

EVENT DESCRIPTION SHEET

(To be filled in and uploaded as deliverable in the Portal Grant Management System, at the due date foreseen in the system.)

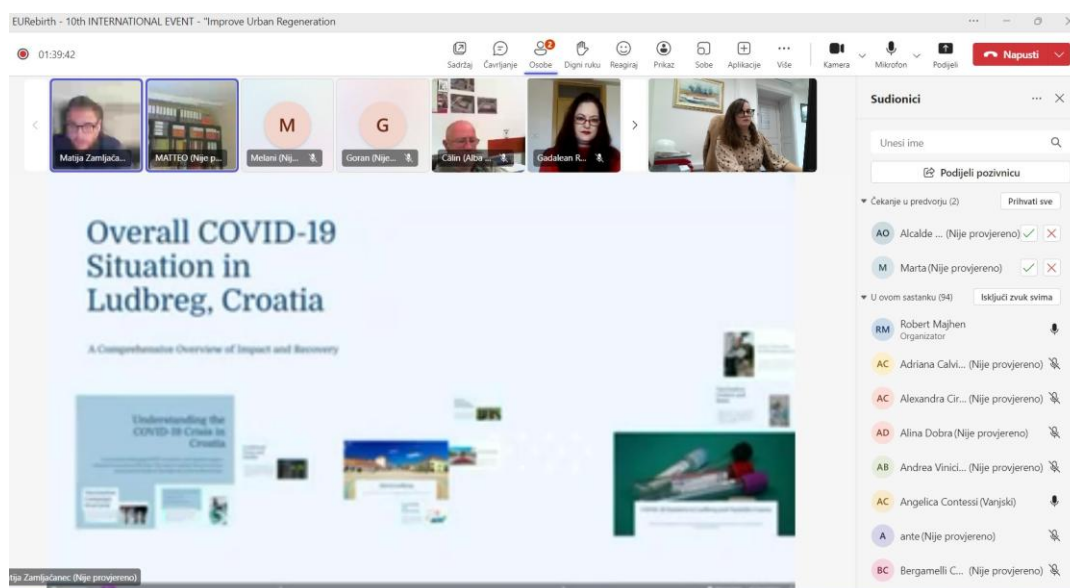
 Please provide one sheet per event (one event = one workpackage = one lump sum).)

PROJECT	
Participant:	7 - Grad Ludbreg (Ludbreg)
PIC number:	913874540
Project name and acronym:	Strategic and Human Rebirth in European Local Community (EUREBIRT)

EVENT DESCRIPTION			
Event number:	11		
Event name:	10th Transnational Project Event "Improve Urban Regeneration"		
Type:	Conference "Improve Urban Regeneration" & 11th Transnational Coordination Meeting		
In situ/online:	Online		
Location:	Croatia (HR), Ludbreg		
Date(s):	24 October 2024		
Website(s) (if any):	https://ludbreg.hr		
Participants			
Female:	60		
Male:	53		
Non-binary:	0		
From country 1 [Croatia]:	70		
From country 2 [Italy]:	6		
From country 3 [Romania]:	18		
From country 4 [Poland]:	12		
From country 5 [Spain]:	7		
Total number of participants:	113	From total number of countries:	5
Description			
<i>Provide a short description of the event and its activities.</i>			

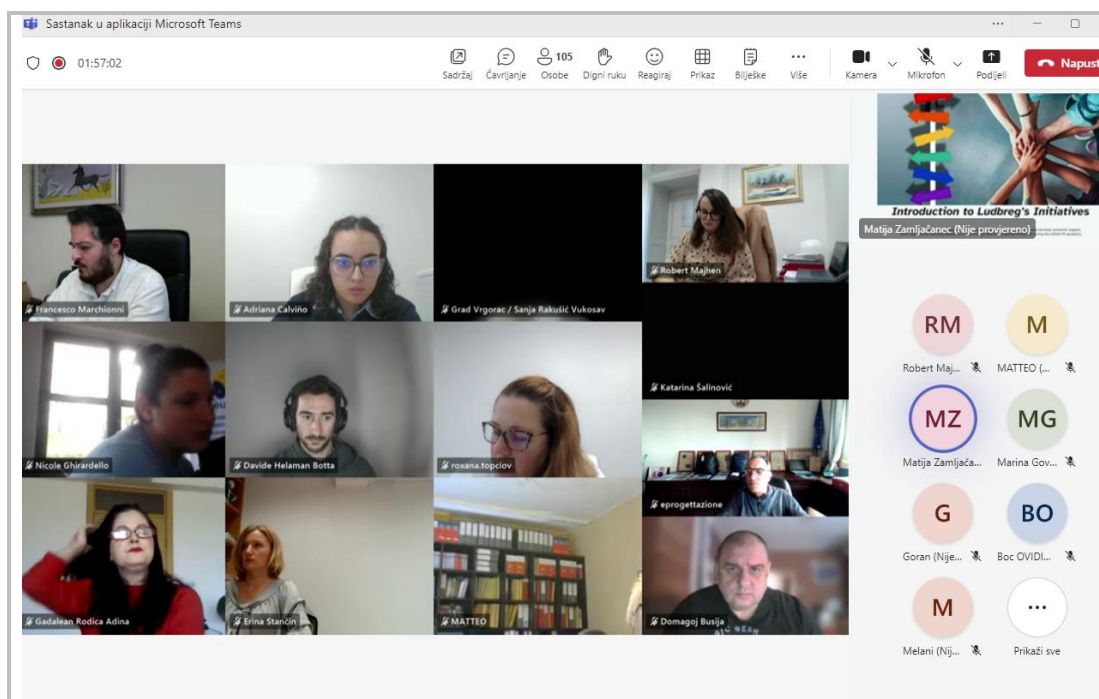
The 10th International event of EUREbirth was held online on October 24th, via Teams platform. Since the focus of the event was on improving urban regeneration in local communities across Europe, emphasizing the role of participatory decision-making and lessons learned from the COVID-19 pandemic.

The event was officially opened on behalf of the Municipality of Ludbreg at 10am. The official opening of the event was followed by presentation of Mr Matija Zamljacanec, LAG Manager from the Municipality of Ludbreg. The presentation was overview of the Ludbreg's response to the COVID-19 pandemic. He detailed the impact of the crisis on the local community, addressing both the immediate challenges and the long-term recovery strategies. The presentation focused on the adaptive measures undertaken by the local authorities to mitigate the effects of the pandemic, especially in urban management and local governance.



Start of the online event (overview of the Covid-19 situation in Ludbreg)

Mr Matija Zamljacanec delivered also a keynote speech centred around good practices during and after the COVID-19 pandemic. His speech highlighted innovative responses to the crisis in Ludbreg area. The presentations underscored the significance of flexibility and innovation in managing urban areas, particularly during times of crisis like the COVID-19 pandemic. During the presentation, Ludbreg presented projects and initiatives in the field of social services, urban planning and economic development.



Participants of the online event

SOCIAL SERVICE

Example of good practice in field of social service was project Zaželi that empowered long-term unemployed women by providing essential social services and support to the elderly, showcasing a successful model for community upliftment and sustainable employment. Project employed 25 long-term unemployed women over 50 years old as gerontodomacice (home care workers). They provided support to 150 elderly and disabled individuals while simultaneously reducing unemployment and enhancing employability through targeted training programs. These home care workers have offered daily support activities including assistance with household chores, personal hygiene and fostering social interactions.

URBAN PLANNING

The renovation of the walkway on Otok Mladosti ("Island of Youth") aimed to transform it into a vibrant central green space, enhancing community health and engagement. This project focuses on revitalizing a central green space to promote health and community interactions. By upgrading pathways and enhancing green areas, the initiative aims to foster outdoor activities and social engagement among residents. This project included upgrading walkways that feature safe, well-maintained paths and newly installed amenities such as benches, some equipped with chess boards. This renovation has helped that Otok Mladosti become popular destination for walkers, joggers, and families, featuring a safe environment for various outdoor activities. The long-term vision for the Walkway on Otok Mladosti includes continued improvements and maintenance to keep the space vibrant and sustainable.

ECONOMIC DEVELOPMENT

In the area of economic development during the Covid-19 crisis, Ludbreg has offered financial support to the businesses with the rent exemptions for city-owned properties and municipal fees. Direct financial aid based on pre-pandemic taxes was also

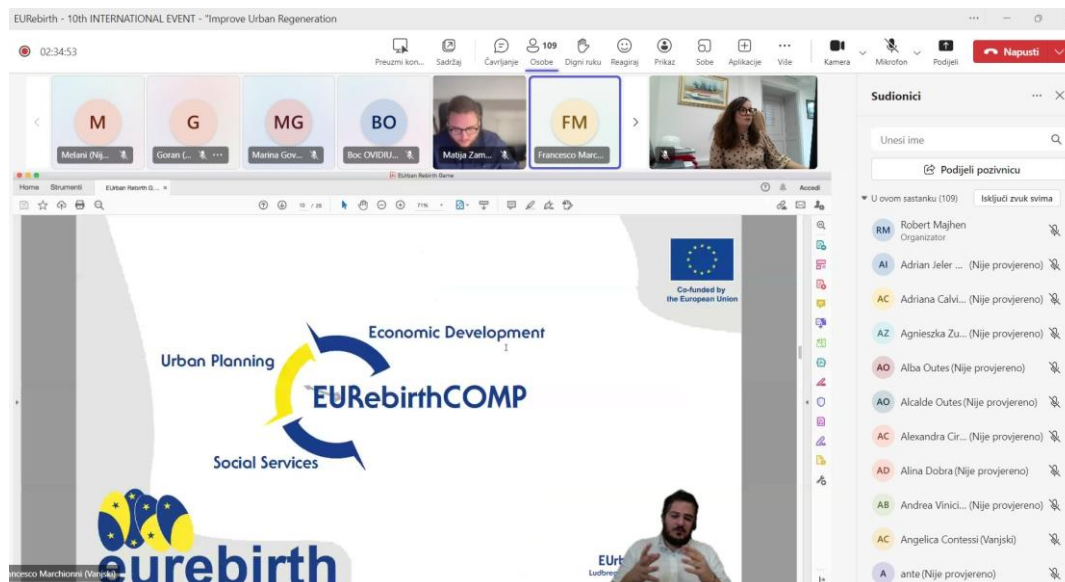
provided to support the struggling hospitality sector. The community received household relief measures including exemption from fixed waste disposal fees and direct aid for unemployment. Furthermore, subsidies for kindergarten fees continued, alleviating financial pressure on families during closures. Targeted financial assistance was extended to agriculture, particularly for flower growers and vegetable framers affected by income loss. The measures taken during the pandemic have stabilized Ludbreg's local economy, allowing businesses to sustain operations and retain employees.

LEADER APPROACH

During the event, the leader methodology was also presented. It is a methodology that emphasizes community-led development, relying on local leadership and collaboration. Participatory decision-making promotes equality and ensures that initiatives are relevant, addressing actual community needs.

In summary, Ludbreg's project practices evolved to overcome COVID-19 challenges, focusing on adaptability, digital integration, and strategic foresight. These efforts positioned Ludbreg to thrive and grow in a post-pandemic world, with strengthened capacities for resilient, sustainable project management.

Afterward, Francesco Marchionni presented the outcomes of the previous conference held in Outes, Spain. He provided participants with an in-depth look at the progress made in the EUREbith project, with particular focus on the development of the Eurban Rebirth Game! This interactive tool was designed to educate citizens on urban regeneration, enhancing their understanding of the urban processes and promoting active citizen involvement in decision-making. The presentation showcased how the game could serve as both an educational platform and a way to foster greater civic engagement.



Presentation of the EUREbirthCOMP by Francesco

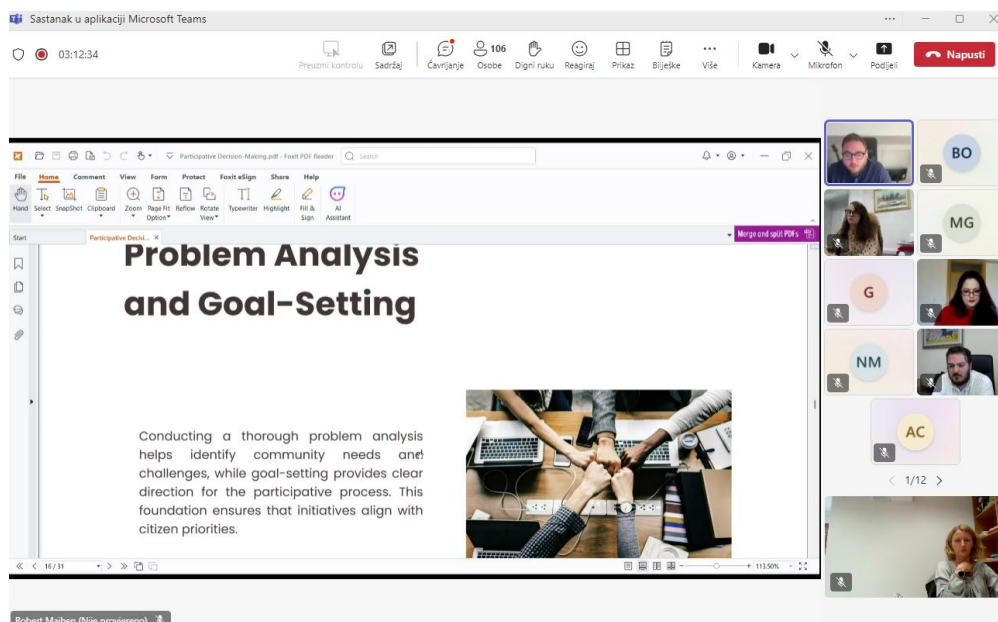
The presentation of the "EU Urban Rebirth Game" was a highlight of the event, showcasing how gamification can be used as a tool for educating and engaging citizens. This approach was particularly praised for its potential to make urban planning more

accessible to a broader audience.



Presentation of the Eurban Rebirth Game! By Francesco

Matija Zamljačanec, an expert in participatory decision-making, led the session for the citizen participation and their role in decision-making. He emphasized the importance of incorporating informal decision-making processes in local governance. Mr Zamljačanec discussed various participatory methods that can be used to engage citizens more effectively in urban development projects. His presentation stressed the value of inclusive governance and highlighted successful case studies where citizen involvement directly contributed to the success of urban regeneration initiatives.



Participatory decision-making presented by Mr Zamljačanec

Meeting title: EURebirth - 10th INTERNATIONAL EVENT - "Improve Urban Regeneration"			
Registered:	113		
Canceled registration:	0		
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List of the participants (excerpt from the list)

Conclusion

The 10th International Event of the EURebirth project successfully brought together a diverse group of stakeholders to discuss urban regeneration in the context of post-pandemic recovery. The event highlighted innovative practices, underscored the importance of participatory decision-making, and provided a platform for sharing best practices among European municipalities. The session concluded with a commitment to continue collaboration and to apply the insights gained from the discussions to future urban development initiatives. The event facilitated knowledge exchange among municipalities from different European countries, fostering a spirit of collaboration. Participants shared their unique experiences, learning from each other's challenges and successes in urban regeneration.

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	01.04.2022	Initial version (new MFF).