

International CITY RETAIL Experience 2018

Innovative strategies
for strong midsize cities

Conference Programme [ICRE2018](#) April 5 2018, De Tamboer Hoogeveen (NL)

- 09:00 – 10:00 Welcome and registration participants
- 10:00 Start of the programme
Chairman of the day: **Donatello Piras**
Welcome by **Karel Loohuis**, Mayor, City of Hoogeveen
During the plenary session: Q&A, voting and comments from the participants
- 10:20 **In the spotlight**
RetailLink parade of innovative strategies by RetailLink partners **Mireia Sanabria**, URBACT Lead Expert for RetailLink, **Céline Ethuin** and **Sally Kneeshaw**, URBACT Officers. URBACT is the EU programme for driving change for better cities. RetailLink is one of the URBACT networks: ten medium-sized European cities have been working on innovative and multi-stakeholder strategies to revitalise local retail
- 10:45 **The Dutch Retail Agenda leading in Europe**
The Netherlands are leading in Europe when it comes to new ways of revitalizing city retail areas. Retail entrepreneurs and property owners cooperate with all levels of government to form 'Retail Deals' aimed at transforming inner city retail areas. Mona Keijzer will point out the next steps.. Henk Brink will present Drenthe as one of the front runners within the Netherlands when it comes to a regional retail deal. Christian Verschueren will put the Dutch agenda in a European perspective, speaking on behalf of 5 million retailers in the EU.
Mona Keijzer, State Secretary of Economic Affairs in the Netherlands, **Henk Brink**, Provincial Executive, Province of Drenthe (NL) and **Christian Verschueren**, Director General EuroCommerce, the principal European retail and wholesale organisation.
- 11:15 Coffee and tea break
- 11:45 **Shaping a brain-pleasing city-retail solution**
How can we build customer loyalty for city retail centers? A crucial strategy is pleasing the consumer's brain, using neuromarketing, customer centricity and well-being.
Lluís Martínez-Ribes, Co-founder at m+f=1 (MF marketing catalysts S.L.)



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12:00

What are the 25 success factors to promote a city center's vitality and viability?

Simon Quin, Director & Visiting Professor, Institute of Place Management, Manchester Metropolitan University

Simon is a recognized international authority on urban place management with over two decades of experience

12:15

Inspirational speech

Björn Kuipers, Dutch international football referee (FIFA and UEFA elite group referee), also award winning entrepreneur (owner of Jumbo supermarket Oldenzaal)

12:45

Lunch break

- Food & Drinks
- Meet & Greet with Björn Kuipers
- Poster Presentations
- Program by VPNG 13.15-13.45 hrs (Dutch society of local government project managers). 'The Dutch approach': five Dutch cities invite you to share their successes and dilemmas when it comes to managing the revitalisation of city centres. The Dutch are famous for their 'Poldering' process, an incessant effort to keep all parties at the table at all times. An intricate process of 'give and take', its main goal being to create a win-win situation for all involved. As a result of this, long term cooperation can be created. Come and meet the city managers of Gouda, Ede, Hilversum, Harderwijk and Oss.

14:00

Parallel sessions round 1

Session 1: 25 factors promoting a city center's vitality and viability

What 25 factors affect the performance of your town and city centers? You will hear about High Street UK 2020, a knowledge exchange project. Thorough research has resulted into a top 25. The 25 most important factors range from logical activity hours and visual appearance of the public space to a common vision of stakeholders and cooperation in store development.

Simon Quin, Director & Visiting Professor, Institute of Place Management, Manchester Metropolitan University

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Session 2: **Retail 2030: new rules, retail rules!**

Entrepreneurs have to stretch themselves to stay in top shape. Innovation, courage and entrepreneurship are needed for growth. Behind every new movement, there are new revenue models with a lot of sales potential for retailers. Join INretail and discover how to succeed in 2030!

Harry Bijl, INretail

Session 3: **No success without engagement of local retailers**

Engaging a wide range of stakeholders in supporting retail revitalisation is a prerequisite to success. How do Basingstoke in the UK and Hoogeveen in the Netherlands operate with their business improvement district (BID) and business improvement zone (BIZ)? This will be a practical and participative session where participants can gain a deeper understanding of how to maximise the opportunities of stakeholder engagement.

Daniel Garnier, Basingstoke, Kees Raven en Leo Hoksbergen, City Management Hoogeveen

Session 4: **How do I survive as a brick and mortar retailer**

Consumer needs, consumer's choice and consumer engagement has changed dramatically. Inner cities and their stakeholders need to cope with these changes. They should consider the inner city as a department store. One proposition offered by all the stakeholders. This is a massive assignment. Take the journey with Rob Weiss and Christian Verschueren to the future. They will guide you through the harsh road to sustainable future inner cities by practical examples, trial and error successes. They will challenge you to share your experiences to find new possibilities.

Rob Weiss, Director, Ik onderneem! and Accountmanager Local Projects, Platform De Nieuwe Winkelstraat and Christian Verschueren, director EuroCommerce

Session 5: **Achieving Place Distinction**

Roger Pride will lead a discussion on how places can build profile and reputation in the digital age. He will outline why reputation is so important for places. He will suggest how places can ensure it is organised to plan, how cities can manage the city assets and strategies which can affect

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reputation. He will introduce the concept of Place Distinction as a model to achieve this. He will lead a discussion on how the retail offer and experience in cities can influence distinction.

Roger Pride, *Managing Partner, Heavenly and Visiting Professor, University of Surrey*

Session 6: **Vooruitgang vraagt ondernemerschap (In Dutch!)**

In de retail is stilstaan als ondernemer geen optie. Stilstand is achteruitgang en vooruitgang vraagt ondernemerschap. Tijdens deze interactieve sessie vertellen twee ondernemers hoe zij ondernemen in een veranderende wereld.

Liesbeth de Haan MKB Nederland

Ciska Snel, Vocational Teacher, Alfa College

Hilbert Wiechers, Entrepreneur, Wiechers Wonen

Deze sessie duurt twee ronden.

Session in Dutch

Session 7: **How to create an urban space that is inviting and stimulating for people to visit?**

In 15 years' time the city center of Zaandam (the Netherlands) changed from a troublesome into a vibrant area. How? By developing the entire area in mutual coherence, by making the hidden quality visible and by making better use of the potential. The center development has had a remarkable effect on visitor numbers, appreciation, and the length of stay.

Sjoerd Soeters, *Urban Architect and Director, PPHP (Pleasant Places Happy People)*

Session 8: **How to make small businesses part of the city of the future**

Many URBACT networks are focusing on different aspects connected to retail as driver for urban growth, with particular attention to small and medium cities and towns. A review of experiences and practices showing how the active participation of users and stakeholders can contribute to define integrated and sustainable policies

Simone d'Antonio, *Communication and Dissemination Officer, Associazione Italiana dei Comuni Italiani (ANCI)*

15:00

Coffee and tea break



PLATFORM31

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15:30

Parallel sessions round 2

- Session 9:** **How do I survive as a brick and mortar retailer**
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Rob Weiss, Director, *Ik onderneem!* and Accountmanager Local Projects, Platform De Nieuwe Winkelstraat
- Session 10:** **Province of Drenthe, front runner retail approach in the Netherlands**
In Drenthe local entrepreneurs and property owners work together with the regional and local governments. Together they aim at seven vital and vibrant cities in Drenthe. An investment fund has been created to stimulate the seven bottom-up city centre plans. In the workshop we will explore the success factors and the challenges of the Drenthe approach. What are the lessons of Drenthe for other regions and the other way round?
Con Zaat (Urban Space Strategist, Province of Drenthe) and **Albert Jan Vos** (Owner Grand Café Het Postkantoor)
- Session 11:** **How to shape a good feeling that your customers would like to experience**
You will learn from a new approach to envisage and set the basis for your own city concept (DNA). A transformative process for local retail based on the idea of pleasing the consumer's brain
Lluís Martínez-Ribes, co-founder at *m+f=!* (MF marketing catalysts S.L.)
- Session 12:** **Vooruitgang vraagt ondernemerschap (In Dutch!)**
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Liesbeth de Haan MKB Nederland

Ciska Snel, Vocational Teacher, Alfa College

Hilbert Wiechers, Entrepreneur, Wiechers Wonen

Vervolg van ronde 1.

Session in Dutch

Session 13: **Retail 2030: new rules, retail rules!**

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Harry Bijl, INretail

Session 14: **How to transform and compact your retail area**

Cities are challenged to find new ways to engage and involve private parties: owners, investors, developers, residents, workers and potential newcomers.

Instead of initiating and fixing everything beforehand in a master plan, they are now building coalitions with residents, owners and developers and co-creating the plan along the way.

Janny Rijs, Director/Owner, Broekhuis Rijs Advising

Penne Hangelbroek, Design Director and Co-Founder, West 8

Session 15: **Mobility, Parking and Retail: an uneasy relationship?**

How important is the car for retail areas? Does free parking lead to more customers and turnover? How can we increase the attractiveness of urban retail areas while keeping the city accessible? Is sustainable mobility a problem for retail?

Giuliano Mingardo, Researcher, Erasmus University Rotterdam and Winner of the British Parking Awards 2017

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Session 16: Sustainable urban community gardens

Can you attract more visitors to your shop and help the community at the same time? Gradinescu in Romania is an innovative approach and cooperates with Kaufland as a major retailer in Romania. Roofs of Kaufland supermarkets and public buildings are offered for community gardens. Gradinescu is a project to promote urban farming and to involve people with nature, health foods and community building.

Alex Tudose, Garden coordinator Gradinescu Project, ICPR
(Institutul de Cercetare în Permacultură din România)

16:30

Network drinks

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