

# ALL PLACES MATTER

Teritorial Agenda in Practice

Wednesday, 29. september 2021, 8:30–16:00

IZUM – Institute of Information Science

Prešernova ulica 17, Maribor, Slovenia



## Speakers



**PHILIPP SCHWARTZ**

*Interact*

Philipp Schwartz works since 2013 for Interact presently focusing on Bringing territoriality into Interreg and on maritime (Interreg) cooperation. From 2007 to 2013 he was Head of the Joint Technical Secretariat of the Central Baltic INTERREG IV A Programme and before that Senior Advisor for Cross-border Cooperation at the Council of the Baltic Sea States in Stockholm (2004–2007). From 2001 to 2004 he was Head of the Cooperation Office for the Eastern Baltic Sea region of the German Land Mecklenburg-Vorpommern located in Tallinn, Estonia. His academic background is in law, and he has received a Dr. jur. from the University of Greifswald, Germany, in the field of legal history.

### ***Bringing territoriality to Interreg***

Interreg supporting cooperation across borders is well known all over Europe, also by its name European Territorial Cooperation. However, what makes an Interreg cooperation project a truly territorial project? And how can such territorial criteria be applied in day-to-day Interreg programme and project implementation? And why and how can individual Interreg projects and programmes play a crucial role in and benefit from contributing to the implementation of the Territorial Agenda 2030? To develop and to communicate a narrative on these questions, Interact established this year an informal Focus Group. The presentation will introduce the work and first findings of this Focus Group.



**DANIEL MELTZIAN**

*Federal Ministry of the Interior,  
Building and Community,  
Germany*

Dr. Daniel Meltzian is Head of the Division for European Spatial Development Policy and Territorial Cohesion in the Federal Ministry of the Interior, Building and Community in Germany. A focus of his work is European Spatial Development Policy and the Territorial Agenda 2030 as part of it, Maritime Spatial Planning, bilateral and multilateral cooperation with neighbouring states and transnational spatial development policy in the context of EU Cohesion Policy as well as representing Germany at ESPON.

## ***The Territorial Agenda 2030 - Future for all places***

With its overall aim of „a future for all places“ the Territorial Agenda 2030 places new emphasis on Territorial Cohesion as an aim of the European Union and beyond. The presentation will illustrate the meaning and reasoning and outline ways to approach this aim. A comprehensive view on the equivalence of people’s living conditions in Europe is key to reconcile territorial diversity, quality of life and cohesion.



**WIKTOR  
SZYDAROWSKI**

*ESPON*

Wiktor Szydarowski has 25 years of experience in planning, managing and implementing development initiatives through dialogue and interfacing in international partnership networks. He has been involved in joint policy approaches within cooperation frameworks such as the Northern Dimension Partnerships, VASAB, the Baltic Sea States Subregional Co-operation network, the Baltic Ports Organization, the Baltic Development Forum, the Conference of Peripheral Maritime Regions, macroregional sea basin strategies and intergovernmental agreements (e.g. transport corridor associations). He has long experience in initiating and developing international projects in the Baltic Sea area, with governments, R&D sector, NGOs and market actors from 11 countries, incl. Russia and Belarus.

## ***Territorial Quality of Life***

Over the past few years, discussions have taken place on how to measure the quality of life (QoL) and how quality-of-life indicators can complement economic and social indicators to measure territorial development. ESPON makes a vital contribution in informing and inspiring policymakers and stakeholders on how to operationalise and integrate QoL into policy processes at different levels. It provides a methodology to assess QoL through a place-based and citizen-centric approach based on the results of the dedicated research project, a working paper – in concordance with the TA2030 and the priorities of the Slovenian Presidency of the EU Council.



## ALBERT GARCIA MACIAN

*Municipality of Mollet Del Valles*

Albert Garcia Macian has graduated in Philosophy and holds a master's on Management of Institutions and Companies from the University of Barcelona. Currently, he works as a coordinator of EU projects at the municipality of Mollet. He has coordinated several projects focused on sustainable food systems, such as Diet for a Green Planet and Agri-Urban, both in the frameworks of the URBACT programme. He has also been awarded several awards such as the EU Health Award and the European Green Leaf and has participated has been an invited speaker to institutions such as the European Parliament, Green Week and CEMR.

### ***Food policy and territorial planning in Mollet del Valles***

The city of Mollet has successfully protected its rural area from urbanisation. The previously deprived area of Gallecs that encompasses 750 hectares has become the flagship project of the city. Empowering their local producers, they have managed to set up an Agroecological project, based on organic farming, which aims to guarantee economic protection of the citizens, the environmental protection of the area, as well as, to promote healthy habits among citizens.



## OLIVER HORENI

*Upper Elbe Transport Association*

Oliver Horeni got a degree in Transport engineering from Dresden University of Technology in 2007, specializing in Transport Planning and Transport Technology. In 2012 he got his PhD at Eindhoven University of Technology after five years of research in the field of measuring mental representations as part of the Urban Planning Group. Since January 2013 he has been employed at the Upper Elbe Transport Association (VVO GmbH) in Dresden where he is responsible for the public transport tariff system for Dresden and the surrounding counties. His work experience includes the development of new tickets and related negotiations with other stakeholders in order to make public transport better accessible for new customers.

### ***Elbe-Labe cross-border ticket system***

The region along the Upper Elbe river on both sides of the Saxon-Bohemian border has always been closely connected. While the public transport system provides a reasonable transport offer on both sides of the border a common ticket system for cross-border trips was lacking for a long time. The presentation will show how the Elbe-Labe ticket has been introduced and how the challenges of two currencies and different levels of purchasing powers were tackled.



## KATARZYNA SZYMCZAK-POMIANOWSKA

*City of Wrocław*

Katarzyna Szymczak-Pomianowska is the Director of the Department of Sustainable Development in the Municipality of Wrocław - so called „Green Department”. She has 20 years of local government administration experience. Since 2018 she has been in charge of sustainable development and implementation of new measures and standards to improve air quality and adapt the city to climate change. Previously she was responsible for participatory budget and social dialog and as the project manager for infrastructural investments such as the National Forum of Music or the Musical Theatre Capitol, both co-financed by European Union, both city’s showcases.

### ***Climate change adaptation in Wrocław***

Climate policy and adaptation to the climate change is one of the most urgent challenges for Wrocław. Their ambition is to be resilient for climatic hazards which are for Wrocław heatwaves, intensive precipitations and storms, urban flooding and windstorms. They are vulnerable for the urban heat island effect and are therefore doing their best to minimize it and improve the quality of life by developing green and blue infrastructure and the idea of sponge as well as edible city. How to involve the residents in the green and blue actions? How to support bottom-up initiatives? How important are the measures dedicated to the youngest inhabitants? The presentation will answer these and some other questions.



## ANETT NUMA

*e-Estonia Briefing Centre*

Having lived and studied in different countries, Anett has learned to appreciate living in a digital society. Anett believes that all processes and structures of public services should be accessible and simple for every single citizen. Based on her academic background in political science, Anett focuses on enhancing good cooperation between the public and private sector to create a comprehensive and supportive environment. Her goal as a Digital Transformation Adviser at the e-Estonia Briefing Centre is to explain the Estonian digitalisation experience and thus inspire leaders and decision-makers alike to create a better tomorrow.

### ***Digitalisation as a tool for territorial cohesion in Estonia***

By providing a fast connectivity and well-functioning e-government services, Estonia has managed to provide smooth and easy access to all public and private services despite of your location. Thanks to a safe, convenient and flexible digital ecosystem, Estonia has reached an unprecedented level of transparency in governance and built broad trust in its digital society. This has made living in rural areas also more convenient and helps to boost economical system.



## IGOR KOS

*Regional Development Agency  
for Podravje - Maribor*

Igor Kos is a consultant at the WCycle institute that only recently became part of the Regional Development Agency for Podravje - Maribor. His long-time passion is Circular Economy: He works with the specific goal of further developing the Circular Economy business model for the City of Maribor. Igor was involved in the preparation of the Strategy for the transition to Circular Economy for the City of Maribor, which was approved by the City Council in June 2018. He collaborated in the preparation of the Roadmap for Transition to Circular Economy of Slovenia. He is a member of the EU Urban Agenda Partnership for Circular Economy.

## ***Circular economy in Podravska region***

Maribor was one of the first cities to embark on the transition to a circular economy, not only in Slovenia but also in the EU. The plans are being implemented step by step through an institute set up for this purpose. WCycle Institute has been operating as part of the Podravje Regional Development Agency since September 2021, which means that from now on it will support 41 municipalities with its rich knowledge and experience and help the transition of the entire region to a circular economy.