



The Retina Newsletter



Welcome to the RETINA newsletter!

Welcome to the second official newsletter of ReTInA!

RETINA is a SOUTH EAST EUROPE INTERREG project, focusing on the rejuvenation of traditional industrial zones and brownfields and seeking for innovative and sustainable solutions for an upgrade and redesign of these areas.

Visit our website at www.retinasee.eu and find out more! All deliverables, news, articles, photos of our project and even more ideas and means to participate can be found there!

Join us and explore the RETINA process!



Presenting Iasi: A historic city, a dynamic partner!

Situated in the east side of Moldova, on the Bahlui River, affluent of Jijia that flows into the Prut River, Iasi is the legendary city of the 7 hills:

Cetățuia, Galata, Copou, Bucium, Șorogari, Repedea (Paun Hill - 407m) and Breazu; A very important city, both in cultural and in historical terms, it is today the second biggest city in Romania with its 340.000 inhabitants and the second largest university centre in Romania.

Archaeological diggings certify the existence of human settlements on the today's territory of Iasi since Paleolithic times. The first documentary attestation of the city is from 1408. In 1565 during the second reign of Alexandru Lapusneanu, Iasi became the capital of Moldavia, being at that time an important economical, political and cultural centre. In 1859 colonel Al. I. Cuza became the Prince of Moldavia. After the union of the Romanian Principalities on the 24th of January in 1859, Iasi functioned as the capital of Moldavia until the administrative union in 1862. In 1860 Al. I. Cuza founded the first university in Romania in Iasi. On the 11st of November in 1916 – during World War I, the Royal Court, the Parliament and the Romanian Government withdrew from Bucharest to Iasi. From this period until the Revolution of 1989 Iasi's region underwent a strong phase of industrialization and economic development.

For its participation in RETINA project, the Municipality of Iasi selected an area in the Iasi Metropolitan Area which is administrated by the local heating company (C.E.T.).

The selected area is completely classified as a brownfield, with 5 different abandoned buildings, which used to be an incineration deposit for households waste. The site is in an urban setting, at the periphery of the town and has a surface of 1.5 ha, 5 abandoned buildings and greenfields. It is a continuous area surrounded by a residential area.



Presenting Iasi: A historic city, a dynamic partner!

Due to the fact that the industrial areas were mainly abandoned after the general collapse of the heavy industry, Iasi nowadays faces many problems in trying to bring these areas back to a normal efficiency and to valorize the land properly.

It is this experience that brought Iasi Municipality as Task Force 3 Leader. Iasi Municipality aims to

- ▶ Define a policy system on rehabilitation of brown fields (taking into consideration all the important aspects: ownership, urban and environment, branding and imaging),
- ▶ Conclude a Transnational Case Study “Branding and Imaging” on Task Force 3, a Branding Strategy for former industrial areas and
- ▶ Bring innovative ideas with a 3D design contest launched at European level for each former industrial area identified by each project partner. The competition is open to architects from across Europe and will be released on RETINA’s web site.

The main objective of Iasi Municipality is to revitalize the brownfield area represented by the former incinerator and to find sustainable solutions for this region. The project aimed at traditional industrial areas issues, ideas and new approaches for sustainable solutions and tools to implement them.



New Management Team for the Lead Partner



Dr. Tibor Polinszky Project and Content Manager of ReTInA (from 2 November 2010)

Being a chartered architect, I have been the Chief Architect of the Municipality of Budapest 21st District Csepel since 2003. Before that, I had worked as an architect expert and lead design architect, and also as Chief Architect for the Municipality of Budapest 22nd District Budafok for five years. From the 1970s up to the middle of the 1990s, I was active as an architectural accessibility expert, as well as architectural researcher. For my role and responsibilities as chief architect, I have gained knowledge in territorial development and urban planning, and I am an authorised lead urban development planner and design architect. From my operative designer years, numerous publications of mine are available, primarily in the field of accessibility and architecture.

International professional experience: scholarships abroad (Sweden, Norway), consultant activities (European Concept of Accessibility), committee membership (International Commission on Technology and Accessibility (ICTA)/Rehabilitation International).

Dénes Fábrián

ReTInA project assistant (from 2 November 2010)

In line with my studies in urban planning and engineering, I have been working for the Municipality of Budapest 21st District Csepel in the Mayor's Office as administrator in territorial management since 2006. My fields of expertise are: coordination of the preparation of Detailed Urbanist Plans, participation in the preparation of local legislation, supervision of the Local Urban Development and Building Regulation and its dissemination to the general public necessary for its observance.

Even before the ReTInA project, the former Weiss Manfréd Works (later Csepel Works) played an important role in my professional and personal life, being a brownfield area of more than 200 hectares which has once operated as the citadel of industries.

Being a civil servant, but first and foremost a resident of Csepel, the development of the district and its transformation into a more liveable and organic urban territory are issues close to my heart.



The work of Task Forces: RETINA delivers results! TASK FORCE 2 – URBAN AND ENVIRONMENT

During the lasi event, a very interesting presentation for the Progress in Task Force 2 was made by Mr. Pavol WOHLFAHRT

Summarizing the results of the Regional Case Studies that all partners conducted in a selected area of their region, a graphic output had been created, projecting a comparative presentation of the partner's situation.

SPATIAL RELATIONSHIP WITHIN THE CITY



The work of Task Forces: RETINA delivers results! TASK FORCE 2 – URBAN AND ENVIRONMENT

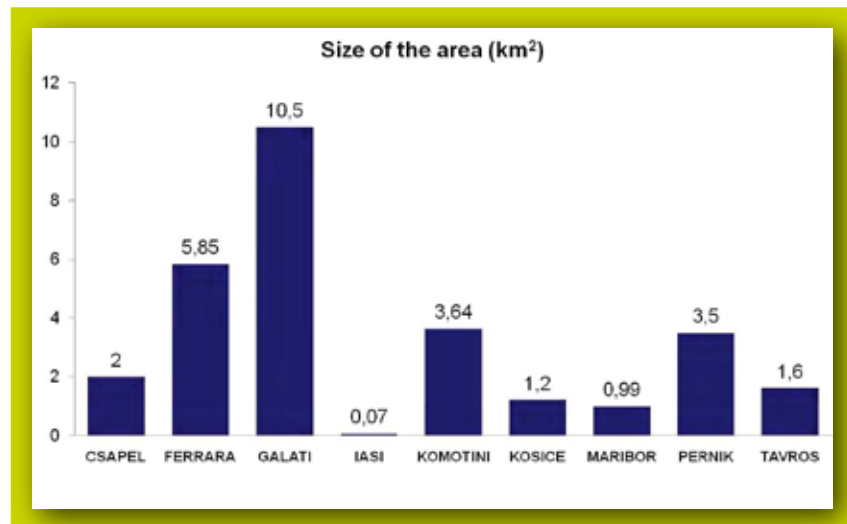
According to this presentation brownfields examined were divided according to:

1. Their position in relation to the City

- ▶ Inside position
- ▶ Inner contact position
- ▶ Outer contact position
- ▶ Outside position

The work of Task Forces: RETINA delivers results! TASK FORCE 2 – URBAN AND ENVIRONMENT

The size of the area the brownfields are covering



The Ratio of BR/city area/m2



The work of Task Forces: RETINA delivers results! TASK FORCE 2 – URBAN AND ENVIRONMENT

The state of the Ownership of the area

	State/local gov.	Enterprenial	Privat
Csepel		✓	✓
Ferrara	✓	✓	✓
Galati	✓		
Iasi	✓		✓
Komotini	✓	✓	
Kosice			✓
Maribor	✓	✓	✓
Pernik	✓		✓
Soprip	✓	✓	
Tavros	✓		

The Transport connections available in the area

	vehicular	rail	water	airport
Csepel	✓	✓		✓
Ferrara	✓	✓		✓
Galati	✓	✓	✓	
Iasi	✓			
Komotini	✓			✓
Kosice	✓			
Maribor	✓			
Pernik	✓	✓		
Soprip	✓	✓		✓
Tavros	✓	✓		

The work of Task Forces: RETINA delivers results! TASK FORCE 2 – URBAN AND ENVIRONMENT

And the Infrastructure provided in each brownfield

	water	sewage	electricity	gas
Csepel	✓	✓	✓	✓
Ferrara	✓	✓	✓	✓
Galati			✓	✓
Iasi			✓	
Komotini	✓	✓	✓	✓
Kosice	✓	✓	✓	✓
Maribor	+/-	+/-	✓	✓
Pernik			✓	✓
Sopri	✓	✓	✓	✓
Tavros				

In result, it is clear that Brownfields, like any area are embedded to the overall framework (Political, Strategic, Legislative etc) of their region. As part of the RETINA method we should define Environmental goals, Preserve the cultural heritage and give these areas a new perspective.

You can find the presentation and more interesting features about RETINA project in the [download area](#) of our [website](#)



The work of Task Forces: RETINA delivers results!

Task Force 3 –Branding and Imaging

One of the main topics of RETINA project is Task Force 3 - Branding & Imaging. This aims to elaborate a Transnational Case Study and a common Brand Strategy.

It is well known that the creation of a positive city/destination/place image constitutes an extremely important part of economic regeneration and the main objective of RETINA project is a successful revitalisation of all brownfields using the results of the Transnational Case Study on brownfield image and the proposed Brand Strategy.





The work of Task Forces: RETINA delivers results!

Task Force 3 –Branding and Imaging

All the information received from the partners were part of the results of public consultations that took place in Maribor, Galati and Iasi in order to complete the SWOT analysis of the analyzed brown-fields' images

- 1 Overall actual image of the brownfield from the RETINA partner point of view. This will include: defining and diagnosing the circumstances of the place, influence of the ongoing revitalization activities on the image of the area, target image of the area, benefits of the new image of the area.
- 2 Overall actual image of the place from the market point of view. This step will take in consideration the opinion of the actors implicated in the revitalization process regarding the image of the brownfield.
- 3 After the first two steps a SWOT analysis of the brownfield image will be made which will represent the main instrument for the Transnational Case Study.
- 4 Segmentation and the particularities of market are representing the next important point. The main actors and the connections between them will be identified.
- 5 The key to a successful revitalization process is shaping good strategies and objectives. The development of image strategy will follow image main objectives taking into consideration the results of the research study and the objectives from RCS.
- 6 „The Power of Word & Image” - includes: defining the core vision of the place – identity, image positioning – where the place positions itself in local/regional/national/international terms, defining the message for the target, developing the message and considering how to put it across to different audiences, defining the communication system that will promote the image to the target.
- 7 The final step is the determination of the best ways of promoting the brownfield – selection of tools and instruments for the communication of the new identity to the market.

The next important step will be represented by the presentation of all SWOT analysis and the segmentation process for every brownfield.



RETINA IN THE SOCIAL MEDIA: OUR FACEBOOK PAGE!

Social Media are increasingly invading not only in the sphere of interpersonal communication but also to Marketing and Promotion Campaigns of people, parties, products, industries etc. Most of the campaigns – especially in the age after Obama’s election – are targeting their audiences using Facebook, Twitter and other Social Media –according to their needs and target groups.

RETINA project, being in the forefront of this trend, created its own Facebook page already in 2009, just after the launching of the project. It is actually still one of the very few projects of the South-East Program which are present on Facebook.

After a testing period, now our Facebook page is fully operational, providing updates about the program, photos and videos from the events, and giving also the opportunity not only to the members of the partnership, but to anyone interested to follow the implementation of the project.

Our page is also introducing an innovation – the microsite – a small site working inside the facebook page and linking directly to the webpage of the project.

In the next weeks more updates and applications will be available since we are also about to launch an official promotion campaign on Facebook. And already some of the partners started a “Retina cause” application that is gaining members extremely fast!

We invite you all to visit the page and subscribe through the “like” button to our news, and remember that you do not have to be a Facebook member to be able to see the page!

Visit our Facebook page at: <http://www.facebook.com/#!/retinasee>



OUR MEETINGS AND EVENTS

Content coordination meeting, 2 September 2010, Budapest

The Lead Partner convened a meeting right after the summer period, for the overview and design of the core thematic work in ReTInA: the work of the Task Forces. The Task Forces are thematic expert groups, analysing different aspects related to the revitalisation of traditional, derelict industrial areas.

The major work of the three Task Forces is carried out in the period of September 2010 – May 2011. In this intensive period of knowledge exchange, the Task Forces prepare studies summarising the results of their work, as well as presenting the results of the pilot studies which are carried out at Task Force leader locations (Csepel, Kosice, Iasi).

The Task Force leaders are also organising thematic events that are related to the Task Force topics:

- ▶ 17-19 November 2010, Iasi: TF3 event in the field of branding and imaging related to rehabilitation of former industrial areas
- ▶ March 2011, Kosice: TF2 event in the field of environmental and urban aspects of the rehabilitation of former industrial areas
- ▶ April 2011, Budapest: TF1 event in the field of legal, ownership and financing issues related to the rehabilitation of former industrial areas

During the meeting in Budapest, the coordinator partners planned these meetings in detail, in order to have a very successful work period in the next few months.

Subscribe to the [Newsletter](#) and follow the thematic events of our project!



REGIONAL INVESTORS FAIR IN IASI

One more exceptional event took place in Iasi, where, from 17 to 19 November 2010, the partners participated in a series of activities organized and coordinated by the Municipality of Iasi. In more details

Regional Investors Fair

On November 17th the RETINA project was presented at the Regional Investors Fair, an exhibition of the potentials of the area, followed by a high level Conference where the project presented its innovative method for revitalizing old brownfields. The event took place at the "Alexandru Ioan Cuza" University of Iasi, in the Hall of Lost Steps. All 10 project partners had a chance to introduce their brownfield areas through the exhibition and distribution of spectacular promotional materials and discussions with the participants of the event.

Project Meeting and Masterclass of Task Force 3

On the 18th of November the TF3 experts of ReTIna gathered in the Iasi City Hall Council Room, together with business representatives from the North-East Region, and local and regional authorities. Task Force 3 is the expert group of ReTIna studying the issue of branding and imaging in relation to brownfield revitalization.

The following topics were discussed in detail at the meeting :

- ▶ The definition of the concept of Branding, by Mr. Bogdan BRANZAS - Branding Expert
- ▶ The methodology of the Transnational Case Study by Mrs. Oana VICOL - TF3 Expert from Iasi Municipality
- ▶ The results of a sociological study conducted in Iasi on the revitalization of the former industrial area, by Mr. Tudor JIJIE
- ▶ The Conceptual Model of Equity and Industrial Heritage, by Mr Dr. Theodore Metaxas and Dr. Kleanthis SIRAKOULIS, experts of Tavros and Karatheodori
- ▶ The report on TF2, URBAN & ENVIRONMENT by Mr. Pavol WOHLFAHRT

After a successful Press Conference, the meeting continued in the afternoon with the Masterclass on "Branding and Imaging" made by national branding experts Dochita ZENOVEIOV and Adrian MIRONESCU.



REGIONAL INVESTORS FAIR IN IASI

Benchmark visit – site visit at the Iasi brownfield

On November 19, after a quite informative tour at the city of Iasi between the monuments of the city and the area selected to participate to the program, the program continued with the training on Brownfield Stakeholders Group, by Sebastiano PARMEGIANI, expert of the Ferrara Province.

The event closed with an evaluation session including conclusions and remarks by the participants.

At the local level

At the same time all partners conduct regular meetings with their local stakeholder groups, participate in local events and inform the press about their activities.

NEXT STEPS IN OUR ACTION

For the first semester of 2011 three major events are foreseen for RETINA:

- ▶ 28-30 March Kosice, TF2 thematic event and transnational project meeting
- ▶ April Budapest – TF1 thematic event
- ▶ June Maribor – summarising thematic and project management meeting



NEXT STEPS IN OUR ACTION

For the first semester of 2011 three major events are foreseen for RETINA:

TF2 thematic event and 3rd Transnational Meeting of ReTInA, March 2011, Kosice:

In the end of March 2011, a three-day event will be organised by Task Force 2 leader Kosice, where the experts of Task Force 2 will participate in high-profile presentations and workshops in the field of urban and environmental issues related to brownfield regeneration, and they will also visit the brownfield site of Kosice.

The thematic event will be accompanied by the Regional Investors Fair, where all project partners will have an opportunity to present their brownfields to the investors – like in November in Iasi. The Province of Ferrara will organise a training for the project team members on the involvement of the stakeholders in the development processes. Project team members will also hold meetings to discuss all issues in connection with the ReTInA project.

April Budapest – TF1 thematic event

The thematic event of Task Force 1 on legal, financing and ownership issues related to brownfield development will be held in April 2011, in Budapest, and will be organised by the Lead Partner, the Municipality of Csepel.

June Maribor – summarising thematic and project management meeting

The concluding event of the transnational Task Forces will be held in May or June 2011, when the three Task Forces will present their Transnational Case Studies, and the experts will have a chance to meet for the last time, participate in workshops and exchange their ideas related to brownfield revitalisation. The host of the event is the University of Maribor, the leader of WP3, responsible for the coordination of the three thematic Task Forces. The results of the events and the work of the Task Forces will be collected by Maribor and made available for the whole of Europe through the ReTInA Knowledge Centre.