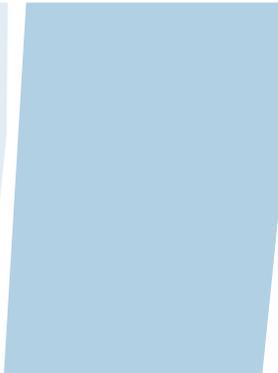
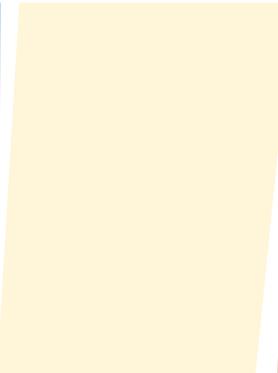




# FEMIP “Medinas 2030” Seminar

Marseille, Palais du Pharo, Salon Eugénie, 8-9 October 2009

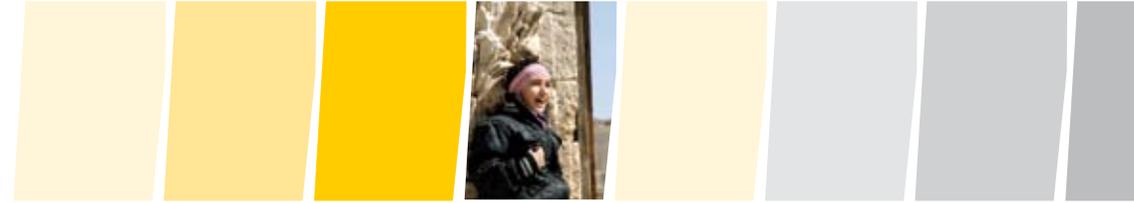
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Mediterranean cities: culture, heritage and modernity

# “Medinas 2030” Seminar

Mediterranean cities: culture, heritage and modernity



## Welcome to the FEMIP “Medinas 2030” seminar



Philippe de Fontaine Vive  
EIB Vice-President

For several decades, the historic centres of southern and eastern Mediterranean towns and cities have been suffering from continuous economic and social decline. This process is no more than the reflection of the irreversible changes caused by accelerated rural migration and the new competition between urban areas.

The lack of an across-the-board response is hastening the marginalisation of these precious but fragile districts.

We are therefore facing a major challenge: as the historic city centres lose their attraction the local people fall further into poverty and traditional economic activities are excluded, giving rise to soulless districts and a loss of heritage.

In order to place the revitalisation of historic city centres in a sustainable development framework, we need to adopt a medium to long-term vision: that of integrated urban projects and “patient” investment.

National and local public budgets are not enough for this. We have to bring on board long-term investors and development organisations, alongside the public authorities, and involve the private sector to a greater degree.

To raise awareness and ensure a joined-up approach, the EIB formulated the MEDINAS 2030 INITIATIVE, which it launched at the Venice Architecture Biennale last October. Through this initiative, the EIB and its dedicated facility for promoting development in the Mediterranean countries – FEMIP – are seeking to assist the preparation and implementation of an integrated urban regeneration strategy tailored to each of the nine partner countries and adapted as needed to local circumstances.

This strategy will be complemented by an investment programme designed to improve the local people’s quality of life and preserve the cultural worth of a number of sites identified by the partner countries.

To take forward this initiative and translate it into action, the EIB decided to launch a two and half year research and technical assistance programme: the “MEDINAS 2030 PROGRAMME”.

This programme will form part of the remit of the Marseille Centre for Mediterranean Integration (MCMI), which will serve as a platform for assisting public policy reform in the partner countries that brings together, alongside the French institutions (AFD, CDC, the Foreign and Finance Ministries, City of Marseille) and the EIB, the key development players in the Mediterranean, including the World Bank, the governments of the



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Mediterranean partner countries, the United Nations agencies (UNDP, UNEP, WFP, UNIDO, etc.) and the networks of academic institutions (including FEMISE and the ETF in Turin).

The “MEDINAS 2030 PROGRAMME” has three components, the first two of which will be directly implemented by the MCMI:

- a pre-operational study focusing on the key success factors for integrated urban renewal operations. This will look in particular at the questions of financial equilibrium, governance, operating methods and available options, including PPPs;
- a series of knowledge transfer and exchange workshops aimed at identifying solutions;
- the preparation and implementation of a pilot project to restore the Medina of Meknès, including a contracting assistance study. This will be a demonstration project testing methods and tools.

Annual progress reports on the “Medinas 2030” initiative and programme will be prepared for the conferences of experts and high level practitioners – the first of which is being held today.

This makes clear the seminar’s importance in terms of the impetus that your work will give to both our research and its practical applications in support of the wonderful urban heritage development initiatives that are currently emerging all around the Mediterranean.

I am therefore delighted to welcome you to Marseille on 8-9 October 2009 as part of the “Mediterranean Economic Week”.

Philippe de Fontaine Vive

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## Preliminary Programme

### Day 1 – Thursday, 8 October 2009

13:30–14:30 **Registration**

14:30–15:00 **Opening**

- **Jean-Claude Gaudin**, Mayor of Marseille
- **Shehadeh Abu Hdaib**, Minister of Municipal Affairs, Jordan
- **Philippe de Fontaine Vive**, Vice-President, European Investment Bank

15:00–16:30 **Session 1**

**The mayors’ session: the medinas, harnessing the past and building the future**

Moderator: **Joan Parpal Marfa**, Secretary General, MedCités

Main speaker: **Maan Chibli**, Mayor of Aleppo

- **Abdul Rahman Bizri**, Mayor of Saida
- **Ahmed Hilal**, Mayor of Meknes
- **Adnane Benabdellah**, Second Vice President, Urban Municipality of the city of Marrakech

*The rehabilitation of the Mediterranean’s historic towns and cities has been the subject of a large number of studies and projects, but the operations carried out have not always achieved the expected results. There are multiple reasons for this, ranging from the very complexity of the urban fabric to the existence of new urban hierarchies resulting from globalisation. In order to better manage the changes in their role in urban development, it is necessary to adopt a comprehensive and integrated approach to the rehabilitation of the medinas. In this sense, it is up to the public authorities to define a strategic vision of towns and cities in which to place the medinas. In this first session, the mayors will share their experiences with regard to this comprehensive long-term vision.*

16:30–17:00 **Coffee break**



17:00–18:30 **Session 2**

**Identifying the challenges: what objectives for 2030?**

Moderator: **Professor Marcello Balbo**, Università Luav di Venezia

Main speaker: **Sémia Akrouit Yaïche**, Director General, Arab Heritage and Historical Cities Foundation, Association for the Protection of Tunis Medina

- **Erfan Ali**, Director, Ministry of Local Administration, Syria
- **Abderrahmane Chorfi**, Director of Town Planning and Housing, Ministry of Housing, Morocco

*The Mediterranean partner countries are experiencing urban, social and economic changes that are affecting the old parts of towns and cities and undermining their place in the urban fabric, threatening to marginalise the medinas for ever. The question of rehabilitating these districts therefore needs to be rethought, anticipating the changes that the Mediterranean countries will undergo in the years ahead. The participants in this session will be invited to identify the main challenges of urban renewal and the objectives to be achieved by 2030.*

19:15–20:45 **Inauguration of the Medinas exhibition**

Alcazar Library

21:15 **Dinner hosted by the EIB and the City of Marseille**



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## Day 2 – Friday, 9 October 2009

8:30–9:00 **Welcome coffee**

9:00–10:30 **Session 3**

**To do or not to do: how to tackle urban renewal?**

Moderator: **Daniel Drocourt**, Coordinator of UNEP programme “100 historic Mediterranean sites”

Main speaker: **Meinolf Spiekermann**, Senior Urban Development Expert, GTZ

- **Najib Lahlou**, Member of Management Committee, Al Omrane
- **Lodovico Folin Calabi**, Associate Expert, UNESCO World Heritage Centre

*There is no single model of urban rehabilitation. A large number of lessons can be drawn from the success and failure of the operations carried out over the past twenty years. This is why pilot projects can help to improve our understanding of the way in which urban renewal should be tackled. In the third session, the criteria for the good governance of these operations will be discussed in the light of the experiences of rehabilitation professionals.*

10:30–11:00 **Coffee break**

11:00–12:30 **Session 4**

**Public-private financing: promoting partnerships**

Moderator: **Etienne Viard**, Mediterranean Director, Agence française de développement

Main speaker: **Anthony G. Bigio**, Senior Urban Specialist, World Bank

- **Wafaa Charafeddine**, Director of the Funding Division, Council for Development and Reconstruction, Lebanon
- **Professor Mateu Turró**, Polytechnic University of Catalonia

*Effective public action to rehabilitate historic districts must be based on an active public-private partnership. Rehabilitation policies need diversified financial resources, and the private sector can play a particularly useful role in this regard inasmuch as it can enhance the effectiveness of public policies and speed up the transfer of know-how. The fourth session will look at the role of financial partnerships between the public and private sectors and the conditions for their success.*

12:30–12:45 **Conclusions**

**Guy Clause**, Director of the Convergence and Environment Department, European Investment Bank

12:45–14:00 **Buffet lunch**

Palais du Pharo - Salon Frioul

## Seminar format

The seminar will be **interactive**. After the opening session, which will provide a broad outline of the topics to be discussed, each session will be introduced by an expert in the field, and a panel will then comment briefly on the subject, before opening the floor to discussion with the participants.

Discussion documents prepared by the speakers will be posted on the FEMIP seminar website ([www.eib.org/femip/conference](http://www.eib.org/femip/conference)) and may be consulted both in the run-up to and after the seminar.

## Contact

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### Seminar venue

Palais du Pharo  
Jardins du Pharo, 58 Boulevard Charles Livon,  
13007 Marseille

