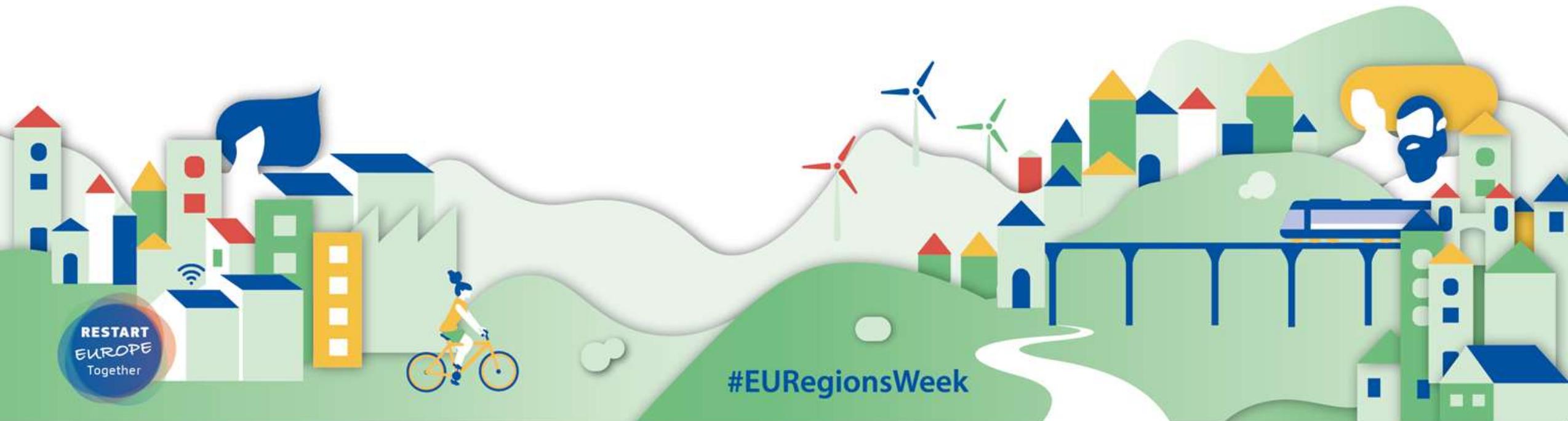


# Keep up with interregional cooperation



RESTART  
EUROPE  
Together

#EURegionsWeek



# European Week of regions and cities

Marta Rofin Serra

Project Coordinator URBACT Healthy Cities

13 October 2020





## Integrated Urban Development

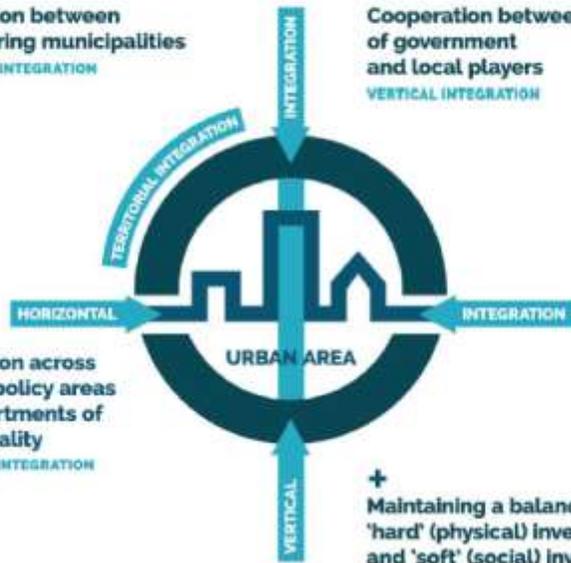
MEANS...

Cooperation between neighbouring municipalities  
TERRITORIAL INTEGRATION

Cooperation between all levels of government and local players  
VERTICAL INTEGRATION

Cooperation across different policy areas and departments of a municipality  
HORIZONTAL INTEGRATION

+ Maintaining a balance between 'hard' (physical) investments and 'soft' (social) investments





*“HEALTH is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity”*

*(Definition of health by the World Health Organisation (WHO) 1948)*

- **75%** of people’s health depends on the space and the environment in which they develop their lives:

- Lifestyles
- Built environment
- Natural surroundings
- Social relationships

- **Promoting Health** requires a cross-sectional, cross-sectorial approach, beyond the assistance of Health Systems.

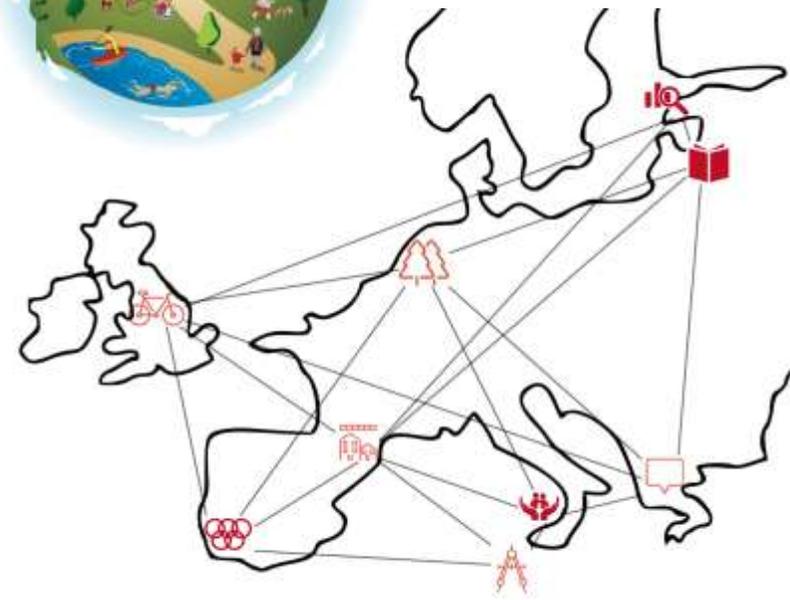
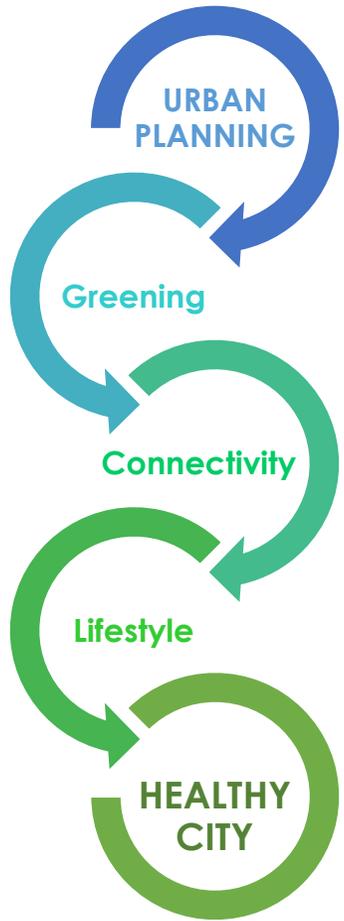


# URBACT - Healthy Cities network

9 partners. Small-medium cities



- ✓ Explore the interactions between **HEALTH and URBAN PLANNING**
- ✓ From an evidence-based perspective and cross-sectorial approach.
- ✓ Incorporating a methodology for the **health impact assessment**.



# COVID-19 – time for reflection



# COVID-19

## Adaptation in medium-sized cities



- ✓ Healthy Cities: sharing ideas with partners during the transnational meeting
- ✓ Support and adaptation measures, beyond government measures or WHO recommendations.

### Information

- Share constantly updated information with citizens on a daily basis

### Support local commerce

- Digital platform for local business to advertise and market their products
- Free food distribution to the needy population

### Social assistance

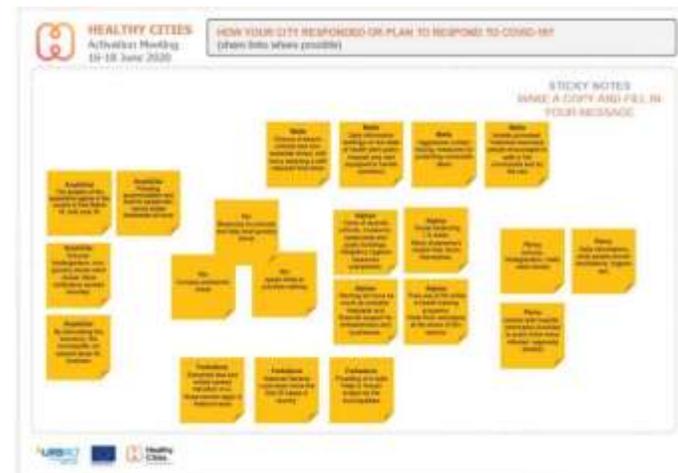
- Free distribution of masks, visors and protective gloves

### GREEN

- Upgrading existing green spaces (Malta)
- Extend the central beach (Pärnu)
- Health through culture: a green installation of plants and flowers (Anyksciai)

### HEALTH and Lifestyle

- Routes for population walk, run or pedal safely (Loulé, Alphen aan den Rijn, Anyksciai)
- Outdoor gyms (Malta, Farkadona)
- Online Sports training plan
- Thematic webinars
- Video lessons and tutorials with recommendations to help population to be active at home (Loulé)



# Vic and COVID 19 – Tailor made solutions

Vic, human scale city



## MOBILITY

- Vic city 30
- Restriction of motorized traffic on weekends
- Cycle lanes extended and better connected
- Pavements extended

## SUPPORT LOCAL COMMERCE

- Free home delivery service (<http://www.viccomerc.cat/ca/thoportem-a-casa> )

## HEALTH

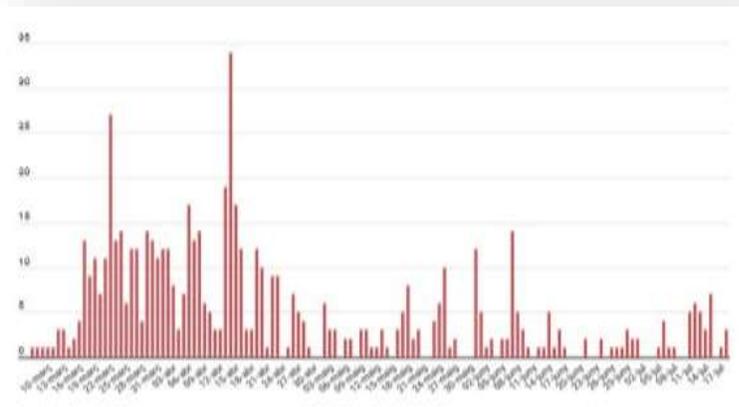
- Free guided physical activities in open spaces (Vic activa't)

## EDUCATION

- Distribution of computers and tablets to students
- Local TV program “school at home”

## ECONOMIC RESILIENCE

- Subsidies
- Reductions in municipal taxes





# Thank you

Get in touch

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[urbact.eu/healthy-cities](http://urbact.eu/healthy-cities)



[healthycitiesAP](https://twitter.com/healthycitiesAP)

# 18<sup>th</sup> EUROPEAN WEEK of REGIONS and CITIES

05>09 OCTOBER 2020

12>16 OCTOBER 2020

19>22 OCTOBER 2020

#EURegionsWeek

RESTART  
EUROPE  
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