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Integrated Sustainable Urban Development Strategy

Workshop
May 2014

Shaping Principles

- Should be formulated in Partnership.
- Should be focused on challenges at the level of agglomeration / functional area.
- Should be based on principles of Sustainable Development.

Relationship With Croatian Urban Development Strategies

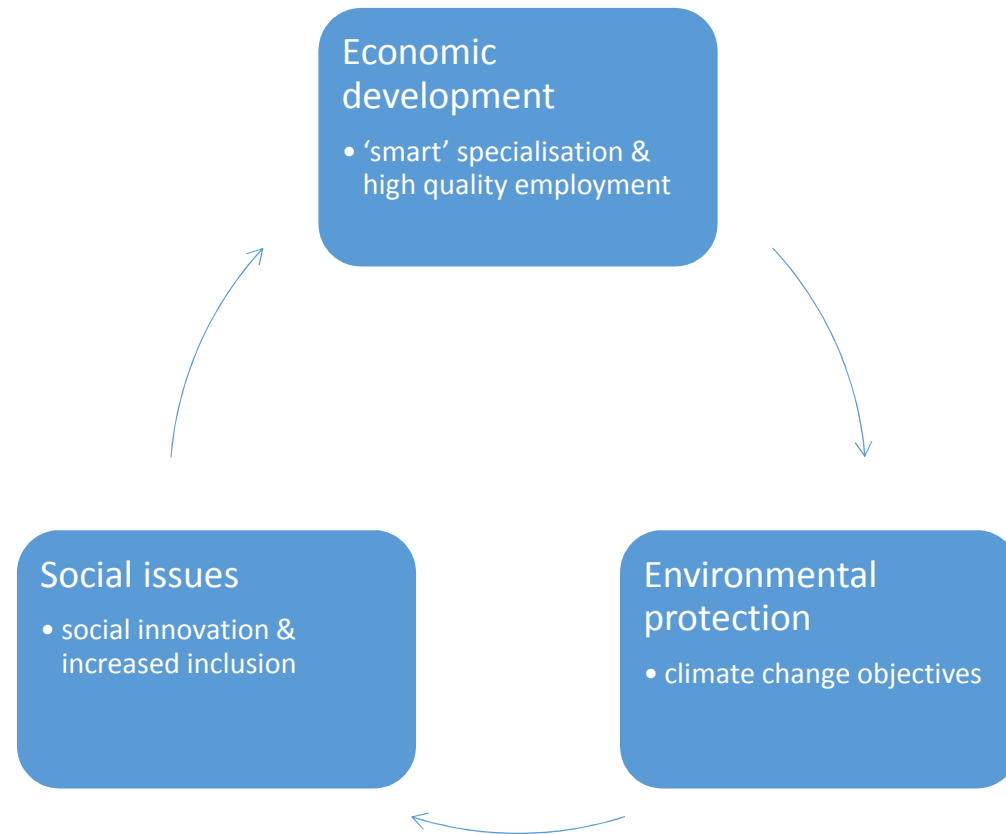
- Intended to complement the Urban Development Strategies required under law for towns with a population in excess of 35,000 population.
- Well prepared Urban Development Strategies should provide many of the building blocks for the Integrated Sustainable Urban Development Strategy.
- The specific focus of the Integrated Sustainable Urban Development Strategy will be those issues where an area-wide or a collaborative approach is more logical and will add value over piecemeal efforts conducted on a municipality-by-municipality basis.

Sustainable development of urban areas?

- EU 2020 Strategy recognises that our current pattern of development cannot be sustainable in the long term
- Cities and other economic centres need to make the transition to a path which is more sustainable
- Demographic changes pose huge challenges
 - some areas increasingly crowded and congested
 - other areas face economic decline and ageing populations as both young people and highly-skilled workers leave

Sustainable development strategy

Strategic interaction



Sustainable Urban Economy



Developing and attracting businesses in higher value sectors

- proximity to business-oriented university research
- services to encourage business innovation



High quality sustainable employment

- employment in sectors not subject to seasonal variation
- high value sectors less vulnerable to economic downturns
- cities need vibrant attractive urban environments to retain highly qualified people

Sustainable Urban Society

Life expectancy in urban areas projected to grow rapidly in the next 20 years

- ageing often viewed in terms of the problems it will present
- crucial for people to be able to remain as active as possible
- technology can improve quality of older people's lives



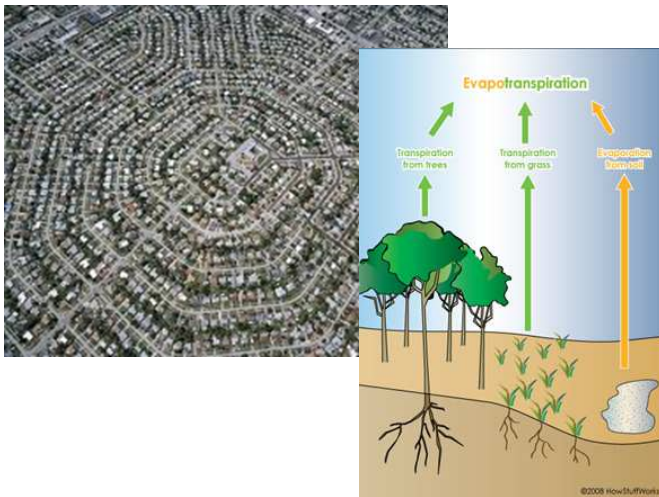
Cities, Health and Well-being

- lifestyle-related illness.
- health and personal care as potential growth sectors
- green space and physical/mental well-being

Sustainable Urban Environment

Cities and Sustainable Mobility

- effective alternatives to private car use
- cleaner fuels
- barrier-free environment for people with disabilities and the elderly



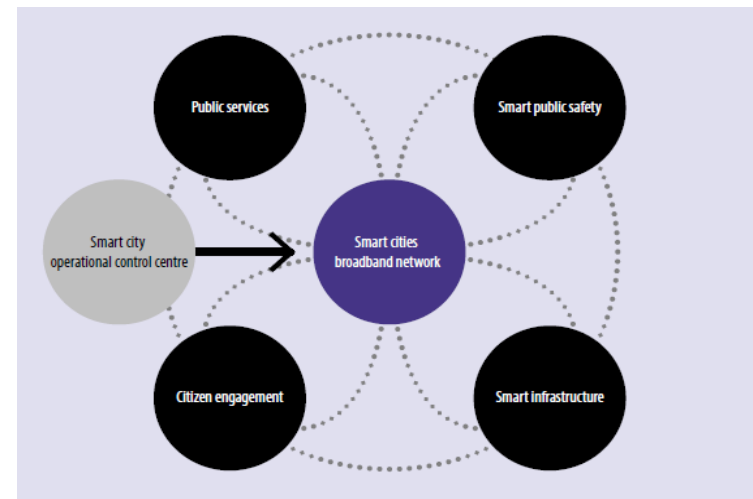
Cities and Climate Change

- Nearly 70% of EU CO2 emissions
- Vulnerabilities from urban sprawl
 - urban 'heat island' effect
 - soil sealing & flooding

'Smart' cities

'Smart' cities recognise the growing importance of ICT in driving economic competitiveness, environmental sustainability and general *liveability* of cities

- Smart governance
 - Increasing inter-connectedness of public services – for improved access
- Smart environment
 - Huge potential for energy savings in industrial processes, buildings etc.
- Smart mobility
 - More intelligent transportation systems – reduced risk of gridlock



Source – The Global Innovation Index 2011

'By enabling emissions reductions in other industry sectors, the beneficial impact of ICT is more than 10 times its footprint' Alcatel-Lucent analysis of GeSI SMART 2020 data

EXAMPLE - Smart City Amsterdam

Amsterdam adopts a combined approach to sustainable energy and green business/smart technologies through a large inclusive local partnership

Strong focus on innovation in key energy efficiency areas - ambitious goals:

- ❖ to make all municipal organisations climate-impact neutral before 2015
- ❖ to reduce CO₂ emissions by 40% compared to 1990 by the year 2025



Nieuw – West Smart Grid



ITO – Smart building technologies



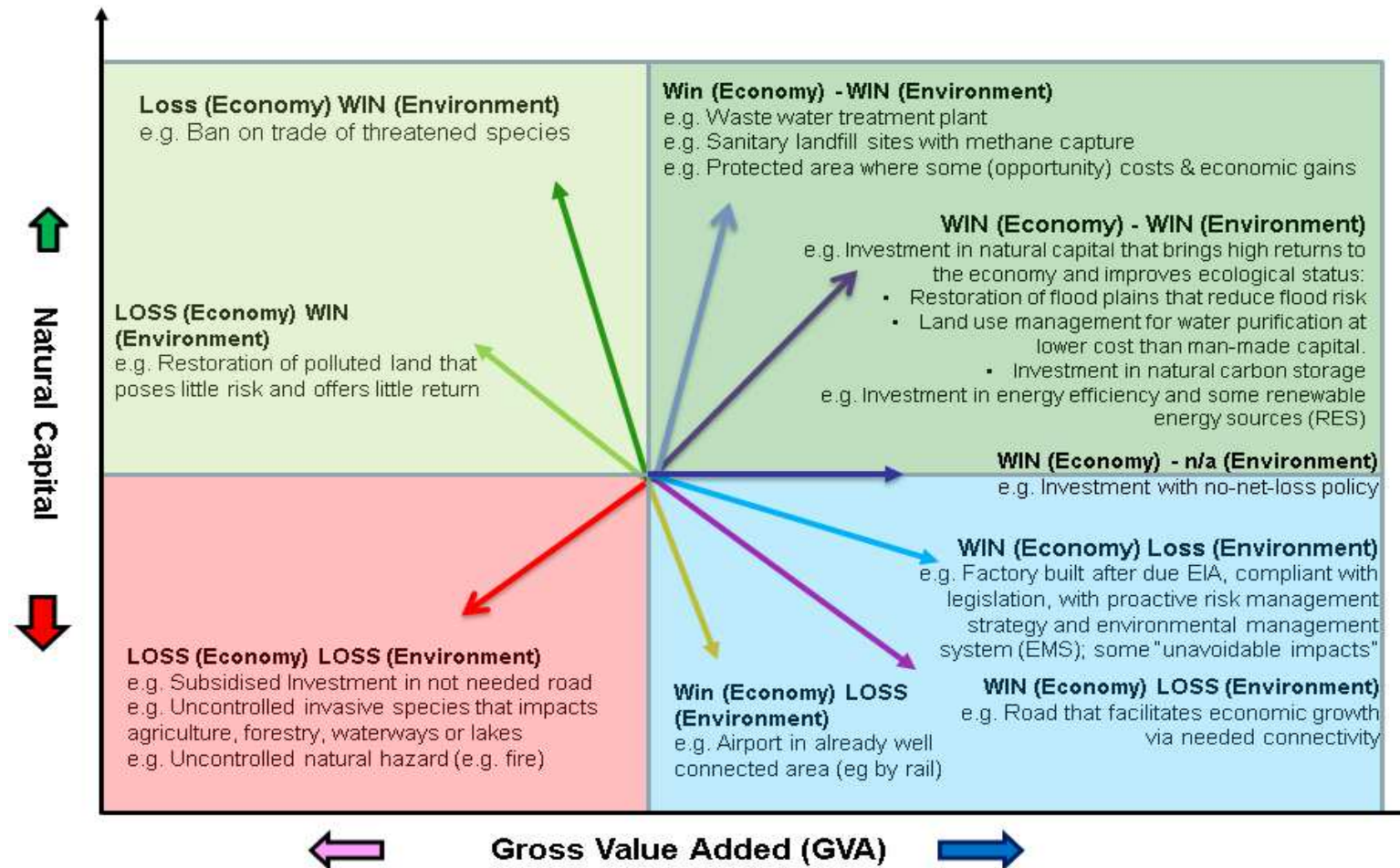
E-health lab



'Smart Work' – traffic jam alternative

12 test-projects in the fields of sustainable housing, working, mobility and public space - www.amsterdamsmartcity.nl

Sustainable development strategy – ‘win-wins’



Source - Institute for European Environmental Policy (IEEP) 2011

Formulating The Integrated Sustainable Urban Development Strategy

- No given template at this stage – can make a start working from good practice principles.
- Not dealing with a year zero situation
 - existing collaboration on areas of mutual interest
 - experience of partnership working on County Development Strategies
 - work in progress on Urban Development Strategies

Integrated Sustainable Urban Development Strategy – Working Template

- What do we want to change?
- What are the resource implications of achieving change?
- What are our priorities for investment?
- What are our objectives?

What Do We Want to Change?

- What are the major issues, economic, social and environmental affecting the agglomeration / functional area?
- For which issues would an integrated or collaborative approach add value over a fragmented approach?

Resources for Change

- For each selected issue:
 - What sources provide evidence of the scale / significance of the issue?
 - How much change do we want to bring about and is likely to be feasible in the medium term?
 - What will it cost (high / medium / low) and what investment types (hard, soft) will be needed to bring about the desired change?
 - Are the proposed investments supported within the framework of Thematic Objectives / Investment Priorities?

Priorities For Integrated Investment

- How do the proposed investments interact; what are the potential synergies?
- What mix offers best returns in terms of improved urban sustainability?
- In the context of limited resources, which investments should be a greater / lesser priority?

Formulating Objectives

- Having regard to our choices on our priorities for investment, what should be the objectives of the ISUD Strategy?
- Good Objectives are SMART:
 - Specific – to the proposed intervention and not expressed in general terms.
 - Measurable – capable of future assessment.
 - Achievable - set at level that is technically feasible and commensurate with available resources.
 - Relevant – proposed measurements should be appropriate to the focus.
 - Timebound – a timescale for achievement should be set.

Example Formulations

- ERDF Example: Thematic Objective – SME Competitiveness, Investment Priority – Promoting Entrepreneurship
 - By 2023, to increase the business birth-rate from 2000 per annum to 2500 per annum by improving the availability and quality of start-up support services.
- ESF Example: Thematic Objective – Employment and supporting labour mobility, Investment Priority – Access to employment
 - By 2023 to reduce the average duration of unemployment from 9 months to 6 months through investment in enhanced active labour market policy measures.