



# CITIES IN PLACEMAKING

a city-to-city learning programme  
with and for European cities





Helsinki, Finland  
(Author) City of Helsinki?

# Placemaking

An overarching idea and a hands-on approach to create healthy, inclusive, and lovable communities. It inspires people to collectively reimagine and reinvent public spaces as the heart of every community, and facilitates creative patterns of use, with particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.

**Sociability**



**Image and comfort**



**Uses and activities**



**Linkages and access**



## Cities in Placemaking

Cities in Placemaking is a continuous learning partnership for municipal public administrations, organised and led by Placemaking Europe. The programme builds awareness and practical knowledge on placemaking. Together we set new standards for achieving healthy, inclusive and lovable communities through better public space.

## Our mission

To create a next generation of placemaking experts in governance, connected to the Placemaking Europe network and utilising the open-source mutual learning toolbox. Together we strive to utilise placemaking to help achieve the Sustainable Development Goals, the New Leipzig Charter goals and the EU Green Deal.

## Placemaking Europe

Placemaking Europe is a European network of front-runners, who together accelerate placemaking as a way to create healthy, inclusive, and beloved communities - to make the spaces we live into places we love and create a thriving, equitable, and sustainable world by joining values, passion, and action around our public spaces. We develop and share knowledge, contribute to designing and testing tools; create the ground to exchanging ideas; and actively advocate for better policies in public spaces.

## Objectives

### 1. To work, share and learn together with the Placemakers from the municipalities

With the Cities in Placemaking programme, we aim to create an environment of mutual learning for open-minded and ambitious placemakers working in cities leading innovative approaches to urban transformations across Europe. We want to open a platform where, by diving into the fundamentals of our work and sharing our challenges, we look for new solutions that can shape the urban future to be more inclusive, stronger, healthier, equitable and sustainable through the placemaking approach.

### 2. To break down the silos and advocate for placemaking at the Municipalities

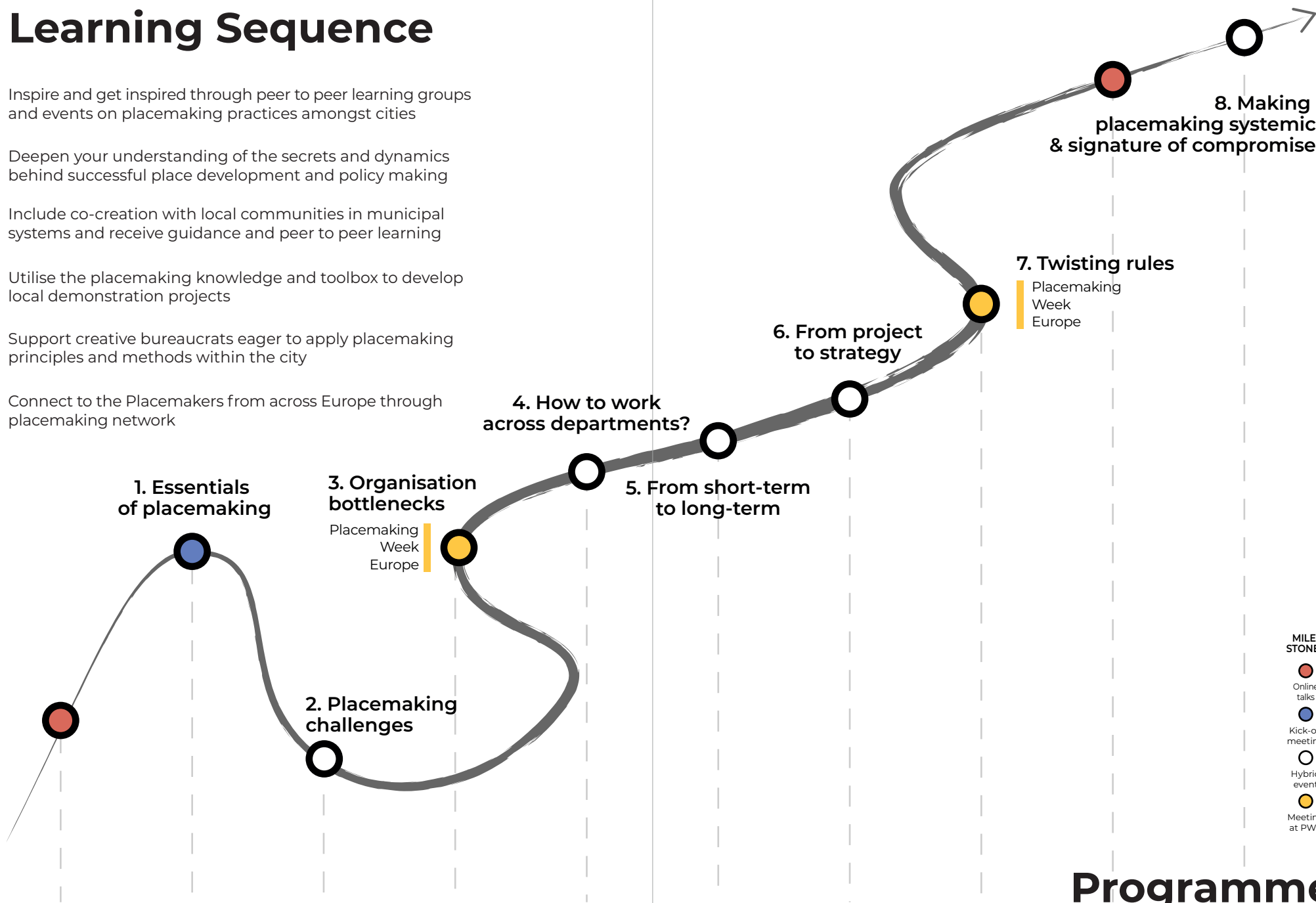
Through the programme, we aim to champion the placemaking approach that inspires people to collectively reimagine and reinvent public spaces as the heart of every community. We are aware of the challenge that these new solutions, often inconsistent with the old measures, are not always recognised and believed by colleagues. That is why we want to break down these silos and believe that by revealing new practices, successful initiatives and experiences, we can include a growing number of civil servants in placemaking as a path to a more sustainable and resilient future, with communities' interests at heart. We will also seek mutual gain with the different departments: what's in it for them?

### 3. To develop a roadmap for placemaking for systemic change

By sharing the placemaking challenges and organisational bottlenecks, by learning to work across departments and shifting to more holistic and long-term approaches, by moving from projects to strategies and learning how to twist the rules to adapt to changing needs and challenges, and by exploring how to make placemaking systemic, we aim to develop a roadmap for systemic change with the placemaking approach at its core. After this 2-year process, we believe that we can form a group of innovative, solution-oriented and passionate city representatives who are recognised as pioneers and trailblazers of urban transformation in Europe.

# Learning Sequence

- Inspire and get inspired through peer to peer learning groups and events on placemaking practices amongst cities
- Deepen your understanding of the secrets and dynamics behind successful place development and policy making
- Include co-creation with local communities in municipal systems and receive guidance and peer to peer learning
- Utilise the placemaking knowledge and toolbox to develop local demonstration projects
- Support creative bureaucrats eager to apply placemaking principles and methods within the city
- Connect to the Placemakers from across Europe through placemaking network



**1. Essentials of placemaking**

**3. Organisation bottlenecks**

Placemaking Week Europe

**2. Placemaking challenges**

**4. How to work across departments?**

**5. From short-term to long-term**

**6. From project to strategy**

**7. Twisting rules**

Placemaking Week Europe

**8. Making placemaking systemic & signature of compromise**

**MILESTONES**

- Online talks
- Kick-off meeting
- Hybrid event
- Meeting at PWE

## Programme

**2023**

Jan.

Mar.

Jun.

Sep.

Dec.

Mar.

Jun.

Sep.

Dec.

**2024**



## Cities in Placemaking

### Online talks

One-on-one meetings with the representatives of a city in the Programme (the Working Group) - both at the beginning and at the end of the programme, as an assessment of the needs and challenges in the first phase and the lessons and findings in the last phase.

### Physical kick-off meeting

Workshops organised by the Placemaking Europe Team in Amsterdam, the Netherlands, 20-22 March 2022. The official launch of the programme with the personal presence of the representatives of the participating organisations (4 representatives from each city - later called "Working Group"). 2.5-day workshops on placemaking, setting common goals and outlining the programme for the next 2 years.

### Hybrid event

Hosted by one of the participating cities. 1.5-day activities, including site visits around the host city to showcase the placemaking flagship projects and explore the host city's challenges, and workshops focusing on the milestone theme. Followed up by an online session with experts in the field, focusing on the challenges of the participating cities - open to a wider audience and specifically aimed at the civil servants of the participating cities' municipalities.

### Special meeting and in-person workshop at Placemaking Week Europe

Special workshops of 0.5 days for the participating cities on the theme of the Milestone, taking place one day before the start of the Festival. In addition, a series of Cities in Placemaking sessions during the Festival - specific topics selected based on the cities' challenges will be discussed in 1 plenary session and 2 parallel sessions during the 4-day event.

## Knowledge Partner

The Creative Bureaucracy Festival celebrates outstanding innovation in the public sector and its contribution to strengthening democracies as the basis for a more sustainable, just and thriving world. It brings together bureaucrats and their allies – those who, at all levels of government, fight for the common good and make a difference.

Even in government there are excellent, creative solutions to almost all community issues - the Creative Bureaucracy Festival puts these solutions and the people behind them in the limelight. The festival, according to its president Charles Landry, represents a shift from a "no because" culture to a "yes if" culture that embraces experimentation and new ideas. In doing so, the festival also aims to refresh the reputation of public administrations and appeal to imaginative new talent.



## Funding

### € 10,000 per year per city

The price includes:

#### Participation to the live kick-off meeting in Amsterdam

Number of participants from the city: max 4 (Working Group)

#### Participation in 2 of the annual Placemaking Weeks Europe with a special programme for Cities in Placemaking

Number of participants of the workshops: 4 (Working Group)

Number of tickets for Placemaking Week Europe: 2 free tickets + 4 tickets at a reduced price

0,5 days in-person workshops taking place before the start of the festival

1 plenary session and 2 parallel sessions during the festival for the Cities in Placemaking programme

#### Participation in 5-hybrid meetings

Invitation to attend in-person, optionally online

Number of participants: 4 (Working Group) + part of the meeting open to the participants from the host city (number to be discussed based on the Host City's needs)

Online session available for all colleagues from the municipalities - unlimited access

## Additional Benefits

- Have the logo of your organisation on the website and communications output of Placemaking Europe
- Use Placemaking Europe communication and knowledge resources
- Use the open source toolbox of Placemaking Europe
- Co-develop a placemaking tool with support of Placemaking Europe Team
- Co-author, together with Placemaking Europe Team, 1 long article/case study yearly about placemaking, public space and city wide strategies - to be published on the Placemaking Europe website
- Receive 2 free and 4 reduced price tickets for Placemaking Week Europe or any other yearly flagship conference, and unlimited access to online activities.
- Have an opportunity for representatives of a city to be involved as a Speaker in at least 2 sessions during the Placemaking Week Europe
- Have access to to new placemaking-related projects and networking opportunities
- Gain access to the Creative Bureaucracy network

# Be the host city for one of the meetings and bring your case study to the programme

During the 2-year programme, we will focus on case studies from the participating cities, which will involve peer-to-peer learning from the city network in the application of placemaking tools and methods. The case studies will be conducted as part of the hybrid events and will consist of:

- ❑ Closed meetings with city administration authorities and Placemaking Europe Team, detailed programme developed based on the needs of the host city - 0.5 days.
- ❑ Site visits with representatives of the city administration, the Placemaking Europe Team and participants from other partner cities (Working Group) - presentation of placemaking flagship projects, testing of the placemaking Toolbox, identifying of the city's challenges - 0.5 days
- ❑ Workshops with the Working Group (hybrid format for those who cannot attend in person) - working on universal solutions based on the local case study, with a focus on the milestone theme - 0.5 days.
- ❑ Open hybrid event - streamed from the host city, with case studies from other cities as well as international experts in a specific field, open to a wider audience.

## Benefits of being the Host City:

- ❑ 0,5-day of an individual programme tailored for the City's needs led by the Placemaking Europe Team
- ❑ Placemaking action points or recommendations for the local challenges, developed jointly based on the expertise of the Placemaking Europe Team and the members of the Working Group

## Additional cost:

- ❑ Costs of the logistics of 2 days workshops - production of the event, venues, transportation between venues
- ❑ Travel and accommodation costs for Placemaking Week Europe team







## Contact

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