



The *Euro*India Summit

***Leveraging urban legacy  
for sustainable City development***

*Heritage tourism promotion: a key enabler*

**Valladolid  
4 – 6 October 2009**



Confederation of  
Indian Industry



Ayuntamiento de Valladolid



The *Euro*India Centre

कासाइंदिया  
casa de la  
India



The *EuroIndia* Summit

**Programme**

**As on 06.08.2009**

**Sunday 4 October 2009**

**Venue: Casa de la India**

- 10.00 – 18.00 **Recommended optional field visits of heritage sites and urban facilities in the City Province of Valladolid**
- 15.00 – 19.00 **Registration**
- 20.00 **Dinner hosted by Francisco Javier León de la Riva, Mayor of Valladolid & President of Casa de la India, at Casa de la India**

**Monday 5 October 2009**

**Venue: Centro Cultural San Agustín**

- 09.00 – 09.30 **Registration**
- 09.30 – 10.00 **Welcome Plenary**
- 10.00 - 11.30 **Plenary session**

***“Leveraging urban legacy for sustainable City development: Indian issues”***

*Most cities possess built legacy to contend with, especially in their old city centre. At various times in their history, they have had to address its obsolescence and unsuitability to modern needs.*

*Should it be redressed by doing away with legacy or by making new with old? Can heritage be leveraged for developing a City? What about City dwellers displaced by renovation work?*

*These are some of the key issues Indian cities are presently confronted with in their urge to modernize. How do they address them?*

*Select participating Indian cities will introduce the case of their built legacy with its progress and problems, with prior communication of the case specifics, wherever possible, to European participants ahead of the Summit.*



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11.30 – 12.00 **Networking tea/coffee break**

12.00 – 13.30 **Plenary session on “Leveraging urban legacy for sustainable City development: European experiences”**

*European cities had to make this difficult choice after the second World War. Why is it that most decided to invest scarce money into revamping their dilapidated or even destroyed heritage legacy, while at the same time green field suburbs and new towns would be erected under pressure?*

*How did they harness heritage tourism to meet their social and economic development goals and fund their urban renewal plans?*

*Such European hindsight could benefit Indian cities and avoid a repeat of the mistakes that Europe is now trying to redress with specific urban renewal plans.*

*The Summit will bring testimonials by European urban managers and designers on why and how they opted to revive their city centre by leveraging its legacy.*

13.30 – 15.00 **Networking lunch**

15.00 – 17.00 **Parallel Workshops**

**A. Capacity building, through training and human resource management**

*The success and sustainability of strategic city renovation and promotion will depend as much on political goodwill and practices as on the availability of skilled human capital and expertise in the diverse fields of specialization required.*

*There is vast scope for Euro-Indian cooperation in setting up joint academic programmes and degrees in tourism promotion, heritage conservation and management, human resource management, as well as architecture, urban planning and design, urban infrastructure, engineering, etc.*

**B. Energy efficiency & urban legacy:**

*European and Indian experts and practitioners will*



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*exchange experiences on how to make the best use of clean and sustainable energy means for leveraging legacy conservation and fostering infrastructure modernization.*

## **C. Heritage conservation and tourism promotion: “Old is gold”**

*There may be non-economic reasons to invest in heritage conservation such as preserving the historical and cultural legacy (“the soul”) of a City for future generations, but how to justify the heavy investment required? Will it not be at the cost of more pressing demands by the City dwellers? This workshop will attempt to spell out the different ways of exploiting heritage for a benefit, through conservation and tourism promotion in particular, and of winning political endorsement for heritage conservation by the City dwellers and traders, as experienced by European cities.*

## **D. Sustainable and integrated multi-modal mobility for connecting city centres:**

*European and Indian experts and practitioners will exchange experiences on how to plan urban mobility in different segments of the city and transportation to enable legacy conservation and infrastructure modernization.*

## **E. Revamping existing infrastructure in Water Supply and Sanitation, Solid Waste Management.**

*Improving water supply in a crowded city centre with a legacy grid is very different technical, social and economic paradigm from laying a green field grid in a new suburb. Improving urban infrastructure in a city-centre has its own rules, problems and benefits.*

*European and Indian experts and practitioners will exchange experiences on how best leveraging legacy conservation for infrastructure modernization.*

17.00 – 17.30 **Networking tea/coffee break**



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17.30 – 18.30 **Plenary session on “Financing urban development projects”**

*Like Indian cities, with the prerequisite of regulatory, fiscal and managerial reforms put by the Government of India to avail of funding by the Jawaharlal National Urban Renewal Mission, European cities had to reinvent themselves and forge new tools to enable speedy yet orderly modernization.*

*Is there an ideal check list of reforms and tools required? The JNNURM experience would be confronted with various comparable European experiences.*

18.30 – 19.00 **Plenary session: Submission of the Summit conclusions**

19.30 – 21.00 **Music concert followed by cocktail**

21.00 **Dinner**

**Tuesday 6 October 2009**

**Venue: Valladolid Chamber of Commerce**

09.30 – 11.00 **Individual presentations by Indian cities of their plans and needs followed by Q & A**

11.00 – 11.15 **Networking tea/coffee break**

11.15 – 13.45 **Business meet on Urban Development and General Business**

11.15 – 12.45: **Sector-specific workshops**

12.45 – 13.45: **One-to-one meetings**

14.00 – 15.30 **Lunch**



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