

L'evento OPEN DAYS - COMMERCIAL LOCAL URBAN DISTRICTS' (CLUDs) PROJECT - 7FP MARIE CURIE IRSES è stato organizzato con la finalità di presentare e promuovere il Progetto di ricerca "CLUDs" finanziato nell'ambito dell'azione Marie Curie IRSES del 7° Programma Quadro della Ricerca dell'Unione Europea e sviluppato da un network internazionale formato da 4 Università Europee (Reggio Calabria, Salford, Roma, Uppsala) e 2 Università americane (Northeastern University of Boston, San Diego State University). Il progetto CLUDs ha come obiettivo la progettazione fisica, economico-finanziaria e sostenibile dei centri commerciali naturali tradotti in Commercial Local Urban Districts, creando una forte connessione tra i siti della produzione e le aree di commercializzazione. Le attività di ricerca avranno come elemento innovativo da sviluppare la tematica urban-rural inserita nei processi di partecipazione pubblico-privata per l'attuazione di strategie di rigenerazione urbana, ovvero di rivitalizzazione dei centri minori e di cluster urbani e rurali. L'evento si pone l'obiettivo di coinvolgere gli attori dell'azione pubblica sul territorio già nella fase di start up della ricerca, in modo da intercettare la domanda di innovazione che deve orientare lo svolgimento della ricerca anche nella sua fase di sperimentazione in aree urbane target calabresi. In questi due giorni, verranno sollecitate e raccolte manifestazioni d'interesse da parte degli imprenditori ed enti locali nell'ambito dei processi di rigenerazione urbana legati al tema dei centri commerciali naturali.

The OPEN DAYS - 7FP MARIE CURIE IRSES "COMMERCIAL LOCAL URBAN DISTRICTS' PROJECT (CLUDs) has the objective to present and promote the CLUDs project funded by the 7th Framework Programme of European Union Research within the specific IRSES Marie Curie Action. The implementation of the project is based on a networking of four EU universities (Reggio Calabria, Salford, Uppsala, Rome) and two USA universities ((Northeastern University of Boston, San Diego State University). The research project intends to explore the potential of a new tool for renovating degraded public spaces and improving the attractiveness and accessibility of deprived urban areas by focusing on the high potential of local commercial activities. The exploration is oriented to the implementation of an innovative tool, CLUDs, aimed at emphasizing the strategic role of small retails - handcraft and typical food- in reinforcing the sense of community, reducing transportation costs and contributing to the creation of an attractive urban environment, thus producing the increase of private investments. The expected result is to bring together an international and interdisciplinary research team with the purpose of forming an excellent centre of synergy in research and innovation transfer in the field of PPP applied to urban regeneration actions and policies. The OPEN DAYS is finalized to involve local stakeholders in the start up stage of the research in order to capture the innovation demand as guide line for the research development.

Scientific Organizing Committee

Carmelina Bevilacqua
 Francesco Bonsinetta
 Enrico Costa
 Claudia Trillo

Executive Secretary
 Domenico Cappellano

Conference Secretariat

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Registration/Registrazione

To attend the conference you need to fill the form you find at the official web site/Per partecipare alla conferenza è necessario registrarsi gratuitamente al sito ufficiale:

<http://www.cluds-7fp.unirc.it>

Under the aegis of



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open days

COMMERCIAL LOCAL URBAN DISTRICTS' PROJECT

7FP MARIE CURIE IRSES

The Conference is organized by the Università Mediterranea di Reggio Calabria



Venue
Auditorium Calipari
Consiglio Regionale della Calabria
Reggio Calabria

4/5 July 2011

9.00 a.m. – 9.30 a.m.
Registration and Reception

9.30 a.m. – 01.30 p.m.
OPENING SESSION - The CLUDs Project

Chair: Carmelina BEVILACQUA, Coordinator of the CLUDs project

9.30 a.m. – 10.00 a.m. INSTITUTIONAL WELCOME

Giuseppe SCOPELLITI, President of Calabria Region
Francesco TALARICO, President Regional Council Calabria Region
Giuseppe RAFFA, President of Reggio Calabria Province
Demetrio ARENA, Major of Reggio Calabria City
Lucio DATTOLA, President of Reggio Calabria Chamber of Commerce

10.00 a.m. – 11.00 a.m.
CLUDs project partners' presentation

Introduction:

Joyce M. GATTAS, Dean of Professional Studies & Fine Arts College
San Diego State University (USA)

Christer BENGS, Professor of Landscape Planning - University of Uppsala (SE)
Ali PARSA, Professor of Real Estate - University of Salford (UK)
Manuela RICCI, Professor of Urban Planning - University "La Sapienza"
of Rome (IT)
Mounah A. SAMAD, Professor of Public Administration - San Diego
State University (USA)
Gregory WASSALL, Professor of Economics - Northeastern University
of Boston (USA)

11.00 a.m. – 11.30 a.m. Coffee break

11.30 a.m. – 1.30 p.m. ROUND TABLE
"Private Public Partnership and Sustainable Urban Regeneration"

Chair: Tom ANGOTTI, Professor of Urban Affairs & Planning, Director Center
for Community Planning & Development Hunter College New York CUNY

Co-Chair: Giacomo MANCINI, Alderman of Financial Balance and
Economic Planning Calabria Region

Invited speakers

Bruno CALVETTA, Management Authority of European Social Funds
Calabria Region
Massimiliano FERRARA, General Manager Culture and Research
Department Calabria Region
Giovanni LAGANÀ, General Manager Public Works Department Calabria
Region
Maria Grazia NICOLÒ, General Manager Productive Activities
Department Calabria Region
Antonio PALMIERI, General Secretary of Reggio Calabria Chamber
of Commerce
Saverio PUTORTÌ, General Manager Urban Planning Department
Calabria Region
Anna TAVANO, Management Authority of European Structural Funds
Calabria Region
Giuseppe ZIMBALATTI, General Manager Agricolture and Rural
development Department Calabria Region

01.30 – 02.30 p.m. Light Lunch

02.30 p.m. – 6.30 p.m.

1st WORKING SESSION - The CLUDs Project

Chair: Carmelina BEVILACQUA, Coordinator of the CLUDs project

02.30 p.m. – 03.00 p.m.
ACADEMIC WELCOME

Massimo GIOVANNINI, Provost of the Mediterranean University
of Reggio Calabria
Enzo BENTIVOGLIO, Director of the PAU Department - Mediterranean
University of Reggio Calabria
Enrico COSTA, Chief Executive Coordinator of the Spatial Planning
Doctorate Programme - Mediterranean University of Reggio Calabria

03.00 p.m. – 06.15 p.m.

FOCUS GROUP "CLUDs: The stakeholders perspective"

Facilitator: Claudia TRILLO – SOBE University of Salford (UK)

Focus A

"SMART local marketing and Urban - Rural link"

Invited speakers

Cristina CICCONE, Slow Food Reggio Calabria Area Grecanica
Nicola CILENTO, President of Confagricoltura Calabria Association
Francesco SACCÀ, President Coldiretti Reggio Calabria
Elisabetta MADAFFARI, General Director of Unione Province Italiane UPI
Reggio Calabria (tbc)
Pietro MOLINARO, President Coldiretti Calabria Region
Antonino PALERMITI, President of Local Action Group "Area Grecanica"

Focus B

"SMART local marketing and Sustainable Urban Regeneration"

Invited speakers

Filippo CALLIPO, President of Reggio Calabria Confindustria (tbc)
Francis CIRIANNI, President of Reggio Calabria Engineer Professional
Association
Andrea CUZZOCREA, President of Reggio Calabria Real Estate
National Association ANCE
Paolo MALARA, President of Reggio Calabria Architect Professional
Association
Antonio RAGONESI, National Association Italian Municipalities ANCI (tbc)

06.15 p.m. – 06.30 p.m.

CONCLUSIONS

The new prospective of the doctorate programme in Territorial Planning

Enrico COSTA, Chief Executive Coordinator of the Spatial Planning
Doctorate Programme - Mediterranean University of Reggio Calabria
Gustav SCHACHTER, Professor Emeritus Regional Economics
Northeastern University of Boston

Conference Gala Dinner



9.30 a.m. – 4.30 p.m. 2nd WORKING SESSION
Toward the Executive Plan of CLUDs:

A debate on a new paradigm for sustainable urban regeneration

Chair: Enrico COSTA, Professor in Urban Planning - PAU
Department Mediterranean University of Reggio Calabria

Promoting local economy: the cases of food, building, transport
and energy supply

Christer BENGS, Professor of Landscape Planning - University
of Uppsala (SE)

Sustainable Return on Investment: A New Approach for Valuing
Urban Regeneration Programmes

Erik BICHARD, Professor of Urban Regeneration - University of
Salford (UK)

The economics of local development: creating entrepreneurs
through public-private partnerships

Alan DYER, Professor of Economics - Northeastern University
of Boston (USA)

Urban density increase and land rent equalisation

Pierre LACONTE, President of the Foundation for the Urban Environment,
Past-President of the International Society of City and Regional Planners
(tbc)

11.00 a.m. – 11.30 a.m. Coffee break

The role of Urban Centers for participatory (and deliberative ?)
democracy scenarios in urban regeneration strategies

Bruno MONARDO, Professor of Urban planning - University
"La Sapienza" of Rome (Italy)

Role of real estate in urban regeneration - The UK experience

Ali PARSA, Professor of Real Estate - University of Salford (UK)

Cars, Cyclists and pedestrians: the role of transportation systems
and planning in sustainable urban redevelopment practices

Sherry RYAN, Professor of Transportation Planning - San Diego State
University CA (USA)

An integrated approach, sectoral and territorial, for the
regeneration of small historical centres

Pietro VALENTINO, Professor of Economics - University
"La Sapienza" of Rome (Italy)

1.00 p.m. – 02.30 p.m. Light Lunch

2.30 p.m. – 4.30 p.m.

THE POINT OF VIEW OF:

Tom ANGOTTI, Professor of Urban Affairs & Planning - CUNY
Pasquale CATANOSO, Professor of Economics - Mediterranean University
of Reggio Calabria
Giovanni GULISANO, Professor of Agrarian Economics - Mediterranean
University of Reggio Calabria
Domenico MASSIMO, Professor of Urban Economics - Mediterranean
University of Reggio Calabria
Laura THERMES, Professor of Urban Design - Mediterranean University
of Reggio Calabria
Francesco RUSSO, Professor of Transportation and logistics
Mediterranea University of Reggio Calabria
Simonetta VALTIERI, Professor of Cultural Heritage Management
Mediterranea University of Reggio Calabria