

**Interreg**  
CENTRAL EUROPE



**GreenerSites**

European Union  
European Regional  
Development Fund

TAKING  
**COOPERATION**  
FORWARD



**GreenerSites Project**



Alessia Porcu - City of Venice

# INTRODUCTION



# PROJECT MAIN DATA



Duration: 38 months  
(01.06.2016 – 31.07.2019)



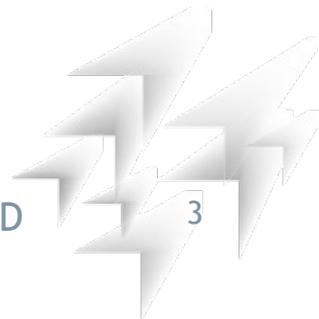
Partners: N. 11, 5 CE  
countries



Associated Partners: N.  
14, 7 EU countries



Budget: 3,79 M €



# PARTNERSHIP

## ITALY

City of Venice

Port of Venice

Veneto Region

## GERMANY

Institute for  
structural policy  
& economic  
development -  
Halle

Ministry of Saxony  
Anhalt

## POLAND

City of Bydgoszcz

Municipality of  
Solec Kujawski

Mazovia  
Development  
Agency

## CROATIA

City of Rijeka

Port of Rijeka  
Authority

## SLOVENIA

Municipality of  
Celje



# 11 SITES



# SOLEC KUJAWSKI



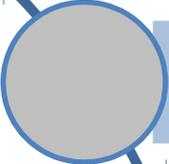
# CELJE STARA CINKARNA



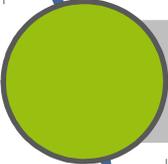
# VENICE PORTO MARGHERA



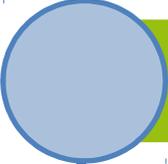
# WHY GreenerSites - Main challenges



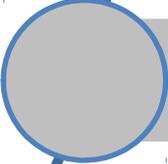
high **costs and scarce public money** for the rehabilitation of brownfields



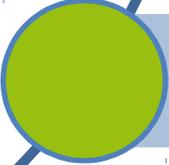
impact of brownfields on the **economic performance of cities and on citizens' health**



Lack of updated **competences & know-how** in the public sector to overcome environmental problems in brownfields



lack of **integrated approaches** to ensure an effective environmental management of brownfields



unachieved **environmental & remediation plans** prepared in recent years



# PROJECT OBJECTIVE

ENVIRONMENTAL  
REHABILITATION  
OF BROWNFIELDS

GreenerSites aims to improve the environmental management of brownfields to make involved Functional Urban Areas (FUA) cleaner, healthier & more liveable places.



# PHASES AND MAIN STEPS

## Developing an Integrated Knowledge framework

improving existing knowledge through literature review, studies and analysis; sharing knowledge

## Developing Capacity Building programs

Identifying lack of competences and increasing skills of technicians on brownfield management

## Testing, evaluating and scaling up solutions

Developing Pilot Actions to test innovative solutions in sites

## Planning strategic actions

elaborating Strategic Actions Plans for a long-term regeneration and sustainable development of the FUA

## Promoting a shared governance for a long-term sustainable development

Signing a Memorandum of Understanding promoting a shared governance to improve effectiveness, efficiency and quality of management actions

GIS

TM

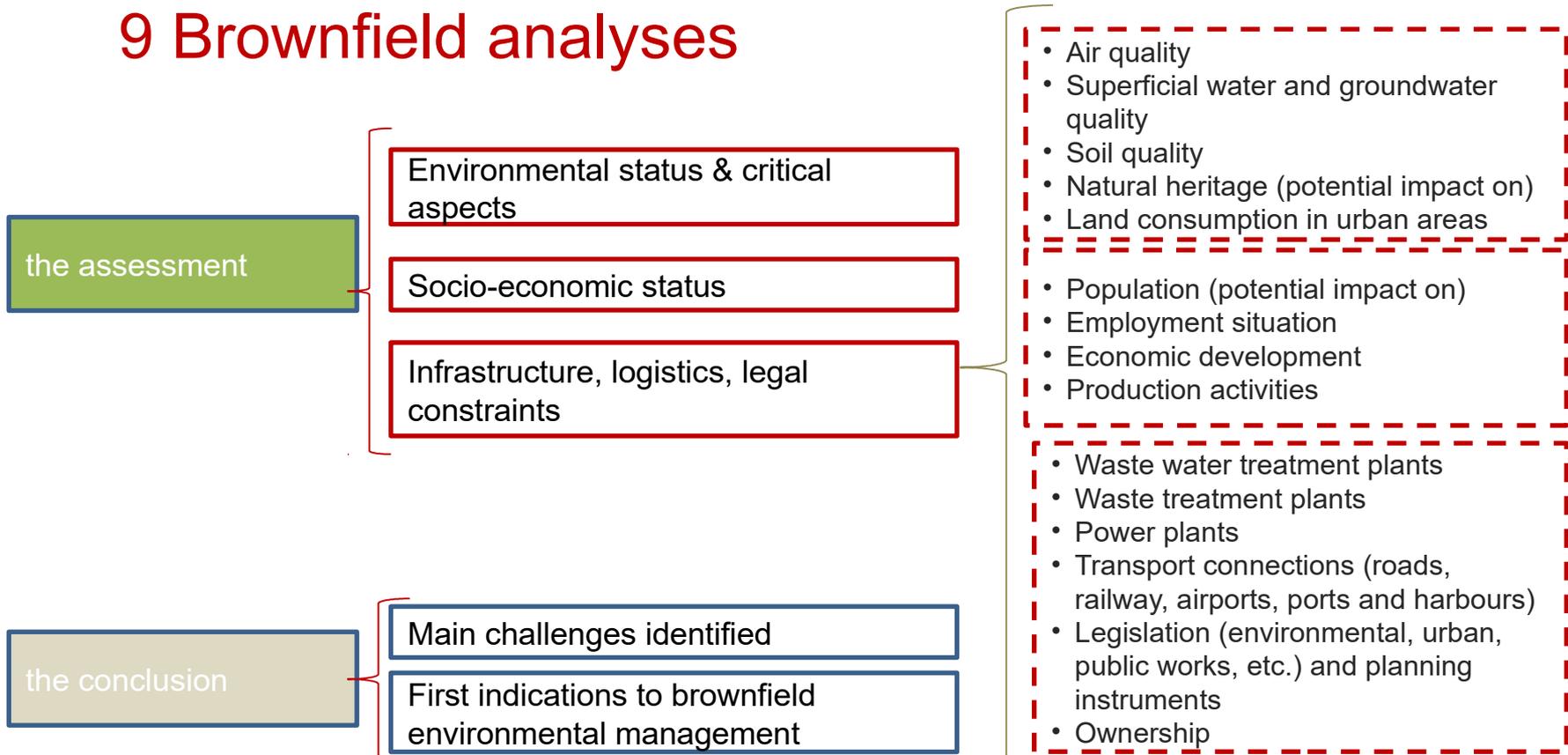
PA

SAP

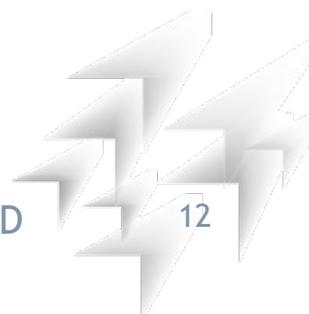
MOU

Core project outputs

# 9 Brownfield analyses



**GIS TOOL**  
to manage brownfield data



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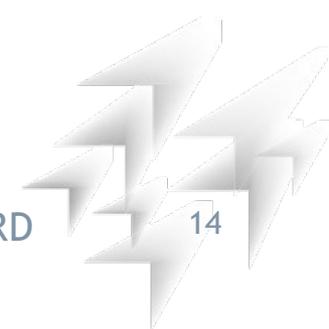
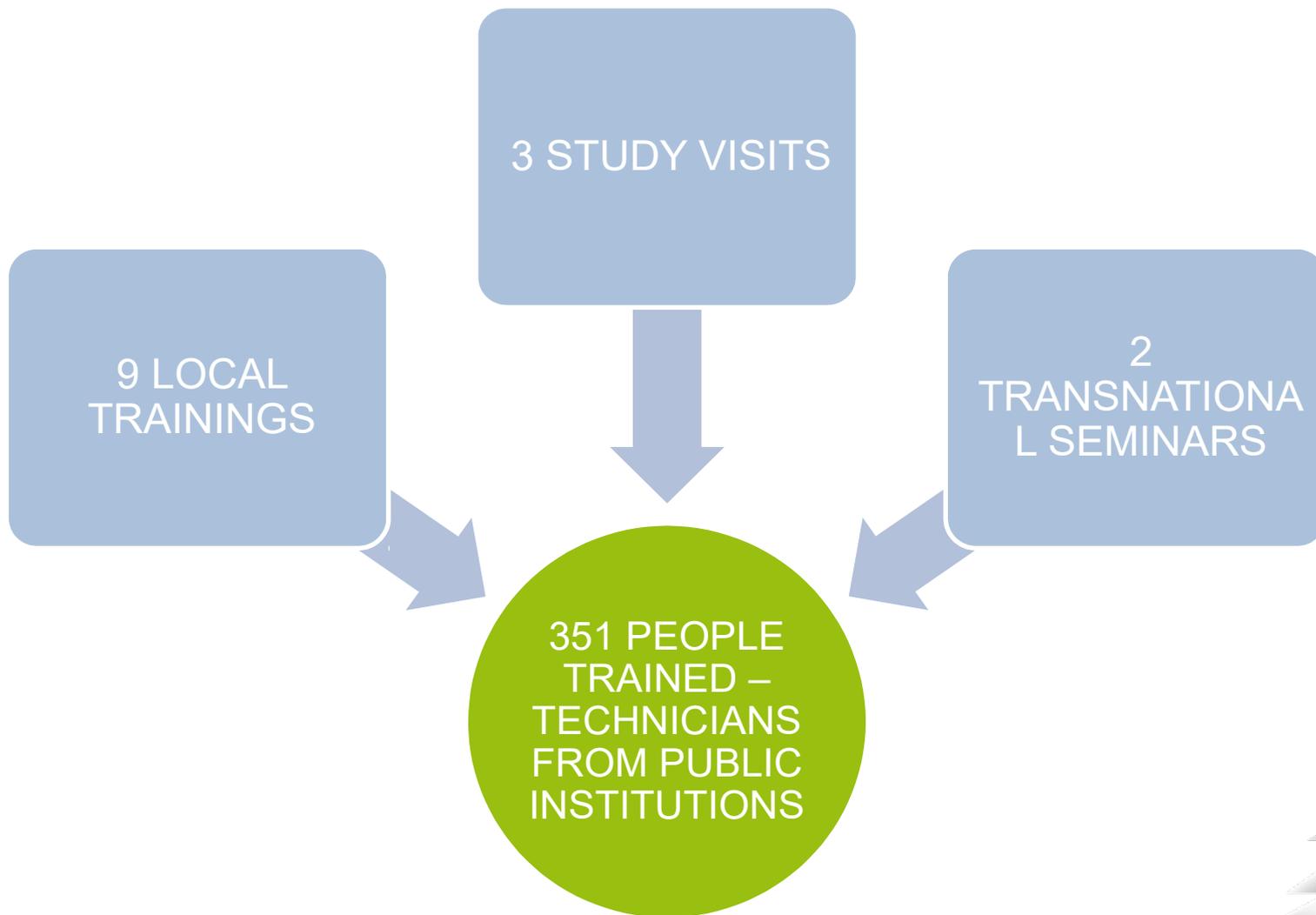
PA

SAP

MOU

Core project outputs

# CAPACITY BUILDING



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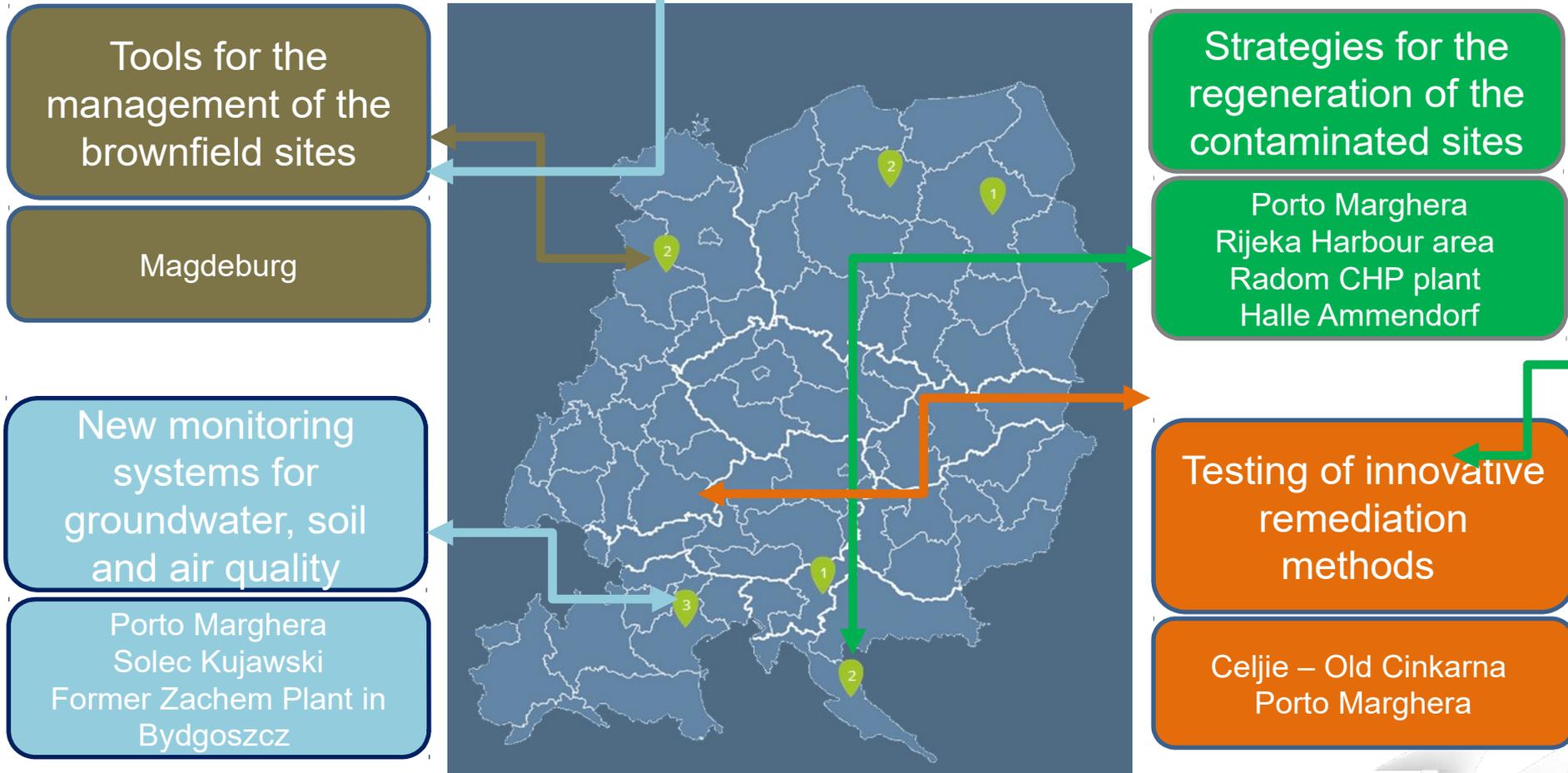
PA

SAP

MOU

Core project outputs

# PILOT ACTIONS



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# PLANNING STRATEGIC ACTIONS

## Strategic **Action Plan Structure**



**TO ENSURE THE SUSTAINABILITY OF THE SOLUTIONS TESTED**



# STAKEHOLDER INVOLVEMENT

63  
meetings  
in total

18 meetings during the preliminary analysis of brownfields

27 meetings in the implementation of the pilot actions

18 meetings during the elaboration of the SAPs



## *Collaboration and commitment of the stakeholders*



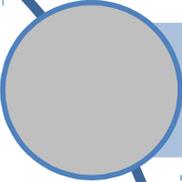
*Promoting a Memorandum of Understanding to strengthen stakeholders' commitment and ensure continuity to the PA results and the strategic action plans*



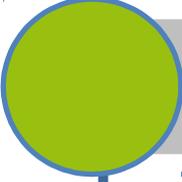
Greenersites



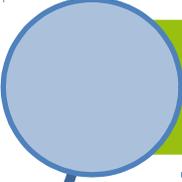
# CONCLUSIONS



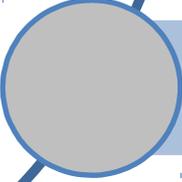
Shared & enhanced **know-how** on integrated environmental management of brownfields



Reinforced **capacities of CE public sector** & stakeholders on sustainable brownfield rehabilitation



Boost to a more **effective integrated environmental management** of brownfields in central Europe Functional Urban Areas



Well-defined **sustainability measures & tools** aimed at reinforcing the viability & effectiveness of environmental management strategies



# CONTACTS

Thank you for your attention



City of Venice



[www.interreg-central.eu/GreenerSites](http://www.interreg-central.eu/GreenerSites)



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