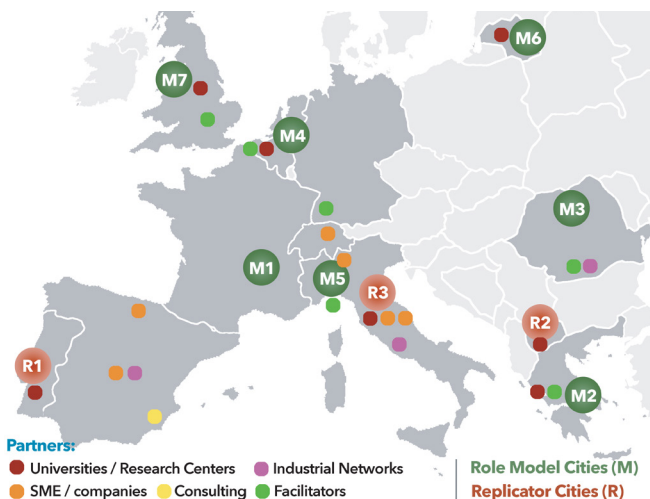




KEY FACTS

32 PARTNERS



WHO WE ARE

ROCK actions contribute to define a city model by intertwining different SKILLS coming from University, public administration, entrepreneurship, third sector.

32 PARTNERS

10 Cities
2 City networks
7 Universities & business associations
 technological firms
 consulting & facilitators

from **13 COUNTRIES**

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CONSORTIUM PARTNERS

- COMUNE DI BOLOGNA (project coordinator)
- ALMA MATER STUDIORUM - UNIVERSITA' DI BOLOGNA
- CAMARA MUNICIPAL DE LISBOA
- COMUNE DI TORINO
- COMMUNE DE LYON
- MUNICIPIUL CLUJ-NAPOCA
- ARIES - FILIALA TRANSILVANIA
- UNIVERSITY OF YORK
- EUROCITIES ASBL
- ICLEI
- NOWHERE
- TASSO DESARROLLOS
- CITY OF SKOPJE
- CORVALLIS
- URBASOFIA
- DFRC AG
- ACCIONA INFRAESTRUCTURAS
- ADDMA-ATHENS
- JULIES BICYCLE
- VIRTUALWARE 2007
- FONDAZIONE FITZCARRALDO
- ASOCIACIÓN ECOPRENEURS FOR THE CLIMATE
- VILNIUS CITY MUNICIPALITY ADMINISTRATION
- VILNIAUS GEDIMINO TECHNIKOS UNIVERSITETAS
- ATHENS SCHOOL OF FINE ARTS
- INSTITUTO DE CIENCIAS SOCIAIS DA UNIVERSIDADE DE LISBOA
- LIVERPOOL CITY COUNCIL
- GEMEENTE EINDHOVEN
- CONFINDUSTRIA SERVIZI INNOVATIVI E TECNOLOGICI
- TECHNISCHE UNIVERSITEIT EINDHOVEN
- SS. CYRIL AND METHODIUS UNIVERSITY IN SKOPJE
- VIABIZZUNO

RÖCK

Regeneration and Optimisation
 of Cultural heritage
 in creative and Knowledge cities



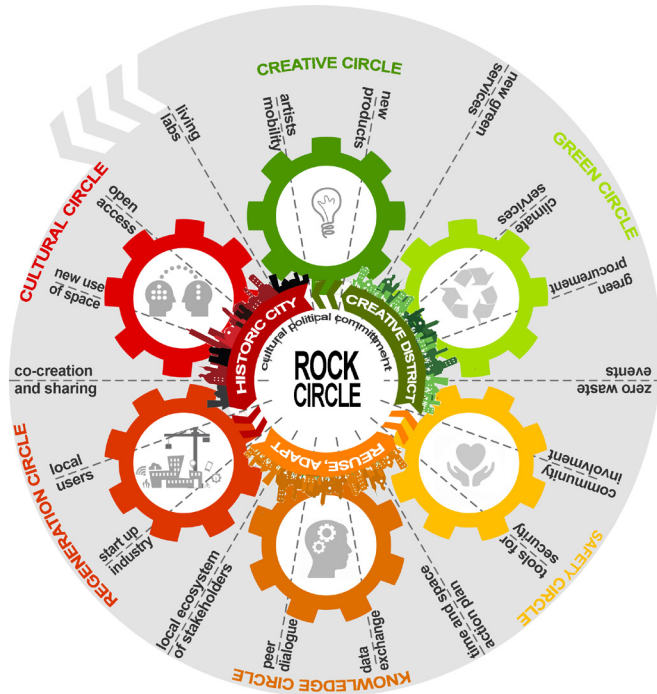
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ROCK AMBITION

ROCK focuses on historic city centres as extraordinary laboratories to demonstrate how CULTURAL HERITAGE can be a unique and powerful ENGINE OF REGENERATION, SUSTAINABLE DEVELOPMENT AND ECONOMIC GROWTH FOR THE WHOLE CITY. The two forces that move the engine are KNOWLEDGE AND CREATIVITY. Knowledge-based actions support CREATIVE ONES related to CULTURAL Heritage through site specific technological adaptation.

THE ROCK CIRCLE



ROCK develops an innovative, collaborative and circular systemic approach for regeneration and adaptive reuse of historic city centres. Implementing a repertoire of successful heritage-led regeneration initiatives, ROCK tests the replicability of the spatial approach and of successful models addressing the specific needs of historic city centres.



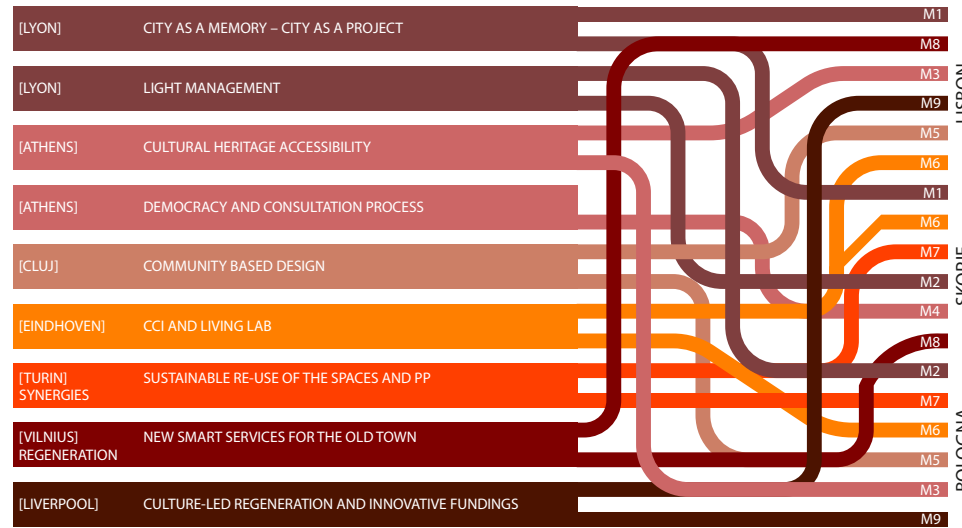
MENTORING

SHARING

CIRCULAR MODEL

7 ROLE MODEL CITIES LYON, CLUJ-NAPOCA, EINDHOVEN TURIN, VILNIUS, LIVERPOOL, ATHENS

3 REPLICATOR CITIES BOLOGNA, SKOPJE, LISBON



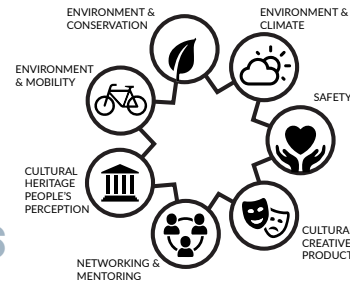
KEY ACTIONS

ROCK develops social infrastructure and widespread technologies, through the active participation of citizens, associations, creative communities, private entities in the protection, regeneration and management of the local heritage.

SPACES

PEOPLE

TECHNOLOGIES



GOALS

- Cooperation and networking capacities of all partners.
- Policy recommendations to exploit the full potential of Cultural Heritage.
- Creation of new ways of mapping, accessing and appropriating Cultural Heritage.
- Unconventional financial strategies with new partnership forms.
- Inclusive, Circular Heritage Chain to connect actors and activities.
- Green niches innovation in heritage-led regeneration and climate change mitigation, favouring employment opportunities and local growth.