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**Joint European Support for Sustainable
Investment in City Areas**

Why, What, H(W)ow



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- 1. WHY: Aims**
- 2. WHAT: type of projects**
- 3. HOW: Implementation models**
- 4. WOW: Advantages**



WHY: Aims

- ★ Create lasting **legacy** for the Funds
- ★ Leveraging **additional Investment** (private sector, financial institutions)
- ★ Pool **expertise** for finance and management of Urban projects



WHAT: type of projects

- ★ Revenue generating
- ★ Public Private Partnerships
- ★ ERDF eligible / mixed use
- ★ Combine grant and revolving contributions (including in-kind)



WHAT: examples of investments

- ★ Science parks and business clusters
- ★ e-infrastructure
- ★ Re-use of buildings / Brownfield development
- ★ Business space
- ★ Renewable energy investments
- ★ Development of social enterprise
- ★ Sustainable urban transport management schemes

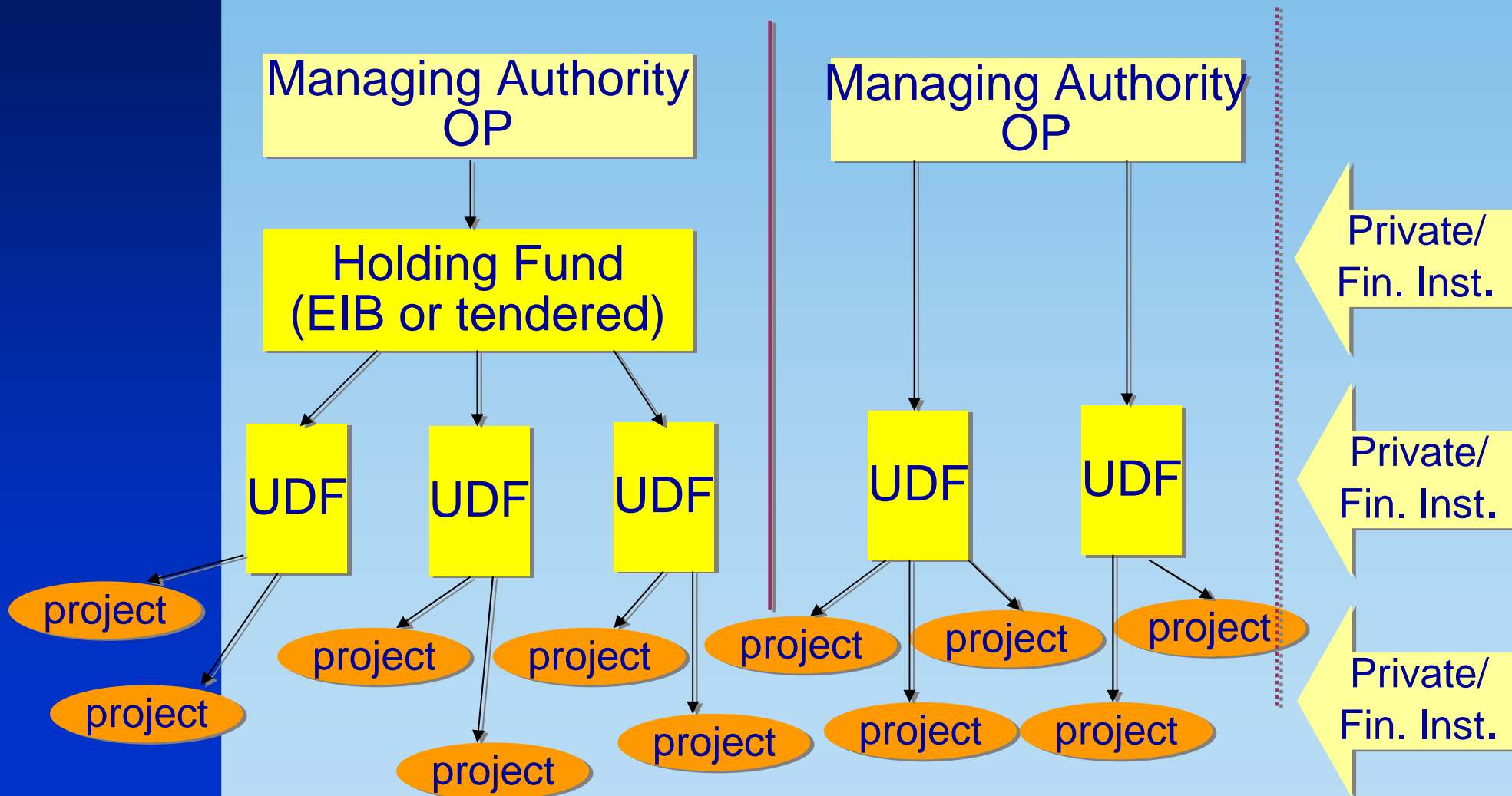


HOW: Common Features

- ★ Sustainable Integrated Urban Development Strategies / Partnership
- ★ Investment through Urban Development Funds
- ★ Investment = equity, loans or guarantees
- ★ Re-use for urban development projects
- ★ Optional = Holding Fund



HOW: Models





WOW: Advantages

- ★ Continued availability of investment funds / legacy
- ★ Trigger sustainable projects
- ★ Leveraging private investment and other financing
- ★ Reinforce local partnerships
- ★ Early reimbursement by EC (payment into HF or UDF)



Work in Progress

- ★ Studies with EIB (London and Wales in UK)
- ★ COCOF
- ★ Council Expert Group
- ★ URBACT dedicated network