

Medgovernance project

Medgovernance is a European territorial cooperation project. Its objective is to carry out common regional policies at Mediterranean level in the following key sectors of development:

- * Innovation
- * Environment
- * Transport
- * Migration
- * Culture

The purpose of the project is to be an instrument for policy makers in order to support the institutional building of a macro-region in the Western Mediterranean area (Medocc) with common policies in key sectors as starting point.

The Medgovernance project is implemented in the framework of the MED interregional cooperation programme, gathering together six regions (Andalusia, Catalonia, PACA, Piedmont, Lazio, Tuscany) with the members of the RIM - Réseau des Instituts Méditerranéens (Three Cultures Foundation, Seville; IEMed, Barcelona; Institut de la Méditerranée, Marseille; Paralleli, Turin; CeSPI, Rome; MAEM/MEMA, Florence), the Inter-Mediterranean Commission (IMC) of the Conference of Peripheral and Maritime Regions (CPMR) and Plural. European Study Centre.



medgov@medgov.net
<http://www.medgov.net>

Regione Toscana
Settore Attività Internazionali
Direzione Generale della Presidenza
Piazza dell'Unità d'Italia, 1 - 50123 Firenze

tel. +39 055 4384582
fax +39 055 4384110



Europe 2020: Innovation in the
Mediterranean

Eco-Sustainable Housing and
Cultural Heritage Clusters

Governance, Experiences, Projects

II and III MASTER CLASS

January, 27th and 28th 2011

Convitto della Calza,
Piazza della Calza, 6
Florence, Italy



Project co-financed
by the European Regional
Development Fund



Medgovernance Master Classes
**Eco-sustainable Housing and Cultural
Heritage Clusters**

The two Master Classes are part of the MedGovernance Master Classes Programme entitled “The Mediterranean in 2020: Challenges and the Role of Regions”.

The Master Class Programme aims at assessing the political role of regions and other actors in the governance of key issues of the Mediterranean and to define a strategic approach of Mediterranean regions for the EU 2014-2020 financial and operational programming and the Europe 2020 Strategy. The specific objectives of the Master Class on Eco-Sustainable Housing and the one on Cultural Heritage Clusters are:

1) Provide key personnel of (partner and non-partner) regions and of relevant international, national and sub-national institutions and other stakeholders accurate and specific information concerning the advantages and disadvantages (SWOT - Strengths, Weakness, Opportunities, Threats) of different scenarios of (non-) cooperation for a few specific policy areas, particularly relevant for the Mediterranean Area;

2) Create a platform for discussion among these key actors and contribute to enabling (further) cooperation among them.

The first Master Class was organised in Seville (14-15 June 2010) and a fourth one is scheduled to take place in Marseille in early 2011.



January 27th / 14:30 - 18:00
Open bar available from 15:00 to 17:00

14:30 - 18:00 **MASTER CLASS I: ECO-SUSTAINABLE HOUSING**

Coordinator: **Marco Sala** (University of Florence)

“Master Class objectives and functioning”. Introduction by the coordinator **Marco Sala** (University of Florence) and **Imco Brouwer** (MAEM/MEMA, Florence)

Presentation of participants

“Governance Issues for mediterranean eco-sustainable housing”, **Jean-Claude Turret** (Institute of the Mediterranean, Marseille)

“The project ‘Abitare mediterraneo’ ”, **Roberto Bologna** (Dip.to TAeD, University of Florence)

Debate and experiences

Basic elements for a strategic project

14:30 - 18:00 **MASTER CLASS II: CULTURAL HERITAGE CLUSTERS**

Coordinator: **Renzo Salimbeni** (CNR, Florence)

“Master Class objectives”. Introduction by the coordinator **Renzo Salimbeni** (CNR, Florence) and Elisa Mancinelli (MAEM/MEMA, Florence)

Presentation of participants

“The experience of the cultural industries and heritage clusters of Arles: elements of strength and of weakness”, **Marco Vacchina** (Cultural Industries & Heritage Cluster, Arles)

“Governance issues for cultural heritage clusters”, **Andrea Stocchiero** (CESPI, Rome)

Debate and experiences

Basic elements for a strategic project

January 28th / 9:00 - 13:30
Open bar available from 8:45 to 10:30

9:00 - 12:00 **MASTER CLASS I: ECO-SUSTAINABLE HOUSING**

Coordinator: **Marco Sala** (University of Florence)

“Certification and quality control for sustainable construction in Tuscany”, **Maria Chiara Torricelli** (Dip.to TAeD, University of Florence)

Details of strategic project and partnership

“Key Elements of Mediterranean Eco-Sustainable Housing Governance”, **Jean Claude Turret** (Institute of the Mediterranean, Marseille)

MASTER CLASS II: CULTURAL HERITAGE CLUSTERS

Coordinator: **Renzo Salimbeni** (National Research Council (CNR, Florence)

Details of strategic project and partnership

“Key Elements of Mediterranean Cultural Heritage Cluster Governance”, **Andrea Stocchiero** (CeSPI. Rome)

12:00 - 13:30 **JOINT SESSION MASTER CLASSES**

Report Master Class I: **Marco Sala** (University of Florence)

Report Master Class II: **Renzo Salimbeni** (CNR, Florence)

“Sectoral multilevel mediterranean governance”. **Andrea Stocchiero** (CESPI, Rome) and Jean-Claude Turret (Institute of the Mediterranean, Marseille)

Open debate

13:30 - 14:15 **LIGHT LUNCH BUFFET**