



**Actions to Regenerate Cities and Help Innovative  
Mediterranean Economic Development  
Enhancing Sustainability**

# 04 News

**NOVEMBER 2008**

**Final Conference issue**

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[www.comune.venezia.it/archimedes](http://www.comune.venezia.it/archimedes)



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# project presentation

## 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 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).

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".

[www.med-pact.eu](http://www.med-pact.eu)

## Welcome from the Mayor of Beirut, Mr. Abdel Munim Ariss

*It is with great pleasure that I welcome, on behalf of the Municipality of Beirut, all the ARCHIMEDES partners, the European Commission and the representatives of local authorities in our City in the occasion of the ARCHIMEDES project Final Conference.*

*The ARCHIMEDES project is based on two main concepts, which are both very important to the Beirut Municipality. On the one hand, the attention for the architectural heritage which is one of the expressions of the Beirut society's identity and history as well as the possibility of integrating this heritage in a local plan with an economic, social and cultural development approach. With respect to these themes, ARCHIMEDES project is exemplary. On the other hand, the importance of creating cooperation links among local authorities on both sides of the Mediterranean. This constitutes the point of departure of the City of Beirut and an aspect is taken in great consideration through the development of pilot projects with the support of the European Union and the collaboration of other National and International Organizations.*

*We managed, in the framework of ARCHIMEDES Project, to highlight all the opportunities to preserve our architectonical heritage thanks to an ad hoc study. The City of Beirut has considered that study not only as a reference but also as a new input in the perception of our idea of urbanism, a perception that will allow modifications to the established urban organization, or to a part of it.*

*The cities of Beirut, El Mina, Oran, Istanbul, Venice, Bordeaux and Genoa have gathered and collaborated together in order to develop ARCHIMEDES project. I thus thank all partners for the success of this project which is indeed the result of efforts on the part of all partners.*



Abdel Mounim Ariss  
Mayor  
City of Beirut

## Archimedes Project

Archimedes is a Euro-Mediterranean project aiming at establishing long lasting EU-MEDA partnerships and promoting more sustainable local development in MEDA cities. It is financed by the European Commission within the MED-PACT Programme ([www.med-pact.eu](http://www.med-pact.eu)), for a duration of 24 months, starting on January 1st 2007.

### Specific Objectives

- Strengthen partnerships between MEDA partner cities.
- Transfer of adequate technical and methodological tools to MEDA cities and assistance in implementing integrated urban planning.
- Support the implementation of specific urban and economic policies based on the promotion of local crafts, exploitation of cultural heritage and tourism growth.

## Archimedes Activities

**1st phase:** transfer of knowledge (SWOT analysis, strategic planning, data collection); definition of a common methodology.

**2nd phase:** development of pilot projects for the regeneration of chosen areas in MEDA cities; international and local dissemination of results.

Total budget: 734.177,00 euro  
EU contribution: 580.000,00 euro (79%)

# ARCHIMEDES news

# final conference

## Agenda of the Conference - Beirut, November 18, 2008

Hotel Gefinor Rotana, rue Clemenceau, Beirut - Tel/Fax +961 1 371888 / 371999

### 09.30 Welcome Speeches

*M. Abdel Mounim Ariss*  
Mayor of Beirut  
*Mr. Rachid Jalkh*  
Deputy Mayor for International Relations,  
City of Beirut  
*Ms. Luana Zanella*  
Deputy Mayor for International Relations,  
City of Venice

#### WORKING SESSION:

The ARCHIMEDES pilot projects  
Moderator: *Paola Ravenna*,  
European Policies Manager, City of Venice

### 09.50 ARCHIMEDES Project Presentation

*Silvia Comiati*  
Project Coordinator, City of Venice

### 10.10 Beirut - Venice pilot project

presented by *Mr. Serge Yazigi*  
Director Majal Observatory,  
ALBA University (Beirut)

### 10.40 Istanbul - Venice pilot project

presented by *Ravza Kavakçi Kan*  
project coordinator,  
Istanbul Metropolitan Municipality  
speeches by *Yasar Karaca*  
director EU Relations,  
Istanbul Metropolitan Municipality  
*Latif Cosar*  
Deputy Mayor, Municipality of Eminonu

### 11.10 Coffee break

### 11.30 Oran - Bordeaux pilot project

presented by *Mohamed Mebarki*  
Director of Urbanism, Municipality of Oran  
speeches by *Ms. Sonia Dubourg Lavroff*  
Deputy Mayor for International Relations,  
City of Bordeaux  
*Kouider Métair*  
APC vice President, Deputy Mayor for Urbanism  
and representative of the association  
Santé Sidi El Houari

### 12.00 El Mina - Genoa pilot project

Presented by *Samer Annous*  
Project Coordinator, Municipality of El Mina  
Speeches by *Abdul Kader Alameddine*  
Mayor of El Mina  
*Gianluca Saba*  
Office Manager for International Activities,  
City of Genoa

### 12.30 A first evaluation of the four pilot projects

*Maria Giulia Da Sacco*  
project officer, City of Venice

### 12.45 The CIUDAD Programme

*Cristina Casella*  
European Commission,  
EuropeAid Cooperation Office

### 13.15 The way forward: interventions of European Commission, Lead partner and project partners' representatives

### 13.45 Lunch

### 15.30 Technical visit in pilot project area

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*Working language: English*  
*Translation from English into French and Arabic will be provided.*

#### ARCHIMEDES final conference in Beirut

The ARCHIMEDES Final Conference will be held in Beirut on Tuesday 18th of November 2008. The Conference will be a very important event for the presentation of the project results and outputs, in particular related to the 4 pilot projects elaborated by Beirut, Istanbul, El Mina and Oran.

This last meeting, after two year of intense work and fruitful cooperation among Local Authorities, will as well be an occasion for discussing and presenting new way of collaboration within 2007-13 programming period.

# ARCHIMEDES news

# list of participants

## Conference list of participants - Beirut, November 18, 2008

### **CITY OF VENICE**

*Luana ZANELLA*  
Deputy Mayor for International Relations,  
Culture & Youth Policies  
*Paola RAVENNA*  
Manager European Policies  
*Silvia COMIATI*  
Project Coordinator  
*Maria Giulia DA SACCO*  
Project Officer

### **ISTANBUL METROPOLITAN MUNICIPALITY (IMM)**

*Yasar KARACA*  
EU Relations Director  
*Ravza KAN*  
Project Manager  
*Burcu ONUK*  
Project Team  
*Latif COSAR*  
Deputy Mayor, Municipality of Eminon  
*Mahir KATIRCI*  
Municipality of Eminonu

### **CITY OF GENOA**

*Gianluca SABA*  
Responsible International Activities Office  
*Raffaella ROVIDA*  
CRUIE  
*Sergio DI PAOLO*  
Consultant

### **CITY OF EL MINA**

*Abdel Menhem ALAMEDDINE*  
President, Order of Engineers, Tripoli  
*Samer ANNOUS*  
Assistant to the Mayor & Project Coordinator  
*Abdul Kader ALAMEDDINE*  
Mayor

### **CITY OF BORDEAUX**

*Brigitte FOURNIER*  
Assistant to the Mayor  
*Sonia DUBOURG LAVROFF*  
Deputy Mayor for International Relations  
*Michèle Larue CHARLUS*  
Director General for Urbanism

### **CITY OF ORAN**

*Mustapha MERINE*  
Responsible for International Relations  
*Abdelwahid TEMMAR (Wilaya of Oran)*  
Urban Planning Director for the Wilaya  
*Mohamed MEBARKI*  
Director of Urbanism  
*Kouider METAIR*  
APC vice President, deputy Mayor for Urbanism and  
representative of the association Sant» Sidi El Houari

### **TEAM SRL**

*Enrico ROVIDA*  
President

### **European Commission**

*Cristina CASELLA*  
AIDCO Cooperation Office

## pilot projects



### EL MINA

*A strategic plan for the promotion of El Mina old town and job generation in the tourism sector*

El Mina is a coastal city in the North of Lebanon with many valuable historic sites. The ancient quarter still preserves a rich and varied architectural and urban heritage which illustrates the great social, cultural and religious diversity. However the potential of its old town as a major tourism and cultural attraction is not yet exploited.

#### *Overall Objectives*

- Improvement of living conditions in old El Mina.

#### *Specific Objectives*

- Increased job opportunities through the development of activities linked to tourism in the Old Town.
- Development of a methodology related to strategic territorial marketing.

#### *Expected results*

- Unemployment in the old town is reduced.

- Improvement of the productivity of the tourism sector.
- Restoration of buildings.

#### *Description of activities*

- Realisation of a multipurpose tourism incubator.
- Renovation of the façades and interior design of two Bed & Breakfasts in the Old Town.
- A tourist map identifying historical buildings, major landmarks and facilities is created and linked to GIS.
- A long term plan for the development of potential tourist attractions (Khan, Work craft Centre, Lyon Tower, natural park).

#### *Local Partnership*

El Mina Municipality, Universities, Order of Engineers and Architects, GIS Experts, local associations.

#### *Estimated budget*

68.900,00 euro

### BEIRUT

*Urban regeneration in the Zoqaq el-Blat district*

The area considered is inhabited by several communities and social classes and distinguished by unique cultural and urban characteristics (green spaces, schools, cultural buildings). It also has a rich architectural heritage from the Ottoman and French mandate periods, though it is threatened by the highly speculative real estate market.

#### *Overall objectives*

- Enhance the quality of life in the area.
- Create the conditions to increase local economic development.

#### *Specific objective*

- Improve the conservation and management of the area's built cultural heritage.
- Enhance the infrastructure, networks and urban design

#### *Expected results*

- Decrease in the destruction of culturally relevant buildings and preservation of different districts' characters.
- Improvement of tourist attraction.
- Better awareness of the area's cultural heritage.

#### *Description of activities*

- Organization of cultural events in the district.
- Creation of cultural tourist paths and definition of a detailed Master Plan.
- Encouragement to take measures to preserve buildings.
- Organisation of meetings with population, media and sponsors.
- Organization of events within the scope of Beirut as the "International Capital for the Book" in 2009.



#### *Local partnership*

Ministries of Environment, Tourism, Habitat, Interior, Culture; Beirut Municipality, Universities and schools, associations and observatories.

#### *Estimated budget*

97.800,00 euro

# pilot projects

## ISTANBUL

*Exploiting the tourism potential of the Hans District's Axis (Cemberlitas-Mahmutpasa-Yeni Cami) and its surroundings by increasing the number of tourists in the area*

Eminönü is a densely populated central district rich in historical buildings. This area is one of the few ones in Istanbul where the guilds from the Ottoman times are located, and it has a strict commercial function with many Hans – an old typology of building created to host manufacturing and trade activities.

### Overall Objectives

- Exploit the tourism potential of the Hans District.
- Preserve the socio-economic character of the district.

### Specific Objectives

- Develop a plan for sustainable protection of the cultural heritage of the district.
- Promote economic development and tourism.

### Expected results

- Renewed interest of the population on its under-utilised historical heritage and on the distinct sociocultural and economic function of the area.
- Inclusion of the new axis to the existing guided tourism routes.
- Valorisation of one of the Hans.

### Description of Activities

- Production of a guidebook on Eminönü and of a book on legends and talismans of Istanbul.
- Creation of a tourism itinerary with sign boards for information and directions.
- A feasibility study for the regeneration of one of the Hans in the area.

- The organisation of training courses for the Eminönü Municipality staff and of an international conference on the historical, cultural, sociological, economical aspects of the axis.



### Local Partnership

Eminönü Municipality, Istanbul Metropolitan Municipality, UMMR, technical experts.

### Estimated budget

99.600,00 euro

## ORAN

*Revitalisation of the old city centre through the valorisation of its historic and architectural heritage*

Oran is the second largest city in Algeria and has been suffering from disorganised urban development in its suburbs and from the rapid expansion of its port infrastructure. The project focuses on the old historic centre Sidi El Houari that has been marginalized for the last 30 years despite its many historical monuments and sites.

### Overall Objectives

- Transfer to Oran technical and methodological tools to develop an urban planning process.
- Encourage the implementation of specific urban policies such as urban regeneration, economic and tourist development, and cultural heritage conservation.

### Specific Objectives

- Promote the quality of life and social diversity of Sidi El Houari.
- Highlight its architectural and historical heritage.
- Ensure its integration into the city centre and promote its development as a place for investments.

### Expected results

- Major importance given to cultural heritage as a factor of sustainable development in the urban planning processes.
- Strengthen the interest of the local population to Sidi El Houari.

### Description of activities

- Training course for local people on the restoration of old building façades.
- Urban project workshops between the schools of Architecture of Oran (USTO) and Bordeaux.
- Setting up an exhibition on the district's cultural heritage.
- Census of the built heritage in Sidi El Houari.



### Local Partnership

City of Oran, Wilaya of Oran, Santé Sidi El Houari Association, Bel Horizon Association, Oran School of Architecture, architects and local experts.

### Estimated budget

51.950,00 euro

# project information

## Project Partners

- Istanbul Metropolitan Municipality, Turkey
- City of Beirut, Lebanon
- City of Bordeaux, France
- City of Oran, Algeria
- City of Genoa, Italy
- City of El Mina, Lebanon

## Associated Partners

- Sofia Capital Region, Bulgaria
- Union of the Municipalities of Marmara Region, Turkey
- Liguria, Chamber of Commerce, Italy
- CRUIE – Center of Research on Urbanism and Ecologic Engineering, Italy

## Lead Partner

City of Venice  
European Policies Directorate  
S. Croce, 502  
IT-30135 Venice

## Venice Team

*Turiddo Pugliese*  
Scientific Coordinator  
*Silvia Comiati*  
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# ARCHIMEDES news