

DANUrB – STRATEGY

Spatial planning strategy for heritage development
at intermunicipal level - Giurgiu - Ruse

D 5.5.1: plans at the municipal/intermunicipal level for the spatial organization of cultural heritage

SPATIAL PLANNING STRATEGY FOR HERITAGE DEVELOPMENT

INTERMUNICIPAL LEVEL_ GIURGIU - RUSE



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1. Argument



Erroneously sometimes a distinction is made between **culture** and **space**, as if they were different domains, or as if the first one (culture) is exclusively related to the elements of immaterial cultural life, and the second one (space) is reserved only for the physical, material elements. In fact, the spaces in which people live – urban or rural - are part of their culture, and the way in which the space is organized reflects traditions, mentalities, habits, technical and managerial capabilities, attitude face to resource, and many other more, all of which part of the **culture** of that society. Architecture itself can be understood as an expression of how these cultural-social traits are imprinted on edified volumes and on the city as a whole.

The heritage is also sometimes misinterpreted by understanding it only by what needs to be protected within a regulatory legal/ institutional framework, as strict and rigid as possible, which is exclusively directed to preserving the past and often forgets the present or the potential for future development.

Danube is one of rivers which have been form a long hystory in the attention of international organizaion for preserving its patrimony. *Most of Danube landscapes and monuments are under the protection of the state - which includes more than twenty national parks and numerous buildings, streets and monuments from prehistoric, Roman, medieval, baroque or modern times. Some of those are even on the official UNESCO World Heritage List (<http://whc.unesco.org/>): **old town of Regensburg with Stadtamhof in Germany, Wachau cultural landscape and historic centre of Vienna in Austria, Hungarian capital Budapest (including the the banks of the Danube), Gamzigrad-Romuliana in Serbia, Danube Delta in Romania and Srebarna nature reserve in Bulgaria.** There is, of course, even longer list of the sites which are on the "tentative list" and started the procedure of getting the World Heritage status.*

The most important Danube heritage is not, however, on any list or under specific protection regime. It is the river itself, in its total length, with everything built or grown beside it. Segments of the river are important, beautiful and deserve attention and respect, but only the whole of the Danube makes it what it is - the cultural heart of Europe, historical crossroad of all the invasions and wars, a point where different worlds and traditions collide and connect (<http://www.danube.travel/main-menu/danube/heritage.16.html>).

In the same direction, DANURB is geared towards identifying the unused and undiscovered elements of the Danube heritage, which sometimes resides in small towns and villages and is intimately part of the people who permanently lived on the banks of the river.

The SPATIAL PLANNING STRATEGY FOR HERITAGE DEVELOPMENT is an expression that serves the process of elaborating the strategy at the level of the inter-municipal scale of the Danube territory (in this case- the twin cities Giurgiu-Ruse) and which encompasses the **4 thematic categories of Danube heritage** to be valorized, previously established:

- a) *Heritage landscapes shaped by the Danube,*
- b) *Heritage of art and architecture,*
- c) *Heritage defined by the economy at the Danube,*
- d) *Heritage defined by the socio-cultural life along the Danube.*

These transversal themes include the three main categories of heritage that have been identified up to present:

- i. *Natural Heritage,*
- ii. *Tangible Cultural Heritage*
- iii. *Intangible Cultural Heritage*

The SPATIAL PLANNING STRATEGY FOR HERITAGE DEVELOPMENT have here a double role: firstly, to establish **long-term orientations** that should guide the development of the heritage in the direction of capitalizing the existing local potential and, secondly, to **articulate the global trends** of Danube development **to the local/ specific dynamics** of the cities to which it is addressed.

The strategic plan focused on the Spatial Development of Heritage is essential for the harmonization, articulation and integration of all the driving forces that disputed the territory and the image of this cities, and their channeling towards consolidating and asserting an identity. More than this, this approach is comming to respond to the need for a more integrated approach towards urban heritage management, **combining policies and practices on conservation with those of urban development.**

As one of the DANUrB goal is to develop *cultural networks* aiming to *strengthen the Danube regional cultural identity and to create a common brand by fostering transnational cultural ties between the settlements along the Danube, and by exploring the unused or hidden cultural and social capital resources for a better economic and cultural return.*

In a world increasingly characterized by globalization, new structures of relations, intense exchanges, tensions and reforms at all sectors of urban lives, cities are in a fierce competition both in terms of economic development and sustainability, quality of life, or other issues depending on global trends.

Strategic planning is increasingly proving its importance as a key element of development as the most appropriate framework for formulating and implementing public policies in all domains, including the domain of Heritage, aiming to lead the process of implementation the international knowledge and practice in local/ specific conditions.

This is considered capital for the DANUrB project, as generally in Europe the heritage is seen more from the perspective of its institutionalization and protection, and less from the touristic, economic, and social perspective. More, in Romania and Bulgaria the urban development as system includes a lot of bureaucratic and difficult processes of implementing public policies and feasible projects on valorizing values of heritage (as historic architectural heritage, ex-industrial and communist heritage, artistic heritage values), which sometimes affect the immediate request of valorizing the existing potential of the heritage values. Also, there is a reverse trend, manifest by the rapid and uncontrolled impact of urban development, with various economic functions that ignore the possible valorization of heritage elements, such as the Danube's natural landscape, archaeological sites, or agricultural landscapes.

*The strategy has a clear **guiding and indicative** role for the operational side of this project, which allows it to be flexible and evolutionary without being at the same time all-foreseeable, so sometimes decisions can be re-examined and the consequences of some proposals can be re-evaluated according to the moment.*

The exploration and identification of the unused or hidden values of heritage, and the synthesis of the existing potential to be valorized (which have been parts of the previous research within the DANUrB Project), now it is considered as a basis of the strategic concept of the Spatial Development of Heritage.

2. The role of the spatial planning strategy for heritage development in Giurgiu - Ruse



The strategic planning for spatial development of a city means making decisions about:

- **Where** to act- in which domains/ sub-domains, in which places/ areas
- **What** actions should be taken
- **When** - at what time / for which period these actions should be taken
- **Who** must act- which actors are the most relevant
- **Which** is the way of acting and the resources that are being involved

Strategic planning is an **iterative process** that is constantly reviewed in the light of current performance, external conditions, new ideas and opportunities. The more being about a trans-border situation, with different legal and regulatory system of urban & territorial development, the SPATIAL PLANNING STRATEGY FOR HERITAGE DEVELOPMENT includes the necessity of revising periodically according to municipalities' conditions, and to opportunities of development.

Planning the future of the heritage of the Giurgiu & Ruse Cities cannot be done separately from that of its **territory of influence** and the integrative urban development of both cities. Hence the

necessity of a double review: the planning process in which Giurgiu - Ruse - as twin urban system- has a role of ensuring the cities inside objectives; second, the cooperation with the surrounding territory, especially for the **landscape and tourism resources**, in order to increase the regional role that Giurgiu-Ruse can assume. This is in fact what was already assumed by both cities within **ERGO Master-Plan¹**, where are set up the **common goals and priorities** for an integrated development of Giurgiu and Ruse. Also, in **SIDU Giurgiu²**, and in **Innovation Strategy for Smart Specialisation of Ruse Municipality 2016-2025³**, there are sit up several strategic goals which are relevant fr this strategy.

SECTOR

STRATEGIC GOALS

SECTOR	STRATEGIC GOALS
TRANSPORT	<ul style="list-style-type: none"> - creating an intermodal transport system and a significant growth of the volume of the transported and processed goods. - aligning the technical and performance parameters of the main roads and railways in both parts of the region to the EU regulations and to their function of carrier of the Pan-European transport corridor No.9, which means new routes and equipment. - development of activities of mutual interest related to services to the traffic across the crossroad is a potential source of employment and high income.
SOCIAL	<ul style="list-style-type: none"> - the development of human resources is a central issue on both sides of the Danube. - bring prosperity and to improve the quality of life, - to overcome the slow progress of the education level, - to implement training programmes (bilingual) for higher mobility on the labor market - Implementation of the European life-long learning policy and adaptation of vocational training to the present and future needs of the local economy is of common interest. - Common interest exists also in the culture sphere as well as in the significant enhancement of the opportunities for sport and recreation.
ECONOMIC	<ul style="list-style-type: none"> - competitive economics development by implementing advanced knowledge-based technologies. - enhancement of the existing centers and starting consultancy, information and business centers and incubators; - creation of industrial zones and parks, incl. advanced technology ones; - organizing regional exhibitions and fairs; - creation of regional clusters (why not cross-border ones, too); - building commerce and transport logistic centres, ensuring modern standards of exchange and shipment of goods.

¹ www.cbromaniabulgaria.eu and [https://ruse-bg.eu/uploads/files/Strategicheski dokumenti/Development Plan RM 2014-2020 Abstract.pdf](https://ruse-bg.eu/uploads/files/Strategicheski_dokumenti/Development_Plan_RM_2014-2020_Abstract.pdf)

² [http://www.primariagiurgiu.ro/portal/giurgiu/primarie/portal.nsf/0/E9055CB2A21FD473C225801A004789E6/\\$FILE/2016.08.27%20SIDU%20GIURGIU%20v3.1.pdf](http://www.primariagiurgiu.ro/portal/giurgiu/primarie/portal.nsf/0/E9055CB2A21FD473C225801A004789E6/$FILE/2016.08.27%20SIDU%20GIURGIU%20v3.1.pdf)

³ <http://free-spirit-city.eu/en/innovation-strategy-for-smart-specialisation-of-ruse-municipality-2016-2025>

³ <http://free-spirit-city.eu/en/innovation-strategy-for-smart-specialisation-of-ruse-municipality-2016-2025>

TOURISM	<ul style="list-style-type: none"> - sustainable use of the rich natural resources and the cultural heritage; - development of various forms of tourism – from cruise to ecotourism, to congress events, etc
ENVIRONMENT	<ul style="list-style-type: none"> - final elimination of air pollution, - efficient protection against traffic noise, - wider coverage of the various kinds of waste recycling.
	<p>The common project of Cross-border Eco Corridor between Ruse and Giurgiu implemented on the territories of Rusenski Lom and Comana Nature Park aims at biodiversity preservation. Enlarging the green spaces and improving their upkeep is another common priority.</p>
CONSTRUCTION	<ul style="list-style-type: none"> - to finish the wastewater treatment from the industrial plants and to stop the discharge of untreated sewage in the Danube. - joint development of gas supply systems that will cover the whole industrial sector and the highest possible number of homes - the wider use of renewable energy sources is one of the priorities in the energy sector.
LANDUSE/ SPATIAL	<ul style="list-style-type: none"> - to effect general upgrading of urban quarters with old housing - to restructure the residential areas - to provide developed lots for small and medium enterprises, - to use the territory of the former production areas, - to offer land for high-standard housing, - to refurbish and improve the energy efficiency of housing built before 1990.

3. The correlation between macro-territorial strategic vision of development and other strategic plans for Giurgiu and Ruse



A synthesis of the most relevant strategic documents on spatial development in this region, from EU/ ERDF - several key priority areas – to the national level of the two countries involved - Romania and Bulgaria - moving to the interregional level that has been explained in ERGO Master-Plan project, it can be seen how at regional and local levels these directions are usually taken up and applied in accordance with local agendas.

Level	Name	Strategic relevant content	Description
EU	Cohesion Policy for the period 2014-2020.	11 thematic objectives supporting	1. Strengthening research, technological development and innovation 2. Enhancing access to, and use and quality of, information

		growth	<p>and communication technologies</p> <p>3. Enhancing the competitiveness of SMEs</p> <p>4. Supporting the shift towards a low-carbon economy</p> <p>5. Promoting climate change adaptation, risk prevention and management</p> <p>6. Preserving and protecting the environment and promoting resource efficiency</p> <p>7. Promoting sustainable transport and improving network infrastructures</p> <p>8. Promoting sustainable and quality employment and supporting labour mobility</p> <p>9. Promoting social inclusion, combating poverty and any discrimination</p> <p>10. Investing in education, training and lifelong learning</p> <p>11. Improving the efficiency of public administration</p>
EU	Structural Funds (*ERDF in this case of DANUrB) 2014 - 2020	Thematic Objectives	<p>The ERDF aims to strengthen economic and social cohesion in the European Union by correcting imbalances between its regions. The ERDF focuses its investments on several key priority areas/ 'thematic concentration':</p> <ul style="list-style-type: none"> • Innovation and research; • The digital agenda; • Support for small and medium-sized enterprises (SMEs); • The low-carbon economy. <p>https://ec.europa.eu/regional_policy/en/funding/erdf/</p>
EU	Partnership Agreement for Romania, 2014-2020	challenges and corresponding priorities	<ul style="list-style-type: none"> • Promoting competitiveness and local development, with a view to reinforcing the sustainability of economic operators and improving regional attractiveness; • Developing human capital, by increasing the employment rate and tertiary education attainment, but also tackling the severe social challenges and poverty levels, in particular for deprived or marginalized communities and in rural areas; • Developing physical infrastructure, both in ICT and the transport sector, in order to increase the accessibility of Romanian regions and their attractiveness for investments; • Encouraging sustainable and efficient use of natural resources through promotion of energy efficiency and a low carbon economy, protection of the environment and adaptation to climate change; • Building a modern and professional public administration by means of a systemic reform aimed at overcoming the structural governance shortcomings. <p>https://ec.europa.eu/info/sites/info/files/partnership-agreement-romania-summary-aug2014_en.pdf</p>
National	Romania's Territorial Development Strategy (RTDS)	The general and specific objectives	<ul style="list-style-type: none"> • Ensure functional integration of the national territory in the European Space through supporting efficient interconnection of energy transport and broadband

			<p>networks</p> <ul style="list-style-type: none"> • Raising the quality of life by developing technical infrastructure and services in order to ensure quality attractive and inclusive urban and rural spaces • Develop a network of competitive and cohesive localities by supporting specialization territorial development and the formation of urban functional areas • Protect natural and built heritage and capitalize on identity territorial elements • Increasing institutional capacity to manage territorial development processes <p><i>http://www.sdtr.ro/59/Project</i></p>
Regional	ERGO Master-Plan	Vision of development for Giurgiu-Ruse Euroregion	<ul style="list-style-type: none"> • A leading Lower Danube Euroregion with knowledge-based economic development; • A significant (inter-modal) center of active exchange of merchandise, people and cultural assets; • A home of prosperous and happy people. <p><i>Euroregion Ruse-Giurgiu Operations- ERGO Master-Plan www.cbromanianbulgaria.eu</i></p>
Regional	MIS-ETC 171 (SPATIAL) „Common strategy for Sustainable Territorial Development of the cross-border area Romania-Bulgaria”		<ul style="list-style-type: none"> • financed by the Romania - Bulgaria Cross Border Cooperation Programme 2007-2013.
Regional	Development Plan for the South-Muntenia Region 2014-2020		<ul style="list-style-type: none"> • Balanced and intensive development • Increased mobility and connectivity • Capitalizing on natural and cultural resources • diversified and competitive economy at supra-regional level • Accessible and quality services of general interest • Territorial Governance
Regional	Regional Plan for the Development of the Northern Central Region of the Republic of Bulgaria; 2013-2025	Strategic objectives	<ul style="list-style-type: none"> • Integration in the European space • Polycentric territorial development • Spatial cohesion and access to services • Well-preserved natural and cultural heritage • Promoted development of specific areas • Competitiveness through growth and innovation areas <p><i>http://www.bgregio.eu/media/Programirane/NKPR_28012013_Last_en.pdf</i></p>
National	Strategic Concept Bucharest 2035		<ul style="list-style-type: none"> • Connectivity in the territorial system of roads, railways, bridges, etc • Connectivity in the system of cities and urban poles • The integration into economic concept of re-balancing

			<p>the North and the South parts of Romania / Bucharest region– imposing new developing inputs for the South territory (less developed)</p> <ul style="list-style-type: none"> • The connectivity in terms of natural habitats and natural biodiversity coming from the Danube Corridor and related important natural areas as Comana Natural Park • The re-cohesion of landscapes- rural, agricultural, natural and urban- in order to redefine a territorial identity, and overpass the difficulties coming with the post-industrial landscapes (still remaining to re-integrate into the Danube overall landscape) <p>http://www.csb2035.ro/</p>
Local	2014-2020 National Strategy for Regional Development of Romania	Priorities	<ul style="list-style-type: none"> • - Sustainable Development of local and regional infrastructure • - Sustainable Urban Development • - Increasing competitiveness at the long-term regional economy • - Environmental protection and growth energy efficiency • - Supporting education and workforce employment • - Health and Wellbeing Support social assistance • - Rural Development and Agriculture

Besides these listed above, the following strategic documents have been studied:

- 2012-2022 National Strategy for Regional Development of the Republic of Bulgaria;
- 2005-2015 Ruse District Development Strategy;
- 2005-2013 Ruse Municipality Development Plan (updated);
- Ruse General Urban Development Plan, amended in 2007;
- Giurgiu Municipality Integrated Urban Development Plan, 2010 (Planul integrat de dezvoltare urbana al Municipiului Giurgiu, 2010);
- Giurgiu Municipality Urban Master Plan, updated, 2011 (Plan urbanistic general Municipiul Giurgiu, actualizare, 2011);
- Local Agenda 21 – Local Plan for Sustainable Development of Giurgiu Municipality
- VISION FOR THE DEVELOPMENT OF THE MUNICIPALITY OF RUSE
- Ruse- Free spirit City- Innovation Strategy for Smart Specialisation of Ruse Municipality 2016-2025
- https://ec.europa.eu/regional_policy/en/policy/how/priorities
- http://europedirectbucuresti.ier.ro/wp-content/uploads/brosura_europa_2020_8mb.pdf

3.1. Conclusion of the correlation between macro-territorial strategic vision of development and other strategic plans for Giurgiu and Ruse and te relevance for DANUrB Strategy

As a conclusion, we notice that within this documents there is an important number of goals which not directly reffer to **spatial development** (they are set up for economic, transport, social, or cultural sectors), and through this are relevant as background for our strategy which is prioritizing the goals related to **spatial development of heritage**. Also, because the hierarchy

between the main domains of the territorial development (ECONOMY, INFRASTRUCTURE, SOCIAL, CULTURE, ENVIRONMENT) and the subdomains associated to each of these are not similar in all this strategic documents for the same territory, it is need for a clarification. In this aim in the figure below, we ordered the leves of determinats from the point of view af DANUrB goals, and harmonized the general level with the particular ones.

The idea of capitalizing on the **heritage** is related not only to the elements of the built material heritage - buildings, archaeological sites, etc. - but especially related to the **landscape** – either the natural, related to the Danube, the agricultural one – as support of the territory, or the built one, related to the former industrial platforms, or socialist architecture, very strong entering in the silhouette of the Danube cities. As a result, a **landscape approach of the heritage**, through **landscape as a holistic, multidisciplinary, more integrative and "more DANUrB"** seems to us to be a good and fertile idea for this strategy - as it is illustrated in the layout below.

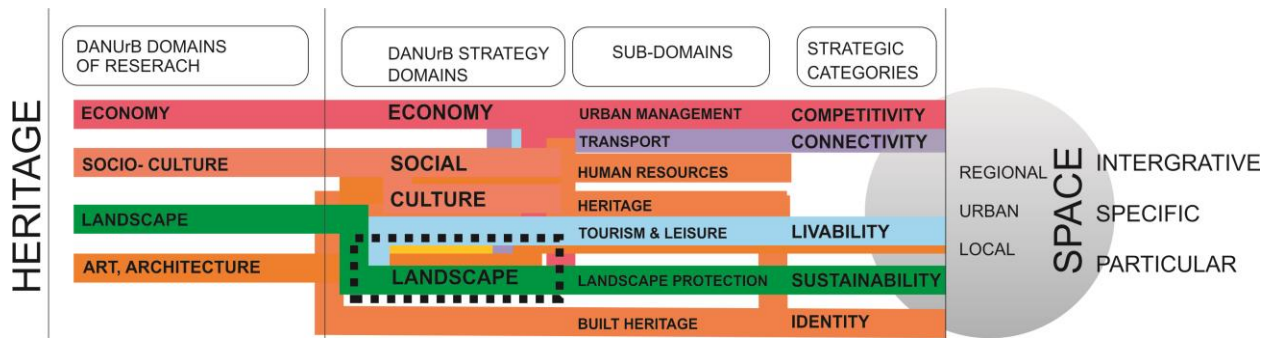


Figure 1. Background framework for the strategic concept- correlation between THE 4 DANUrB domains of research and THE 5 DANUrB strategic categories of development vision.

4. The main elements of the spatial planning strategy for heritage development in Giurgiu - Ruse



The research territory for the intermunicipal level is part of a larger level of analysis- the regional level of the Danube geographical space, comprising in our study within DANUrB, the area between **Olt estuary, Ruse, Giurgiu, and Silistra, Calarasi**. The relation between regional and inter-municipal level, as well as the articulation with Bucharest area of influence, crucial for this region of Danube urban development, is presented in the drawing below:

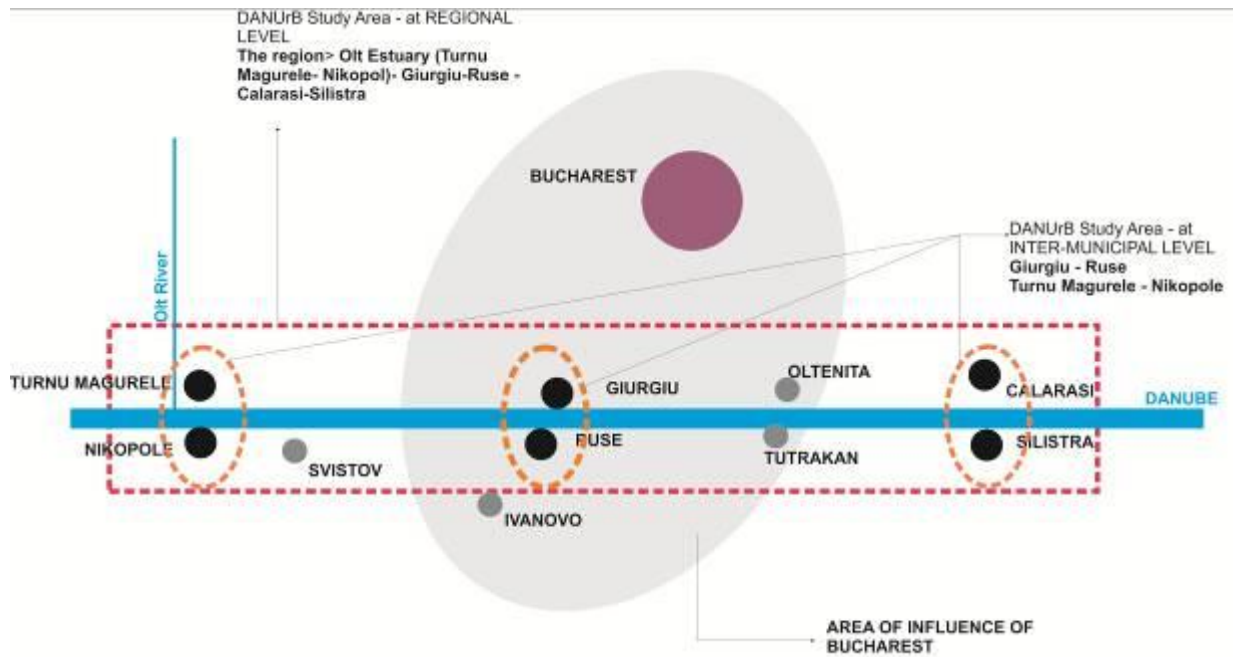


Figure 2. The territorial framework and the articulation of the different levels of approach - macro/ regional and interregional, urban/ municipal and inter-municipal and local.

In the aim of a hierarchical and logical approach of the strategy domains and sub- domains, objectives and sub- objectives, relevant for our **spatial strategy for heritage development in Giurgiu – Ruse**,

we found that the **landscape approach of the heritage** is the most appropriate one, as the landscape is ultimately the crucible of the distillation of both the economic facts, social character, geographic and hydrological peculiarities, natural and built environment, material and immaterial values of places, preserved by people and perpetuated through their lives.

Thus, the 4 categories: **COMPETITIVITY, CONNECTIVITY, IDENTITY and LIVABILITY** – describing the ECONOMIC, SOCIAL AND CULTURAL domains- are placed under the umbrella of the **LANDSCAPE** reflecting the **INTEGRATIVE DIMENSION** of this strategic concept, besides the **SPECIFIC** and the **PARTICULAR** (local) dimensions reflected by the heritage produced into each of this domains.

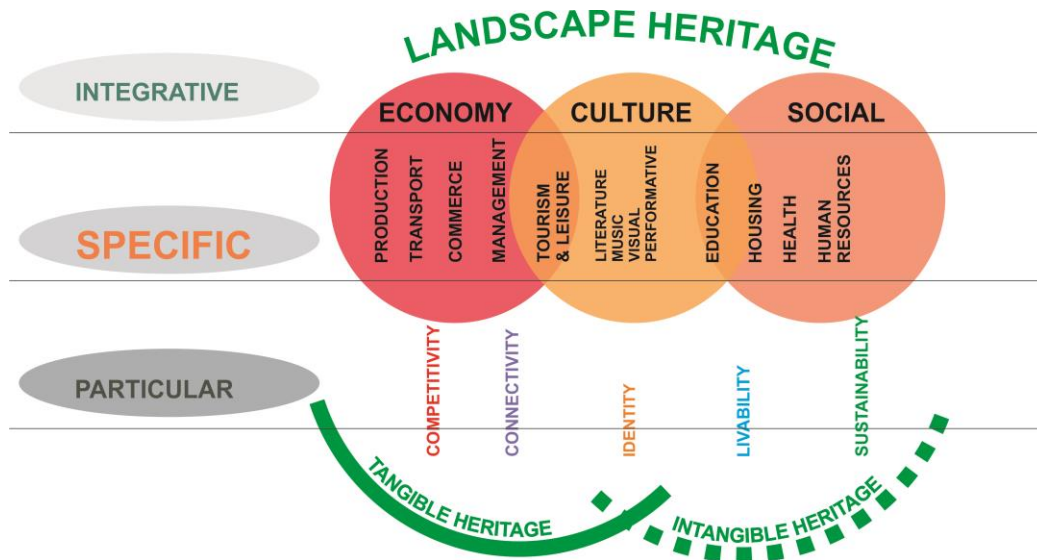
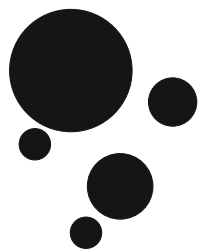


Figure 3. The LANDSCAPE APPROACH OF THE HERITAGE based on the holistic traits of the landscape concept applied to the specific Danube character, through the peculiarities of local values.

4.1. COMPETITIVITY

4.1.1. Socio-economic networks



Ruse and Giurgiu polarized two predominantly rural regions, with over 300,000 hectares of highly fertile land, ideal for organic farming, subsoil resources (oil, gas, building materials), and also the Danube corridor, where there are more than 10,000 hectares of parks and nature reservations, with unique landscapes in Europe. In the last 20 years, the local authorities have largely supported the business environment and therefore, many important companies have their premises inside the public industrial and logistic parks, in the free areas on both sides of Danube. For the spatial dimension of this direction we notice the importance of the poli-central structure which pass over the presence of the national borders and create network opportunities to affirm new hierarchies into this territory. The presence of Bucharest as the main urban center, polarizing by its influence, the whole territory on a North- South axis – from Ploiesti to Ruse- is seen also as a opportunity to built on a more diverse and balanced hierarchy structure for the rest of the settlements along the Danube. The spatial concept tries to deal with both the Est- Ouest linearity of this disposal along the river and the axial structure on the north- south direction.

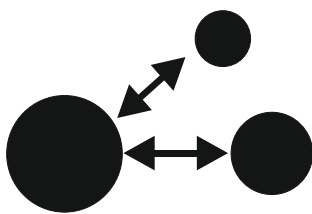
4.1.2. Institutional framework & governance

As Giurgiu – Ruse have been established as **Euroregion** - an associative structure of the two cities, created in 2001, and developed by ERGO MASTER PLAN, led by Romanian and Bulgarian Governments, within Romania-Bulgaria Cross Border Cooperation Programme 2007-2013, co-financed by the European Union through the European Regional Development Fund

(www.cbromanianbulgaria.eu), a strong vision for a common development was affirmed. This plan affirmed also the need for a leading Lower Danube Euroregion with knowledge-based economic development, a significant (inter-modal) centre of active exchange of merchandise, designed as "a home of prosperous and happy people". Based on this vision, the strategic component of competitiveness is declined here as a collaborative framework, in order to increase the quality level of administrative services to citizens and businesses.

4.2. CONNECTIVITY

The connectivity is a very important topic for DANUrB project, basis for the urban development within entire Danube, and in many cases (as Romanian – Bulgaria one) defined by a national border which is still representing a barrier for the physical connection between the two cities. Thus, one of the main objectives with huge relevance for the spatial dimension of this strategy, is improving the territorial accessibility and connectivity on regional, national and international level.



Connectivity is essentially about networks. These can be in the form of transport links: by air, land or sea. Connectivity can be digital networks: mobile or fixed, from cables to satellites, from the internet backbone to the last mile. Connectivity also includes energy networks and flows: from gas, including liquefied natural gas (LNG) to electricity grids, from renewables to energy efficiency. Finally, connectivity has an obvious human dimension: from cooperation in education, research and innovation to travel and tourism. Connectivity serves and facilitates human interaction.

Connectivity brings people, places and opportunities closer, which is why it has to be approached and managed well. To work efficiently, connectivity requires internationally agreed practices, rules, conventions and technical standards, supported by international organizations and institutions that enable interoperability of networks and trade across borders. The potential impact of infrastructure and investments also requires the necessary steps to be taken to ensure that connectivity is sustainable. This refers to fiscal, environmental, economic and social sustainability.

http://europa.eu/rapid/press-release_MEMO-18-5804_en.htm

4.2.1. Road connectivity

Within this region there are only few road connections over the Danube: the only bridge is between Giurgiu and Ruse, and in two more cities the connections are possible by ferryboats: between Turnu Măgurele and Nikopol, and between Calarasi and Silistra. In the case of Turnu Măgurele – Nikopol, the connectivity is based on the direct access to the Danube River, the existence of the port and the cross-border point. The most connected cities are Giurgiu and Ruse, but besides the bridge which connects them, they are still lacking of good infrastructure, high speed roads, multimodal points, parking systems, intelligent signalization systems and traffic management, both in Romania and Bulgaria.

4.2.2. Railway connectivity

There is only one connection point - at Giurgiu – Ruse on the "Friendship Bridge" between a branch line (RO) and a main line (BG). source: <https://www.openrailwaymap.org/>. The railway linking between Bucharest and Giurgiu and connected to Ruse is a historic line (the first railway from the Romanian United Principalities, built in 1869), and two historic rail station have a potential to be re-vitalized and use for touristic scopes.

4.2.3. Boat connectivity

Danube is defined as a European corridor of transport - the Rhine-Danube Corridor, but at the local and regional level, the connectivity on Danube is not enough developed. There are some successful stories about enhancing the connectivity on Danube- as transport corridor both for passengers and goods- as "FAIRway Danube" Project, and the action "FAST Danube".

https://ec.europa.eu/transport/themes/infrastructure/rhine-danube_en

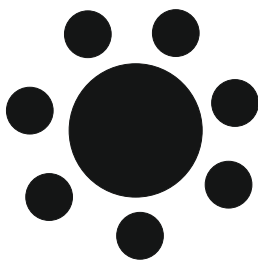
4.2.4. Air connectivity

The international airports nearby this region are at Bucharest – Otopeni (OTP) and at Sofia. The OTP it's at a distance of 1 hour and 45 minute (84 km) to Giurgiu, and a longer distance (192 km-) from Ruse to the Varna International Airport in Bulgaria. There is also the airport at Ruse, a former military one, open from 2017 for small passenger and cargo aircraft.

4.2.5. Bicycle connectivity

There is an actual local velo connectivity developed especially by local guides, NGO's and private persons - at the level of cities, villages or between touristic objectives. These are parts of the (under construction) EuroVelo 6 corridor which will include also Giurgiu, Ruse, Calarasi and Silistra. Source: <http://www.eurovelo.com/en/eurovelos/eurovelo-6>

4.3. LIVABILITY



Situated at the intersection of the social sphere and the aspects of the cultural life, livability could be considered a key-concept for the larger issue of the human landscape – more connected to societal values, but based on the natural specificities of the territory, and assimilating the cultural traces of the living reality. Given the fact that Danube has a geographical identity based on objectives values of its hydrographic unity, but also a huge diversity coming from the different socio-cultural uses of this territory, the livability comes to measure this balance between the two components_ culture and society. One of the main axis on this topic is developing human capital through the implementation of modern and sustainable policies in the fields of culture, education, health, social services, employment, youth and sport, by promoting employment

through coordination between the education system and labor market and by providing high quality educational and health services to citizens. For the social /human resource component of livability, is important to develop the *human capital* by increasing the employment rate and the number of graduates in tertiary education, while providing solutions for severe social challenges and poverty alleviation, especially in disadvantaged or marginalized communities or in rural areas.

Also, more related to the **spatial dimension** is the direction of fostering the public attractiveness of urban spaces and activities, including sport and youth activities, especially on the areas nearby Danube, with good quality of the landscape.

Another important component of the livability is coming from the tourism sector, including leisure activities. Comparing to other Danube regions, this region is not known as a very touristic one (except some objectives located at the south of Danube, in Bulgaria), but it is very rich in local heritage (architectural, archeological, art, memorial, ex-industrial etc.), as well as natural heritage (wetlands, natural reserves, natural parks etc.), and, most important, a remarkable intangible cultural heritage. which can be capitalized in relation to the spatial and ecological landscapes of the Danube.

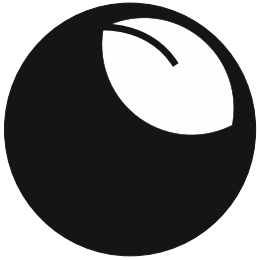
Tourism and leisure amenities, as well as and places with good opportunities to be developed as touristic objectives are provided by the main cities in Romania and Bulgaria, by their monuments of architecture and historical centers full of historical buildings, public buildings and churches, by archeological sites, ruins of ancient fortress, memorial houses, but also by the former-industrial sites and harbor facilities.

There is still a lot to do to make Lower Danube a widely popular tourism destination, but its unique cultural and natural resources become more and more recognized as important assets to be developed by local enthusiasts and communities. Many cultural initiatives were designed and became a tradition, e.g. thematic festivals, open air opera and classical music performances (Vidin, Belogradchik, Russe, Tutrakan, etc.). Danube river flows calmly and majestically in this part of its way to the Black Sea. The legacy of it can definitely take a visitor to another world, far from the well-known, the ordinary and the expected. Legends, beliefs, built heritage and living traditions, religious diversity, craftsmanship, etc., passed on from a generation to a generation, are real wealth that awaits those seeking new knowledge and experiences. And what is easily noticeable - local people share a common value - true love, devotion and pride.

(“The Silent White Danube” – a Lower Danube Research, DANURB Project, WP4, A. 4.1.1, Produced by CHI, PP4, pp. 38).

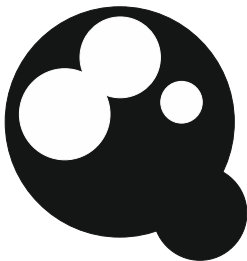
Fostering tourism as a key sector for economic and social development in this region lead to focus on specific strategic goals as preserving and developing the tourism potential by diversifying the touristic offer and including the unknown places into the visitors options, or by promoting and advertising the local tourism potential, local products and elements of the intangible local heritage.

4.4. SUSTAINABILITY



Because, following Bjarke Ingels saying, "sustainability can't be like some sort of a moral sacrifice or political dilemma or a philanthropical cause. It has to be a *design challenge* (s..n.).", we consider this strategic category here as a mirror of the integrative dimension, which finally aims to orientate the spatial development into a coherent and harmonious landscape. Sustainability refers here to the institutional responsibility for acting in the direction of protection the values of the natural landscape, so valuable for this region, and to the changing in people behavior, in order to reduce power and water consumption, and pollution in the urban environment. For this, both aspects of the natural and of the built landscapes are involved. Environmental protection, risk prevention and energy efficiency are consistent to priority axis in both cities Giurgiu and Ruse vision of development, declined in necessary measures in order to: improve the air quality, efficient use of resources and especially of water resources, sound management, waste management, implementing energy-saving and environmentally friendly technologies and improving energy efficiency by reducing carbon emissions.

4.5. IDENTITY



It is obvious that the spatial-geographical identity of the Danube, as an important structural element of Europe's natural territory, does not give the riparian countries an identity from a socio-cultural point of view, and not economic, political or linguistic. According to Stuart Hall, *identity is a process consisting of various components that are 'identified' and interpreted by individuals based on the values the individual associates with* (Hall, 1996).

In theory, the regional identity for a territory could be declined as:

- **Socio-economic identity** – by sharing the same social values and the same socio-economic concern within Europe, plus a part of common history (belonging to the former Soviet bloc, territories that have passed from a country to the other – e.g. Dobruja- now in Bulgaria, former Romanian territory)

- **Cultural identity** - *the processes of having the same cultural values and symbols, belonging to both material and non-material cultural heritage. Many community habits, songs, traditional culinary recipes, etc. are common to the two-population living in the lower Danube region, both at the North and South of Danube.*

- **Building identity** – *coming from all what humans built in a territory – in past and present- in order to support and facilitate their lives- architecture, archeology, infrastructure elements- and*

the most valuable elements of this heritage which societies consider that are representative. A big discussion here is related to the built layer from the socialist period- an identity element for the Danube cities- both in Romania and Bulgaria (and in Serbia, Croatia, Hungary), but on which is not applied any legal protection/ preservation, and people themselves are not aware about its value.

- **Landscape Identity.** Acting as a recognizable background at the individual level, but formed by the actions of the entire society, the landscape is an inseparable part of a Danube regional identity, dominated by common geo-morphological features and natural similar elements (relief, meadows, islands, forests, etc), but also by common anthropic elements. As one of our deepest needs is for a sense of identity and as the landscape is not simply what we see, but 'a way of seeing' (Taylor, 2008), the identity is related to landscape, both by tangible elements, and by the *intangible ones*.

From this list, because we touched the *socio-economic identity* and the *landscape identity* within the domains of *Competitivity and Livability*, the **identity** which we refer here (4.4. point), we took into consideration for the strategy here only the **cultural identity** (more related to the landscape- and treated together with this one) and the **building identity** – very relevant for **spatial dimension** of the strategy.

The **Identity** focus is very important for the **branding process** of Danube as matrix element of central and South Est-Europe development. Promoting culture as a factor for sustainable and integrated urban development is similar to positioning **culture as public commitment**, especially based on local specificities, multiethnic aspects, and decentralization of cultural activities according to the poli-centric structure of the entire territory. For the spatial dimension involved here, the construction and rehabilitation of existing cultural infrastructure, should stand near the discovering and promoting of new elements of obliterated architecture and art heritage elements from socialist era, as well as the interpretation and revitalizing of former industrial areas.

5. The fundamental values for the spatial development of heritage in Giurgiu - Ruse



For creating a heritage strategy which aims to orientate and indicate the best way in spatial development of Giurgiu and Ruse it is need to layout a set of long-term principles that should guide and co-ordinate interventions on the heritage values and opportunities. They support the scales of further strategic pillars, specific objectives, programs and projects.

5.1. Giurgiu – Ruse - regional intermodal transport node

Given the position within the pan-European transport corridor VII through the lower Danube course and within the Pan-European transport corridor IX - road and rail transport - as well as the position near 6 the capital Bucharest, having a road and railway bridge across the Danube, Giurgiu - Ruse presents a real development potential for an intermodal transport node, integrating also the gentle (bicycle, promenade) mobility, associated with the Danube shores, thus providing better accessibility to both tourism and economy.

5.2. The Danube – main structural axis of Giurgiu and Ruse

Danube River is an indispensable part of Giurgiu & Rouse, emblem and intrinsic elements of their evolution. The Danube has been and must remain a reference axis for both Giurgiu and Ruse, and the interventions on all heritage values should be orientated with priority to enhance the Danube character, presence and resource. In addition, any attitude towards the city spatial development must be preceded by a reflection on how the river can be involved as a potential generator and, at the same time, the way in which the Danube can be highlighted.

5.3. The built heritage – focal element for spatial development

Both Giurgiu and Ruse are cities centered on a compact, semi-circular and tangent area of the Danube, containing many architectural and archaeological values, in a continuously evolving architectural phenomenon. This aspect gives them a morphological identity and as such, a European family they are part of, as a result of a similar evolution in relation to local resources and historical factors. The spatial development of built heritage elements must support this affirmative centrality and pursue it by highlighting the entire urban fabric created for encouraging a vibrant and emancipated urban life.

5.4. Giurgiu – Ruse: twin cities within a transborder cooperation system

The main reason for which Giurgiu and Ruse would fall within the concept of Twin Cities is that both settlements formed in close periods of time, developed similarly, and have important similarities in terms of inside urban morphology and in relationship with Danube. Also, the exchanges that take place between them, especially within the orthodox culture, traditions and behavior, and supported by more recent commerce and economic activities, have almost neutralized the barrier represented by the state border of the two countries. The strategy recommends that the new interventions to follow strengthening the idea of Twin Cities, helping a more balanced and harmonious development and finding new ways of transborder cooperation.

6. Vision for the spatial development of the heritage

"Giurgiu – Ruse: the heritage empowerment"

In 2025 Giurgiu-Ruse is an urban system with a recognized regional identity within the Danube space, through their specific of twin-cities with a common development and cooperation, affirmed in a multi-polar regional structure of competitive economic activities, harmoniously integrated within a complex sustainable landscape supported by Danube, attractive for tourists and residents, with an efficient transport system, connected with priority to EU, and sustained by the two prosperous communities open to multiculturalism and proud of their local values.

The vision of spatial development for heritage is based on 5 strategic objectives, and their correspondents specific objectives, which are layouted below:

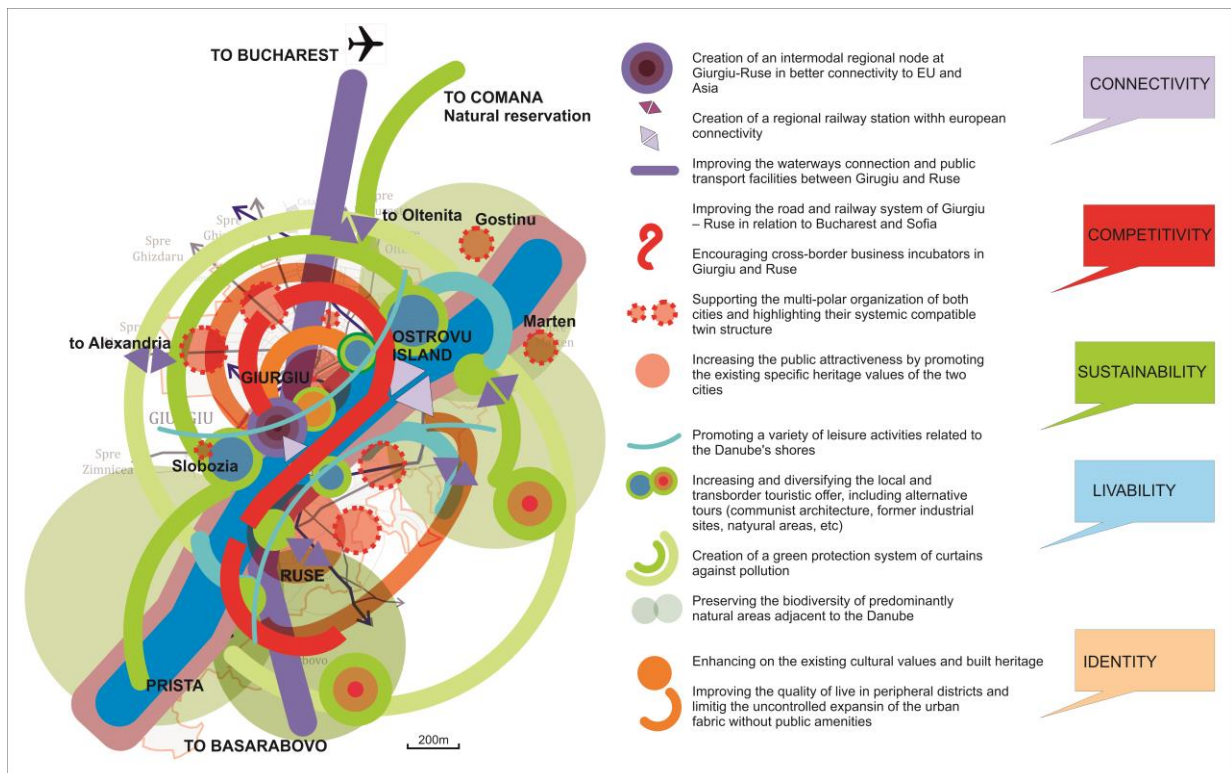
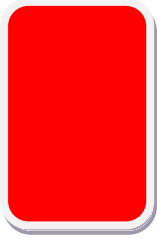


Figure 4. The scheme of DANURB's vision of spatial heritage development for - Giurgiu – Ruse inter-municipal territory, source: the author



6.1. The Red Pillar

COMPETITIVITY of economic and administrative activities

STRATEGIC OBJECTIVE: „GIURGIU – RUSE: upgrade for a better life”

The challenges and priorities mentioned in the EU Partnership Agreement with Romania, for the period 2014-2020, are:

- For the Economics / competitiveness domain

Promoting competitiveness and local development for the enhancing of the sustainability of economic operators and improving the regional attractiveness;

- For the Institutional domain

Strengthening institutional capacity for good governance and effective delivery of e-services

In the same time, Giurgiu & Ruse are part of the *North- South Regional Axis of Development – (PBG- Ploiesti – Bucuresti – Giurgiu Axis of development, UAUIM and UB project , 2015)* which the engine of competitiveness of the macro-region 3 and the territory of cohesion through integrated development and optimal capitalization of the territorial capital.

In regard to this main orientations for social and economic domains, this strategy is oriented specifically to:

- Supporting sustainable urban development in relation to Danube's shores
- Enhancing work opportunities for re-gaining resident population in both cities
- Enhancing attractiveness for sustaining tourism.

SPECIFIC OBJECTIVES

O.1.1. Encouraging cross-border business incubators in Giurgiu and Ruse

O.1.2. Supporting the multi-polar organization of both cities and highlighting their systemic compatible twin structure

O.1.3. Encourage functional mixity and public interest activities

O.1.4. Enhancing the prestige and economic power by capitalizing on historical heritage and new performant/ creative industries

O.1.5. Developing administrative capacity for planning and managing local, inter-municipal and regional development

O.1.6. Promoting technology transfer and development of clusters by encouraging partnerships between research institutions, public and private sectors

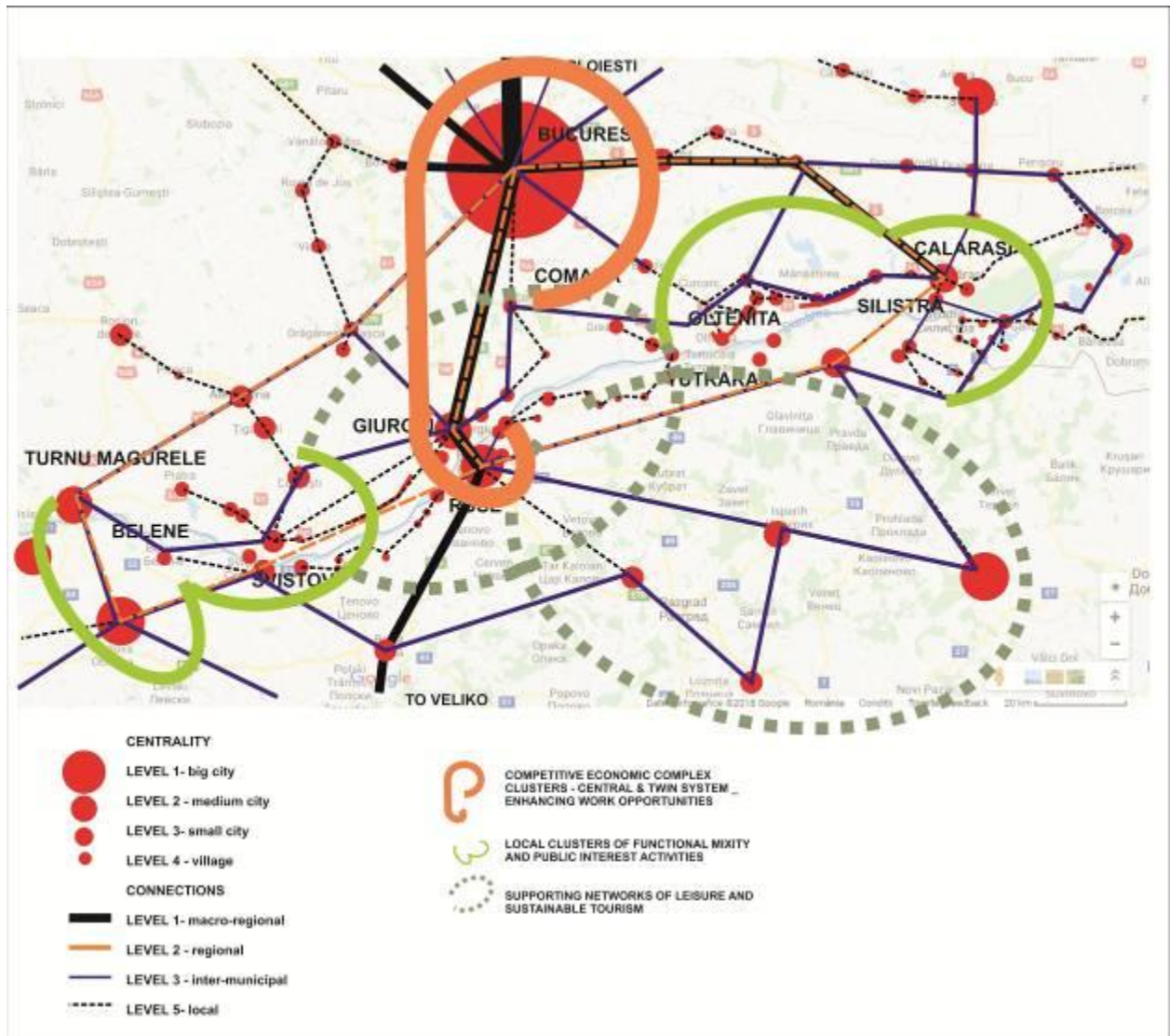
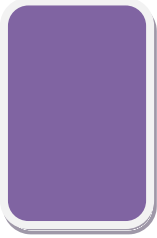


Figure 5. Diagram of Giurgiu-Ruse strategic multi-polar structure and the proposal for enhancing the twin cities system, source: the author



6.2. The Purple Pillar

CONNECTIVITY, transport systems, accesibility

STRATEGIC OBJECTIVE: „GIURGIU – RUSE: a regional intermodal transport node”

This objective is a crucial one for the future development of both cities, both for them as individual settlements, and as urban system. The main aim of this direction is GIURGIU – RUSE to become a regional intermodal transport node, using the existing connectivity – the existing bridge over Danube and the national and regional territorial connectivity, but also the potential to include both cities to Eurovelo corridor. Though transborder connection.

The intermodal character will be assured by rail, road, velo, boat infrastructure which needs to develop further, and the regional node at Giurgiu-Ruse will better connect the Lower Danube region to EU and Asia. A better railway accessibility of Giurgiu – Ruse in relation to Bucharest and Sofia will be achieved enhancing the regional connectivity. The strategic plan seeks to improve the water accessibility and connections by public transport facilities on Danube, between Giurgiu and Ruse, as a beneficial result for both cities.

➤ **SPECIFIC OBJECTIVES:**

O.2.1. Creation of an intermodal regional node at Giurgiu-Ruse in better connectivity to EU and Asia

O.2.2. Renewal and revitalizing the existing rail stations in Giurgiu and Ruse by creating clusters of intermodal transport points and mixt attractive functions

O.2.3. Improving the waterways connection and public transport facilities between Giurgiu and Ruse

O.2.4. Improving the railway system of Giurgiu – Ruse in relation to Bucharest and Sofia

O.2.5. Development of the crossborder velo routes and connection to Eurovelo corridor

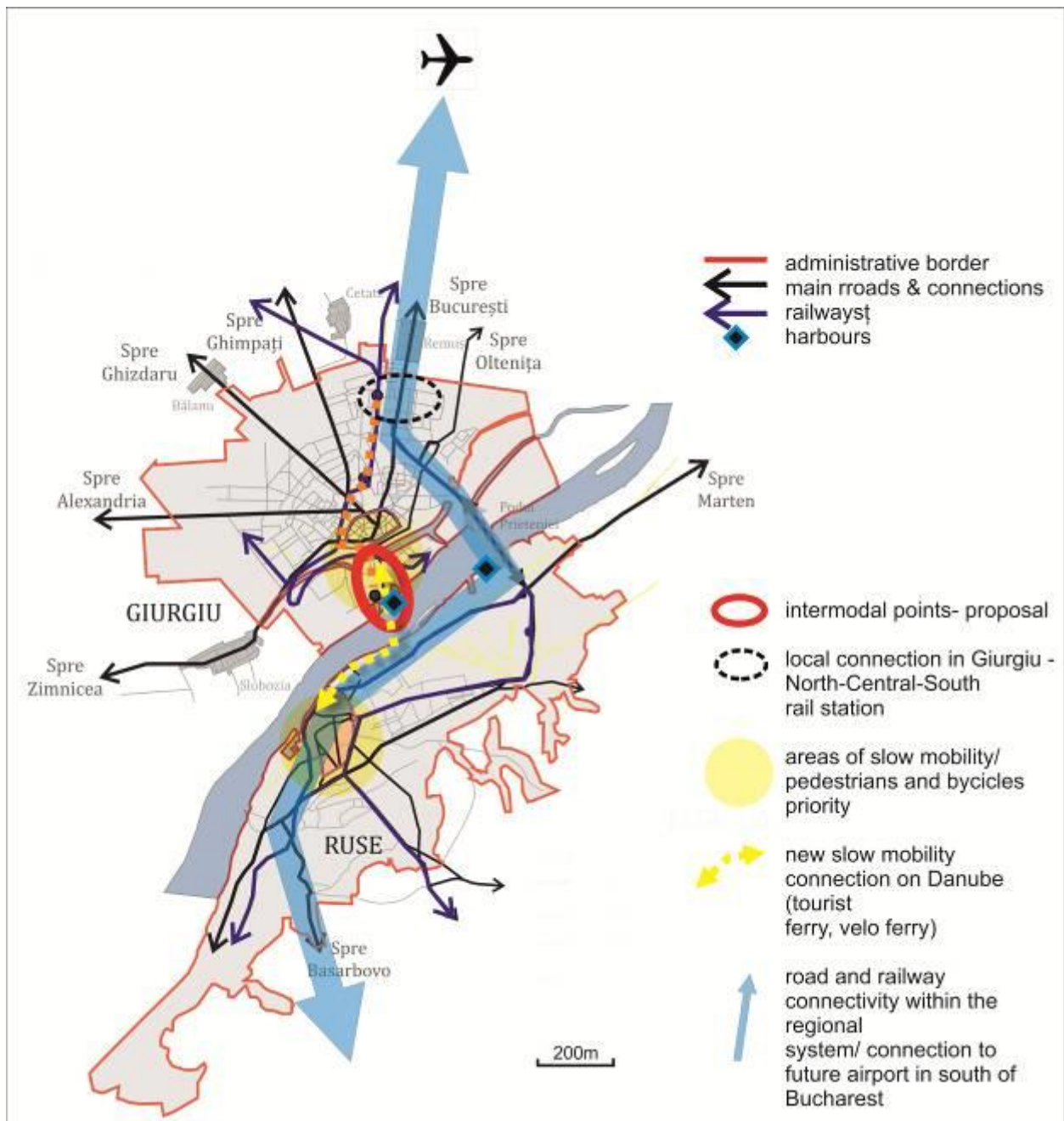
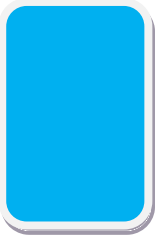


Figure 6. Giurgiu-Ruse strategic layout for the connectivity, transport systems, accessibility, fostering the strategic objective: „GIURGIU – RUSE: a regional intermodal transport node”, source: authors



6.3. The Blue Pillar

LIVABILITY, leisure and tourism

STRATEGIC OBJECTIVE: GIURGIU – RUSE: a remarkable point on the Danube Promenade

The major potential of Giurgiu and Russe is obviously related to the capitalization for tourism of their position on the Danube - this is the essential distinctive competence for their future development. The Danube bank offers both Giurgiu and Russe opportunities for recreation/leisure and tourism (both internal and external tourism) - both by capitalizing on the natural resources - for environmentally friendly activities (i.e. fishing, water sports, adventure park, recreation, etc.) - as well as by including in new tourist circuits the existing architectural and archeological monuments.

In the same time, a special potential is represented by the alternative tourism - offering specialized guided tours for unusual objectives in mass tourism (former industrial platforms, abandoned sites, casemates, socialist architecture quarters, houses belonging to forgotten local personalities, etc.) or tours specialized in environmentally vulnerable areas and with special aspects of the natural environment (eco-tourism).

This strategy, precisely because it aims to bring to light those values that are not fully recognized and consumed, is largely based on this **alternative segment of tourism**, which the proximity of the two cities explicitly favors. Also, several sites in Giurgiu, on the shore of Canalul Cama or canalul Plantelor, or Mocanu island, as part of ex- industrial platforms, now disaffected, are regaining certain natural qualities and have potential to be transformed into large leisure areas (but this involves first a decontamination of soils, which in some case are still polluted).

➤ SPECIFIC OBJECTIVES

O.3.1. Increasing the public attractiveness by promoting the existing specific heritage values of the two cities

O.3.2. Promoting a variety of leisure activities related to the Danube's shores

O.3.3. Increasing and diversifying the local and transborder touristic offer, including alternative tours (communist architecture, former industrial sites, natural areas, etc)

O.3.4. Improving the social system infrastructure and social assistance in peripheral areas and vulnerable districts in both cities

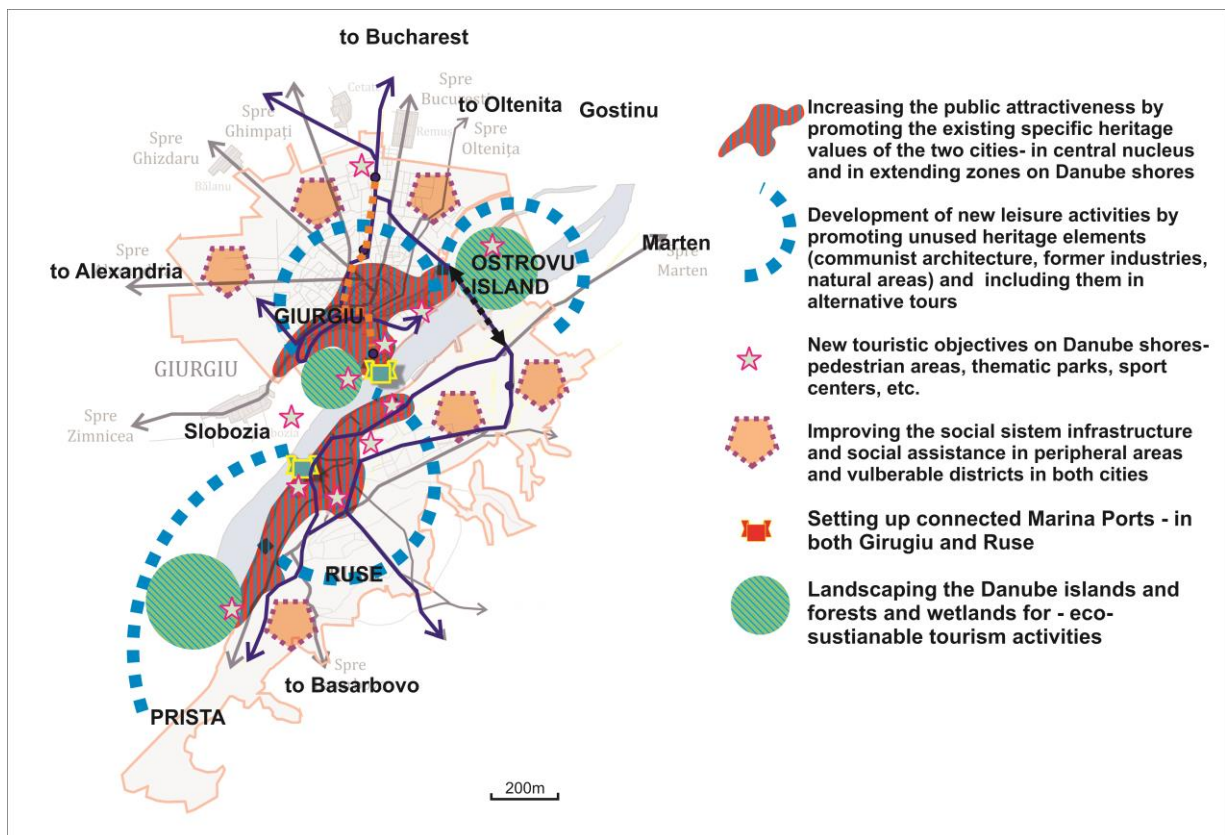
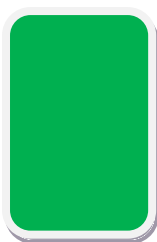


Figure 7. Diagram of Giurgiu-Ruse strategic development for **leisure and tourism activities** in order to gain a remarkable "point" on the Danube Promenade. source: authors



6.4. The Green Pillar

Natural environment protection, enhancing biodiversity, green infrastructure development

STRATEGIC OBJECTIVE: „ GIURGIU – RUSE: A LIVABLE AND SUSTAINABLE LANDSCAPE”

The green landscape that accompanies the Danube in this area is a special, visually dominant one, based on the perception of the two cities, along with the relief that differentiates them, given the more prominent corniche on the southern side of the river, in Ruse. This natural landscape is the foundation of a green infrastructure that requires a special attention, as many portions - forests, lakes, ponds, islands, canals – are being protected as Natura 2000 sites, natural reservation, or RAMSAR sites. These protections are, however, insufficient as long as there is no a real green infrastructure - cumulating the vegetation inside the cities, both the existing and possible other woods plantation on the lands of former abandoned industrial areas - in order to re-ecologize them. The ecological function of this green infrastructure of the whole Danube Corridor - including this area - needs to be treated in a unitary and scientific way, especially considering its cross-system connectivity.

➤ SPECIFIC OBJECTIVE

O.4.1. Improving the landscape visual qualities of the Danube fronts

O.4.2. Creation of a green protection system curtains against pollution

O.4.3. Preserving the biodiversity of predominantly natural areas adjacent to the Danube

O.4.4. Capitalizing on the value of agricultural and forest landscapes within the Lower Danube islands

O.4.4. Strengthening the technical and financial capacities of municipalities in the field of sustainable energy policies and their implementation.

O.4.5. Stimulating the knowledge and promoting research of the values of Danube natural landscapes

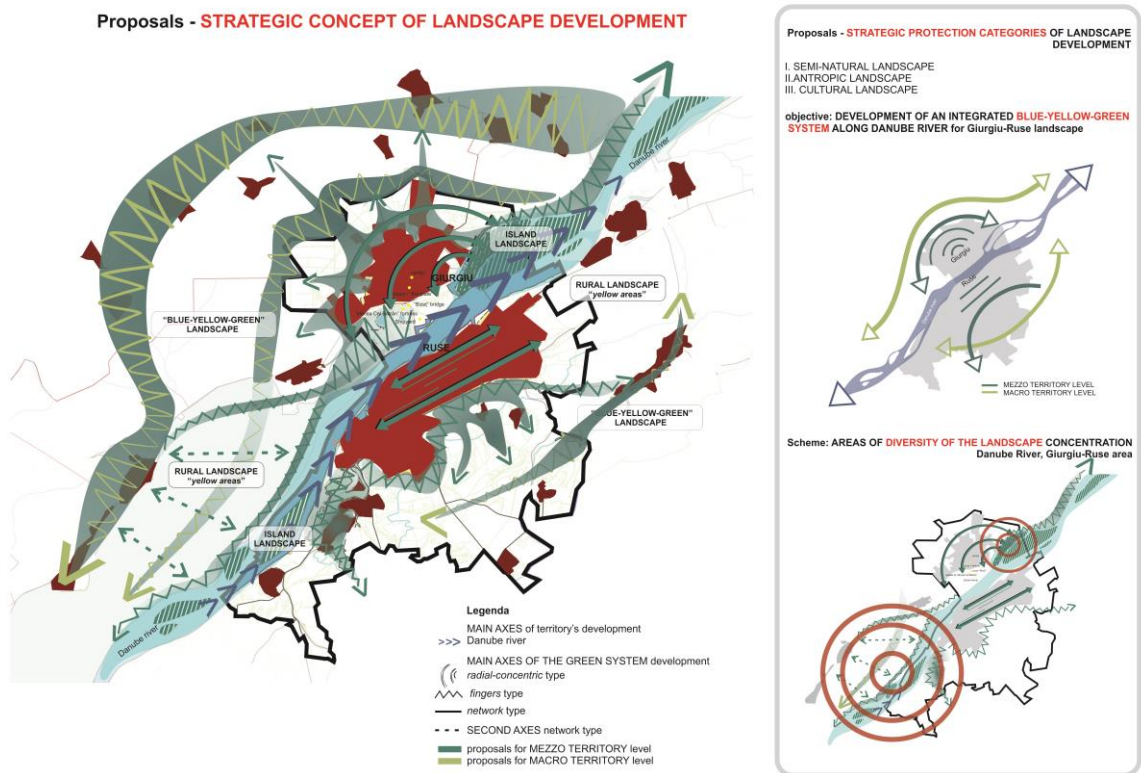


Figure 8. Diagram of Giurgiu-Ruse strategic development for **sustainable lanscapes** in order to gain a remarkable "point" on the Danube Promenade. source: authors



6.1. The Orange Pillar

Urban identity based on cultural & community values, architecture and archeological identity

STRATEGIC OBJECTIVE- GIURGIU – RUSE: multifaced cultural identity

The two cities of Giurgiu and Ruse can share what brings them together - the natural landscape features, the water and its benefits related to transport, tourism, sports, and biodiversity - but also a history that is similar or that has left similar traces, visible today in architecture and cultural activities. In spite of the linguistic barrier, this territory is unitary in terms of lifestyle and the overall attitude of society to available resources. It demonstrates the customs and traditions related to the main rites (birth, marriage and death), work and relationship with the land (agricultural), water relations (fishing, sailing), culinary art, recognizable visual symbols on both sides of the Danube, archeological artifacts that prove the existing of a unic symbolic space, loaded with the prestige of the river, but also marked by its instability and hazards (floods, blizzards). It is also important for this common identity the orthodox structure of both societies as well as the multi- ethnic aspects of their existance during centuries.

SPECIFIC OBJECTIVE:

O.5.1. Highlighting on the historic centers with multi-ethnic and multi-cultural heritage elements in both cities

O.5.2. Strengthening the bilateral relations in organizing joint cultural events valorizing spatial and scenic qualities of both Danube shores

O.5.3. Promoting and protecting the archeological heritage into a commn program at inter-regional level

O.5.4. Promoting the similar heritage elements based on socialist architecture and industries

O.5.5. Enriching the cultural infrastructure, especially in peripheral and rural areas

O.5.6. Top-down and bottom-up cooperation in stimulating citizens' involvement in cultural urban life.

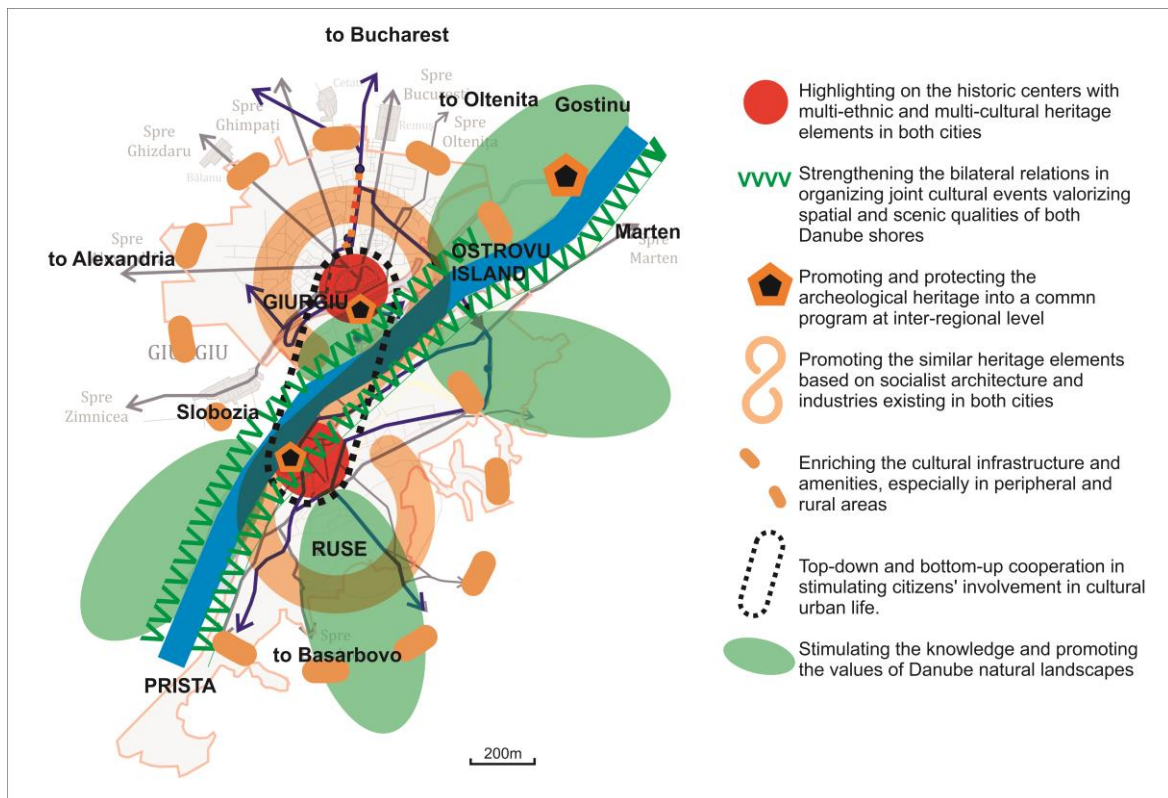


Figure 9. Diagram of Giurgiu-Ruse strategic development of joint regional **identity**, based on common elements of history, culture, archeology and landscape, source: authors

7. Programs and Projects



In order to implement the previously set objectives and directions, we setup an **operational framework** defined by several programs aimig to better guide these objectives on priority politics and action areas. Keeping the same logic of the 5 pillars on which the **spatial development strategy** for

heritage is built, we identifiyed **8 sectorial priority programs**, which would operate on the principle of the "transmission belt" between the objectives - directions - and the proposed programme & projects and further policies.

PROGRAM 1: INCREASING COMPETITIVENESS AND ECONOMIC TRANSBORDER COOPERATION

➤ PROPOSED PROJECTS

P.I.1. CREATING A TRANSBORDER BUSINESS INCUBATOR

P.I.2. PROMOTING OF GIURGIU & RUSE MUNICIPALITIES AS AN INVESTMENT DESTINATION WITH A FOCUS ON THE ECONOMIC SECTORS WITH HIGH DEVELOPMENT POTENTIAL, INNOVATIVE INDUSTRIES

P.I.3. PROMOTING TECHNOLOGY TRANSFER AND DEVELOPMENT OF CLUSTERS BY ENCOURAGING PARTNERSHIPS BETWEEN RESEARCH INSTITUTIONS, PUBLIC AND PRIVATE SECTORS

P.I.4. REHABILITATION, EXTENSION AND MODERNIZATION OF THE COMMERCIAL PORTS IN GIURGIU AND RUSE

PROGRAM II: DEVELOPING ADMINISTRATIVE CAPACITY FOR PLANNING AND MANAGING LOCAL, INTER-MUNICIPAL AND REGIONAL DEVELOPMENT

➤ **PROPOSED PROJECTS**

P.II.1. ACCELERATING INNOVATION PROCESSES THROUGH INTELLIGENT MANAGEMENT OF AVAILABLE RESOURCES

P.II.2. IMPROVING THE ADMINISTRATIVE SERVICES TO CITIZENS AND BUSINESSES

P.II.3. STRENGTHENING INSTITUTIONAL CAPACITY FOR GOOD GOVERNANCE AND EFFECTIVE DELIVERY OF E-SERVICES

PROGRAM III: OPTIMIZING THE REGIONAL AND INTERMUNICIPAL CONNECTIVITY AND SUSTAINABLE URBAN MOBILITY

➤ **PROPOSED PROJECTS**

P.III.1. CREATING OF AN INTERMODAL TERMINAL IN GIURGIU AND RUSE, CONNECTED THROUGH THE FRIENDSHIP BRIDGE AND CONNECTED IN TEN-T TRANSPORT NETWORK

P.III.2. DEVELOPMENT OF RIVER DANUBE FOR BETTER CONNECTIVITY OF THE EUROREGION RUSE-GIURGIU WITH PAN-EUROPEAN TRANSPORT CORRIDOR N° 7

P.III.3. IMPLEMENTATION OF A LONG DISTANCE CYCLE ROUTES IN BOTH CITIES GIURGIU AND RUSE, ON DANUBE SHORES

P.III.4. CREATION OF A PUBLIC CABLE TRANSPORTATION SYSTEM OVER DANUBE

P.III.5. TRANSFORMING THE NORTH RAIL STATION IN GIURGIU INTO AN INTERMODAL POINT OF ACCES IN REGION

P.III.6. RISING THE PUBLIC ACCESIBILITY FOR PUBLIC TRANSPORT AND PEDESTRIANS, IN THE DANUBE SHORES LIMITROPH AREAS

PROGRAM IV: INCREASING THE QUALITY OF URBAN LIFE AND HOUSING CONDITION

➤ PROPOSED PROJECTS

P.IV.1. COMPLETING THE WATER AND SEWERAGE NETWORK IN GIURGIU MUNICIPALITY

P.IV.2. ESTABLISHING OF A INTER-MUNICIPAL HOSPITAL FOR ELDERLY PERSONS

P.IV.3. ESTABLISHING OF AN EMERGENCY RECRUITMENT CENTER FOR DISABLED PERSONS IN GIURGIU

P.IV.4. IMPLEMENTING OF A COMMON VIDEO MONITORING SYSTEM OF THE PUBLIC PLACES WITH HIGH INFRACTIONALIT, ESPECIALLY IN PERIPHERAL AREAS

PROGRAM V: ENCOURAGING SUSTAINABLE TOURISM AND LEISURE ACTIVITIES

➤ PROPOSED PROJECTS

P.V.1. INCLUDING THE RUINS OF GIURGIU CITADEL OF MIRCEA CEL BATRAN IN THE REGIONAL TOURISTIC CIRCUITS

P.V.2. DEVELOPMENT OF NEW AGREEMENT AND GREEN RECREATION AREAS CONNECTED WITH DANUBE USING FORMER INDUSTRIAL AREAS

P.V.3. CREATING OF THE *LOWER DANUBE - OLYMPIC SPORT CENTER* , SITUATED ON THE „SFANTUL GHEORGHE” CHANNEL, IN GIURGIU

P.V.4. VALORIZING THE EXISTING TOURIST OBJECTIVES – HISTORICAL BUILDINGS/ PLACES - BY CREATING NEW AREAS OF INTEREST WITH ATTRACTIVE DESIGN, IN BOTH CITIES

P.V.5. SETTING UP A CONNECTED MARINA PORT IN BOTH GIURGIU AD RUSE

P.V.6. LANDSCAPING THE DANUBE ISLANDS – FORESTS AND WETLANDS AREAS – FOR ECO-TOURISM PURPOSE

PROGRAM VI: ENHANCING THE NATURAL PRESENCE OF DANUBE AND THE GREEN INFRASTRUCTURE

➤ PROPOSED PROJECTS:

P.VI.1. IMPLEMENTING NEW/ DIGITAL FLOOD MONITORING AND PROTECTION SYSTEMS FOR DANUBE SHORES, ESPECIALLY FOR ISLANDS

P.VI.2. RECONSTRUCTION, REHABILITATION AND CREATION OF PEDESTRIAN LANDSCAPE AND PUBLIC RECREATION AREAS ON THE SHORES OF DANUBE

P.VI.3. ECOLOGICAL REHABILITATION OF HISTORICAL CONTAMINATED SITES BY FORMER INDUSTRIAL ACTIVITIES

P.VI.4. CREATING NEW GREEN RESIDENTIAL DISTRICTS AND RENEWAL OF EXISTING ONES USING GREEN ENERGY SYSTEMS (SOLAR, GEO, WIND, FOSIL ENERGY)

P.VI.5. PROMOTING THE PROTECTED NATURAL AREAS AND LOWER DANUBE NATURAL RESERVATIONS FOR ECO- FRIENDLY LEISURE AND RESEARCH ACTIVITIES

PROGRAM VII: PROMOTING THE TWIN-CITIES URBAN IMAGE OF GIURGIU & RUSE

➤ **PROPOSED PROJECTS**

P.VII.1. CREATION AND PROMOTION OF *THE BALKAN FORUM* AS COMMUNITY PUBLIC SPACE OF CULTURAL LIFE

P.VII.2. PROMOTING BOTH CITIES THROUGH THE COMMON SOCIALIST ARCHITECTURE HERITAGE AND INDUSTRIAL ARTEFACTS, INTO A REGIONAL TOUR/ FESTIVAL

P.VII.3. CREATING OF A COMMON PLAFORM FOR VISUAL ARTISTS AND WRITERS, IN ORDER TO PROMOTE THEIR WORK TO LARGER PUBLIC

PROGRAM VIII: PROMOTING THE SPECIFIC URBAN IDENTITIES WITHIN THE LOWER DANUBE SPECIFIC

P.VIII.1. RECONSTRUCTION AND DISPLAY OF ICONIC CULTURAL SITES WITH HIGH TOURISM POTENTIAL IN THE EUROREGION RUSE-GIURGIU

P.VIII.2. INCOURAGING LOCAL THEMATIC THEATRE AND FILM FESTIVALS

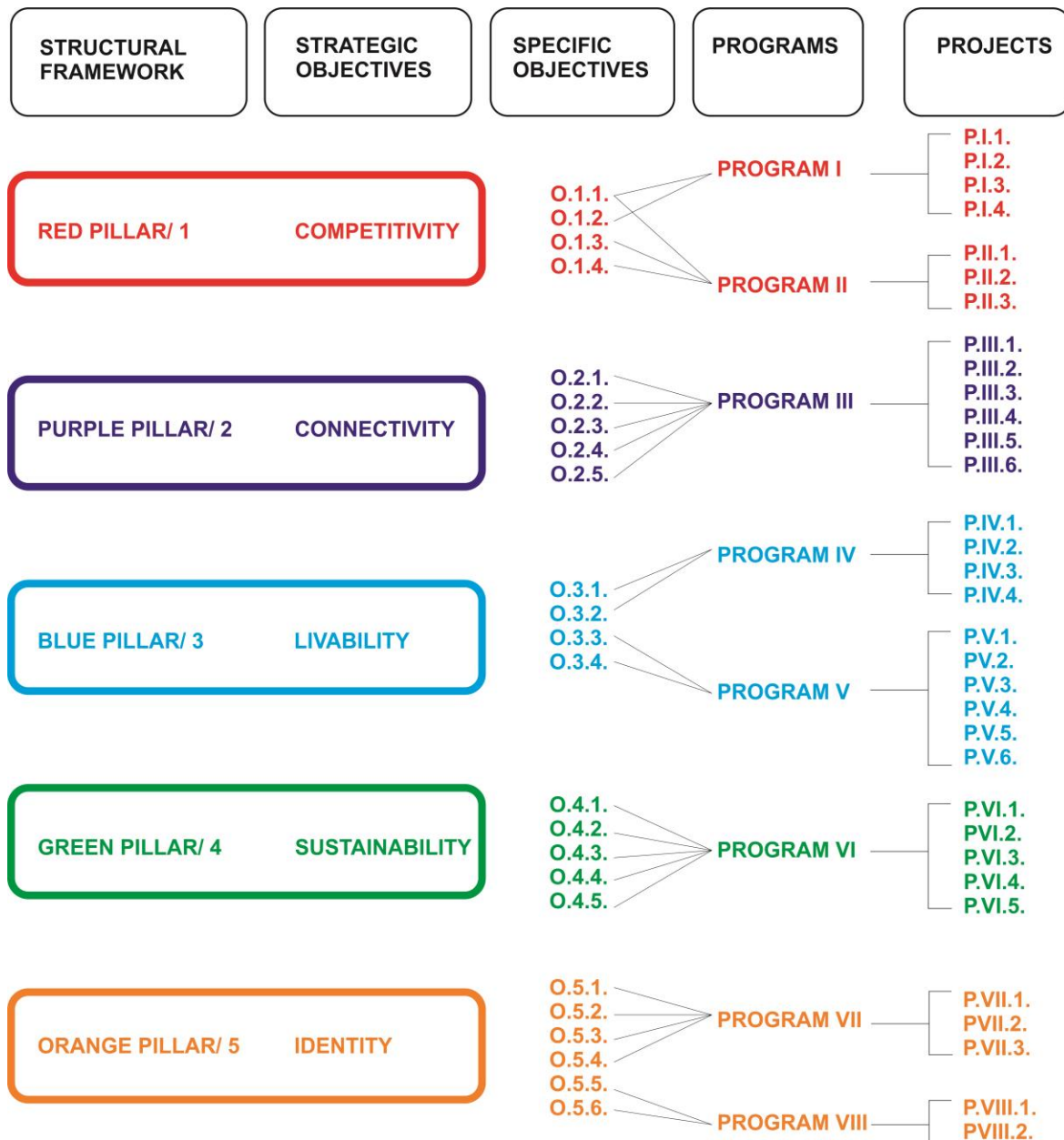


Figure 10. Correlation between structural framework of the SPATIAL PLANNING STRATEGY FOR HERITAGE DEVELOPMENT and the proposed programs and projects for the INTERMUNICIPAL LEVEL_ GIURGIU -

8. Conclusions

Danube gives to this region and especially to the twin cities Giurgiu and Ruse not only an exceptional geographic and natural resource support, but also unique opportunities for spatial development, meaning capitalization both on the physical space and on the urban values of material and immaterial heritage contained therein. Between physical space and elements of economic, social and cultural system which support and generate human activities is established a reciprocal relationship: if physical space is not enough and intelligently developed, then economic, social and cultural values can not assert themselves and the landscape, as the intergative mirror created by people's perceptions, reflects a defective, negative state.

Reciprocally, if economic, social and cultural systems do not produce sufficient and strong values, then the physical space immediately reflects their vulnerabilities and is incapable of developing.

Cities, even the smallest ones, need to develop in a right balance between this two components. Competitiveness, connectivity, livability, sustainability and identity qualities confirm the complexity of the urban system, which can not be positively asserted and emancipated only if most of these are at least satisfactory.

9. Implementation

For Giurgiu and Ruse to be able to reach the detailed vision through the objectives, programs and projects described above, it is necessary to pass these ideas in the realm of the concrete possibilities of management and financing. After a careful analysis of the stakeholders in these two cities, we consider that the public administrations are best able to build partnerships with the public, private and various urban actors, to integrate and channel the various sectoral policies for the public good, thereby enhancing local communities and stimulating growth by supporting continuity in planning.


Within DANUrB, stakeholders research at the level of the macro- region, revealed the contact and the role in the project for stakeholders in all towns along the Danube, categorizing them according to the matrix of A3.4. Authorities and local associated partners provided data on the most relevant stakeholders and helped in identifying the possible connections which have not yet been valorized and need more research to involve them into the pilot actions and events of the project.

This part of the strategy comes to complete and to give administrative relevance to the concepts and ideas proposed in the previous sections. It focus on answering to the following questions: What type of stakeholders have interests in what type of projects? What is the task of regional and local governments and the actors of private sector in multi-actor programs? How municipalities and local managers can find the best tools for implementation the planned activities? In which way DANUrB strategy gives them opportunity to affirm their projects?

9.1. Stakeholders and Competencies

The tables presented below provides a list of relevant stakeholders for the **spatial – cultural** domain in Giurgiu and Ruse and their contact data. Some of them have been already contacted and have participated or have gathered to several meetings (Giurgiu Municipality, Ruse Municipality, County Museum „TEOHARI ANTONESCU”, Art Gallery "Silvia GrosuJeleescu"- Giurgiu, Local Cultural centre „Ion Vinea”)

GIURGIU			
CODE	Name	Photo	Adress
Public Administration			
G01	GIURGIU MUNICIPALITY		http://www.primariagiurgiu.ro
Cultural institutions			
G02	COUNTY MUSEUM „TEOHARI ANTONESCU”		http://www.muzeulgiurgiu.ro/ str. C-tin Dobrogeanu-Gherea nr.3 e-mail: muzeuljudeteangiurgiu@gmail.com tel.: 0246/216801; 0246/212804 fax: 0246/212804 contact person: Ionel Muscalu - Manager
G03	COUNTY LIBRARY “I.A. BASSARABESCU”		http://www.bjgiurgiu.ro B-dulBucurești nr.53 tel./fax: 0246/212346 persoană de contact: Dan Mucenic – Manager
G04	„TUDOR VIANU” THEATRE		http://www.teatrultudorvianu.ro/ Ștr.MirceaelBătrân nr.1 e-mail: teatru@mail.com tel./fax: 0246/213005 persoană de contact: CosminCrețu – Manager
G05	ART GALLERY "SILVIA GROSUJESCU"		Str.MirceaelBătrân nr.1, bl.92, parter tel.:0246/211627 e-mail: primarie@primariagiurgiu.ro fax: 0040246/2145405 persoană de contact: Cristian Trăistaru – Director executive Direcția Patrimoniou
G06	LOCAL CULTURAL CENTRE „ION VINEA”		http://centrulculturalgiurgiu.ro str. HristoBotev nr.2 e-mail: cc_ionvinea@yahoo.com tel.: 0246/231605; 0246/213280 persoană de contact: Virgil Pețanca – manager
G07	ATHENEUM „NICOLAE BĂLĂNESCU”		http://centrulculturalgiurgiu.ro str. Episcopiei nr.21 e-mail: cc_ionvinea@yahoo.com tel.: 0246/231605; 0246/213280 persoană de contact: Virgil Pețanca – manager

G08	THE COUNTY CENTER FOR THE PRESERVATION AND PROMOTION OF TRADITIONAL CULTURE		http://tradiiigiurgiu.ro/ str.MirceaelBătrân nr.40 e-mail: tradiiigiurgiu@yahoo.com tel./fax: 0246/215240 persoană de contact: Carmen Pețanca – Manager
Education			
G09	The School of Music and Fine Arts "Victor Karpis"		http://victorkarpis.ro/
Nongovernment organizations			
G10	Environment protection NGO		www.protectiamediului.org
G11	Traditional Fishing Association „GIURGIU - TRADIȚIA PESCUITULUI DUNĂREAN”		http://flaggiurgiu.freewb.ro/
RUSE			
	Name	Photo	Adress
Public Administration			
R01	RUSE MUNICIPALITY		https://ruse-bg.eu/en/pages/110/index.html
Cultural institutions			
R02	RUSE ECOMUSEUM WITH AQUARIUM		https://www.museumruse.com/expositions/ecomuseum_aquarium.htm
R03	REGIONAL LIBRARY “LYUBEN KARAVELOV”		https://www.libruse.bg/ Contact person: Teodora Evtimova–Director №1“Dondukov-Korsakov” Street, phone: +359 82 820126 librousse@librousse.bg
R04	DRAMA THEATRE “SAVA OGNYANOV”		www.theatre.ruse.bg Contact person: Orlin Dyakov–Director № 3“Svoboda” Square, phone: +359 82 830 162 drama.ruse@gmail.com

R05	MUNICIPAL YOUTH HOUSE – RUSE		www.yc-ruse.org Contact person: Krasimira Nikolaeva – Director № 2A "Rayko Daskalov" Street, phone: +359 82 834859 yc.ruse@gmail.com
R06	MUSEUM OF URBAN LIFE KALIOPA HOUSE		museumruse.com Tsar Ferdinand St 39, 7000 Ruse Center, Ruse, Bulgaria Director: 082 825 002 Public relations: 082 825 002 Administrative curator: 082 825 002 Fax: 082 825 006
R07	NUMISMATIC MUSEUM		numismaticmuseum.bg
Education			
R08	NATIONAL SCHOOL OF ARTS "PROF. VESELIN STOYANOV"		www.artrouse.com Contact person: Mariya Dukanova – Principal № 12 "Pirov" Street, phone: +359 82 87 76 09 nui_ruse@mail.bg
R09	PROFESSIONAL SCHOOL OF RIVER SHIPING-RUSE		pgrkk-ruse-bg.net Contact: +359 82 834 594 trkskp@abv.bg
Nongovernment organizations			
R10	CULTURE&ENERGY NGO		https://www.transartists.org/air/cultureenergy-ngo
R11	BULGARIAN CENTER FOR NOT-FOR-PROFIT LAW		http://www.bcnl.org

Table 1- Stakeholders with relevance in spatial organisation of cultural heritage in Giurgiu and Ruse

6.2. Project types – Classification by possible Stakeholders involved

Following the same logic of the 5 pillars of the strategic concept structure, we developed below the correspondence between the projects proposed on each level and the relevant urban actors (whose identification code is previous table no.1) that can be involved, or generate or support these projects. Depending on the level of priority in the overall development of the city, these projects have been ranked in I, II or III, from the highest priority (I) to the least priority (III). Also, the categories of possible sources of financing for each project were established - from LB (local budget) to sources related to accessing European Union Funds (EU) and other sources (OS).

▪ RED PILLAR _ ECONOMIC COMPETITIVITY :

PROGRAM I: INCREASING COMPETITIVENESS AND ECONOMIC TRANSBORDER COOPERATION			
PROPOSED PROJECTS	POSSIBLE STEKEHOLDERS INVOLVED	LEVEL OF PRIORITY	SOURCE OF FINANCING
P.I.1. CREATION OF A TRANSBORDER BUSINESS INCUBATOR	G01, R01	I	LB+EU+OF
P.I.2. PROMOTING OF GIURGIU & RUSE MUNICIPALITIES AS AN INVESTMENT DESTINATION WITH A FOCUS ON THE ECONOMIC SECTORS WITH HIGH DEVELOPMENT POTENTIAL, INNOVATIVE INDUSTRIES	G01, R01	I	LB+EU+OF
P.I.3. PROMOTING TECHNOLOGY TRANSFER AND DEVELOPMENT OF CLUSTERS BY ENCOURAGING PARTNERSHIPS BETWEEN RESEARCH INSTITUTIONS, PUBLIC AND PRIVATE SECTORS	G01, R01	I	LB+EU+OF
P.I.4. REHABILITATION, EXTENSION AND MODERNIZATION OF THE COMMERCIAL PORTS IN GIURGIU AND RUSE	G01, R01	I	LB+EU+OF
PROGRAM II: DEVELOPING ADMINISTRATIVE CAPACITY FOR PLANNING AND MANAGING LOCAL, INTER-MUNICIPAL AND REGIONAL DEVELOPMENT			
PROPOSED PROJECTS	POSSIBLE STEKEHOLDERS INVOLVED	LEVEL OF PRIORITY	SOURCE OF FINANCING
P.II.1. ACCELERATING INNOVATION	G01, R01	II	LB+EU+OF

PROCESSES THROUGH INTELLIGENT MANAGEMENT OF AVAILABLE RESOURCES			
P.II.2. IMPROVING THE ADMINISTRATIVE SERVICES TO CITIZENS AND BUSINESSES	G01, R01	I	LB+EU+OF
P.II.3. STRENGTHENING INSTITUTIONAL CAPACITY FOR GOOD GOVERNANCE AND EFFECTIVE DELIVERY OF E-SERVICES	G01, R01	I	LB+EU+OF

▪ **PURPLE PILLAR _ MOBILITY AND TRANSPORT :**

PROGRAM III: OPTIMIZING THE REGIONAL AND INTERMUNICIPAL CONNECTIVITY AND SUSTAINABLE URBAN MOBILITY			
PROPOSED PROJECTS	POSSIBLE STEKEHOLDERS INVOLVED	LEVEL OF PRIORITY	SOURCE OF FINANCING
P.III.1. CREATING OF AN INTERMODAL TERMINAL IN GIURGIU AND RUSE, CONNECTED THROUGH THE FRIENDSHIP BRIDGE AND CONNECTED IN TEN-T TRANSPORT NETWORK	G01, R01	I	LB+EU+OF
P.III.2. DEVELOPMENT OF RIVER DANUBE FOR BETTER CONNECTIVITY OF THE EUROREGION RUSE-GIURGIU WITH PAN-EUROPEAN TRANSPORT CORRIDOR No. 7	G01, R01	I	LB+EU+OF
P.III.3. IMPLEMENTATION OF A LONG DISTANCE CYCLE ROUTES IN BOTH CITIES GIURGIU AND RUSE, ON DANUBE SHORES	G01, R01	II	LB+EU+OF
P.III.4. CREATION OF A PUBLIC CABLE TRANSPORTATION SYSTEM OVER DANUBE	G01, R01	III	LB+EU+OF
P.III.5. TRANSFORMING THE NORTH RAIL STATION IN GIURGIU INTO AN INTERMODAL POINT OF ACCES IN REGION	G01, R01	II	LB+EU+OF
P.III.6. RISING THE PUBLIC ACCESIBILITY FOR PUBLIC TRANSPORT AND PEDESTRIANS, IN THE DANUBE SHORES LIMITROPH AREAS	G01, R01	I	LB+EU+OF

▪ **BLUE PILLAR _ TOURISM AND LEISURE :**

PROGRAM IV: INCREASING THE QUALITY OF URBAN LIFE AND HOUSING CONDITION			
PROPOSED PROJECTS	POSSIBLE STEKEHOLDERS INVOLVED	LEVEL OF PRIORITY	SOURCE OF FINANCING
P.IV.1. COMPLETING THE WATER AND SEWERAGE NETWORK IN GIURGIU MUNICIPALITY	G01, R01	I	LB+EU+OF
P.IV.2. ESTABLISHING OF A INTER-MUNICIPAL HOSPITAL FOR ELDERLY PERSONS	G01, R01	I	LB+EU+OF
P.IV.3. ESTABLISHING OF AN EMERGENCY RECRUITMENT CENTER FOR DISABLED PERSONS IN GIURGIU	G01, R01	II	LB+EU+OF
P.IV.4. IMPLEMENTING OF A COMMON VIDEO MONITORING SYSTEM OF THE PUBLIC PLACES WITH HIGH INFRACTIONALIT, ESPECIALLY IN PERIPHERAL AREAS	G01, R01	III	LB+EU+OF
	G01, R01	II	LB+EU+OF
	G01, R01	I	LB+EU+OF
PROGRAM V: ENCOURAGING SUSTAINABLE TOURISM AND LEISURE ACTIVITIES			
PROPOSED PROJECTS	POSSIBLE STEKEHOLDERS INVOLVED	LEVEL OF PRIORITY	SOURCE OF FINANCING
P.V.1. INCLUDING THE RUINS OF GIURGIU CITADEL OF MIRCEA CEL BATRAN IN THE REGIONAL TOURISTIC CIRCUITS	G02, G03,G08	I	LB+EU+OF
P.V.2. DEVELOPMENT OF NEW AGREEMENT AND GREEN RECREATION AREAS CONNECTED WITH DANUBE USING FORMER INDUSTRIAL AREAS	G01, R01, G10, G11	II	LB+EU+OF
P.V.3. CREATING OF THE LOWER DANUBE - OLYMPIC SPORT CENTER , SITUATED ON THE „SFANTUL GHEORGHE” CHANNEL, IN GIURGIU	G01	III	LB+EU+OF
P.V.4. VALORIZING THE EXISTING TOURIST OBJECTIVES – HISTORICAL BUILDINGS/ PLACES - BY CREATING NEW AREAS OF INTEREST WITH ATTRACTIVE DESIGN, IN BOTH CITIES	G01,G03, G04,G05 R01, R03, R06,R07	III	LB+EU+OF
P.V.5. SETTING UP A MARINA PORT IN	G01, R01	III	LB+EU+OF

GIURGIU			
P.V.6. LANDSCAPING THE DANUBE ISLANDS – FORESTS AND WETLANDS AREAS – FOR ECO-TOURISM PURPOSE	G01, R01, G11, G10, G09, R11, R10	III	LB+EU+OF

▪ **GREEN PILLAR _ SUSTAINABLE LANDSCAPE :**

PROGRAM VI: ENHANCING THE NATURAL PRESENCE OF DANUBE AND THE GREEN INFRASTRUCTURE			
PROPOSED PROJECTS	POSSIBLE STEKEHOLDERS INVOLVED	LEVEL OF PRIORITY	SOURCE OF FINANCING
P.VI.1. IMPLEMENTING NEW/ DIGITAL FLOOD MONITORING AND PROTECTION SYSTEMS FOR DANUBE SHORES, ESPECIALLY FOR ISLANDS	G01, R01	I	LB+EU+OF
P.VI.2. RECONSTRUCTION, REHABILITATION AND CREATION OF PEDESTRIAN LANDSCAPE AND PUBLIC RECREATION AREAS ON THE SHORES OF DANUBE	G01, G10, R01, R10	I	LB+EU+OF
P.VI.3. ECOLOGICAL REHABILITATION OF HISTORICAL CONTAMINATED SITES BY FORMER INDUSTRIAL ACTIVITIES	G01, G10, R01, R10	II	LB+EU+OF
P.VI.4. CREATING NEW GREEN RESIDENTIAL DISTRICTS AND RENEWVAL OF EXISTING ONES USING GREEN ENERGY SYSTEMS (SOLAR, GEO, WIND, FOSIL ENERGY)	G01, G10, R01, R10	III	LB+EU+OF
P.VI.5. PROMOTING THE PROTECTED NATURAL AREAS AND LOWER DANUBE NATURAL RESERVATIONS FOR ECO- FRIENDLY LEISURE AND RESEARCH ACTIVITIES	G01, G10, R01, R10	II	LB+EU+OF

▪ **ORANGE PILLAR _ CULTURAL IDENTITY :**

PROGRAM VII: PROMOTING THE TWIN-CITIES URBAN IMAGE OF GIURGIU & RUSE			
PROPOSED PROJECTS	POSSIBLE STEKEHOLDERS INVOLVED	LEVEL OF PRIORITY	SOURCE OF FINANCING
P.VII.1. CREATION AND PROMOTION OF THE BALKAN FORUM AS COMMUNITY PUBLIC SPACE OF CULTURAL LIFE	G01,G02,G03,G04,,G05,G06 R01, R03,R04,RP5,R06	I	LB+EU+OF
P.VII.2. PROMOTING BOTH CITIES THROUGH THE COMMON SOCIALIST	G01, G10, R01, R10	I	LB+EU+OF

ARCHITECTURE HERITAGE AND INDUSTRIAL ARTEFACTS, INTO A REGIONAL TOUR/ FESTIVAL			
P.VII.3. CREATING OF A COMMON PLAFORM FOR VISUAL ARTISTS AND WRITTERS, IN ORDER TO PROMOTE THEIR WORK TO LARGER PUBLIC	G01, G02,G06, R01, R06, R07	II	LB+EU+OF
PROGRAM VIII: PROMOTING THE SPECIFIC URBAN IDENTITIES WITHIN THE LOWER DANUBE SPECIFIC			
PROPOSED PROJECTS	POSSIBLE STEKEHOLDERS INVOLVED	LEVEL OF PRIORITY	SOURCE OF FINANCING
P.VIII.1. RECONSTRUCTION AND DISPLAY OF ICONIC CULTURAL SITES WITH HIGH TOURISM POTENTIAL IN THE EUROREGION RUSE-GIURGIU	G01,G02,G03,G04,G05,G06, G07, G08,G09 R01, R02, R03,R04,RP5,R06, R07, R08, R09	II	LB+EU+OF
P.VIII.2. INCOURAGING LOCAL THEMATIC THEATRE AND FILM FESTIVALS	G01,G02,G03,G04,G05,G06, G07, G08,G09 R01, R02, R03,R04,RP5,R06, R07, R08, R09	II	LB+EU+OF

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