

# COBRAMAN



Manager Coordinating Brownfield  
Redevelopment Activities

CENTRAL EUROPE Project 1CE014P4 COBRAMAN

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## Traning plan

**WP No. 4**  
**Output No. 4.3.1**

**Prepared by:**  
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**public version**



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## 1. Preface

The training plan was set up in the responsibility of PP2 Stuttgart by et environment and technology Dr. Thomas Ertel, Esslingen. The draft version has been finally discussed and approved by the partners in the WP4 preparation meeting held in Stuttgart on 20<sup>th</sup> of May 2009.

It is to be considered as a document to be further developed according to the progress of the work in detailing the seminar programme for the single trainings, getting agreement from additional experts to contribute as trainers, etc.

Document in hands is the third update set up on 25<sup>th</sup> of February 2010.

## 2. Format of seminars

- duration +/- 2 days
- ½ day site visit obligatory
- connection to local pilots
- 15 – 25 participants as optimal group size
- extension via e-learning as far as possible
- additional participants e.g. from associated institutions possible
- workshop format to be chosen according to the topic, e.g. group work led by experts, speed-dating, role plays...

## 3. Participants

PP nr.	Partner	No of training participants
LP	City of Bydgoszcz	3
2	City of Stuttgart	3
3	University of Bydgoszcz	4
4	City of Most	2
5	VSB-University Ostrava	5
6	City of Kranj	2
7	Usti nad Labem City	3
8	SIPRO-Ferrara	1
9	UPI Ljubljana	2

## 4. Seminars time schedule

### 4.1 face to face training seminars

Meeting	Place	Date	Topic
Preparation	Stuttgart	20.05.2009	Training Plan

1. Training	Bydgoszcz	06. – 07.10 2009	Basics & Roadmap
2. Training	Most	25. – 26.11.2009	Management Instruments & Tools
3. Training	Ostrava	09. – 11.02.2010	Civil Eng. / Env. Technologies
4. Training	Ferrara	18. -20.05.2010	Economic Aspects
5. Training	Usti	09/2010	Communication & Marketing
6. Training	Ljubljana	02/2011	Planning Aspects & Sustainability

### **web-training / e-learning seminars**

Meeting	Place	Date	Topic
1. web-meeting	virtual	12.11.2009	Introduction to e-learning, management tools
2. web-meeting	virtual	21.01.2010	Brownfield project specific “Project management handbook”
Currently not yet fixed			

## **5. Key topics to be covered**

### **5.1 Basics and roadmap**

- Main tasks of a brownfield manager
- Basic skills and requirements
- Job description
- Administrative and organisational aspects
- Management instruments
- Main working tools
- Horizontal issues process facilitation

### **5.2 Economic aspects**

- Basics of real estate economics – to achieve a proper understanding and a common language
- Financing and funding instruments
- PPP
- Facility Management and long term operational aspects
- Land valuation of brownfields
- Dealing with the risks – insurance models
- Calculation of overall costs – life cycle costs
- European funding instruments like Jessica, Jeremy, ect.

### **5.3 Civil engineering / environmental technologies**

- Deconstruction of buildings
- Dealing with Contamination, remediation
- Geotechnics
- Main infrastructure works

- Water management
- Soil protection
- Protection and creation of habitats
- Technical aspects of Industrial heritage

#### 5.4 Communication & marketing

- Communication strategy and plan
- Stakeholder involvement – participative approaches
- Marketing of brownfields
- Creating an image
- Securing political dialogues

#### 5.5 Planning aspects & sustainability

- Sustainable urban development – key topics
- Management of planning processes in urban redevelopment
- Main bottlenecks – tackling key problems
- Participatory planning
- Industrial heritage and architecture
- Dealing with natural assets
- Landscape aspects
- Social aspects

#### 5.6 Management instruments & tools

- Basics in general project management and project development
- The brownfield SWOT
- Management plan - organising the jigsaw puzzle
- Information and documentation
- The link to policy
- Role plays and best practice

## 6. Pool of trainers

Each partner provided a list of potential trainers which agreed to contribute so far.

- Project Partners
- Associated institutions
- External experts involved in local projects

PP nr	Partner	Experts/Expertise
LP	City of Bydgoszcz	Environmental expert
		Municipal management
2	City of Stuttgart	Economics and marketing
3	University of Bydgoszcz	GIS in revitalisation
		Revitalisation in general
4	City of Most	Land reclamation / techniques and

PP nr	Partner	Experts/Expertise
		environmental issues
5	VSB University of Ostrava	Economic, marketing and social aspects in urban planning
6	City of Kranj	Economic and legal aspects
7	City Usti	Communication and marketing
8	SIPRO Ferrara	Civil engineering, restoration of buildings, urban planning
9	UPI Ljubljana	Financial aspects, PPP

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STUTTGART



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