



**The RENAISSANCE cities and strategic project objectives**



The RENAISSANCE Project involves 5 cities – Perugia (Italy) – the Co-ordinating city for the group, Bath (UK), Gorna Oryahovitsa (Bulgaria), Skopje (Macedonia) and Szczecinek (Poland). In addition to having 2 cities in the project from ‘new member states’ and one from an EU Accession

country; RENAISSANCE introduces cities from Bulgaria and Macedonia to the CIVITAS family of European cities. RENAISSANCE aims to develop a valuable, reliable and integrated package of access and mobility measures to ensure cleaner and safer historic cities. These measures will act as a catalyst for other cities to develop in their transport policies. This will enable a rediscovery, preservation and enhancement of historic cities (and tourist cities in general) in Europe to take place – in harmony with the sustainable development of the local economy’s, to the benefit of visitors, residents and local businesses alike.

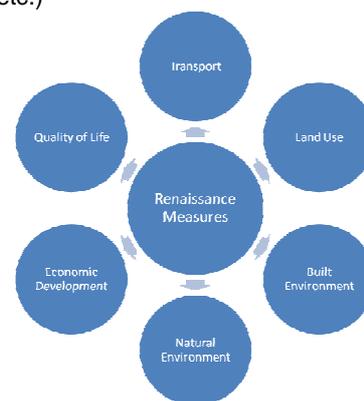
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The **seven strategic level objectives** of the RENAISSANCE Project are:

- **High quality management, co-ordination and collaboration of skills** – To undertake the management of the project to achieve the ambitious objectives within time, cost and resource constraints, to a high quality of achievement. Also to ensure the maximum working and social cohesion of the consortium; and to maximise the huge range of skills and experience that exists within the group.
- **Cleaner transport for cleaner cities** - To deliver and evaluate improvements in the efficiency and environmental performance of the transport systems in the RENAISSANCE cities.
- **Innovation** - To deliver innovative, state of the art transport strategies in all of the RENAISSANCE cities, with the objectives of reducing congestion, reducing dependence on the private car and favouring environmentally sustainable modes and

vehicles; while preserving heritage and enhancing economic activities and social cohesion.

- **Integration** – To ensure the added value of each individual measure implemented through the application of an integrated cleaner transport system, involving all transport modes and the relevant city actors (policy makers, transport professionals and operators, the business community, the conservation and heritage community and, not least, the citizens).
- **High quality evaluation** – To provide a clear and concise evaluation of individual measures and integrated packages of measures. To evaluate both the direct and indirect impacts of the measures. To predict the potential impacts of implementing similar measures elsewhere in Europe. To measure the process of undertaking innovative measures such as those in RENAISSANCE and the key barriers and drivers that affect the success of measures.
- **European policy relevance** – To ensure the results of the measures are directly applicable to the needs and priorities of transport policy makers in European cities: Also that these policy recommendations explicitly recognise the direct influence of cleaner transport policies on other policy areas (economic, social, environmental, energy etc.)



- **Outreach** - To ensure that the benefits and experience of RENAISSANCE will provide detailed implementation plans, policy development guidelines and best practice advice to other European cities: particularly those undergoing rapid development. To maximise the political engagement both within the project, and between the politicians in the project and in other cities within CIVITAS.

### Bath - Actions to Achieve Common Integrated Management



In a large integrated European project such as RENAISSANCE, it is essential that all of the cities in the project utilize a common management approach, both for strategic management at project level and for day-to-day management practice within and between the cities.

To achieve this objective early in the project lifetime, two parallel workshops were held in Bath in early December 2008 to provide detailed training to all city managers in common management techniques for the planning and progress monitoring of implementing the 42 measures, and for the common and efficient management of risk.

To address this primary objective, part of the thorough inception process in RENAISSANCE has been to identify and exploit these critical skills. The Bath workshops disseminated local experience in major project management and planning techniques to all of the 5 cities, to ensure effective integration of effort. In a similar way high level expertise in the 8 CIVITAS policy fields has been identified to lead the full integration of the RENAISSANCE measures and (in response to the Commission's priorities for CIVITAS evaluation) to harness the skills in cost-benefit analysis across the consortium.

### Gorna Oryahovitsa – First steps in CIVITAS



Early February, a major event was organized in Sofia by the Bulgarian Ministry for Transport. It was attended by high level officers from DG TREN, and representatives of Bulgarian cities. The event served as an opportunity

for Gorna Oryahovitsa, as the first Bulgarian CIVITAS city, to present its project and to set an example for other Bulgarian cities to follow in the future.

In December, Gorna also completed the first part of a common traffic count on 22 strategic crossroads. The

counting took 3 days, one of which was a Saturday in order to compare traffic and numbers of cars on working days versus weekends. Next step will be a household survey on citizens' travel behavior.

### Perugia – Multimodal Integration

In Perugia, the Urban Mobility Plan recommends the multimodal integration of the public transport system. Minimetro, the high innovative transit system implemented recently in the city has been integrated with the bus network, rail stations and the escalator/park and ride systems. During RENAISSANCE, Perugia Municipality wants to create better quality interchange nodes that will facilitate the modal shift and will contribute to increase the overall customer



satisfaction for public transit. Perugia participation in RENAISSANCE created the possibility to speed up the process of approval of the new interchange nodes, and by month five of the project, already 2 plans got the formal approval. By the end of the project, it is expected that all selected interchange nodes to be formally approved. Moreover, the results of this process will constitute the guide for further similar interchanges implementation.

### Szczecinek – RENAISSANCE gets recognition in the city

In Szczecinek, RENAISSANCE is starting to present itself to the citizens. First of few planned billboards with CIVITAS -



RENAISSANCE logos were placed in the city centre. The action is part of measure 4.6 which aims to raise awareness of RENAISSANCE in Szczecinek. The Mayor of Szczecinek had several interviews in local TV stations and publication of information in specialized magazines and local newspapers about the city's involvement in RENAISSANCE.

### Skopje – CIVITAS goes to Macedonia

At Mr Trifun Kostovski, Mayor of Skopje invitation, RENAISSANCE has planned a consortium meeting in early March, 2009 in Skopje. This is the first CIVITAS meeting organised in an accession country, Republic of Macedonia. Mr. Kostovski said: "Today, we all are going to discuss how to provide greater mobility for our citizens, how to provide a clean and better public transportation, but at the same time we are going to discuss how to protect the authenticity of our cities and their cultural and architectural heritage.

All of our cities have old cores, the soul of our cities, and we all make efforts to protect and to preserve it, but at the same time to present it in all its glory, and to open the doors to our citizens and to the tourists.

The roads of achieving this goals are different, but we all together, through the CIVITAS network and projects like RENAISSANCE, exchange knowledge and experiences, build sustainable concepts for mobility, all of which to achieve a new "culture of mobility" in our cities.

The City of Skopje directs its efforts to projects focused on energy efficiency, transport policy with the adoption of a

transport strategy and traffic safety policy, usage of alternative fuels and environment protection. This are the steps that The City of Skopje, through in the RENAISSANCE project, should execute, with maximum support and exchange of knowledge and experience from your cities."



### RENAISSANCE next meetings

#### RENAISSANCE Meetings and Events

City	Month	Event
Szczecinek	12	Consortium meeting Workshop
Gorna	18	Consortium meeting
Perugia	24	Mid-term event
Bath	30	Consortium meeting Workshop
Skopje	36	Consortium meeting Conference
Szczecinek	42	Consortium meeting
Gorna	46	Final Conference
Perugia	48	Consortium meeting

CIVITAS



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