in Venice and was a great occasion to discuss altogether on various urban topics and on the local pilot projects. You will find here a description of these projects and their evolution, which were presented on the first day. The second day was dedicated to the possible funds for financing pilot projects, followed by a study visit to the new business incubators in Venice.

We are confident that our common project will produce excellent results, and wish that this new year will enable all partners and associates to deepen their valuable relations.

Enjoy your reading,

*Andrea Del Mercato*  
Director for European Policies  
City of Venice



The ARCHIMEDES project is co-financed by the European Commission within the MED-PACT programme, which is dedicated to the cooperation among local authorities in the Southern and Northern sides of the Mediterranean Sea.

ARCHIMEDES project involves three EU cities (Venice - project leader, Genoa, and Bordeaux) and four MEDA cities (Istanbul - project co-leader, Beirut, Oran, and El Mina).



## Archimedes Project in few words

**3** EU cities **4** MEDA cities  
Networking, transferring know how and developing pilot projects

*Key words* Strategic planning  
Regeneration of an important district of the city  
Historical buildings rehabilitation  
Cultural heritage valorisation  
Economic animation  
Tourism potential exploitation

Total budget: EUR 734.177  
EU contribution: EUR 580.000 (79%)

The MED-PACT programme falls within the framework of the Barcelona Process which aims at promoting prosperity, democracy, stability and security in the Mediterranean basin.

The Euro-Med Partnership Regional Strategy Paper 2002-2006 recognized the importance of enhancing cooperation at civil society level in order to implement the third chapter of Barcelona Process (entitled "Partnership in social, cultural and human affairs") and to develop "understanding between people, despite political ups-and-downs".

# project activities

## Pilot Projects in the MEDA cities

In the first phase of the project the partners have developed a SWOT analysis of their target area. These analyses allowed to define the priorities for the development of each pilot project and were presented during the project meeting in Sofia (Bulgaria), in July 2007.

A second phase consisted in an action plan with a detailed description of each pilot project. It entailed the actions foreseen within the end of 2008 aimed at regenerating and developing the target area, along with a draft financial plan. These pilot projects have been presented by the four MEDA cities on occasion of the Venice meeting held on December 6th/7th.

### El Mina (Lebanon) - old town area

An important delegation led by the Mayor of El Mina was present in Venice for the third international meeting. Due to the unstable circumstances in Lebanon this meeting had been moved from El Mina to Italy, but all partners expressed the hope to organise a combined event with Beirut in occasion of the Final Conference in Fall 2008.

El Mina is a coastal city in the North of Lebanon with many valuable historic sites; however the potential of its old town as a major tourism and cultural attraction is still far from being exploited. Therefore, the Municipality intends to face unemployment and poverty in the old town by generating jobs in the tourism sector.

Recent interventions run by the City Council and supported by the World Bank, EU and local NGOs, like the renovation of the sidewalks and of the street light system have already contributed to develop the awareness of the value of the site.

In the framework of Archimedes, the Municipality has established three proposals of action which were presented in Venice:

- Renovating and turning two homes of local people into Bed and Breakfast. This activity foresees the identification of the owners and the location of the two

houses; the training of the owners and assistance in legal matters; renovation of the facades of the two buildings and interior design; initiation of a marketing campaign creating a website for Bed and Breakfast in the old town linked to El Mina official website.

- Creating an incubator for the start up of small local businesses which, in terms of actions, which means: the preparation of the detailed design for the establishment of the tourism multipurpose incubator; security funding; setting up the management committee and training the staff.

- Creation of a tourism map linked to GIS identifying historical buildings, major landmarks and facilities. The action foresees the identification of the historical major landmarks, the creation of a database, a map linked to GIS and its publication.

All these actions have been presented together with a detailed feasibility study and an estimated budget.



### Istanbul (Turkey) - Eminonu area

The Plan of the Eminönü District project area in Istanbul aims to bring out tourism potential in the Hans District's Çemberlitas -Mahmutpasa-Yeni Cami Axis and its surroundings.

The selected path starts at Çemberlitas Square, in the Northern side of Divanyolu, and ends at Eminönü Square, close to the sea shore and to the entry of Haliç (Golden Horn).

Specific objectives of the pilot project are to develop an urban regeneration feasibility study and implementation plan by building a coherent and effective platform that includes different stakeholders who can put forward a plan for sustainable protection of the cultural heritage of the district.

This objective will be achieved through the following activities:

- a guidebook of Eminönü for tourists will be realised by the Department of Tourism of the Governorship of Istanbul and Eminönü Municipality, through the selection of the sites and structures;
- a book on legends and talismans of Istanbul will be produced by research experts on Turkish folk culture and with the consultancy of the Tourism Department of the Governorship of Istanbul. It will particularly focus



## project activities

on the historic structures of the axis;

- a tourism itinerary with sign boards for information and direction will be prepared by architects and urban planners of the project technical staff. The work will include the selection of the structures to be described, the design of the informative sign boards and the acquisition of the necessary permits for their localization;
- a feasibility study of a han will take place including the description of the activities necessary to the rehabilitation of the han, human and physical resources needed and a budget with estimated costs;
- furthermore, a training course will be realised for the Eminönü Municipality staff organising 2 groups of trainers through the evaluation of curricula and profiles in order to increase their awareness and knowledge of the area;
- finally, an international conference on the historical, cultural, sociological, economical aspects of the axis will be organised involving related LWG members, the Union of Municipalities of Marmara Region and Eminönü Municipalities.

### Beirut (Lebanon) - City Center's Belt

The City of Beirut presented its main action proposals and their framework aimed at preserving the cultural heritage of the city. This preservation is urgent in the pericentral districts, since 370 of the 500 classified buildings have been destroyed over the last 10 years! The proposals are based on the methodical urban studies recently made in the pericentral districts: all plots, public spaces and particular framing elements have been identified and listed. On this basis, the City's proposal is to organize one (or several) event(s) in order to emphasize the preserved houses and to shed light on this endangered area. The election of Beirut as "International Capital for the Book" in 2009 is a great occasion thereto: a cultural path and spontaneous activities could be organised and call attention on the renovated façades and illuminated buildings. Another option is to organize monthly events and highlight the specific



identity of some districts.

Still, a special attention will be given on one specific area, to serve as a pilote project for urban rehabilitation, working on buildings ( elevations) as much as public space ( walkways, urban furniture, green spaces.....).

The framework for these actions has then been presented, including the legal tools and the possible mechanisms of interventions. The feasibility of this project will now be defined more precisely with a Marketing plan, the creation of a Steering Committee and the involvement of potential partners.

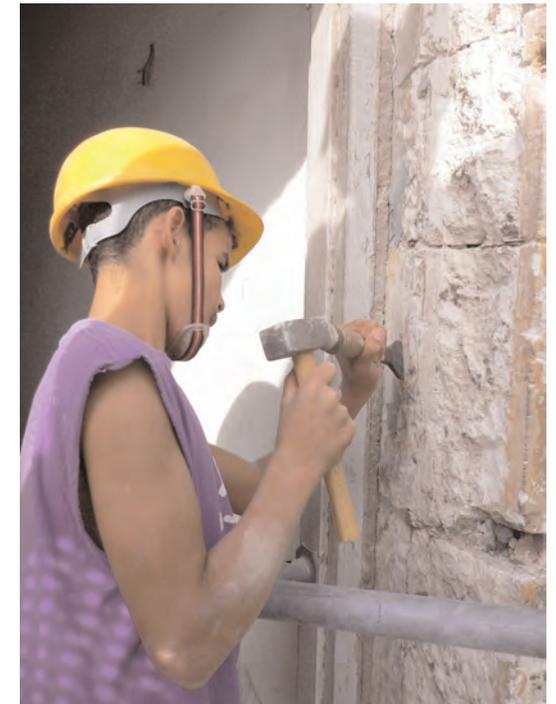
### Oran (Algeria) - Sidi Lahouri area

Different actions have taken place over the last months in Oran. First of all, a first building, Canastel Gate on Kleber Square, has been assigned to the Real Estate Management Office (OPGI). Following this, other surrounding buildings are being assigned to new public promoters with the aim that they proceed to their

restoration.

This building is a classified and emblematic construction of Oran. The young students of the Sidi Lahouri health association have been trained on this building to the renovation of façades by an expert from Bordeaux (theoretical and practical courses: change of stones and plasters, etc.)

Lastly, buildings around Kleber Square have been counted and registered by students of Oran Architecture school. The aim is now to continue the identification of the historical and architectural heritage and to develop a conservation and preservation plan that takes into consideration all patrimonial and technical features of the built frame (conservation, prevention, demolition).



# transnational meetings

## Transnational meetings

The project foresees four Transnational Working Meetings and a Final Conference to review all activities and exchange the experiences.

The first meeting was held in February 2007 (Istanbul) and the second one in July 2007 (Sofia).

The third meeting took place in Venice on December 2007 and was a good occasion for a study visit to recent examples of urban regeneration.

## Urban Regeneration in Venice: recent realisations

The Municipality of Venice in the last decade has implemented different projects of urban regeneration and sustainable economic development partially funded by European funds.

Two old complexes in deprived areas have been restored and are managed by the Venice Municipality to be -

come small and medium enterprises (SMEs) incubators and host new activities with a high technological profile.

The two buildings, Ex CNOMV and ex Herion, were shown to the ARCHIMEDES partners during the meeting in Venice as they represent a good example of conversion of existing buildings to new functions.

Both incubators are located on Giudecca island, the largest individual island in Venice. It is a sort of peripheral industrial area of the city, and the only area in the Venetian urban texture where small factories were settled starting from the XVI century.

In 1980 there were no effective industrial activities on Giudecca island anymore, therefore the economic revitalization of the whole area became one of the main objectives of the Municipality by supporting the integration of new SMEs.

These two projects were born in the framework of the "Venice District for Innovation", a structure of the city Administration that supports and promotes the settlement and development of innovative economic activities.

The structure is part of the Strategic Plan of the City, the document that defines the objectives, actions and projects agreed upon in a round table by all main actors of the Venetian scene.

SMEs can find here ideal conditions to start their business, invest in innovative entrepreneurial ideas and technologies, and generate employment.

The first building is located in the area of the ex-shipyards and mechanical machine shops of Venice (acronym: CNOMV).

The second building, 'Herion', is a deconsecrated church that was transformed in a textile industry in 1886. Both projects have been financed for 65% of the total by the European Regional Development Fund 2000/06.

## Ex CNOMV incubator

Location: Giudecca Island, Venice City centre

Sponsor: City of Venice

Ownership of the area: City of Venice

Type of intervention: restoration and renewal of an old industrial building

- *Contribution by the European Commission:* 3.400.000, 00 Euro (65%)
- *Special Law for Venice:* 1.800.000, 00 Euro (35%)
- *Total cost of the project:* 5.200.000, 00 Euro
- *Gross floor surface:* 3.000 m<sup>2</sup>
- *Volume:* 11.000 m<sup>3</sup>
- *Enterprises:* 23

The building located along the Giudecca Canal was formerly the seat of the Shipyards and Mechanic Machines of Venice. The restoration was financed in 2002 with the contribution of the European Regional Development Fund - Objective 2, 2000-2006, Veneto Region and the works ended in December 2004.

It is a three levels building of about 1000 sq. m each, restored with high technological systems with respect for the environment and energy conservation.

It now hosts a computer lab, a multifunctional conference hall, two small meeting rooms and 20 functional units that were allocated by public call for proposals.

*More info:* [www.venicecube.it/en/home](http://www.venicecube.it/en/home)



# transnational meetings

## Ex Herion incubator

Location: Giudecca Island, Venice City centre

Sponsor: City of Venice

Ownership of the area: City of Venice

Type of intervention: restoration and renewal of historical building

- *Contribution by the European Commission* 5.569.324, 30 Euro (65%)
- *Special Law for Venice:* 2.998.893, 70 Euro (35%)
- *Total cost of the project:* 8.568.218, 00 Euro
- *Gross floor surface:*  
Church about 1000 m<sup>2</sup> + 3 floor offices
- *Volume:* 3643m<sup>3</sup>
- *Enterprises:* about 35

The whole structure includes the former textile factory Herion spa (recovered from the deconsecrated church SS. Cosma and Damiano), another recent building and a three levels edifice on the south side of the courtyard. During the restoration works that finished at the end of 2007 the old frescos in the apse of the church came to light and their preservation triggered some changes to the initial project.

The works for the restoration and functional recovery of the former Herion Building are part of the



2000/2006 ERDF - Objective 2 programme again, which includes the restoration of the existing structures with the aim of adapting them to their new use.

*More info:* [www.comune.venezia.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/319](http://www.comune.venezia.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/319)

## SS. Cosma e Damiano cloister

SS. Cosma e Damiano cloister has also been restored in the framework of the urban regeneration policy of the Venice Municipality, but it belongs to a former project for the Giudecca island that started in 1995.

This ex Benedictine convent dates back from the 15th century and is situated next to the SS. Cosma e Damiano church described above. The restoration works started in 1996 and transformed it into an incubator for artisans and residential apartments. This building now hosts a specialised handicrafts school, a documentation centre with a specialised library, a conference hall, various rooms and offices, and the realisation of 27 apartments for artisans and 12 labs.

The project was financed by the CER funds of the Experimental Construction Programme; the City of Venice has had the building as a grant from the Ministry of Finance.

- *Total cost of the project:* 5.910.000, 00 Euro



## EU Funds and Pilot Projects

### EU development and cooperation instruments in the Mediterranean area for the 2007-2013 period

The first activity directly related to the funds search within Archimedes project was organised on the second day of the meeting. The Lead Partner had contacted an expert specialised in European cooperation instruments and in particular on the Mediterranean area, Mr. Luca Ferrarese. Mr. Ferrarese's presentation was directly targeted to the Archimedes' MEDA partners needs and funding opportunities within the 2007-2013 European programming period.

First of all, Mr. Ferrarese gave an overview of the framework in which the funding opportunities are included: in particular the Cohesion policy instrument within the Territorial Cooperation political objective and the neighbouring and pre-adhesion instruments within ENPI and IPA policies.

Concerning ENPI, Mr. Ferrarese highlighted the Interreg IV Operational Programme MED for which most of Archimedes partners are eligible.

As for the Enlargement policies, he stressed the high potential, in particular for infrastructural actions, of IPA. Within the Pre-Accession policy, only Istanbul is eligible, being a candidate country for EU membership.

Finally, within the Neighbouring policy two main opportunities for Algeria and Lebanon have been described: the Country and Multi-country programmes (directly tailored for each country according to strategy papers) and the Cross-border cooperation programmes in particular the Mediterranean Sea Basin Programme. Last but not least, some quick indications concerning project development, partnership recruitment and drafting of good quality projects were given by the expert to the Archimedes project participants.

During the Steering Group Meeting, the project partners found the funding opportunities session indeed very interesting and are willing to continue the funds search through ad hoc invitations of external experts at Oran and Beirut conferences.

# project information

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*Rachid Jalkh*
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This document has been produced with the financial assistance of the European Union. The contents of this document are the sole responsibility of the City of Venice and can under no circumstances be regarded as reflecting the position of the European Union.

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