

# EUniverCities Network Meeting

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Peer Review Meeting and Interactive Seminars  
Parma, 7 - 10 June 2016



*“A Tale of a University City:  
how to create an attractive brand?”*



Comune di Parma



UNIVERSITÀ DEGLI STUDI DI PARMA



## The EUniverCities Network – Mayors and Rectors

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Denmark	City of Aalborg	Thomas Kastrup-Larsen	University of Aalborg	Per Michael Johansen
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Norway	City of Trondheim	Rita Ottervik	Norwegian University of Science and Technology, NTNU	Gunnar Bovim
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			Varna Free University	Galya Gercheva
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Germany	City of Magdeburg	Lutz Trümper	University Otto Guericke	Jens Strackeljan
			Hochschule Magdeburg-Stendal	Anne Lequy
Poland	City of Lublin	Krzysztof Żuk	Marii Curie-Skłodowskiej University of Lublin	Stanisław Michałowski



## Introduction EUniverCities

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EUniverCities is a European network, officially launched in 2012, in which medium-sized cities and their universities work together (in tandem) to improve cooperation.

The network mainly brings together cities and universities with a highly technological profile. It embodies the recognition of the importance of technology, innovation and knowledge for society. Furthermore, the network enhances the visibility of knowledge cities within Europe.

The network's aim is to exchange and spread knowledge, expertise and experience with regard to city&university cooperation across urban Europe.

## Introduction Parma

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*"...the Territory of a Countrey, called Bengodi, where the Vines were bound about with Sawcidges, a Goose was sold for a penny, and the Goslings freely given in to boote. There was also an high mountaine wholly made of Parmezane, grated Cheese, whereon dwelt people, who did nothing else but make Mocharones and Ravivolies, boyling them with broth of Capons"*  
Boccaccio, Decameron, The eight day, the third novell

Parma is a city with a glorious past – it was once nicknamed the “petite capitale” – where cultural and economic activities combine with a pleasant way of life. Situated near the Po river between Milan and Bologna, Parma was founded by the Romans in 183 BC and will thus be 2,200 years old in 2017. Parma is also the capital of the so-called “Food Valley”: it specializes in the food sector (Prosciutto di Parma, Parmigiano-Reggiano cheese, etc.) and food-related industry.

The University of Parma is one of the oldest universities in Europe. It is a State University; it includes 18 Departments, 38 First-Cycle Degree Courses, 6 Single-Cycle Degree Courses, 38 Second-Cycle Degree Courses, as well as many Postgraduate schools, Postgraduate Teacher Training courses, several Master Programmes and PhD Research Projects.

The University has 23,000 students, with more than 5,000 graduates per year and about 2,000 academic and administrative staff.

Together with the quality of life, Parma has always attracted a large number of students from all over Italy. More than two-thirds of our students come from outside Parma and its Province: for this reason, the University is top ranked for attracting non-resident students nationwide.

After decades of growth, the city suffered from the global financial crisis and from various local problems; as a result, the city lost some of its appeal and the number of enrolments to the University decreased. More recently, the changing context has lead to a political, social,



economic and cultural development of Parma. In order to overcome the impact of the global and local crisis, both the Municipality and the University have changed their approach to the needs of the local community and have increased their cooperation.

The University has “opened up” to the City and has placed students at the centre of every activity.

The Municipality has put great efforts into the renovation and promotion of the town and into the cooperation with the University.

The first results were good: in December 2015 Parma was included in the UNESCO Creative Cities network as City for Gastronomy, the only Italian city which was awarded this label.

In 2015 the number of University students increased by 22.4 % compared to 2014.

Following these positive results, the Municipality and the University are now working hard to make Parma a competitive city with an attractive university. The City and the University are also fostering their collaboration: at the moment, there are various projects underway, but a formal and coordinated joint promotion has not been defined yet.

## Theme of the conference

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The City and the University’s overarching objectives are:

- To support the growth of the city and accelerate the economic recovery.
- To improve the image of Parma (both nationally and internationally) as a sustainable and inclusive city where tradition and cultural / scientific innovation co-exist harmoniously: Parma should be seen as a nice place to visit, as well as to live and study in.

More effort is now needed to convert this vision into strategies and actions leading to concrete results in terms of visibility, attractiveness and competitiveness.

The Municipality and the University have identified *branding* as a key strategy to reach the goals at stake and have been working towards this aim. The Municipality is focusing its attention on Food, still considered as the most recognizable brand of Parma in the world. At the same time, the University is focusing its attention on *the student*, who must always be at the very heart of everyday University activities and care.

The challenge is how to communicate the experience of living, studying and visiting Parma through its colours, flavours, tastes. Building a brand is not just about a logo. It is about gaining visibility in a changing context; it is about the way a city thinks and imagines itself; it is about urban identity or, better, identities; it is about an effective and coordinated way of communicating these identities; and, last but not least, city branding is *storytelling*.

Imagine walking through a forest and looking at its many trees: at first sight, they are just trees, but if you get closer you will realize that each of them has its own unique features.

Two identical trees do not exist.

*“If the cities are trees, then how do you see Parma in that forest?”*



## Objective of the conference

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During the conference we will tell a story about Parma; we will showcase the key projects born from the collaboration between the Municipality and the University. We will discuss about the coherence and the effectiveness of our current projects on branding; besides, we will assess whether and how the strategies of cities and universities can strengthen each other and converge to a global strategy.

We would like to discuss the following questions:

- Is a common branding strategy a goal that the City and the University of Parma should pursue?
- Are the branding strategies of the City and the University of Parma on the right path to distinguish themselves in a competitive environment?
- Can the urban regeneration projects in Parma really contribute to the competitiveness and attractiveness of the city?
- Are these projects consistent with the branding strategies of Parma?

The aims of the meeting are:

- to exchange knowledge and share experiences on city and university branding;
- to learn from each other how to handle collaboration on branding for the mutual benefit for both cities and universities;
- to recognize the effectiveness of city branding as a development strategy for a university city.

We are especially interested in learning and sharing experiences on branding strategies with other cities and universities so that we can discuss the impacts and results achieved.

## People specifically targeted by the conference

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This meeting is mainly addressed to: campus and municipal department managers interested in branding, marketing or working in collaboration with cities and universities; promoters of action and interactive research; people coping with social issues.

We will be pleased to welcome academic experts in the field of branding (corporate or urban) from our member universities. We will also ask all universities to invite representatives from student organizations to take part in the conference.



## Peer Review sessions and experiences from the network

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On the first day, the main representatives from the City and the University of Parma will give examples and information about *branding*.

During the second part of the first day, all other Network partners will be invited to present and share their experiences and view on *branding*.

On the second day, during site visits, selected lecturers will hold presentations about the ongoing urban regeneration projects in Parma.

In the afternoon, the participants will work together in Peer Review sessions.

## Coordinators meeting – Friday 10<sup>th</sup> June

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The Coordinators meeting is open to the coordinators of the EUniverCities network: we will discuss the network's future Strategy, the budget, a follow-up activity discussing on the results of all the previous meetings and on the programme of upcoming meeting(s).

An agenda will be presented by the secretariat before the meeting.

## Registration

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Please register on-line via this [link](#) before 20 May 2016.

## Programme

### TUESDAY 7<sup>th</sup> JUNE

#### Arrival of the delegates

17.00-19.00	<b>Guided walk in town</b>	Starting point Piazza Garibaldi – Giuseppe Garibaldi monument
19.15	Pick up at the hotels	
<b>PREFACE</b>		
19.30 -21.00	<b>Welcome reception and visit «behind the scenes»</b>	<i>Teatro Regio – Via Garibaldi 16/A</i>

### WEDNESDAY 8<sup>th</sup> JUNE - S. Elisabetta convention center - Campus – Viale G.P. Usberti 95

#### Presentations and Site Visit

On the first day, the City and the University of Parma, by their representatives, will present the main issue. The participants can take part in the presentations and in the visits aimed at showing the main challenges that Parma wants to put centre stage.

The interactive sessions will focus on the following issues: experiences on branding strategies from other cities and universities and discussions on their achievements.

08.00	Pick up at the hotels		
08.10		Bus transfer to Campus S. Elisabetta convention center	
08.10 - 08.30	Registration and coffee		
INTRODUCTION			
08.30 - 09.00	Welcome	Loris Borghi, Rector of the University of Parma  Nicoletta Paci, Vice Mayor of Parma	
	Introduction to the theme	Marco Giorgi City Marco Ferretti City <u>and</u> University	



	<b>Aim of the EUC conference</b>	<b>P. van Geel,</b> EUC	
<b>CHAPTER 1</b>			
09.00 - 09.45	<b>Place branding</b> A serious business or a marketing trick? Problems, criticality, impacts and opportunities in branding places	<b>Andrea Lucarelli,</b> Stockholm Business School, SE	
09.45 - 10.00	Q&A		
10.00 - 10.30	Coffee break		
<b>CHAPTER 2</b>			
10.30 - 11.10	<b>The Communication and Marketing strategy of UNIPR</b> How changing the point of view can bring results even in a short time “the student is always at the center of our actions” ( Video)	<b>B. Luceri,</b> University <b>B. Marchione,</b> University	
	<b>Presentation of Parma</b> A short video on the City	<b>P. Marani,</b> City	
	<b>City and University’s role for Parma “UNESCO’s Creative City for Gastronomy”</b> How cooperation, team working and open mind can bring great results	<b>A. Fabbri,</b> University <b>C. Beghi,</b> University	
	<b>The branding strategy of the City</b> To promote Parma Food identity through a structured methodology	<b>G. Righi,</b> City	
11.15-11.30	Q&A		
11.30-11.45	Coffee break		
11.45-12.30	<b>The relation between the University and the territory: The “Verdi Festival”case</b> Measuring the outcomes of a great event on the territory	<b>G. Tagliavini ,</b> University	
	<b>The new strategic plan of Teatro Regio</b> Promoting the great opera heritage of Parma, after some years of decay, by approaching new targets	<b>A.M. Meo,</b> City	



		<b>University public engagement:</b> -Researchers' night -Seminars UNIforCITY -UNIPR for Expo -Parma for Bernardo Bertolucci	<b>F. Sansone,</b> University <b>B. Bottari,</b> University <b>E. Neviani,</b> University <b>M. Guerra,</b> University		
12.30 -12.45	Q&A				
12.45 - 14.15	Lunch				
CHAPTER 3					
14.15 - 15.15	<b>Sharing Experiences:</b> presentations and exchange about place branding from other partners				
	<b>Room A</b>	<b>Room B</b>	<b>Room C</b>	<b>Room D</b>	<b>Room E</b>
	<b>Varna</b>  A winning bid for Varna's European Youth Capital 2017  <b>G. Kaprelyan</b> City of Varna	<b>Magdeburg</b>  Rebranding Magdeburg: the road from industry to science city  <b>K. Puchta</b> City of Magdeburg	<b>Delft</b>  Branding of Delft in a Metropolitan Region  <b>M.Visser</b> City of Delft	<b>Ghent</b>  Ghent: so much city & so many students'  <b>E. Uytterhoeven</b> City of Ghent	<b>Trondheim</b>  Value of joint branding in one of Scandinavia's top tech cities  <b>K. Lesniak</b> NTNU
15.15 - 15.30	Coffee break				
15.30 - 16.30	<b>Sharing Experiences:</b> presentations and exchange about place branding from other partners				
	<b>Room A</b>	<b>Room B</b>	<b>Room C</b>	<b>Room D</b>	<b>Room E</b>
	<b>Varna</b>  A winning bid for Varna's European Youth Capital 2017  <b>G. Kaprelyan</b> City of Varna	<b>Magdeburg</b>  Rebranding Magdeburg: the road from industry to science city  <b>K. Puchta</b> City of Magdeburg	<b>Delft</b>  Branding of Delft in a Metropolitan Region  <b>M. Visser</b> City of Delft	<b>Ghent</b>  Ghent: so much city & so many students'  <b>E. Uytterhoeven</b> City of Ghent	<b>Trondheim</b>  Value of joint branding in one of Scandinavia's top tech cities  <b>K. Lesniak</b> NTNU
16.30 - 17.00	<b>Reports and conclusions</b> Feedback on day 1 Planning day 2		Moderator: <b>W. van Winden,</b> EUC		
17.00 - 17.15			Bus transfer to hotels		

17.15 – 19.00	Break		
19.00	Pick up at the hotels	Bus transfer to the Abbey of Valserena ( about 3km from Parma)	
<b>CHAPTER 4</b>			
19.15 - 20.00	<b>Visit of CSAC - Study Centre and Communication Archive</b> Museum and Archive of Art and Communication	<b>F. Zanella,</b> University	Abbey of Valserena
20.00 - 23.00	<b>Dinner at the Abbey of Valserena</b>		

### Map of S. Elisabetta convention center - Campus

## Ground floor



**THURSDAY 9<sup>th</sup> JUNE** – *Convent of San Paolo and various locations*

### Presentations and Site Visit

On the second day, the participants will visit different locations and focus the attention on specific urban regeneration projects that could contribute to the competitiveness and attractiveness of Parma.

### Peer Review

During the peer review sessions we would like you to discuss the following questions:

- Is a common branding strategy a goal that the City and the University of Parma should pursue?
- Are the branding strategies of the City and the University of Parma on the right path to distinguish themselves in a competitive environment?
- Can the urban regeneration projects in Parma really contribute to the competitiveness and attractiveness of the city?
- Are these projects consistent with the branding strategies of Parma?



8.30	Pick up at the hotels		
08.45 - 09.00	Registration	Convent of San Paolo – Stuard Gallery - Borgo Parmigianino, 2	
CHAPTER 5			
09.00 - 09.25	<b>Introduction to the Theme : Urban regeneration as a brand strategy - Mastertown</b> How a participative project can enhance the city branding and identity	<b>M. Alinovi,</b> City <b>A. Feliziani,</b> University	Convent of San Paolo - Stuard Gallery - Borgo Parmigianino, 2

09.25 – 09.35	<b>ERDF project: Correggio’s Cloisters - living lab</b> Regenerating a great historic unused space in new opportunities for the territory	<b>G. Agostini,</b> City	Convent of San Paolo - Stuard Gallery - Borgo Parmigianino, 2
09.35 – 09.45	Q&A		
09.45 - 10.15	<b>Visit of Convent of San Paolo</b>		Convent of San Paolo
10.15 – 10.45	<b>Visit of Farnese Theatre</b>		Pilotta Palace
10.45 - 11.30	Walking transfer through Parco Ducale with Coffee break		Parco Ducale
11.30 - 11.45	<b>Church of San Francesco di Paola called “dei Paolotti”</b> A humanistic student library in an old Church	<b>F. Bevilacqua,</b> University	Church of San Francesco di Paola
11.50 - 12.10	<b>ERDF project: Ospedale Vecchio (Old Hospital) and CSAC</b> Regenerating the most important space of «Oltretorrente»,a historic memory of the town, in connection with the art of CSAC	<b>G. Righi,</b> City <b>D. Naddeo,</b> City <b>E. Nicosia,</b> University	Ospedale Vecchio (Old Hospital)
12.10 -12.20	Q&A		
12.20 - 13.45	Lunch		
13.45 – 14.00	Walking transfer to University – Central Building - Via Università, 12		
14.00 -14.45	<b>Marketplace</b>		
	<b>Project collaboration:</b> exchange of ideas for projects that could be eventually developed inside the Network and submitted to EU programmes  <b>P. Marani,</b> City <b>E. Nicosia,</b> University	<b>Theme proposed by the City of Magdeburg</b>  <b>K. Puchta</b> City of Magdeburg	
<b>CHAPTER 6</b>			
14.45 - 16.45	<b>Peer Review session</b>	Moderators <b>E. Nicosia,</b> University <b>I. Dinapoli,</b> City <b>C. Ferrarini,</b> University <b>W. van Winden,</b> EUC	Rooms D, I, II and C



16.45 - 17.15	<b>Reports and conclusions of the day</b>	Moderator: <b>W. van Winden,</b> EUC	Room D
17.15 - 18.30	Break		
18.30	Pick up at the hotels	Bus transfer to Torrechiara ( about 20 km from Parma)	

#### CHAPTER 7

19.00 – 20.00	Visit to the Castle of Torrechiara		Castle of Torrechiara
20.00 - 23.00	<b>Dinner at a Winery near the Castle of Torrechiara</b>		

#### FRIDAY 10<sup>th</sup> JUNE – Town Hall - Strada Repubblica, 1

On the last day, the coordinators of the EUniverCities Network will gather to discuss issues related to the network.

09.00 – 09.15	Pick up at the hotels
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#### CONCLUSIONS

09.30 – 12.00	<b>EUniverCities Network plenary meeting</b>		Town Hall
	Coffee break		
	<b>EUniverCities Network plenary meeting</b>		
12.00	Lunch		

#### ... THE END



## Practical Information

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### HOTELS

There are three recommended hotels with *negotiated discounted prices* for the EUniverCities meeting. The participants should make their reservations directly to the hotels. Both hotels are located in the city centre.

#### **Mercure Parma Stendhal \*\*\*\***

Email: [H9093@accor.com](mailto:H9093@accor.com)

Tel: +39 0521 208057

Address: Via Bodoni nr. 3 – 43121 Parma

<http://www.hotelstendhal.it/en/index.html>

Rate per night – 97 euros, breakfast buffet included.

Booking code: EUniverCities

City tax excluded: 3 euros per night/person

#### **Ibis Styles Parma Toscanini \*\*\***

Email: [H9153@accor.com](mailto:H9153@accor.com)

Tel: +39 0521 289141

Address: Viale A. Toscanini nr. 4 – 43121 Parma

<http://www.hoteltoscanini.it/en/index.html>

Rate per night:

70 euros, breakfast buffet included, single room with queen bed 140 cm

75 euros, breakfast buffet included, double room

Booking code: EUniverCities

City tax excluded: 1,50 euros per night/person

Availability for the two hotels and discounted prices are guaranteed until **13 May 2016**.

#### **Hotel Palace Maria Luigia \*\*\*\***

Email: [groupsmi@sinahotels.com](mailto:groupsmi@sinahotels.com)

Tel: +39 0521 281032 - Fax: + 39 0521 231126

Address: Viale Mentana, 140 - 43121 - Parma

[http://www.sinahotels.com/eng/hotel\\_maria\\_luigia/index.html](http://www.sinahotels.com/eng/hotel_maria_luigia/index.html)

Rate per night:

100 euros, breakfast included, Double room for single use

120 euros, breakfast included, Double room

Booking code: EUniverCities

City tax excluded: 3 euros per night/person

Availability for the hotel and discounted prices are guaranteed until **30 May 2016**.





## HOW TO GET TO PARMA

The two nearest airports are **BOLOGNA** and **MILAN LINATE**.

### **BOLOGNA**

Bologna is 90 km from Parma. The airport, Bologna Marconi, is 6 km from Bologna city centre.

From the airport to the railway station:

- Taxi (20 euro approx.)
- Aerobus BLQ, shuttle service; it runs every 11 minutes, from 5:30 am to 12:15 am. Tickets can be bought on the bus or at the vending machine at the bus stop just outside Departures, or online (<http://aerobus.bo.it/en>). Price is 6 euro.

From Bologna to Parma:

Train from Bologna Central Station to Parma: 1 hour by 'regional' train or 45-50 minutes by fast train. There are 2 or 3 trains each hour from Bologna to Parma

Tickets can be bought at the station (vending machines, also in English) or at the ticket counters (sometimes long queues) or online (<http://www.trenitalia.com/tcom-en> website of the Italian railway company).

Prices: 'regional' trains: 7,20 euros (one way, second class); fast trains: various prices

### **MILAN**

Milan is 90 km from Parma. There are two airports in Milan: MALPENSA and LINATE

Milan Malpensa airport is located west of Milan, 45 km from the city of Milan.

The airport is connected to Milano Central Railway Station by train; the journey takes 45 minutes. Further information: <http://www.milanomalpensa-airport.com/en/directions-and-parking#>

Milan Linate airport is 7 km from the city of Milan.

From Linate to Milano Central Railway Station:

- no train
- by taxi, 20-25 euro approx.
- by coach directly to the Central Station; departures every 30 minutes. On-board ticket or directly in the Arrivals hall. It takes approx. 20 minutes to reach the station

From Milan to Parma:

- Direct trains:
  - . regular trains: approx. 1h 30min. Ticket :10,90 euros (one way second class)
  - . fast trains: approx. 1h 10min., various prices

You can buy them online <http://www.trenitalia.com/tcom-en>, at the vending machines at the Station or at the ticket office.

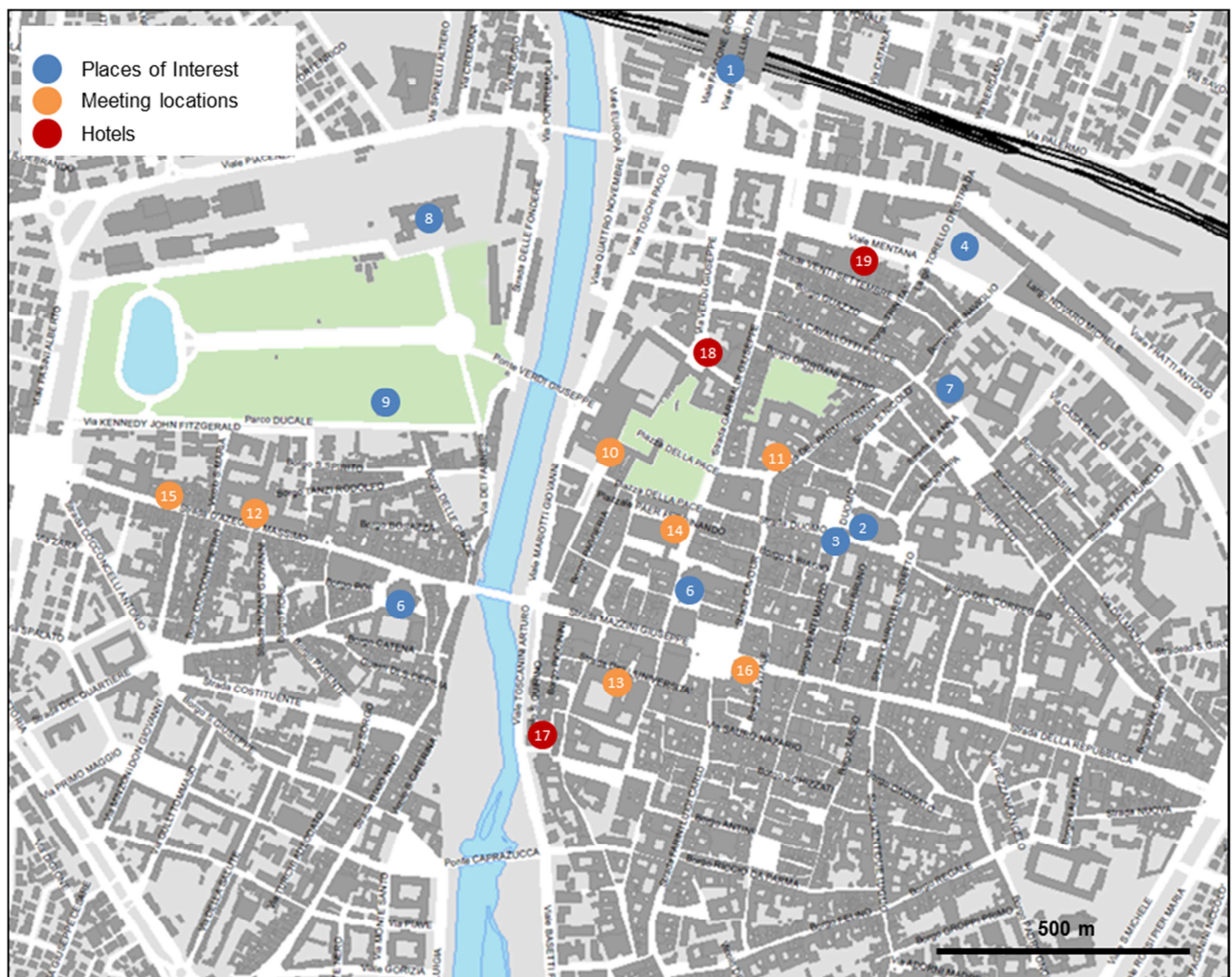


## PARMA AIRPORT

Ryanair operates three flights weekly from London Stansted to Parma.

To get to the city centre, you can take a taxi (RADIOTAXI 0521 252562 – approx. between 10 and 15 euro) or bus n. 6 (departures every 30 minutes to city centre - tickets can be bought on the bus at the price of 2 euro - [www.tep.pr.it](http://www.tep.pr.it) ).

## MAP OF PARMA



- |                         |                           |   |                              |
|-------------------------|---------------------------|---|------------------------------|
| 1 Railway station       | 6 Church of Annunziata    | 11 Convent of San Paolo – Stuard Gallery  | 16 Town Hall                 |
| 2 Cathedral             | 7 House of Music          | 12 Old Hospital – Ospedale Vecchio        | 17 Hotel Toscanini           |
| 3 Baptistery            | 8 Eucherio Sanvitale Hall | 13 University of Parma – Central Building | 18 Hotel Stendhal            |
| 4 Municipality offices  | 9 Ducal Palace            | 14 Teatro Regio                           | 19 Palace Hotel Maria Luigia |
| 5 Sanctuary of Steccata | 10 Farnese Theatre        | 15 Paolotti                               |                              |



## CONTACT INFORMATION

- Coordinators Parma meeting

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