

INTERREG IIIB CADSES

Measure 1.2

Urban Service Development

FORWARD

The city of Ravenna (Italy, Emilia Romagna region) has an extension of 652,89 Km², with a road network of many hundreds of Km, with an overall population of 146.328 inhabitants.

To assure to all citizens an easier access to the services provided, in a widely extended and different urban territory, in 1970 a municipal division called “*Decentramento*” (Decentralization) has been established, aimed to administrate various services for citizens.

BRIEF DESCRIPTION

The project aims to create the conditions to develop a common instrument to face the process of rapid transformation which is involving European cities. Actually, a tumultuous and unmethodical develop has characterized European cities' growth during the last twenty years, rendering all citizens' life problematic, and more difficult to have access to normal public service. For these reasons, the project would join its goal through a series of activities, such as studies, exchanging of experience and good practice, planning activities, training course, in order to assure all citizens an easier access to the services provided, in a widely extended and different urban territory.

The result of the project will allow to create a new knowledge, aimed to administrate the following services :

- Administration , Registry Office and Health Care (sanitary reservation system called CUP)
- Cultural services and Leisure (i.e. events, shows, meeting points called “social centres”, etc...)
- Social Activities for elderly people (summer holidays, walking and exercise programs, etc..)
- Management of decentralised libraries
- Management and maintenance of green spaces and meeting structures

OBJECTIVES

Objective of the project is a promotion of the exchange of experience concerning the co-operation between cities, in order to envisage a strengthening of urban economies, infrastructures and social systems, even promoting the transfer of know-how regarding urban policies and actions to improve communal services through development of public-private partnership, always with a view to dynamic, attractive and competitive cities.

In particular, the project aims to optimise the organization administrating all services in the urban territory, in order to:

- assure the citizens the appropriate range of services, according to the expressed, unexpressed and latent needs (organization near the citizen) , consistent with the different social and cultural identities spread out in the urban territory.
- exploit the voluntary activities organizing and coordinating the available resources (people and means) with specific focus on elderly people (economical support in exchange of municipal activities integration , use and diffusion of experiences and best practices , their involvement in the city life, ...)
- make flexible the peripheral organization active in the urban territory, to allow the best involvement and coordination of the personnel assigned (best use of professionalism and competence) according to the population spread out in the urban territory itself, and to needs of the main targets (elderly people, women, youngsters, immigrants, ...)
- allow effective and dedicated allocation of financial resources, according to needs, results obtained and measured, along with the social and cultural evolution and development of the urban context.

RESULTS

- To define an organizational model for the peripheral structure (activities, roles, responsibilities) flexible and harmonious, consistent with all typical differences and peculiarities of the urban territory, and the citizen needs.
- To design, carry out, improve structures, tools, methods, indicators, to make them adequate to the new model application to the urban territory.
- Education and training path for the personnel involved (specific training modules related to roles and responsibilities defined).

ACTION TO BE TAKEN

1. Preliminary studies and kick off meeting - Networking
 - analysis of the state of the art and of the real needs of every single partner;
 - evaluation of a plan of common action;
 - setting up of common instrument of studies
2. Studies - planning activities
 - development of new instruments and solutions
3. Pilot action
 - application of the results of the studies;
 - training and information for public employees and citizens;
 - setting up of new institutional structures (if foreseen)
4. Final analysis – planning activities
 - comparative analysis between the solution adopted;
 - common evaluation of best practice;
 - to modify the instruments and solutions adopted (if foreseen)
5. Dissemination
 - production of a best practice hand book;
 - public common conference

PROJECT PARTNERS

Municipality of Ravenna, Italy – lead partner

Municipality of Marousi, Greece

Municipality of Volos and of Nea Ionia, Greece

More partners searched from Hungary, Czech Republic, Poland, Slovak Republic, Slovenia, Austria

DURATION: from September 2005 to September 2007

TOTAL COSTS ENVISAGED

Please, see the table attached below

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Hypothetical BUDGET PLAN

cost	Lead partner		Partner	
	Medium(€)	Max (€)	Medium (€)	Max (€)
Project preparation	15.000	15.000		
Project coordination	40.000	50.000		
Staff	42.500	60.000/80.000	41.500	60.000/80000
External expertise	90.000	124.000	90.000	124.000
Travel and accomodation	10.000	15.000	10.000	15.000
Dissemination	15.000	15.000	15.000	15.000
Training	10.000	12.000	10.000	12.000
Others	3.500	4.000	3.500	4.000
Total	231.000	300/320.000	170.000	230/250.000