



# The New Mediterranean City

A debate forum for the sustainable development  
of Mediterranean coastal cities

October 22, 2009 - Gardens of Hotel La Malcontenta - Palamós





By sustainable development, we mean development that meets the needs of the present without compromising the ability of future generations to meet their own needs. With this goal in mind, Palamós City Council and "la Caixa" Social Projects are organising this first conference, *The New Mediterranean City*, with a view to focusing on prospects for sustainable economic development in cities and towns on the Mediterranean coast.

The objective of the conference is to contribute knowledge through the reflections of leading international experts. These reflections will be followed by debates that will enable opinions to be formed which, in turn, will generate initiatives and policies to foster balanced development in cities on the banks of the Mediterranean.

- 9 am**      **Welcome to participants**
- 9.30 am**    **Institutional presentation**  
Mayor of Palamós and Representatives of "la Caixa" Social Projects
- 9.45 am**    **The Challenge of Sustainability**  
Martin Lees  
*Secretary General, Club of Rome*
- 10.30 am**   **Environmental Impact of Virtual Cities**  
Thomas Schauer  
*Director, European Support Centre of the Club of Rome*
- 11.15 am**   **Coffee break**
- 11.45 am**   **The Mediterranean and its Development**  
Senén Florensa  
*Director, European Institute of the Mediterranean*
- 12.30 pm**   **Research and Innovation.**  
**Keys to a Sustainable Development**  
Albert Castellanos  
*Director, Catalan Foundation for Research and Innovation (FCRi)*
- 1.15 pm**    **Sustainable Development and its Distortion**  
Jordi de Cambra  
*General Coordinator UNESCO International Chair on Sustainable Human Development UNESCO/UNITWIN  
MedEurAmerica Network for Human Development  
University of Girona*
- 2 pm**        **Lunch**  
  
*There will be simultaneous translation*

## **Energy, *a new green deal***

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The European Union has established the European Community-wide objective that 20% of primary energy consumed should be obtained from renewable sources by the year 2020. This means that 35% of European electricity will have to be generated from clean sources.

### **Moderator**

Pepa Mosquera  
*Director of the magazine Energías Renovables*

### **Participants**

Jaume Margarit Roset  
*Director, Department of Renewable Energy, Institute for Energy Diversification and Saving (IDAE)*

Jaume Morron  
*Managing director, EolicCat, and director, DialEc*

Santiago Cascante  
*Technology Transfer Manager  
Catalan Institute for Energy Research (IREC)*

## **Fishing: Healthy Marine Ecosystems and Reserves**

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Attempts to plan the fishing industry have often proved ineffective and have even, on occasion, led to overfishing and environmental deterioration. There is an urgent need to formulate less harmful, more environmentally-friendly production methods, for example, through using selective fishing gear and the design of aquaculture systems with reduced effects on external environments.

### **Moderator**

Josep Maria Gili  
*Director, Marine Biology and Oceanography Department,  
Institute of Marine Sciences*

### **Participants**

Silvia Revenga  
*Head of Marine Protected Areas, Ministry of the Environment*

Francesc Benages  
*President, Palamós Fisherman's Guild*

Joan Lluís Alegret  
*Director, Chair of Marine Studies  
(UdG – Palamós City Council)*

## Tourism and Territory

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*Tourism and territory* are two terms that are directly linked, though not always in a positive way. That is why we need to establish a framework for reflection on the landscapes that are subject to tourist activity, involving all the main stakeholders in the territory.

### Moderator

Ramon Folch  
*Managing Director, ERF*

### Participants

Joan Nogué  
*Director, Landscape Observatory of Catalonia*

José Antonio Donaire  
*MP and Professor of Geography at the University of Girona*

Joaquim Sabaté  
*Professor of Town Planning at the Polytechnic University of Catalonia*

## High Tech Clusters

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High Tech clusters, which take Silicon Valley as their model, have received considerable attention from economists and the public administration. They can make a spectacular contribution to a country's economic growth and represent an enormous opportunity for low environmental impact development in cities along the Mediterranean coast.

### Moderator

Montserrat Vendrell  
*Director, BioCat*

### Participants

Alicia Romero  
*President, Mataró-Maresme Tecnocampus Park*

José Ignacio Latorre  
*Managing Director, Pedro Pascual Science Centre, Benasque*

Josep Miquel Piqué  
*CEO, 22@Barcelona*

**6 pm** Presentation of the summarised conclusions from each discussion panel

**7 pm** Conference closure, featuring institutional addresses

## INFORMATION

### Information Office for the Conference on The New Mediterranean City

Palamós Fishing Museum  
Palamós. Costa Brava (Spain)  
Tel. 00 34 972 60 12 44  
Fax. 00 34 972 31 21 44  
e-mail: [novaciutatmediterrania@palamos.cat](mailto:novaciutatmediterrania@palamos.cat)  
[www.novaciutatmediterrania.org](http://www.novaciutatmediterrania.org)

### Conference venue The New Mediterranean City

La Malcontenta Hotel  
Paraje de Torre Mirona-Platja de Castell, 12.  
17230 Palamós

#### HOW TO GET THERE

\* See map

## REGISTRATION

### Price: 80 euros

Places are limited

### To register, complete the following steps:

1. Fill in the registration form, which you will find on the website [www.novaciutatmediterrania.org](http://www.novaciutatmediterrania.org)
2. Once you have received an email indicating that a place is available, confirm your reservation by making payment of €80 by bank transfer to “la Caixa” account no. 2100-0028-74-0200477498, specifying the name of the person registered.
3. You will receive confirmation of the reservation by email.

*Registration includes lunch and coffee breaks during the conference, as well as transport from Palamós to the venue in Castell.*

*The fee does not include the stay in Palamós. The organisers will provide participants with information about accommodation at the best possible rates.*

# MAP



## Conference venue

La Malcontenta Hotel  
Paraje de Torre Mirona-Platja de Castell, 12.  
17230 Palamós



**Palamós (Costa Brava). Girona (Spain)**



[www.novaciutatmediterrania.org](http://www.novaciutatmediterrania.org)

*Photos: Ll. Roperó. Servei d'Arxiu Municipal de Palamós*

