



Deutscher Verband für Wohnungswesen,  
Städtebau und Raumordnung e.V.



# GET TO KNOW

# THE SPEAKERS!

#CITIESFITFORFUTURE



## **TRANSLATE IT INTO ACTION**

*JUST, GREEN & PRODUCTIVE –  
FRONTRUNNER-CITIES AND THEIR APPROACHES*

SEPTEMBER 9TH 2020 // 9H45 - 18H15 (3 X 2H30)

In co-operation with:



## SESSION 1 - THE PRODUCTIVE NEIGHBOURHOOD, CITY & REGION

### THE MODERATOR



**EDDY ADAMS**, URBACT PROGRAMME EXPERT / AE CONSULT

Eddy Adams is an urban policy expert with specific interest in governance, innovation and labour markets. He is also an experienced event facilitator. As Programme Level Expert for URBACT, Eddy has led the City Lab series linked to the Leipzig Charter. He is co-moderator of the EU's online UDN programme, running through November 2020 and is also the UIA Expert for [Rotterdam](#) and [Milan](#).

### INTRO & LINK TO THE NEW LEIPZIG CHARTER



**JONAS SCHOLZE**, GERMAN ASSOCIATION FOR HOUSING, URBAN AND SPATIAL DEVELOPMENT

Jonas Scholze is Executive Director of the German Association for Housing, Urban and Spatial Development (DV) as well as the Head of Office of the association's Brussels Branch. He has been working for many years with a focus on the EU urban policy development and implementation and is the coordinator of the German-Austrian URBAN-Network, which is an exchange platform for cities, regions, national ministries and the European Commission on the implementation of EU-funded urban development projects. For the DV and on behalf of the German government he has been closely involved in the organization of the dialogue process for the renewal of the Leipzig Charter and its writing process.

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### WHAT & WHERE?

### AVEIRO TECH CITY // AVEIRO // PT

Located in northern Portugal, Aveiro has a population of 78,000, within a wider city region of 400,000 people. Formerly a centre of the ceramics industry, it is combining its position as one of Portugal's first 5G cities with its growing technology talent base to build a profile as a digital hub. Aveiro's focus on the digital sector addresses two related issues. One is the need to provide talent for the city's growing tech industry base. Another is to encourage the city's best qualified citizens to stay in the area and boost the local economy. Historically, the area has seen patterns of out migration. The city is the location for the UIA funded [Aveiro Steam City project](#), focusing on this issue. More information also available [here](#).

### SPEAKER

### ANDRÉ CESTER COSTA, CITY OF AVEIRO

[aveirotechcity@cm-aveiro.pt](mailto:aveirotechcity@cm-aveiro.pt)



André Cester Costa has been the head of Economic Development and Entrepreneurship at the City of Aveiro since 2014. He is also the Project Manager of the Aveiro Steam City project financed under UIA, which is part of the wider Aveiro Tech City initiative.

### WHAT & WHERE?

### PUBLIC INVESTMENT & PROCUREMENT // PRESTON // UK

Preston is a city of over 140,000 people located in Lancashire, North England (UK). A former textile centre, the city's initial response to industrial decline was to attract inward investment to counter the loss of local jobs. However, this approach yielded limited success, and set Preston in competition against its neighbouring cities.

From around 2012 Preston made an important shift in its economic strategy. At the heart of this was recognition of the power of public procurement in the local economy. The success of this approach has seen Preston lead two URBACT networks, focused on this model, which forms part of its wider approach to community wealth building. The current network, Making Spend Matter, seeks to transfer Preston's approach (an URBACT Good Practice) to 6 other cities across Europe. More information available [here](#).

**SPEAKER**

**TAMAR REAY**, CITY OF PRESTON

[T.Reay@preston.gov.uk](mailto:T.Reay@preston.gov.uk)



Tamar Reay is the Project Lead for Making Spend Matter, an URBACT project working with six other cities from across Europe. This focuses on the use of spend analysis to enhance the impact of procurement on cities and communities. She is also involved in the Council's wider Community Wealth Building agenda.

**WHAT & WHERE?**

**MATCHING LABOUR MARKET SUPPLY & DEMAND //**

**ROTTERDAM // NL**

A vibrant, diverse city of over 600,000 people, Rotterdam has a reputation as one of Europe's innovation hubs. Its key industry sectors include logistics, energy, cleantech, finance, health and agri/food.

As the continent's largest port, the city has a strong stake in the transition to a low-carbon digital economy. At the city region level, the [Roadmap Next Economy](#) sets out the strategic plan for this. A growing aspect of the Rotterdam's work relates to matching talent and skills to the city's changing economy. The UIA [BRIDGE](#) project developed innovative approaches to linking youth from Rotterdam South, a deprived urban area, with local growth sectors. Lessons from this experience informed the city's recently established [Work Learning Agreements](#).

**SPEAKER**

**HENDRIK JAN BOSCH**, CITY OF ROTTERDAM

[hj.bosch@rotterdam.nl](mailto:hj.bosch@rotterdam.nl)



Hendrik-Jan Bosch is a Strategic Adviser for the City of Rotterdam. He has been instrumental in developing the city's innovative responses to its fast-changing environment. His experience includes an active role in the development of the Roadmap Next Economy, the city's Green Deal, the UIA BRIDGE project and Rotterdam's innovative Work Learning Agreements.

## WHAT & WHERE?

### LOCAL FOOD SYSTEMS AND SUPPLY CHAINS // MOUANS-SARTOUX // FR

Mouans-Sartoux is a small city (10,000 population) in the south of France. Located in the Côte d'Azur, it has managed to resist over-development, with a strategic focus on balanced territorial planning and organic food systems. This approach, referred to as 'food sovereignty' was initially developed in response to the '[Mad Cow Disease](#)' of the late 1990s.

The core focus was to supply school canteens with affordable, locally sourced organic food. However, the implications of this have been significant, in terms of governance, planning and the local economy. Mouans-Sartoux leads the URBACT [BioCanteens](#) network which has developed 100% organic canteens with no cost increase by reducing food waste by 80% and introducing plant proteins. 70% of purchases come from producers located 200km or less from the city.

The city is also the founder of the [European Club of Organic Territories](#).

## SPEAKERS

**NATHAN BEGOC**, CITY OF MOUANS-SARTOUX  
[nathan.begoc@mouans-sartoux.net](mailto:nathan.begoc@mouans-sartoux.net)



Nathan Begoc is in charge of the follow-up of the URBACT BioCanteens transfer network, his task is to help different cities across Europe to develop an ambitious strategy and actions for a more sustainable agri-food policy.

**GILLES PEROLE**, CITY OF MOUANS-SARTOUX  
[gilles.perole@mouans-sartoux.net](mailto:gilles.perole@mouans-sartoux.net)



Gilles Pérole is the elected representative for Childhood, Education and food, has been developing Mouans-Sartoux's agri-food project since over 25 years. Also, president of the national association "Un Plus Bio", he strongly believes that local communities can initiate big changes.

## SESSION 2 - THE GREEN NEIGHBOURHOOD, CITY & REGION

### THE MODERATOR



**MARCELLINE BONNEAU**, URBACT PROGRAMME EXPERT / RESILIA SOLUTIONS

Taking sustainability as a baseline and adopted paradigm, Marcelline Bonneau ([Resilia Solutions](#)) provides research, analytical and experimentation services to support societal transition. Leadership, governance, urban planning, integrated approaches, empowerment are some of the transversal approaches she investigates. By combining theory and practice, she is working with public authorities and local initiatives. She is focusing especially on the interactions between stakeholders via co-creation towards a more resilient society. She is [URBACT Programme Expert](#) as well as expert to UIA projects (for [Antwerp & Lille](#)) and the Community Manager for the [REGIO Communities of Practitioners](#). She has published on paper and online and makes podcasts, videos, webinars, workshops and conferences.

### INTRO & LINK TO THE NEW LEIPZIG CHARTER



**CHRISTIAN HUTTENLOHER**, GERMAN ASSOCIATION FOR HOUSING, URBAN AND SPATIAL DEVELOPMENT

Christian Huttenloher is Secretary General of the German Association for Housing, Urban and Spatial Development (DV) and former Head of Office of the association's Brussels Branch. He has been working for many years in the field of EU urban policy development and implementation, e.g. as former coordinator of the German-Austrian URBAN-Network, which is an exchange platform for cities, regions, national ministries and the European Commission on the implementation of EU-funded urban development projects. For the DV and on behalf of the

German government he has been closely involved in the organization of the dialogue process for the renewal of the Leipzig Charter and its writing process.

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### WHAT & WHERE?

### ÅLIDHEM: SUSTAINABLE URBAN REGENERATION // UMEÅ // SE

Sustainable Ålidhem is a unique project for sustainable urban development which includes social, technical, environmental and economical aspects. The main objective is to halve the use of energy in the area e.g. by photovoltaic (pv) cells on the roofs, 137 new sustainable apartments with high energy efficiency, 405 nearby renovated apartments, nearly fossil free district heating or individual metering. With Umeå University, the project evaluated how renovation could be completed as sustainable as possible. One objective has been to not increase the rents with more than 10 percent after the renovations and this was reached by planning the renovations in a proper way. Sustainable Ålidhem has received many awards such as Sustainable Energy Europe Award 2013, Living category, the National Energy Globe Award 2014 and Sustainable Innovation in 2014. More information available [here](#), [here](#), [here](#), [here](#), [here](#) & [here](#).

### SPEAKERS

#### JOHAN SANDSTRÖM, CITY OF UMEÅ

[johan.sandstrom@umea.se](mailto:johan.sandstrom@umea.se)



Johan is Head of ecological development in the City of Umeå. He has worked with energy efficiency and climate change mitigation in cities and regions in Sweden for over 15 years, his main focus has been on the energy transition in cities and sustainable mobility.

#### THOMAS OLOFSSON, UMEÅ UNIVERSITY

[thomas.olofsson@umu.se](mailto:thomas.olofsson@umu.se)



Thomas Olofsson is since 2013 Chair Professor in Energy Efficiency, with focus on buildings and Deputy Head (Responsible for Research and Research Education) at Department of Applied Physics and Elec, Umeå University. He has conducted academic research and education in Energy Efficiency for nearly 30 years and is the author of more than 100 peer-reviewed scientific publications

**ALBERT EDMAN**, RISE RESEARCH INSTITUTE

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Albert has worked with sustainable urban development in different functions and networks at local, regional, national and international level for the last 15 years. He is currently Head of Development for RISE, the Swedish research institute, in Umeå.

## WHAT & WHERE?

**GREEN INFRASTRUCTURE // STUTTGART REGION // DE**

The "Landschaftspark Region Stuttgart" is a planning and co-funding scheme for the development of green infrastructure in Stuttgart Metropolitan area. During the last 15 years several masterplans have been developed in close cooperation with municipalities and many other stakeholders. Some 160+ projects have been implemented throughout the region, covering all aspects of green infrastructure, e.g. ecology, adaptation to climate change, connectivity, accessibility, outdoor sports, recreation, agriculture and land art. More information available [here](#) & [here](#).

## SPEAKER

**THOMAS KIWITT**, VERBAND REGION STUTTGART

[Kiwitt@region-stuttgart.org](mailto:Kiwitt@region-stuttgart.org)



Thomas Kiwitt is head of the department of regional planning in one of Germany's most dynamic regions. He oversees the implementation of the spatial development strategy, which comprises also the implementation of the Landschaftspark (landscape park) Region Stuttgart. He holds a diploma in spatial planning, is a university lecturer and a member of the German academy for spatial development.

## WHAT & WHERE?

**CAR FREE CITY // GHENT // BE**

In 2017 Ghent introduced a large car-free city center. Since then the city center is only accessible by car for those who really have a destination there. It was part of larger circulation plan, which aims at a better city to live in, to work in and to visit. The results were so good, that the city of



Ghent is now introducing circulation plans in 7 large neighbourhoods outside the city center, with extensive participation of the inhabitants and shopkeepers. More information available [here](#), [here](#) & [here](#).

**SPEAKER**

**MERIJN GOUWELOOSE**, CITY OF GHENT

[mobiliteit@stad.gent](mailto:mobiliteit@stad.gent)



Merijn Gouweloose is the leader for the team “Pedestrians and collective transportation” of the Mobiliteitsbedrijf Gent, the mobility department of the city of Ghent in Flanders, Belgium. Merijn coordinated the huge communications campaign that went with the ‘circulation plan’ that was implemented in the city center. He now leads his new team to reach new and interesting goals, such as “make Ghent into a Walking city” and the development of a policy for childrens’ mobility.

**WHAT & WHERE?**

**HEAT & FLOOD SOLUTIONS // WROCLAW // PL**

The Municipality of Wroclaw is the fourth most populous city in Poland and the administrative capital of the Lower Silesia Province. Wroclaw suffers from flooding and heat and introducing nature-based solutions into city’s strategic and spatial documents followed by investments is a part of climate change adaptation process. One of the ongoing actions are the “GrowGreen” project and “Grey into Green” programme together with citizens education on the importance and role of blue-green infrastructure solutions. More information available [here](#) and [here](#).

**SPEAKERS**

**MALGORZATA BARTYNA-ZIELINSKA**, CITY OF WROCLAW

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Malgorzata Bartyna-Zielinska is an urban planner and project manager working at the Sustainable Development Department, Municipality of Wroclaw. Currently she has been working on projects run in the department focusing on NBS/blue-green infrastructure and its role in climate change adaptation and sustainable development. She is a PhD candidate, in her PhD thesis focuses on the role of NBS in urban planning.



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Federal Ministry  
of the Interior, Building  
and Community



*In co-operation with:*



## SESSION 3 - THE JUST NEIGHBOURHOOD, CITY & REGION

### THE MODERATOR



**NILS SCHEFFLER**, URBACT LEAD EXPERT / URBAN EXPERT

Nils Scheffler is registered urban planner in the Berlin Chamber of Architects and DGNB auditor for sustainable urban quarters. In 2003 he founded the office [Urban Expert](#). He advises and supports public and private institutions in the field of integrated and sustainable urban development from the local to the EU level (e.g. URBACT, EUROCITIES, GIZ, UIA). The participation of relevant stakeholders – be it professionals, citizens or third sector organisations – is always an essential part of the realisation of his missions. His main clients are municipalities, with whom he works in the field of socially deprived neighbourhoods, urban poverty, cultural heritage and climate protection.

### INTRO & LINK TO THE NEW LEIPZIG CHARTER



**HEIKE MAGES**, GERMAN ASSOCIATION FOR HOUSING, URBAN AND SPATIAL DEVELOPMENT

Heike Mages is Project Manager and Communication Officer at the German Association for Housing, Urban and Spatial Development (DV) in Berlin. She has been working for many years in the field of European regional and urban development, dealing with transnational cooperation projects. She is the National URBACT Point for Germany and Austria. This includes information about the URBACT funding programme on urban development, consultancy of cities and communication on urban policies. For the DV and on behalf of the German government, she has been closely

involved in the organization of the dialogue process for the renewal of the Leipzig Charter and its writing process.

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### WHAT & WHERE?

### CALICO: COMMUNITY LAND TRUST // BRUSSELS // BE

CALICO is an intergenerational and intercultural cohousing project with a focus on mutual care and gender. Built on a land owned by the Community Land Trust of Brussels, it is safe from speculation and includes a participative approach to housing, in addition to providing housing for lower-income families. It also includes two Housing First unit for people suffering from homelessness, ten housing units for poor and single women, a community-oriented birth and end-of-life facility, and a community space open to local neighbourhood initiatives. Started in November 2018, current estimated moving-in dates for our 34 families is springtime 2021. The project is a partnership between eight structures, from local associations to regional urbanism institutions." More information available [here](#) and [here](#).

### SPEAKER

### ARTHUR CADY, COMMUNITY LAND TRUST BRUSSELS

[mail](#)



Arthur Cady is tasked with coordinating project CALICO from the Community Land Trust Brussels side, which leads the project together with Brussels Housing.

### WHAT & WHERE?

### SYNATHINA: ONLINE PARTICIPATION // ATHENS // GR

SynAthina is the common space which brings together, supports and facilitates citizens' groups engaged in improving the quality of life in the city. By coordinating the invaluable resource of citizens' groups, the City of Athens actively listens to the needs of its people and is thus revitalized. By supporting the activities of the citizens, the City creates a new perception about the relationship between civic society and local governance and cultivates their dynamic, bidirectional bond. More information is available [here](#) and [here](#).

## SPEAKERS

**DINA NTZIORA, SYNATHINA**

[dina.ntziora@gmail.com](mailto:dina.ntziora@gmail.com)



[Dina Ntziora](#) is a creative placemaking producer committed to making places more memorable, fun, participatory, surprising, equitable and sociable. In synAthina, she is placemaking and community engagement collaborator for Curing the Limbo project.

She is working with communities, artists, public and private sector to design and deliver community engagement placemaking projects and to encourage civil society actors to bring local change. Additionally, she is focussing on creating public spaces that promote people's health, happiness, and well-being by investing in the local creative community's assets, inspiration, and potential.

**HARIS BISKOS, SYNATHINA**

[cbiskos@gmail.com](mailto:cbiskos@gmail.com)



Haris Biskos is an architect and urban designer based in Athens. His work encompasses a wide range of projects that deal with contemporary aspirations of urbanism and produce place-based solutions. He is head of the synAthina team in the City of Athens where he develops urban and social innovation prototypes feeding municipalities' policy making practices and the program manager of co-Athens, a participatory public platform that nurtures collaborative urban initiatives among refugees and locals.

**AMALIA ZEPOU, SYNATHINA**



Amalia Zepou served as vice mayor for civil society and innovation from 2014 to 2019 at the Municipality of Athens. In 2013, she created the civil society platform "synAthina". She is presently conducting a senior visiting appointment at LSE Cities with a Bloomberg Philanthropies fellowship.

## WHAT & WHERE?

## HABITAT3 - AFFORDABLE HOUSING FOR ALL // BARCELONA // ES

Fundació Hàbitat3 is a social housing charity based in Barcelona whose mission is to guarantee the right of housing to people in vulnerable situations, working with public administrations and social organizations to develop housing inclusion projects. It currently manages 520 properties that provide adequate housing for over 1.400 people in risk of housing exclusion.

In 2019 Fundació Hàbitat3 received the World Habitat Award for the project Vivienda para las entidades sociales. The project increases the supply of affordable housing by acquiring and renovating empty homes or securing leases and offering them to charities working with vulnerable people. Fundació Habitat3 renovates the homes together with local social enterprises who train and employ socially excluded people. Fundació Hàbitat3 manages the homes and the charities select the tenants and provide ongoing support in areas such as mental health, drug addiction, disability, gender violence and migration. More information available [here](#), [here](#) & [here](#).

## SPEAKER

**NATALIA MARTÍNEZ**, HÀBITAT3, BARCELONA  
[habitat3@habitat3.cat](mailto:habitat3@habitat3.cat)



Natalia Martinez works since 2015 for the habitat3 foundation in Barcelona as Head of the Homes acquisition department. She is a professional in the private housing sector. In 2015 she joined Fundació Hàbitat3. Since 2016 she's also been coordinating the project Vivienda para las Entidades Sociales (Homes for social organizations).

## WHAT & WHERE?

## SOCIAL INNOVATION & INCLUSION // GDANSK // PL

Gdańsk, naming itself a city of freedom and solidarity, cultivates the traditions of being an open, democratic, inclusive and just city. This is reflected in all city policies and in the participation of the citizens in their creation. Many participatory tools are used to involve citizens into decision making and co-creation processes. The best examples to envision this integrated approach is how the model for Immigrants Integration and the model for Equal Treatment were worked out by over 100 people in multidisciplinary and multi-stakeholders working groups. Citizens' Assemblies are also one of these tools. For the last decade the neighbourhood approach in social

development has been launched and developed. Neighbourhood Houses are the base and key factor in empowering local communities to work for common good and taking over responsibility. Currently Gdansk is implementing a Urbact III BoostINNO project concept of the city as a broker. The concept refers to new way of governance, new profile of the civil servants and improved relationships between public city administration and different city players.

**SPEAKER**

**MAGDALENA SKIBA**, CITY OF GDANSK  
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Magdalena Skiba serves the position of the head of the Unit for Local Cooperation and Social Innovation in the Social Development Department of the City Hall of Gdansk. She coordinates the cooperation of the City with civil society organization and transnational projects in the framework of the Urbact program. She is also an expert in social inclusion and active in local and international disability organizations, for many years, she had been a president of the European Movement for Diversity and Understanding "Caravane 2000".

