

## South East Europe Transnational Programme

### Project Idea Form

Project idea's title

**Revitalisation of Traditional Industrial Areas in SEE - ReTInA**

Priority

(choose priority and indicate the relative area of intervention)

<input type="checkbox"/> Priority Axis 1	AoI _____
<input type="checkbox"/> Priority Axis 2	AoI _____
<input type="checkbox"/> Priority Axis 3	AoI _____
<input checked="" type="checkbox"/> Priority Axis 4	Tackle Crucial problems affecting metropolitan areas and regional systems of settlements

Project Idea Promoter

(name of the institution)

21st District Municipality of Budapest, Csepel

Contact Person

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Is the applicant the project's potential Lead Partner?

☒ Yes ☐ No

If not, is the potential Lead Partner already being chosen?

☐ Yes ☐ No

**Background** (main problems or challenges to be addressed)

For all countries of South-East Europe, the rehabilitation of "rust belts" / brownfield sites in or surrounding their medium and large cities, inherited from former heavy industry activities is causing great difficulties. This problem is even more urging in Eastern Europe, where countries have undergone through heavy industrialisation under the previous regime. Following that, the economic changes of the 90s were often accompanied by hurried privatisation, badly designed legal structures thanks to which any modernisation attempts led, and are often still leading, into dead-ends.

In default of well-designed strategies on the revitalisation of these areas: e.g. urban, social, economic or environmental rehabilitation, or the proper regulatory-financial environment to implement them, these sites have now become either derelict or are still in operation, but due to the activities of the companies settled in the area, representing inefficient, low added value economic and production structures.

**Objectives** (main and specific objectives to be achieved)

The objective of the project is to develop, test and implement **innovative development concepts** on how to **revitalise and modernise brownfields** in South-East Europe in order to ensure their **sustainable growth and competitiveness** and to provide for quality **employment** in the areas concerned. The project aims in particular to

- make a positive impact on the **policy framework** and in particular the **legal environment**
- find effective and feasible solutions for **funding/financing** developments
- Implement strategies to **involve stakeholders** and ensure their long term commitment
- Design and implement **marketing and communication** strategy to rebrand the areas concerned
- Set up appropriate **management structures** to boost the long term development process
- **Prepare** a series of **concrete investment** necessary to catalyse revitalisation

#### Main foreseen activities

- State of Art, Benchmarking
- Strategy development
- Preparing Action Plan and pilot actions
- Implementation and assessing pilot actions
- Preparing concrete investments (e.g. planning)

#### Expected outputs and results

- Inventory of development / business potentials and barriers
- Transnational Set of tools for marketing, financing, stakeholder management
- Improved country-specific legal / policy framework and European level recommendations
- Implemented pilot actions (e.g. master-plan, feasibility study, business model, PPP construction)
- Transnational marketing activity (e.g. transnational investor's event)

#### Innovative character of the project idea

Strong focus on SEE area-specific problems: e.g. ownership structure, legal barriers, industrial heritage, revitalisation of industrial areas still in operation, emphasis on further objective 1 and cohesion fund opportunities

#### Partnership

##### Partners involved at this stage

ERDF Partners	21st District (Csepel), Budapest, Regional Employer's Association, Hungary
IPA Partners	
ENPI Partners*	

##### Partners requested

ERDF Partners	Middle sized cities (e.g. local authorities) from Bulgaria, Romania, Slovakia above all and also from Greece and Italy if facing similar problems as described above
IPA Partners	
ENPI Partners	

#### Estimated Total Budget

3 million

#### Does your project idea foresee the application for the 10% rule\*

☐ Yes. Please, explain in detail what will it be used for and the relevance for the project

☒ No

\* ENPI Funds won't be available for the 1<sup>st</sup> Call. Partners from Ukraine and Republic of Moldova can be involved by applying for the 10% rule.

\* The 20% rule is not applicable for the 1<sup>st</sup> Call.

**Estimated duration**  
(in months)

36 months

☒ I would like my project's idea to be published on the Southeast Europe Transnational Programme's website and presented during the SEE kick off event.