



# EUniverCities

## Peer Review Meeting Lecce

### 28-30 January 2015

*Innovation and Creativity for Lecce as Smart and Student City*  
*Co-operation between city and university for the development*  
*of knowledge economy*

# LECCE

## TOWARD 2020...



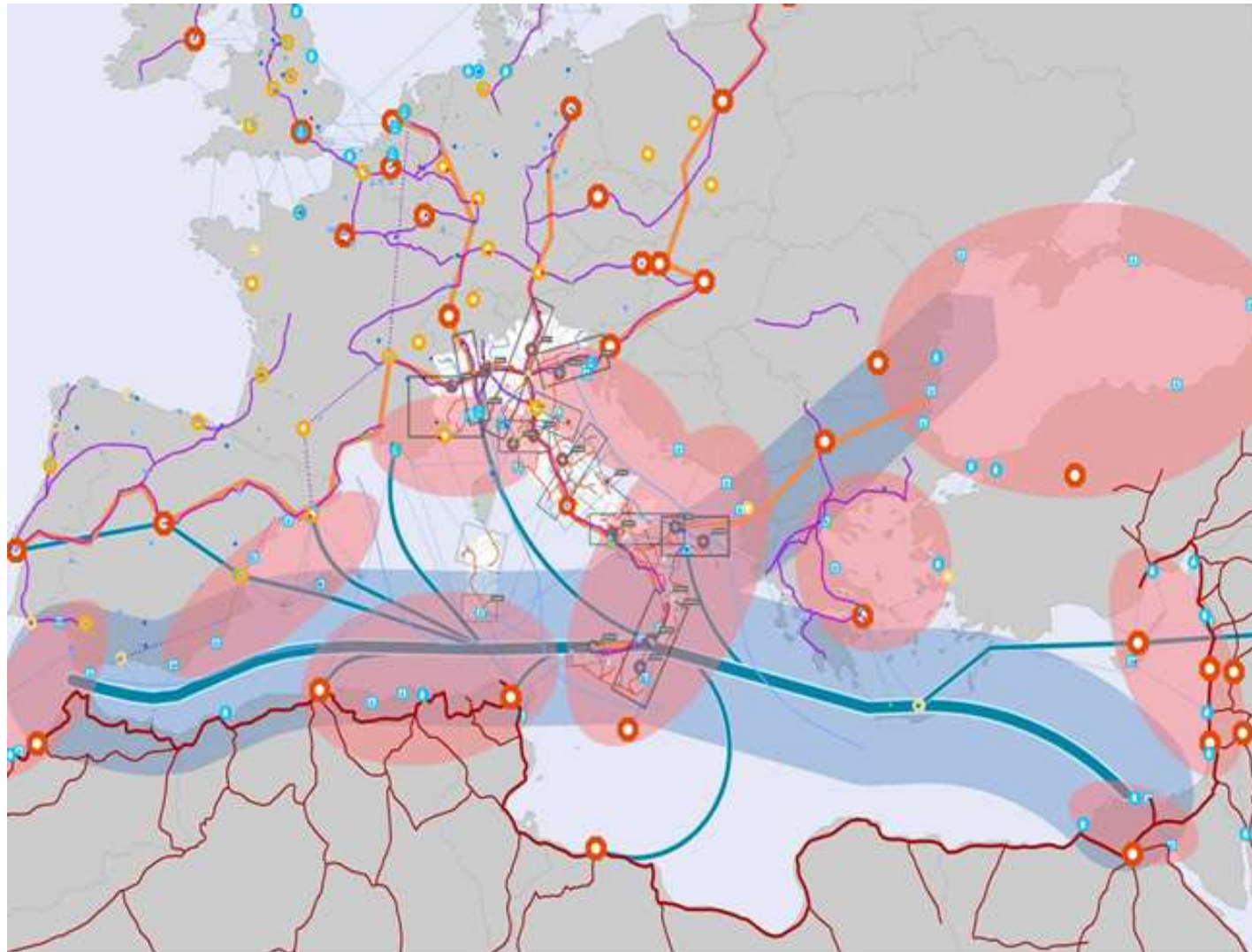
from  
the Urban Plan  
to the Smart City  
concept



Connecting cities  
Building successes



## The strategic and competitive positioning of the city of Lecce in complex systems.





The city of Lecce, administrative centre and central junction of the Salento system, is the main core of a profound debate on the development of the whole Apulian territory; the objectives pursued during these years have been inspired by a concentric reading which starting by the major issues of the strategic-planning themes reaches also the local level.



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Project Part-Financed  
by the European Union

European Regional  
Development Fund



**General Objective :** process of infrastructural specialization among the three towns of Salento in order to collaterally enhance the whole peninsula.



In this context, Taranto candidates as a European exchange hub for goods and commercial maritime traffic in the Mediterranean, Brindisi will perform the same function for the dorsal Adriatic coast with its port and airport, while Lecce will be the main attraction point regarding the tourist-cultural flows.



UNIVERSITÀ  
DEL SALENTO

Connecting cities  
Building successes



## The process of urban transformation



Through this program of integrated regeneration, the aspect of the historic centre of Lecce has changed and people have begun to repopulate the city streets

### The URBAN Communitarian Plan“ Lecce Historical Centre”

Main lines of development:

- urban regeneration;
- training and employment;
- business development;
- social services, health and public order.



Structural Funds

POR PUGLIA 2000-2006

Measure 5.1 integrated program of Recovery Interventions and urban systems regeneration

## Regeneration STUDENT CENTER

– Ex Officine Cantelmo



## RECOVERY OF THE EX AUGUSTINIAN'S CONVENT



*The city of  
Justice*



## Looking at the future



The project born for the candidacy as “European Capital of Culture 2019” is intertwined with the sequencing of programs and urban projects ; within the fulfillment of the Community program 2014-2020, these represents strategic structural and infrastructural invariants, in the "March for the economic, social and territorial cohesion“.

EUROPE 2020

The project of candidacy was the means by which we can intersect bottom-up logics, related to the recognition of the needs of creative expression and multi-cultural comparison, with top down ones, which require the orientation of all the interventions of integrated urban development needed to achieve the aims of Europe 2020.

... Social innovation, service design and participation ...

Through these tools ,we try to find solutions to the problems of the city, developing innovative projects with social purposes; in the area of interest we promote initiatives to participate and plan services designed with the intent of meeting the daily needs.

## SMART LECCE

How are we going to make innovation tangible and widespread in the city



- **Enhancing the role of the smart community**
- **Promoting the co-working between local administration and classrooms PON**
- **By creating modular and scalable projects, promoting the reuse, cloud computing, the creation / use of open data**
- **By accessing additional financial resources: negotiation procedures, notices, public-private partnerships, social impact bonds, and so on.**
- **Implementing initiatives in-depth seminars, workshops, webinars, and so on.**



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# Thanks for your attention !



URBACT II

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