

FROM



City Centre Vitalisation and Integrated Spatial Planning.

The VISP Model.

www.vispnet.org



TO

The collage includes several project-specific images and logos:

- unlocking creativity**: A logo featuring two stylized human heads in profile, one blue and one red.
- The Greenest Building**: A project image showing a modern building with a green facade.
- The Former Military Base**: A project image showing a large, multi-story building with a red brick facade.
- Shimoda borg - Fra parkeringsplads til multikulturelt mødested og borg**: A project image showing a street scene with a parking lot and a building.
- Green Corridor & Corridor of Culture**: A project image showing a street scene with a green corridor and a building.
- Culture Ribbon ENSCHEDE**: A project image showing a street scene with a culture ribbon and a building.
- Fife**: A logo for the Fife region, featuring a stylized 'F' and 'f'.
- Green Corridor & Corridor of Culture**: A project image showing a street scene with a green corridor and a building.
- Culture Ribbon ENSCHEDE**: A project image showing a street scene with a culture ribbon and a building.

Partnership Agreement of Creative Urban Territories in the North Sea Region – PACT 2008-2011



Drammen – Buskerud, no032

Fife Council,
Clackmannanshire and Fife,
ukm22

The Sheffield University,
Sheffield, uke32

Canterbury, Kent
South East England, ukj42

Kortrijk, Kortrijk, be254

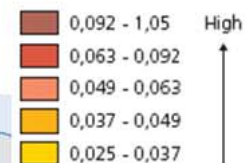
Viborg, Vestjylland, dk041

Emmen,
Zuidoost Drenthe, nl132

Enschede, Twente, nl213

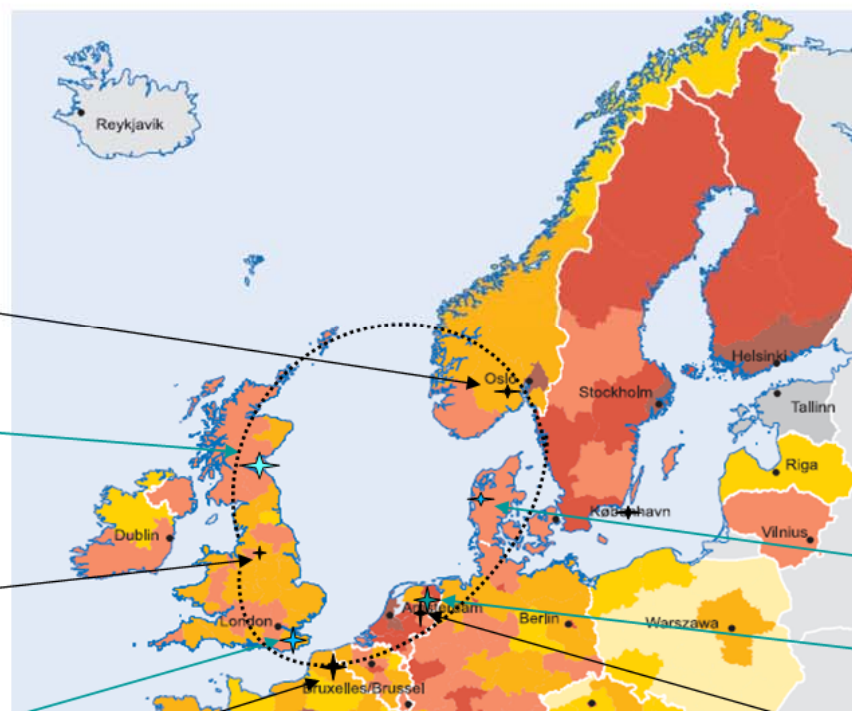
Cultural employment as share of local active population, 2005

Number of cultural jobs (ISCO 88) as share of the local active population in % - classification based on distribution sestiles



© ESPON and Project 1.3.3, EURICUR, 2005

No data available



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•VISP-PARTNERS INTERREG III B NSP

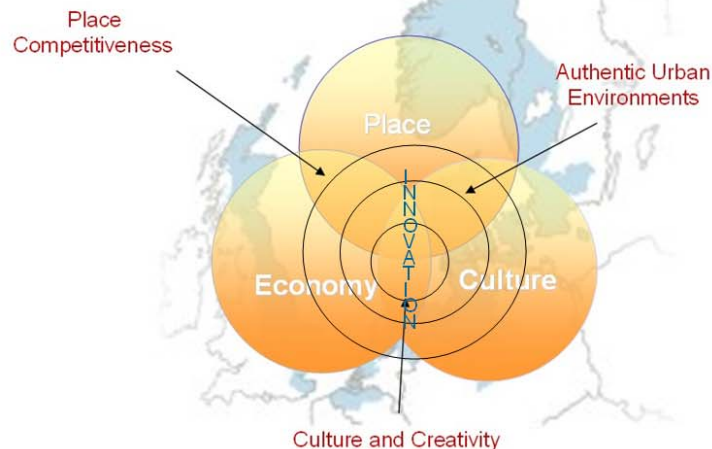
•NEW PARTNERS INTERREG IV B NSP

AIM

PACT aims to strengthen through **joint actions** the utilisation of **cultural assets and the creative capacity** of regional urban areas in the North Sea Region with the goal **to promote dynamic, strong, prosperous and competitive communities**



PACT Partners cooperate around culture and creativity as economic drivers of the North Sea Region





NORTH SEA PROGRAMME SECRETARIAT

PACT STEERING COMMITTEE

WP 1 PACT PROJECT MANAGEMENT

Place
competitiveness

Authentic Urban
Environments

Valorization of
Culture and Creativity

WP 2 TOOLKIT

Space and Connectivity

- Jointly developed creative city places
- Creative spaces for artists
- Culture led regeneration
- Joint leadership bodies
- Networks & intermediaries
- Financing mechanisms

Enterprises

- PACT cultural incubators
- Creative entrepreneurship support
- Showcasing
- Continued NSR clustering
- PACT joint management

People

- Developing and enhancing creative capacity of all
- Support to creative education
- Talent attraction and retention strategies
- New NSR cultural strategic mapping and planning
- Cultural Festivals / Events

WP 3 TRANSNATIONAL PARTNERSHIP AGREEMENT

WP 4 DISSEMINATION

www.pact.eu





	Place competitiveness	Authentic Urban Environments	Valorization of culture and creativity
PACT FOCUS			
Space - connectivity - infrastructure	CANTERBURY	EMMEN	DRAMMEN
Enterprises - Business sector	ENSCHEDÉ	KORTRIJK	
People - skills - creativity	SHU	FIFE	VIBORG

WP 2 TOOLKIT

ACTIVITIES

- Network of 7 investment sites demonstrating complementary transnational actions, common
- Focus on Space and connectivity, Entreprises and People
- Themes: Place competitiveness, Authentic urban environment, Valorization of culture and creativity
- Visioning: 5 Workshops 4 days each on Creative © places, © businesses, © people, © funding, © experiences.
- Shared institutional resources based on joint strategic mapping and planning
- 14 Work-placements/staff exchanges
- Transnational hiring of supply
- Access to info/discussion rooms thro the portal
- Artists in residence 4 pilots

DELIVERABLES:

- 7 local investments to demonstrate how to create an environment that can capture and nurture the creativity of all people in the NSR and tangible evidence of the impact of transnational collaboration
- A NSR knowledgebase about culture and creativity networks and investments and their competitive advantages
- A physical and virtual PACT Network for culture and the creative industries sector
- Benchmarking Reports on the analyses, strategies and practices undertaken by each of the partners and the socio-economic and institutional contexts within which these are undertaken
- A Strategic framework for collaboration to underpin and form a set of common languages and ideas for the transnational toolkit.
- A State of the art report in promoting creative urban territories in the NSR

Investments can play a role in the creation, development or realisation of the cultural assets in an urban area, or even change the assets in an area.

PACT investments are NOT local projects, but rather strategic actions. They are **strategic** in a number of ways:

- through **the scale of intended outcomes** (jobs, businesses, related investment etc);
- through **the realisation of strategic urban goals** (image, city positioning, adapting historically inherited urban form etc) and **establishment of functional relations** between the locations
- through **a shift in political and institutional behaviours and aspirations** (creation of new partnerships, flagships for strategies, unlocking of institutional behaviours etc);
- through **demonstrating a model character verified through demonstration and transferability**

Transnationality

1. Horizontal and vertical integration
2. **NOT just common but JOINT PROBLEMS**
Is the lack of transnational cooperation in the field of our interest and activities currently preventing something from happening in the NSR's 'creative' urban areas?
 - WP 1 Breaking down barriers and global working using technology to work as one
 - WP2 Leaves an ongoing legacy of networking opportunities and partnership working between businesses, public and non-profit organizations in the regions
 - WP 2 Leaves also a legacy for the people of the partner cities to participate and enjoy culture together. Not just study but experience of investments!
 - WP 3 Concentrates on the importance of working together – an exemplary transnational model of co-operation which can be used and adapted as a base by many other partnerships within the region.
The legacy of WP 3 is that all those involved in developing the partnership will gain valuable experience to assist in the development of other partnerships.
 - WP 4 Opens the way to market and promote 'the cultural identity' of the NSR and of Europe
3. **The extent to which these urban areas in NSR are actually 'joined', and have joint problems or opportunities will only emerge in the course of the project.**