



The Marseille Centre for Mediterranean Integration

Programme: The “Medinas 2030” Initiative

Lead Organisation: EIB

Partners: World Bank
UNESCO
AFD
CDC
French Ministry of Foreign and European Affairs (MAEE)
European Commission (EuroMed Heritage)
Arab Towns Organisation
Medcities
UATI/ AVEC

Morocco (MHUAE)
Syria (RPC)
Tunisia (MIDL)
Egypt (GOPP)
Lebanon (CDR)

Audience / beneficiaries:

Urban rehabilitation experts (public and private sector, international and local), representatives of stakeholders and financing organisations, public decision makers (national and local).

Geographic Coverage:

Mediterranean Partner Countries (North Africa and Near East)

Agenda / Period:

May 2009 – December 2012

Background:

The historic city centres of the southern and eastern Mediterranean countries are suffering from an ongoing process of economic and social degradation giving rise to a process of marginalisation and deterioration of their urban attractiveness. Two key problems: (i) the growing impoverishment of the residents and (ii) the marginalisation of the traditional economic activities, a key factor of the economic attractiveness of the areas.

The specific context of implementing urban regeneration operations in historic city areas requires integrated urban rehabilitation plans and derived comprehensive investment programmes, which will preserve the cultural character and value of these areas and promote a higher quality of life for the local population, in both economic and social terms. These programmes integrate operations concerning public infrastructure and services, historical buildings and monuments, housing improvements, economic development and improvements in the working methods of both private and public stakeholders.

The conference of 30th October 2008 in Venice, organised by the University of Venice on behalf of the EIB with the support of the World Bank, led to a consensus on the necessity of establishing an initiative for the historical centres in the Mediterranean by bundling the efforts both from International Financial Institutions and from the national and local public authorities in favour of a Mediterranean programme: ‘Medinas 2030’.

Consequently, in October 2009, a FEMIP seminar on the subject of the rehabilitation of the medinas in the Mediterranean region was held in Marseille. More than 175 people attended the

seminar including national public policy makers and mayors, academics, urban planners, housing professionals and representatives of the international financing institutions. In addition to technical debates between experts, the object of the seminar was to gauge the interest of public policy makers and to identify the first lines of action.

Objectives:

There are three main objectives:

1. Raise awareness among public decision makers (at the local, regional, national and international level depending on the mode of operation and weight of these levels in each country) of the importance of urban rehabilitation in the historical centres of cities on the southern Mediterranean rim.
 2. Define “integrative” strategies:-
 - a. As this relates to urban planning: the integration of the rehabilitation of the centre and the preservation of cultural values into the overall urban strategy of the city or town.
 - b. As relates to economic and social development: improving the living conditions of residents, housing, employment etc..
 - c. The strategy should, importantly, be monitored by appropriate governance bodies (project management, choice of operators, consultations with the inhabitants and civil society).
 3. Designing funding mechanisms that could support such operations throughout their progress both upstream (diagnosis) and downstream (final evaluation and regular follow later).
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Activities:

The ‘Medinas 2030’ programme consists of five main actions:

Action 1: Creation of a Scientific Committee

Description:

- The establishment of a Scientific Committee for the initiative which will act as a communication intermediary for the stakeholders.

Objective:

- The Scientific Committee will specifically engage in an awareness-raising exercise with public policymakers in the partner countries to better publicise the objectives of the Medinas 2030 initiative.

Expected Deliverable:

- Formation of a network of decision makers and experts to accompany and monitor the implementation of the programme.

Tasks in progress:

- Preparations for the first meeting of the Scientific Committee to be held at the Centre of Marseille in December 2010 to coincide with the press release of the “Medinas 2030-Scenarios and Strategies” book

Action 2: “Medinas 2030” Documentary Study

Description:

- The launching of a documentary study providing an analysis of selected urban rehabilitation projects across the Mediterranean region.

Objectives:

- This analysis will describe the different methodologies used, highlight key success factors and indicate risks of failure which need to be guarded against. The study will act as a base for discussion at the first Scientific committee meeting and will help draft and shape the pre-operational study.

Expected Deliverables:

- Documentary study presented by UATI by the end of November 2010 fulfilling the above objectives
- Finalisation of the terms of reference for the pre-operational study

Action 3: Medinas 2030 Pre-operational Study

Description:

- The launch of a more comprehensive study that will build upon the results of the documentary study and provide the framework and foundations for a future “Medinas 2030 Investment Programme”.

Objectives:

- Launching a pre-operational study which will:
 - (i) identify particular rehabilitation projects
 - (ii) outline the financial and economic components of the projects
 - (iii) determine specific financial needs of the project
 - (iv) adapt financial tools and mechanisms specifically for this operation

Expected Deliverables:

- Presentation of key elements to be discussed at a conference in 2011;
- Final report of the study;
- Presentation of final results of the study at a conference in 2012

Tasks in progress:

- Drafting of the terms of reference in collaboration with other departments within the EIB as well as external urban experts and the monitoring committee.
- Drafting of a budget for the pre-operational study as well as a proposed calendar
- Preparation of the call for tenders to be started in the first quarter of 2011

Action 4: Organisation of conferences and seminars

Description:

- Two conferences which will communicate the progress and results of the “Medinas 2030” initiative to a wide network of experts and policy makers across the Mediterranean region.

Objective:

- The organisation of 2 conferences planned for the end of 2011 and the end of 2012 where the results of the pre-operational study and the pilot project in Meknès will be presented.
- The organisation of technical support seminars within the ongoing process in the framework of the pre-operational study.

Expected Deliverables:

- Trilingual (English, French, Arabic) publication of the seminar proceedings
- Establishment of a network of experts.

Tasks in progress:

- Consultation with partners to consolidate financing for the conferences

Action 5: Financial consultations

Description:

- Consultations with financial partners to test, adapt and define financing mechanisms which will be able to support investments to rehabilitate historical urban centres.

Objective:

- A process to consult the international financial institutions and financial partners. This process will aim to test financing mechanisms for supporting medina rehabilitation projects which can later serve as an operating framework for long-term lenders and investors.

Expected Deliverable:

- Launching of a process to consult financial partners starting January 2011

Tasks in progress:

- A series of talks and meetings with the different financial partners to propose various possible mechanisms
- Exchanges with IFIs regarding their experiences in the financing of such projects and previously used financial mechanisms.
- Proposals to hold a workshop dedicated to the discussion of financing mechanisms- possibly within the framework of one of the conferences.

Outcomes expected:

- Identifying and establishing of:
 - (i) adequate mechanisms for integrated spatial, economic and social planning, including public governance and consultation mechanisms, and
 - (ii) suitable financing products that could facilitate the implementation of urban regeneration operations in historical centres;
 - Launching of activities for a 'Medinas 2030' Investment Programme.
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Monitoring:

The pre-operational study should define key indicators to be used in monitoring.

Other Relevant Information / Comments:

This programme will rely on experiences from operations carried out by the Mediterranean countries in partnership with the IFI's. Particularly important will be the implementation of a pilot project of Urban Rehabilitation which is currently underway in the medina of Meknès in Morocco.

The programme also aims at involving networks of towns and local government organisations and has made contact with several associations to that end.
