WEGENERATE COOKBOOK SUBMISSION REPORT

DELIVERABLE D2.1

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EXECUTIVE SUMMARY

This submission report concerns the deliverable (D2.1), the WeGenerate Cookbook, a curated collection of proven recipes that transform urban communities – for and with people. This deliverable serves as a compendium of proven social innovation and participatory mechanisms tailored to catalyse transformative change at the local level. It is not merely a collection of abstract concepts, rather, it serves as a tangible, practice-oriented repository of tools and methods that builds on the needs and challenges of the WeGenerate Demo Cities – local authorities that are partners of the project with distinct responsibilities, such as the development of an Action Plan.

Drawing an analogy to a traditional cookbook, this deliverable presents specific tools, methods, and approaches through a series of "recipes" – or brief case studies that spotlight a particular mechanism in real life that use metaphors for the ingredients, step-by-step instructions, and even allergen alerts. Central to all showcased recipes is their inherent people-centric nature. Whether originating from grassroots movements or institutional strategies, each practice and method featured prioritises the enhancement of the quality of local life, cohesive communities and overall, the improvement of urban spaces.

The WeGenerate Cookbook recognises the wealth of publicly available, high-quality resources already developed by previous European-funded programmes and, as such, has designed this resource to be a "living" curated collection of the best material from various sources (e.g. New European Bauhaus Toolbox, NetZeroCities methods and URBACT capacity-building content). The WeGenerate Cookbook not only provides readers with quick valuable insights, but also directs them towards the specific tools, methods, and additional resources that might be aligned to their bespoke needs.

To optimise accessibility and user experience, the WeGenerate Cookbook has been designed as an interactive online resource (available here), utilising hyperlink navigation, embedded videos and an intuitive browsing experience. Additionally, a PDF version (provided in the Annex to this report) has been generated, but with limited interactivity though.

It is worth noting that the design and content of this deliverable is tailored to complement the WeGenerate partners' cities journey. It builds heavily on the experiences and practices from each city, such as: the Cascais Participatory Budgeting (PT) approach, arts-based interventions in Cesena (IT), Communities of Practice in Bucharest (RO), and the digital engagement platforms developed by the city of Tampere (FI), just to name a few. Nevertheless, the appeal and relevance of the WeGenerate Cookbook extend beyond project confines, catering to a broader audience of city practitioners, decision-makers and civil society stakeholders committed to fostering people-centric approaches to urban regeneration.

As the WeGenerate project progresses, new content (i.e. recipes) will be integrated into updated versions of the Cookbook, while maintaining the format of the deliverable. This includes stories and tools reflecting solutions that emerge from the unique experiences of the Demo Cities, as well as success or failure stories from both the Demo Cities and the Fellow Cities. While these new versions of the WeGenerate Cookbook are not formal deliverables,

they underscore its added value and potential to support project partners in their local endeavours.

INTRODUCTION

Social innovation, akin to orchestrating a culinary feast for a discerning audience, entails meticulous planning, collaborative execution and creativity. Within the pages of the WeGenerate Cookbook, readers can explore recipes designed to address complex societal challenges with precision and playfulness.

In the WeGenerate project, social innovation is envisioned as a concerted endeavour, where visionary individuals collaborate with the community to solve the difficult problems of urban regeneration. This document offers a compendium of methodologies and approaches tailored to foster inclusive and sustainable communities, while bringing new life to specific parts of the city.

The WeGenerate Cookbook is structured as a three-course meal — Starters, Main Course and Dessert (see image 1) — and designed specifically to support the WeGenerate Community Transition Pathway Canvas (see Image 2). The Canvas helps WeGenerate Demo Cities to better understand their local circumstances, activate its community to co-create integrated solutions, and collaborate with different stakeholders for lasting impact.
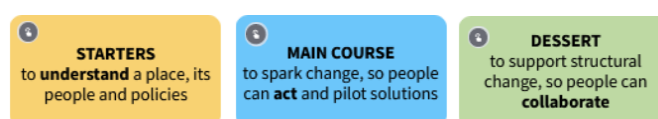

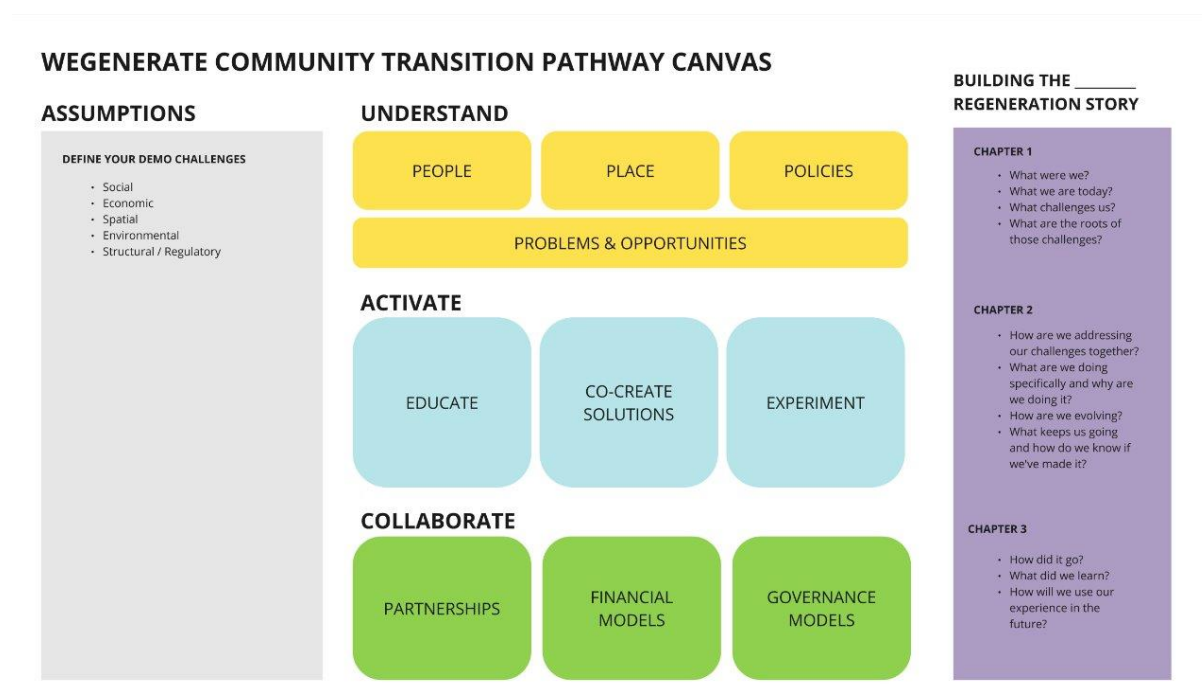**Image 1 – Three-meal course structure of the WeGenerate Cookbook**

Image 2 – WeGenerate Community Transition Pathway Canvas

The WeGenerate Community Transition Pathway Canvas is the result of a joint collective reflection, carried out both with partners involved with the task T2.2 and the deliverable D2.1 – in particular the UNIBO partners – but also other members of the WP2, the WeGenerate Innovation Hub.

The Canvas is based on a foundation of theoretical social innovation and participatory work, and tailored to the urban regeneration processes being explored in WeGenerate. It also includes other components of the WeGenerate project, storytelling and the WeGenerate Impact Model.

To illustrate the central elements of the Canvas (Understand - Activate - Collaborate), the WeGenerate Cookbook uses its three-course's sections to showcase related recipes. In order to convey messages and translate social innovation mechanisms (refer to Annex 1) into tangible practices that can be reproduced, or at least serve as a source of inspiration to other cities, the recipes use concrete examples and stories.

The recipes also provide further links to more in-depth content, "Extra flavours" with related existing external material (see image 4) and in some cases videos or special tips. The "Allergen Alert" highlights tips for readers to consider ensuring a positive outcome amidst the complexities of implementation, as well as key word ingredients (see image 3).

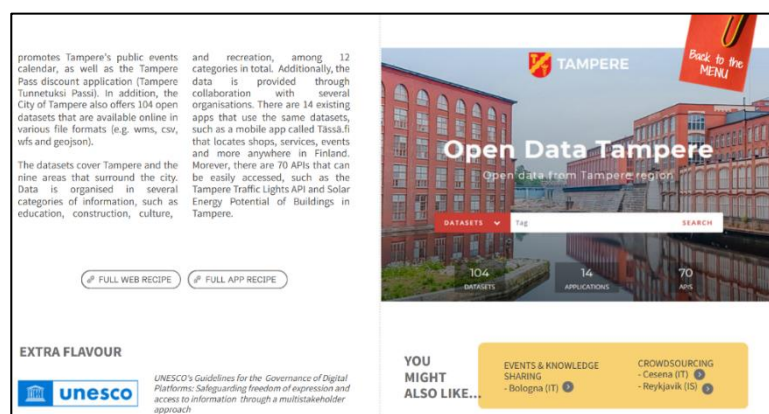**Image 3 – First page of the Digital engagement platform recipe**

Image 4 – Second page of the Digital engagement platform recipe

CONTENT

1. First section: Starters

A particular set of mechanisms and ideas for all cities that wish to work in an integrated and participatory manner, while refining and understanding local problems and opportunities. It basically consists of mapping, understanding and listening to people; exploring the place-based aspects of the intervention site; and finally, analysing policies that can either work as a driver or as a barrier to a project.

1.1. Mapping and understanding

The very first recipe consists of creating a common understanding as to what it means to map a territory, its stakeholders, and, ultimately, local systems and dynamics that are in place. It consists of the longest recipe within the whole WeGenerate Cookbook, providing a myriad of existing resources and hyperlinks that are suitable to all needs – and tastes.

1.2. Harvesting data

The remaining Starters' recipes focus on activities, techniques and good practices that can be used to gather intelligence and baseline information. These recipes expand the number of sources from which a local authority can extract reliable and evidence-based material to take justified action, not to mention being able to monitor any project from an early start, evaluate it and adjust interventions accordingly.

Showcased cities for this type of recipe include:

- Tampere (FI)
- Bucharest (RO)
- Cesena (IT)
- Reykjavik (IS)
- Aarhus (DK)

2. Second section: Main course

Practical and concrete city stories that inform readers as to how it is possible to activate a territory, leaving room for stakeholders to pilot ideas, succeed, but also sometimes fail. Both top-down and bottom-up examples, the recipes are clustered into different types of interventions. They bear witness of involving people by creating awareness, co-designing processes and, ultimately, changing behaviour.

2.1.   Awareness raising

Recipes that illustrate efforts aimed at increasing a shared understanding, knowledge and consciousness about a specific topic, issue, or concept among individuals or communities.

Target audiences can be expected to have a more passive attitude (e.g. attend knowledge sharing events) or a more active role (e.g. building capacities and increasing skills via workshops). Regardless of the recipe's type, any form of communication is designed to inform, engage and empower people to better comprehend and address the subject at hand. The goal is often to inspire action, change attitudes or behaviours and promote positive outcomes.

Showcased cities for this type of recipe include:

- Mannheim (DE)
- Karditsa (EL)
- Bologna (IT)
- Brussels (BE)
- Freiburg im Breisgau (DE)
- Manchester (UK)
- Liepaja (LV)
- Cascais (PT)
- Cork (IE)

2.2.   Co-creation

Recipes that highlight collaborative process, where individuals or groups work together to generate ideas, solve problems or create something brand-new. Unlike traditional approaches where one party dictates the outcome, co-creation involves active participation and contribution from all stakeholders involved. The emphasis is placed on shared decision-making, mutual respect and leveraging the diverse perspectives and expertise of the participants. By engaging in co-creation, collective intelligence of their stakeholders can be untapped, leading to more innovative solutions, products or services that better meet the needs and preferences of the actors who are concerned.

Showcased cities for this type of recipe include:

- Paris (FR)
- Budapest (HU)
- Munich (DE)
- Bologna (IT)
- Freiburg im Breisgau (DE)

2.3.   Experimentation

Recipes that involve piloting ideas, even if at a smaller scale than originally planned, in order to gain new experience, validate assumptions or improve processes and/or services. In summary, it consists of activities that have a structured approach to learn and innovate, and often entails taking risks and embracing uncertainty. It can also lead to valuable insights that inform decision-making dynamics.

Showcased cities for this type of recipe include:

- Cesena (IT)
- Zagreb (HR)
- Idrija (SI)
- Lisbon (PT)
- Bologna (IT)
- Oeiras (PT)

3. Third section: Dessert

Practical and concrete city stories that exemplify how long-term solutions can be established at local level. A taste of potential for collaboration and innovation to yield lasting impact, formalising and institutionalising participatory structures and activities. In some cases, the sustainability of a practice hinges on the ability to secure ongoing support, preventing activities from ceasing and enabling the realisation of transformative change over time.

3.1. Partnerships

Recipes that clarify that partnerships, when formalised and acknowledged by municipalities and public authorities, can transform the power dynamics and refer to collaborative arrangements. In such partnerships, there is a structured agreement between all parties, outlining roles, responsibilities, joint efforts and common objectives. This acknowledgement provides legitimacy and support to specific causes, enhancing the effectiveness and sustainability of concerned practices and initiatives.

Showcased cities for this type of recipe include:

- Cesena (IT)
- Turin (IT)
- Izmir (TR)

3.2. Financial models

Recipes that highlight financial models that allow, on one hand, certain activities to take off. While, on the other hand, can also provide sustainable resources to ensure continuity to an initiative. Financial models help people taking informed decisions, assess risks and allocate resources effectively and, when formalised, such models can be recognised as a standard tool. At last, they can also contribute to a more accurate and strategic decision-making process.

Showcased cities for this type of recipe include:

- Nantes (FR)
- Stockholm (SE)
- Voorschoten (NL)

- Heerlen (NL)
- Cascais (PT)
- Gondomar (PT)

3.3. Governance

Recipes that encompass governance mechanisms that structure processes and practices through the organisation of entities and/or institutionalise groups for action, including decision-making. Adhering to EU or national and regional frameworks can also be an efficient way to align policies and practices, while guaranteeing collaboration with different governance levels and more coherent coordination. Such recipes are particularly suited to address complex societal challenges and provide more transparency and accountability.

Showcased cities for this type of recipe include:

- Valencia (ES)
- Umeå (SE)
- Amsterdam (NL)
- Mannheim (DE)
- Bucharest (RO)
- Braga (PT)
- Bologna (IT)
- Tampere (FI)

CONCLUSIONS

The deliverable concerned by this report was finalised (12 April 2024) slightly later than the original deadline (31 March 2024), due to the Easter break. The Cookbook was first made available to the WeGenerate partners at the Consortium Meeting in Bucharest (23 – 25 April 2024). A Social Innovation and Participatory Action session, including a hands-on workshop, was provided by the ICLEI team in this occasion. Both the session and the Cookbook have been widely uptake by partners, with overall positive feedback. The official submission of the deliverable has been further delayed, given the set up of the Quality Review process that was established in late June 2024.

The external dissemination and promotion of the WeGenerate Cookbook followed shortly, with news and other communication activities (e.g. newsletter). As it is mentioned in the summary, feedback from the cities and their own progress and upcoming challenges will help continuously re-shaping the deliverable. It is a "living" document suited to a variety of audiences and can cater to different needs when it comes to using social innovation mechanisms to improve urban regeneration processes.

This deliverable ultimately introduces structural guidance elements for the Demo and the Fellow Cities' journey. Whether seasoned veterans or novices in the realm of societal transformation, the WeGenerate Cookbook invites all to partake in the journey of innovative urban regeneration. So, put on your metaphorical aprons, and let us embark together on a gastronomic expedition of innovation and progress, one recipe at a time.

ANNEX 1

Glorified glossary of the social innovation mechanism that are showcased in the WeGenerate Cookbook

STARTERS – UNDERSTAND

Mapping

- **Mapping and understanding**
  A process of analysis and comprehension of people – place – policies. It aims to identify, connect and better understand key features, assets and challenges within a community or urban area to inform strategic decision-making and interventions for urban regeneration.

- **Community interviews & surveys**
  Various techniques used to gather insights, opinions, and feedback from community members, stakeholders and residents to inform urban regeneration efforts.

Harvesting data

- **Digital engagement platform**
  Online tools and platforms that facilitate communication, collaboration and interaction between government agencies, community organisations, and residents to foster civic engagement, transparency and participation.

- **Oral history & storytelling**
  Preserving and sharing personal narratives, cultural heritage and collective memories of a community through oral traditions, storytelling and digital archives.

- **Crowdsourcing**
  Obtaining information or input into a task or project by enlisting the services of a large number of people, either paid or unpaid, typically via the internet.

- **Key Performance Indicators (KPI)**
  Quantifiable metrics used to evaluate the effectiveness, progress and impact of urban regeneration projects or initiatives against predetermined goals and objectives.

MAIN COURSE – ACTIVATE

Awareness raising

- **Communication campaigns**
  Strategic efforts to disseminate information, raise awareness and mobilise support for urban regeneration initiatives through various channels and media platforms.

- **Events & knowledge sharing**
  Organising festivals, seminars, conferences and public forums to strengthen communities, facilitate exchange of ideas and collaboration among stakeholders.

Education

- **Workshops & capacity-building**
  Training sessions, skill-building workshops and tailored programmes designed to empower community members, stakeholders and local organisations with the knowledge, methods and tools.

- **Climate literacy**
  Promoting public awareness, education and understanding of climate change, environmental sustainability and resilience strategies to empower communities to take action and adapt to changing environmental conditions.

- **Immersive site tours**
  Experiencing with a set of stakeholders, from different target groups, a guided site visit and/or immersive tour of urban areas to foster deeper understanding, empathy, inspiration and exchange with locals who first-hand know the place.

- **Gamification**
  Applying game design principles, play, mechanics and rewards to non-game contexts, such as urban planning, community engagement and behaviour change, to make activities more engaging, interactive, enjoyable and increase local's awareness and/or ownership to a certain place.

Co-creation

- **Policy & regulation adjustment**
  Reviewing, revising and adapting existing policies, regulations and zoning ordinances to support sustainable urban development, innovation, inclusive growth and social cohesion.

- **Tactical urbanism**
  Using low-cost, temporary interventions implemented by communities to improve their surroundings, often serving as catalysts for long-term change.

- **Placemaking**
  Developing a place-based collaborative approach to urban design and development that focuses on creating vibrant, inclusive and culturally rich public spaces that reflect the community's identity and aspirations.

Experimentation

- **Arts-based intervention**
  Integrating artistic methods, installations, performances, street art and murals into urban regeneration projects to enhance aesthetic appeal, cultural identity and social cohesion.

- **Pop-ups & vacant spaces**
  Using temporary retail establishments, cultural venues or community spaces established in vacant or underused buildings or lots to activate urban areas, with the goal to support local businesses, strengthen local communities and foster creativity.

- **Innovation Hub**
  Setting up physical or virtual spaces that facilitate collaboration, networking and knowledge exchange among entrepreneurs, startups, researchers and investors to stimulate innovation, entrepreneurship and economic development.

- **Living Labs**
  Testing real-world environments or experimental spaces within urban areas where stakeholders collaborate to co-create and evaluate innovative solutions, technologies, and services in a controlled or controlled environment.

- **Business incubator**
  Supporting structures that nurture and grow social enterprises or business ventures with a primary mission of addressing social or environmental challenges, by providing resources, mentorship and networking opportunities.

DESSERT – COLLABORATE

Partnership

- **Urban commons**
  Sharing resources, assets, and spaces managed collectively or collaboratively by communities, stakeholders or user groups for the benefit of all members and the broader public.

- **People Public Private Partnership (PPPP)**
  Establishing collaborative partnerships involving government agencies, private sector entities and civil society organisations, as well as community members, to jointly plan, finance and implement projects and initiatives.

- **Friends of…**
  Gathering voluntary associations or grassroots groups formed by residents, businesses or stakeholders to advocate for the preservation, enhancement and stewardship of public spaces, parks or cultural assets within their communities.

Financial model

- **Corporate Social Responsibility (CSR)**
  Striving for business practices and initiatives that integrate social, environmental, and ethical considerations into a company's operations, supply chain and stakeholder relationships to create positive impact and sustainable value.

- **Crowdfunding**
  Using online platforms that enable individuals, groups or organisations to raise funds for community projects or initiatives from a large number of donors, coming from different backgrounds, often leveraging the power of social networks.

- **Social Impact Bonds (SIB)**
  Using financial instruments that leverage private investment to fund social programmes, initiatives or interventions aimed at achieving specific social outcomes. The returns and interest rates are tied to the achievement of predefined targets and metrics.
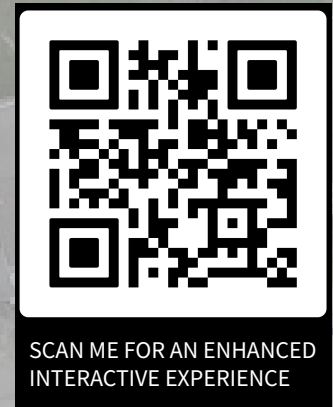
- **Participatory budgeting**
  Developing a democratic process that allows citizens to directly participate in allocating public funds and deciding on municipal budget priorities through deliberation, voting, and decision-making assemblies.

- **Formalisation of services**
  Recognising, regulating and integrating informal economic activities, services or sectors into formal legal, institutional and regulatory frameworks. It involves establishing mechanisms to bring such activities into compliance with certain requirements, as labour and safety standards, besides promoting inclusion, reducing vulnerabilities and harnessing potentials.
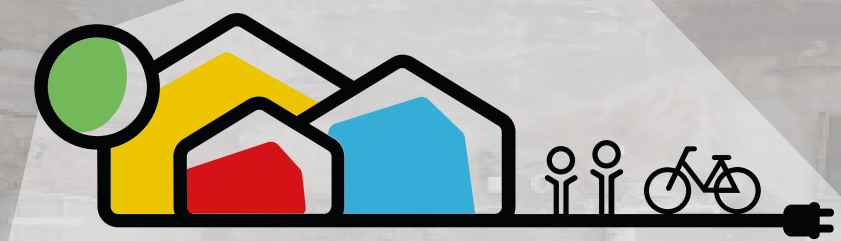
Governance

- **Municipal facilitators**
  Assigning government officials, staff or innovative departments tasked with facilitating, coordinating and supporting collaborative processes, partnerships and initiatives, serving as intermediaries between stakeholders and decision-makers.

- **Local Green Deals**
  Adapting a EU framework to the local level. A Local Green Deal is a local tailor-made action plan to accelerate and scale-up a city's green transition. It builds on and joins up existing strategies (e.g. sustainable energy and climate action plans, circular economy plans, resilience or economic development plans) legislation, market and financial incentives into a coherent approach to advance the EU Green Deal locally.

- **Communities of Practice**
  Creating informal networks, groups or communities comprised of individuals with shared interests, expertise, or professional backgrounds who collaborate, exchange knowledge and learn from each other to address common challenges or pursue common goals.

- **Municipal facilitators**
  Assigning government officials, staff or innovative departments tasked with facilitating, coordinating and supporting collaborative processes, partnerships and initiatives, serving as intermediaries between stakeholders and decision-makers.

- **Citizen's Assembly**
  Holding deliberative and representative forum comprised of randomly selected citizens who convene to discuss, deliberate and make recommendations on specific issues or policy questions facing a community or society. Unlike traditional representative bodies, they are designed to be inclusive, transparent, and participatory, allowing ordinary citizens to engage in informed dialogue.

- **Community Councils**
  Designing advisory bodies composed of residents, stakeholders and subject matter experts convened to provide input, feedback and recommendations on specific issues, projects or policy decisions affecting their community.

www.wegenerate.eu/en/home

WeGenerate
COOKBOOK
APRIL 2024

The WeGenerate Cookbook

A curated collection of proven recipes that transform urban communities -- for and with people

Social innovation is much like cooking a meal for friends and family.

You pull a cookbook or two off the shelf and flick through the recipes for starters, main courses and, of course, desserts for inspiration. Then the experimenting begins! You combine different ingredients, perhaps add too much salt and even call in a few extra hands. In the end, you have created a new signature dish and a memorable experience for yourself and those around you.

In WeGenerate, we see social innovation as a collaborative process of generating solutions to complex social problems. With adventurous and empathetic chefs, social innovation is iterative and inclusive, involving people with different culinary needs and preferences along the way. This means engaging or at least considering the realities of different groups of people, especially those who may be more vulnerable or excluded (e.g. the elderly, children, single parents, migrants, women, LGBTQ+, etc.).

Together, they make use of seasonal, local ingredients to create sustainable, healthy, and novel dishes that **everyone** can enjoy. Good governance and collaboration between the private sector (including the social economy), civil society, government and academia are crucial for joint problem-solving. The result? A delightful array of dishes, that can take the form of a conceptual, process, a new product, or organisational change.

This Cookbook has been created for the WeGenerate Demonstration Cities and Fellow Cities as they embark on their people-centred, sustainable neighbourhood regeneration interventions. The recipes in it are a repository of curated tools, methods, approaches and inspiring good practices, with some additional tasty knowledge and in-depth cases for inspiration.

What's on the menu?

How to use the WeGenerate Cookbook

Like a three-course meal, the WeGenerate Cookbook is divided into three distinct sections. Each section (or "course") offers a curated collection of "recipes" made of tools, methods and approaches to support cities as they navigate the WeGenerate Community Transition Pathway Canvas. An exercise to support the development of a people-centric, sustainable action plan for urban regeneration.

Filled with inspiring stories and ingredients readily available in every community, it offers a diverse range of methods and tools to engage with the community and unlock social innovation potential.

Some of the recipes include additional resources, such as external links, directions to more in-depth stories and high-quality existing tools. Others may contain Allergen Alerts to remind chefs about potential pitfalls and how specific ingredients might change the flavour profile of a recipe for an unexpected outcome.

The WeGenerate Cookbook was designed to be browsed, but you can also quickly find recipes by city in the **index** and check the **deinitions** for each recipe at the end of the document.

STARTERS
to **understand** a place, its people and policies

MAIN COURSE
to spark change, so people can **act** and pilot solutions

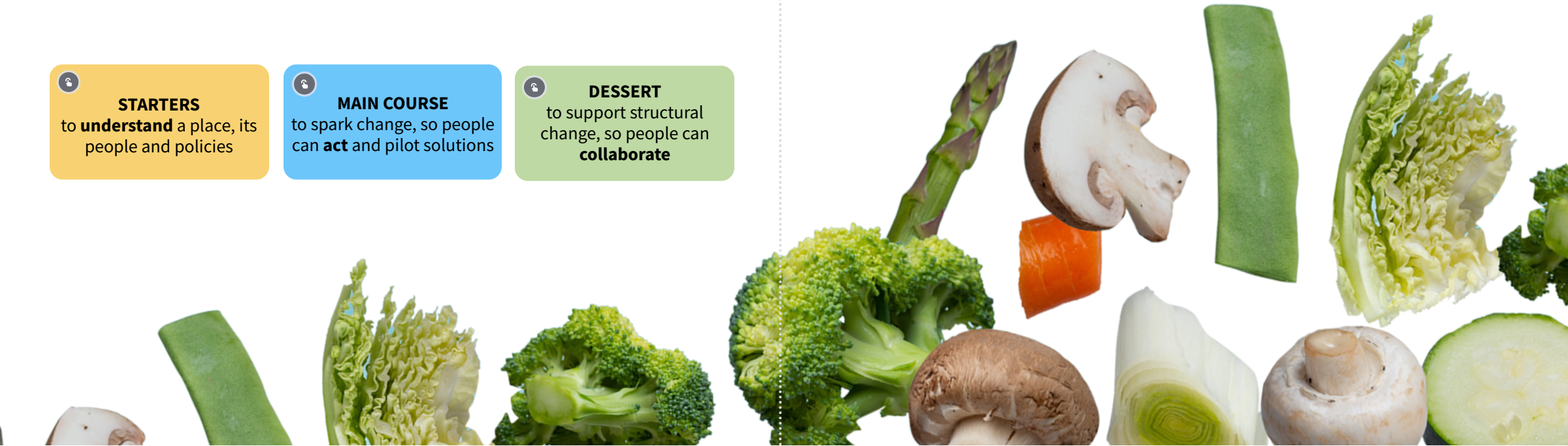**DESSERT**
to support structural change, so people can **collaborate**

STARTERS

Delicious appetizers to **understand** a place, its people, and its policies.

Mapping & understanding
- See all recipes_ p. 11

Community interviews & surveys
- See all recipes_ p. 17

Digital engagement platform
- Tampere (FI) recipe_ p. 21

Oral history & storytelling
- Bucharest (RO) recipe_ p. 25
- Cesena (IT) recipe_ p. 29

Crowdsourcing
- Cesena (IT) recipe_ p. 33
- Reykjavik (IS) recipe_ p. 37

Key Performance Indicators
- Aarhus (DK) recipe_ p. 41

MAIN COURSE

Hearty dishes to educate and **activate** the community to co-create transformative change

Communication campaigns
- Karditsa (EL) recipe_ p.47
- Mannheim (DE) recipe_ p. 51

Immersive site tour
- Liepaja (LV) recipe_ p. 75

Tactical urbanism
- Budapest (HU) recipe_ p. 91
- Munich (DE) recipe_ p. 95

Innovation Hub
- Lisbon (PT) recipe_ p. 119

Events & knowledge sharing
- Bologna (IT) recipe_ p. 55

Gamification
- Cascais (PT) recipe_ p. 79
- Cork (IE) recipe_ p. 83

Placemaking
- Bologna (IT) recipe_ p. 99
- Freiburg im Br. (DE) recipe_ p. 103

Living Labs
- Bologna (IT) recipe_ p. 123
- Zagreb (HR) recipe_ p. 127

Workshops & capacity building
- Brussels (BE) recipe_ p. 59
- Freiburg im Br. (DE) recipe_ p. 63

Policy & regulation adjustment
- Paris (FR) recipe_ p. 87

Arts-based interventions
- Cesena (IT) recipe_ p. 107
- Zagreb (HR) recipe_ p. 111

Business incubators
- Oeiras (PT) recipe_ p. 131

Climate literacy
- Bologna (IT) recipe_ p. 67
- Manchester (UK) recipe_ p. 71

Pop ups & vacant spaces
- Idrija (SI) recipe_ p. 115

DESSERT

Irresistible treats for long-term
collaboration that everyone can enjoy

STARTERS

Delicious appetizers to **understand** a place, its people, and its policies.

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Mapping & understanding

To taste *
People, place & policies

* this recipe can be adjusted and seasoned to the flavour of any city.

KEY INGREDIENTS

- problems
- opportunities

STEP-BY-STEP RECIPE

Stakeholder mapping is a strategic tool used to identify and analyse the key individuals or groups that can affect or are affected by your urban regeneration effort. Critically mapping stakeholders helps us understand their interests, influence, and relationships. This step is valuable for understanding who to engage with, how to engage, and when. There are a number of existing tools to support stakeholder mapping. Some of the tastiest are listed on the next page.

YOU MIGHT ALSO LIKE...

all recipes! Mapping & understanding exercises pair well with every recipe from the WeGenerate Cookbook.

- New European Bauhaus Toolbox: Stakeholder mapping for management & inclusion 🔗

- URBACT Toolbox: Stakeholder ecosystem map 🔗

- UP2030 Tools & Methods: Stakeholder mapping 🔗

Stakeholder visualisation and **empathy mapping** takes stakeholder mapping one step further, to help you gather deeper knowledge of your stakeholders, and learn about their needs, motivation, and drivers for engaging in urban regeneration processes or activities.

Empathy mapping is a technique to understand and visualise the thoughts, feelings, and needs of a target audience or user. It helps us develop a deeper understanding of user experiences and designing solutions that address their specific needs. Empathy mapping is a useful step towards developing personas.

Personas are fictional characters created to represent different user types to humanise and understand the needs, behaviours, and goals of specific user groups. Developing personas helps teams make more informed and user-centred decisions throughout a design and development process.

- Interaction Design Foundation: Empathy map - why and how to use it 🔗
- NetZeroCities: Empathy map canvas 🔗
- NetZeroCities: Stakeholder visualisation canvas 🔗
- New European Bauhaus Toolbox: Empathy mapping 🔗

Influence x Power mapping helps us identify individuals or groups with high influence and power in a given context so that we can focus our efforts to most effectively drive change. Understanding the power dynamics of and between stakeholders also helps us anticipate potential conflicts or obstructions, so that we can proactively work towards consensus and finding common ground.

- URBACT Toolbox: Stakeholder power x Interest matrix 🔗

Perception mapping is a method used to understand how an idea or place is perceived by individuals or groups. This can sometimes also be called **Sensory mapping**. It can help us understand the various layers and stories of a place, as interpreted by different people. The method involves visually mapping out perceptions or multi-sensory experiences, and identifying areas for improvement or communication strategies. This method can be used with user groups of all ages and backgrounds who are deeply familiar with a place.

- UP2030 Tools & Methods: Participatory mapping with children 🔗
- ArchDaily (for inspiration): Sensory mapping in urban design 🔗

4Ws (Who, What, Where, When) is a simple tool used to gather and organise essential information about a situation, problem, or project. It helps describe, interpret and agree upon a problem to arrive at a problem statement. In the context of problem tree analysis, the 4Ws can be an initial step to identify and define the core problem, its causes, and effects. The 4Ws also should be used when your team or stakeholders can't agree on the problem your project is tackling.

- URBACT Toolbox: 4Ws tool 🔗
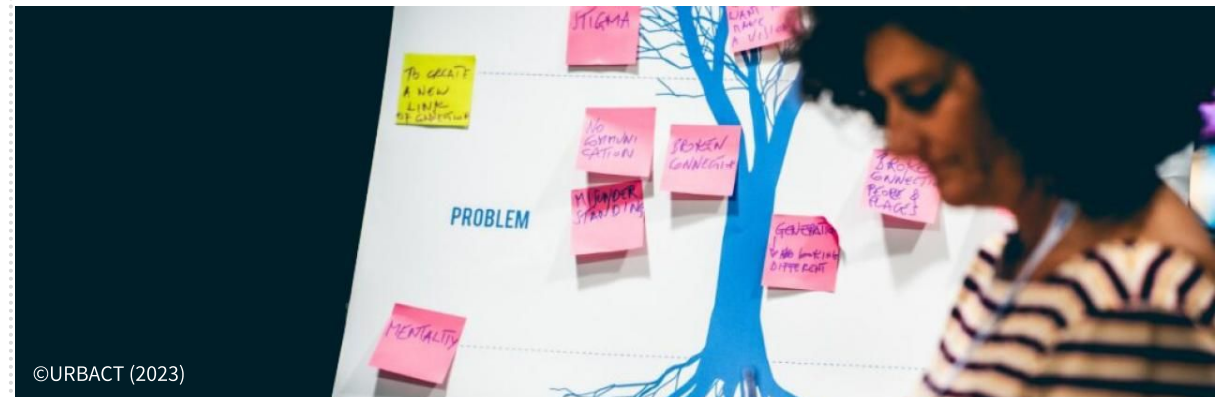
A **Problem Tree** is a visual representation of a problem and its underlying causes and effects. It should be used at the beginning of a project to help identify the problem's root causes and develop targeted solutions in response to them. Problem tree analysis is best carried out in a small focus group of about six to eight people.

- URBACT Toolbox: Problem solving tree 🔗

- UP2030 Tools & Methods: Problem tree 🔗

- New European Bauhaus Toolbox: Problem tree analysis 🔗

Systems Mapping is a visual representation of the relationships and interactions within a system. System mapping is about gaining an empirical understanding of "what is" before we engage in envisioning "what could be" or "what we would like it to be". They should be used as a tool for exploration and to better understand the system dynamics of complex issues. The Systems Innovation Network (link below) offers a user-friendly comprehensive guide and suite of tools to learn more about **Systems Innovation**, including modules on systems thinking, systems mapping, systems change, and systems building. If you're already familiar with systems innovation, then you can skip ahead to their:

- Systems Innovation Network: Guide to Systems Mapping 🔗

Similar to systems mapping, **Fuzzy Cognitive Mapping** (FCM) is a modelling approach that incorporates fuzzy logic to represent and analyse complex systems. It enables us to include uncertainty by assigning "fuzzy" values to the strength of connections between interconnected variables. FCM is widely used in decision-making, policy analysis, and strategic planning to capture qualitative insights and understand the dynamic nature of real-world systems.

- UP2030 Tools & Methods: Fuzzy Cognitive Mapping 🔗

Policy mapping involves visually representing policies and their interconnections, and helps us analyse the regulatory landscape, identifying gaps, and informing decision-making. A number of tools are available to help inventory, map, and analyse policies in various policy domains. Good data is critical. Artificial intelligence-enable tools are quickly evolving to analyse vast amounts of data to identify patterns, trends, and correlations within policy-related information. This can further help us gain insights into the impact and effectiveness of existing policies, and identify which policies need to be adjusted to better meet community needs and goals.

SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is a widely used method for assessing the internal and external factors affecting a place, project, organisation, or idea. It helps in strategic planning and decision-making.

- UP2030 Tools & Methods: Define barriers, assets & drivers 🔗

- New European Bauhaus: SWOT meets NEB 🔗

Site Analysis involves assessing the physical characteristics, environmental factors and constraints of a specific location. It is commonly used in urban planning and design, architecture, and environmental studies. You can combine Site Analysis with Perception Mapping to create a rich, multi-sensory understanding of a place, people and problems.

- Urban Design Lab: Urban design site analysis 🔗

- UP2030 Tools & Methods: Integrated Spatial Analysis 🔗

- UP2030 Tools & Methods: Participatory Rapid Appraisal 🔗

Community interviews & surveys

To taste *
Harvesting intelligence

* this recipe can be adjusted and seasoned to the flavour of any city.

KEY INGREDIENTS

- collective intelligence
- vulnerable groups
- public consultation

STEP-BY-STEP RECIPE

Interviews, Canvassing, Focus Groups, and Surveys are qualitative and quantitative data collection methods.

Interviews involve one-on-one conversations, typically with key

project stakeholders, to get information, opinions, and feedback about particular aspects of a project.

Canvassing is about gathering data from a specific area or population in

the community. The goal of canvassing in the context of WeGenerate would be to collect data and/or raise awareness about the activities taking place in your Demo area.

Surveys are designed to collect structured information from a larger audience. **Focus groups** are a qualitative research method that brings

together a diverse group of about 6 to 12 people who share a common interest (e.g., being involved in their neighbourhood) for discussions.

Focus groups are useful for confirming or refuting pre-existing ideas, as they provide more nuanced and deeper feedback than large-scale surveys.

- Scribbr methodology: **Focus group** 🔗

- LE:NOTRE Institute toolbox: **Landscape & Democracy tool** 🔗

- NetZeroCities: **Ethnographic interviews** 🔗

- URBACT Toolbox: **Multi-stakeholder group guidance** 🔗

YOU MIGHT ALSO LIKE...

all recipes! Mapping & understanding exercises pair well with every recipe from the WeGenerate Cookbook.

©TAMPERE.FINLAND - Laura Vanzo

Digital engagement platform

TAMPERE (FI)
Data that fuels transparency

KEY INGREDIENTS

- open data
- digital platform
- public consultation

STEP-BY-STEP RECIPE

Transparency is the cornerstone of effective citizen engagement, especially in the realm of municipal digital platforms, where openness fosters trust and empowers communities to actively participate in shaping their shared future. In this matter, the city of Tampere has plenty to share.

On one hand, the Tampere.Finland app meets both the locals' and visitors' needs to easily get information about services in the city. The app includes maps, local bus routes and timetables, available parking spaces in the garages and even your carbon footprint for travelling. The free app also

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! **ALLERGEN ALERT**

Digital tools are not an end, but a means to connect with people.
Beyond any ethical or data privacy concerns, remember,
engagement is primarily about people.
When developing online platforms, be mindful of the users: run focus groups, pilot beta versions and be sure to create something that is UX-friendly and fit for purpose!

promotes Tampere's public events calendar, as well as the Tampere Pass discount application (Tampere Tunnetuksi Passi). In addition, the City of Tampere also offers 104 open datasets that are available online in various file formats (e.g. wms, csv, wfs and geojson).

The datasets cover Tampere and the nine areas that surround the city. Data is organised in several categories of information, such as education, construction, culture, and recreation, among 12 categories in total. Additionally, the data is provided through collaboration with several organisations. There are 14 existing apps that use the same datasets, such as a mobile app called Tässä.fi that locates shops, services, events and more anywhere in Finland. Morever, there are 70 APIs that can be easily accessed, such as the Tampere Traffic Lights API and Solar Energy Potential of Buildings in Tampere.

🔗 FULL WEB RECIPE   🔗 FULL APP RECIPE

EXTRA FLAVOUR

UNESCO's Guidelines for the Governance of Digital Platforms: Safeguarding freedom of expression and access to information through a multistakeholder approach
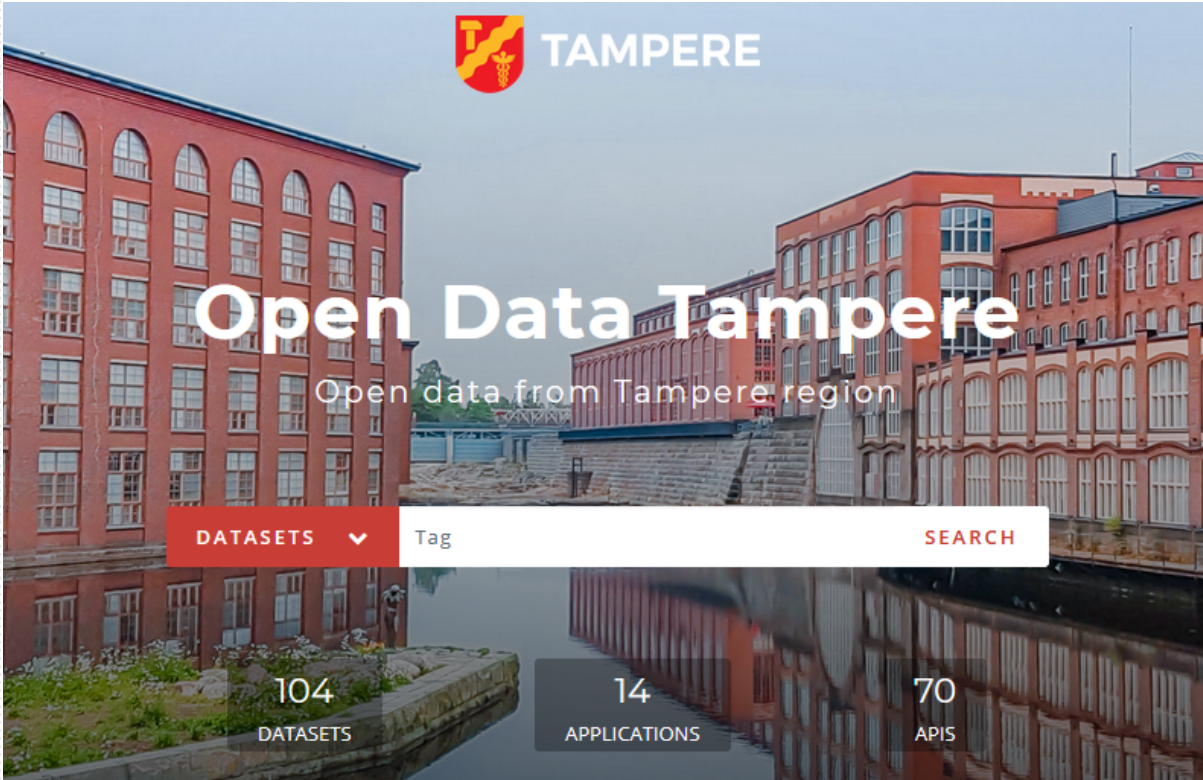
YOU MIGHT ALSO LIKE...

EVENTS & KNOWLEDGE SHARING
- Bologna (IT)

CROWDSOURCING
- Cesena (IT)
- Reykjavik (IS)

©UTCB

Oral story & storytelling

BUCHAREST (RO)

Interweaving the layers of local memories

KEY INGREDIENTS

- place-based intervention
- local stories
- public consultation

STEP-BY-STEP RECIPE

As the residents and visitors of the second district of Bucharest headed to their usual bus and tram stops, or even as they exited local shops, they were surprised by new kiosks placed in strategic locations, with high visibility and accessibility. An invitation for any passersby to share their thoughts in the consultation kiosks. Displayed as a safe space to reduce participation

barriers and encourage engagement with the local community, people who were willing interact were met by a trained team who not only handed out the Layers of Memories leaflet, but who also walked locals through a series of potential activities.

Locals were welcome to co-develop:

- **Emotional maps**: contributing to an emotional mapping exercise, marking areas of the city that held personal significance or memories. This visual and interactive tool was not only engaging but also provided valuable insights into the community's emotional geography. The success of the emotional map activity underscored the effectiveness of interactive and personal engagement methods.

- **Personal stories**: encouraging the sharing of personal stories allowed participants to connect on a deeper level, both with the project team and with their own experiences of the city.

- **Questionnaire**: a structured questionnaire was used to collect specific feedback, garnering 53 responses. The questions were likely designed to understand the community's needs, preferences, and memories related to the intervention area.

In addition, the leaflet told the perhaps unheard history of the district's neighbourhood. It served as a useful tool to facilitate discussions about past practices and the history of the intervention area and enrich the project's understanding of the community's relationship with the space.

This storytelling initiative, which was developed under the DivAirCity project, was met with surprise and appreciation from the public, many of whom were pleased to see the

town hall taking an active interest in their opinions. The act of being asked to share their thoughts was a positive experience for many participants. It was a successful way to lay a strong foundation to connect with the community within the project's intervention area, strengthening shared memories and experiences, while approaching public consultation in an innovative, accessible and meaningful way.

The experience also indicated that while the initial broad engagement

was valuable, future efforts might benefit from more focused discussions with specific community groups to deepen the understanding and relevance of the intervention. The insights gained from the emotional maps and personal stories will inform the next stages of the project, ensuring that interventions are deeply rooted in the community's history, needs, and aspirations.

🔗 FULL RECIPE

©UTCB

EXTRA FLAVOUR

SUSPLACE
*SUSPLACE
Sustainable Place Shaping
Series of arts-based
methods*

FEST Federation for European Storytelling
*FEST
Federation for EU
Storytelling
Eight colours tool*

YOU MIGHT ALSO LIKE...

CROWDSOURCING
- Cesena (IT)
- Reykjavik (IS)

STORYTELLING
- Cesena (IT)

MAPPING

Oral story & storytelling

CESENA (IT)
Old stories breathe new life

KEY INGREDIENTS

- place-based intervention
- local stories
- NGO & grassroots

STEP-BY-STEP RECIPE

Two social housing blocks, Vigne (built from 1957 to 1963) and Fiorita (built from 1950 to 1955) during the post-war period, underwent a storytelling-based regeneration initiative. Involving 250 students and various institutions from autumn 2020 to spring 2021, the project aimed to revive collective memory through mapping, archival research, and interviews. It fostered a renewed appreciation for the area's historical and social significance, bridging past, present, and future.

This initiative sparked emotional and collective revitalisation, empowering residents to embrace their neighbourhood's history. By using oral history, performing arts and civic design, it engaged locals through interviews, social media and interactive installations, including QR codes installed on-site. The project's results and stories that were gathered were disseminated via a docufilm, a dedicated webpage and information panels. A brand-new archive set was also

UNA CASA PER UNO. UNA CASA PER TUTTI.

INACASA

www.inacasa.org

©INACASA

consolidated with photos, audio entries by current and former residents, with a look at the contemporary city supporting the creative reflection on the urban suburb's topic.

Such outcomes contributed to making students aware of the importance of both residential blocks, notably at local and national level in terms of urban planning and architecture. Residents have also rediscovered the value of the place where they live, as well as the sense of belonging to the community, the peculiarities and advantages of these unique architectural and social cohesion.

By reconnecting residents with their community and heritage, the project cultivated a replicable methodology that could be adapted to other neighbourhoods, fostering a composite mapping of extraordinary experiences in territorial planning and national history. It succeeded by integrating local efforts with national contexts and forging

collaborations with diverse stakeholders, resulting in a participatory archive documenting local memories and housing stories.

INA CASA. Una casa per uno. Una casa per tutti 🔗 (INA CASA. One house for one. A home for all), was curated by the AIDORU association and funded by the public call Youth for the territory: the culture that cares. The project was promoted by the Cultural Heritage Service of the Department of Culture and Landscape of the Emilia Romagna Region, with the contribution of the Municipality of Cesena, ER Creativa, Hub temporary uses RER, Azienda Casa Emilia Romagna (ACER), Department of Architecture of the University of Bologna, Emilia Romagna Teatro Fondazione (ERT) with the participation of the theatre project Ricordo al Futuro, FAI Delegation Cesena, Società tra Operai (SOM), Muratori Cesena spa, Quartiere Vigne and Quartiere Fiorenzuola.

🔗 FULL RECIPE

EXTRA FLAVOUR

SUSPLACE
Sustainable Place Shaping
Series of arts-based methods

FEST
Federation for EU Storytelling
Eight colours tool

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YOU MIGHT ALSO LIKE...

CROWDSOURCING
- Cesena (IT)
- Reykjavik (IS)

STORYTELLING
- Cesena (IT)

DIGITAL ENGAGEMENT PLATFORM
- Tampere (FI)

ARTS-BASED INTERVENTIONS
- Cesena (IT)
- Zagreb (HR)

©Comune di Cesena

Crowdsourcing

CESENA (IT)
A wall of wishes for the railway

KEY INGREDIENTS

- temporary use
- place-based intervention
- collective intelligence

STEP-BY-STEP RECIPE

In a vibrant collaboration between local stakeholders, high school students, and university professors, a unique initiative called StazioniAMO emerged as the heart of a transformative effort around the Cesena railway station. In an attempt to not just gather individuals, the initiative embodies a collective vision for community engagement and urban regeneration.

StazioniAMO is not your typical flash mob. It's a dynamic platform for residents and visitors alike to share their hopes, dreams and aspirations for the future of the area. Imagine a bustling public space adorned with a Wall of Wishes, where passersby eagerly contribute their ideas for how to enhance the district's vibrancy and functionality. From young students to seasoned professionals, everyone has a voice

in shaping the destiny of their community. Ideas flow freely, sparking conversations and igniting imaginations. The community is empowered to take ownership of its future, to envision the city collectively.

As the wall fills with messages, it becomes clear that StazioniAMO is more than just a temporary installation; it's a catalyst for change. The collective input gathered, particularly during public events, serves as the foundation for future urban interventions, ensuring that the regeneration efforts are firmly rooted in the desires and needs of the people they serve. But this is just the beginning of a larger journey towards a more vibrant and inclusive urban landscape. The ideas generated during the event were carefully curated and incorporated into a comprehensive Integrated Action Plan, under the KAIROS network 🔗 . The document guided the next phase of the district's transformation, which have also flourished into the WeGenerate project.

The experience represents good practice in methodological terms for mapping the area's characteristics, translating them into an action plan and testing some interventions in pilot experiments. The overall process of co-creation and temporary transformation of the area was implemented within the KAIROS Action Planning Network, co-funded under the URBACT Programme. The network ran from 2019 to 2022 and it focused on the use of cultural heritage as an opportunity for urban development and social sustainability.

🔗 FULL RECIPE

©UNIBO

EXTRA FLAVOUR

I WISH THIS WAS
A GROCERY!
WITH FRESH PRODUCE AND PUMPKIN PIE
www.iwishthiswas.com

Candy Chang
I wish I was project
(worldwide project, 2010 - present)
Stickers on vacant buildings to invite neighbours and residents to easily share their hopes for these spaces.

YOU MIGHT ALSO LIKE...

GAMIFICATION
- Cascais (PT)
- Cork (IE)

EVENTS & KNOWLEDGE SHARING
- Bologna (IT)

©Better Reykjavik (2012)

Crowdsourcing

REYKJAVIK (IS)
Listening and fostering exchange

KEY INGREDIENTS

- collective intelligence
- NGO & grassroot
- digital platform

STEP-BY-STEP RECIPE

Could the municipality directly engage with half of the city's population? Surprisingly, with approximately 120 000 inhabitants, over 70 000 citizens in Reykjavik had their voices heard by the local government. "Betri Reykjavik", or Better Reykjavik, is Reykjavik's online engagement platform used for the crowdsourcing of urban solutions developed and launched by the Icelandic Citizens Foundation in May 2010. Since then, residents were given the opportunity to submit, debate and prioritise policy proposals and ideas. The uniqueness lies in the fact that the platform is maintained by a grassroots nonprofit organisation, and not by a government.

The platform has multiple democratic functions, which can roughly be split up into three modules:

- Agenda setting (Your Voice At The City Council);
- Participatory budgeting (My neighborhood);
- and Policy crowdsourcing ("Reykjavík's Education Policy").

To facilitate its use, the function Your Voice At The City Council allows people to log in with their Facebook, Twitter or email accounts. This integration with social media allows for easier diffusion of ideas and helps promote Better Reykjavik. Using their own devices, people can submit proposals, which are then open to likes, dislikes and debates. Users can publicly discuss the pros and cons of each issue. Proposal ideas vary greatly, from building a new basketball court in Hlíðaskóli to providing a care station for the homeless in the central area of Reykjavik. Many suggestions revolve around themes like transportation, construction and environmental issues. Occasionally, people also address reforming different aspects of the education system or improving maternity leave. If a proposal gains several votes and likes, a project manager is appointed to set in place the proposal and to establish a committee. So far, that has been the case for the 200 ideas that were selected, out of a total of 400 submissions.

To make the integrality of the selection process transparent, every stage of the assessment is posted on the website. Sometimes professional teams can call the proposal's authors to provide additional details or even further customise the idea. This all occurs in the span of three to six months and the final result is sent by email to all participants involved with the original idea. If an idea has been rejected, the author will receive an explanation by email, and if they are still unsatisfied, the author is invited to hold meetings with city officials to discuss the issue further.

The platform also counts with a participatory budgeting function, which steadily growing with new records reached almost every year. To vote, users must be 15 or older and live in Reykjavik. Voters choose the neighborhood in which they want to cast their vote by simply clicking on it on a map of Reykjavik, then they can choose projects until they have reached the amount of money the neighborhood has to spend.

Approximately 6% of the city capital is allocated for this activity. As of 2019, 27 000 people were registered as voters, with over 8 900 submitted proposals and 19 000 forum exchanges for and against project ideas. Over 7600 projects have been implemented as a result of My Neighborhood with visible and usable results in all neighborhoods which thus have been made better for their citizens to enjoy.

🔗 FULL RECIPE

EXTRA FLAVOUR

UP2030

UP2030
Tools & Methods: Web Forum Engagement

YOU MIGHT ALSO LIKE...

DIGITAL ENGAGEMENT PLATFORMS	PARTICIPATORY BUDGET	PLACEMAKING
- Tampere (FI)	- Cascais (PT)	- Bologna (IT)
		- Freiburg (DE)

©Div.Air.City

Key Performance Indicators (KPIs)

AARHUS (DK)
Quantifying impact

KEY INGREDIENTS

- open data
- digital platform

STEP-BY-STEP RECIPE

Having Key Performance Indicators (KPIs), metrics which can help track their achievements, can help both project managers and those implementing initiatives be successful in fulfilling their ambitions. From a communication and transparency perspective, monitoring and sharing progress can also be an ally when reaching out to a wider audience, while keeping people engaged in the process.

It is important that KPIs target diversity and inclusion, not just to count the overall numbers of those involved, but to ascertain whether key target audiences are being reached. This could be by demographic (e.g. gender) or socio-economic (e.g. income) characteristics, or other descriptors such as those using or choosing particular public services (e.g. bus users). The aim should be to give

insights and understanding on the different characteristics and needs across diverse parts of the population, so project outcomes are not only more effective, but also prevented from being inadvertently biased towards certain population subsets.

The city of Aarhus in the framework of **DivAirCity** 🔗 , a project that provides example indicators that can be used as reference points and inspiration, alongside other sources, has developed an index to measure the city's liveability quality. For this end, it used three KPIs: the proportion of vegetation over the urban area; life expectancy; and female unemployment to rate economic prosperity. The process has allowed the city to self-assess its problems and potentials. The index score was quite high, mostly due to the availability of recent data. It was, nonetheless, dragged down by the lack of city-specific data for the life expectancy at birth rate.

That is the reason why KPIs should be identified and data sources found to support the measurement. It is important that indicators are not only guided by or restricted to those data which have existing data sources, once it may be that new sources of data, or new streams of data collection, must be instigated to support the monitoring ofindicators of importance, to support inclusion and social justice.

That said, it is important that a balance is reached so that data collection is reasonable and practical and does not overwhelm the project team or deflate their enthusiasm for the overall endeavour. Having a broader set of stakeholders' map and agree the most important indicators for their needs is therefore a good idea. This can also inform the most appropriate channels to reach these members of society.

🔗 FULL RECIPE

YOU MIGHT ALSO LIKE...

DIGITAL ENGAGEMENT PLATFORMS
- Tampere (FI)

CROWDSOURCING
- Cesena (IT)
- Reykjavik (IS)

MAPPING

MAIN COURSE

Hearty dishes to educate and **activate** the community to co-create transformative change
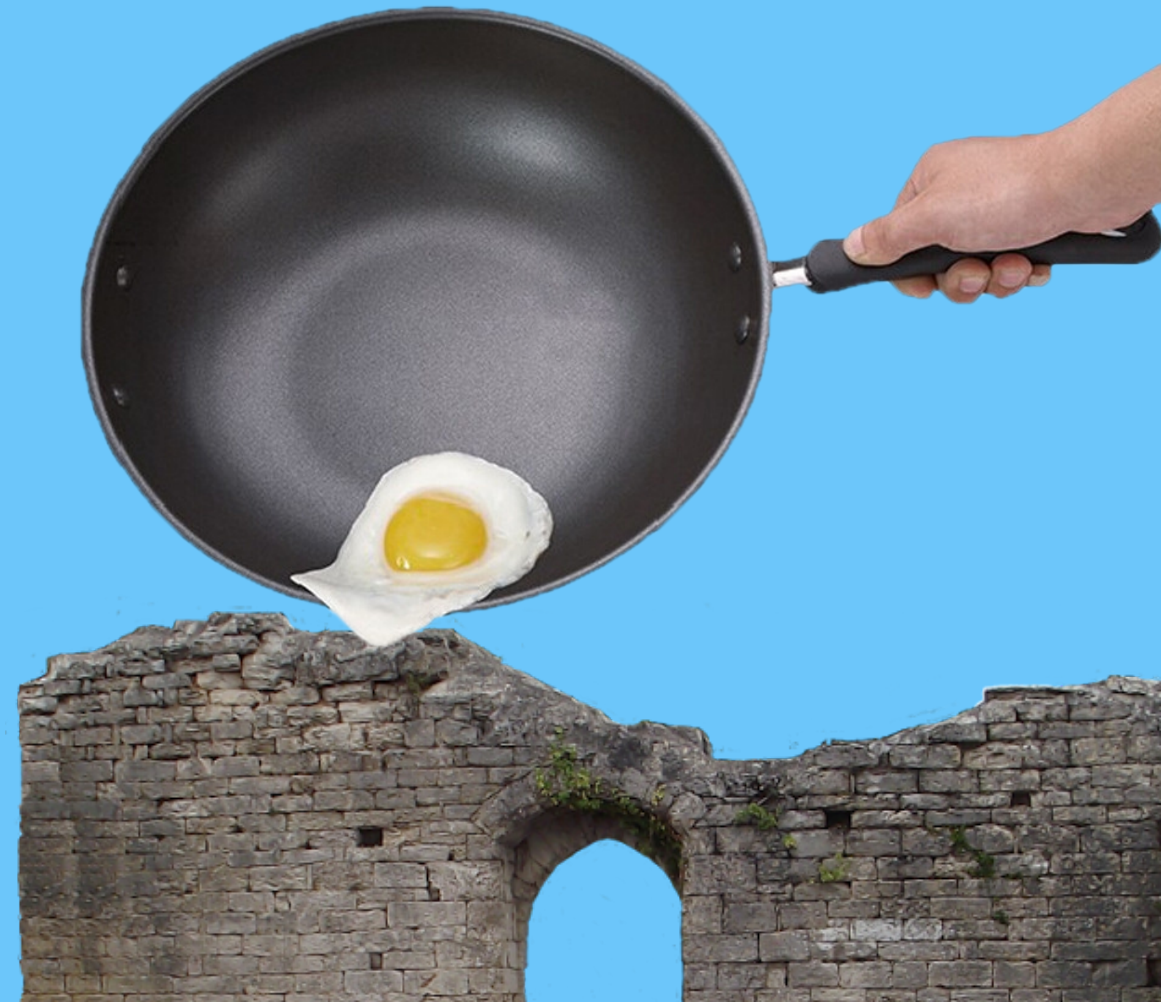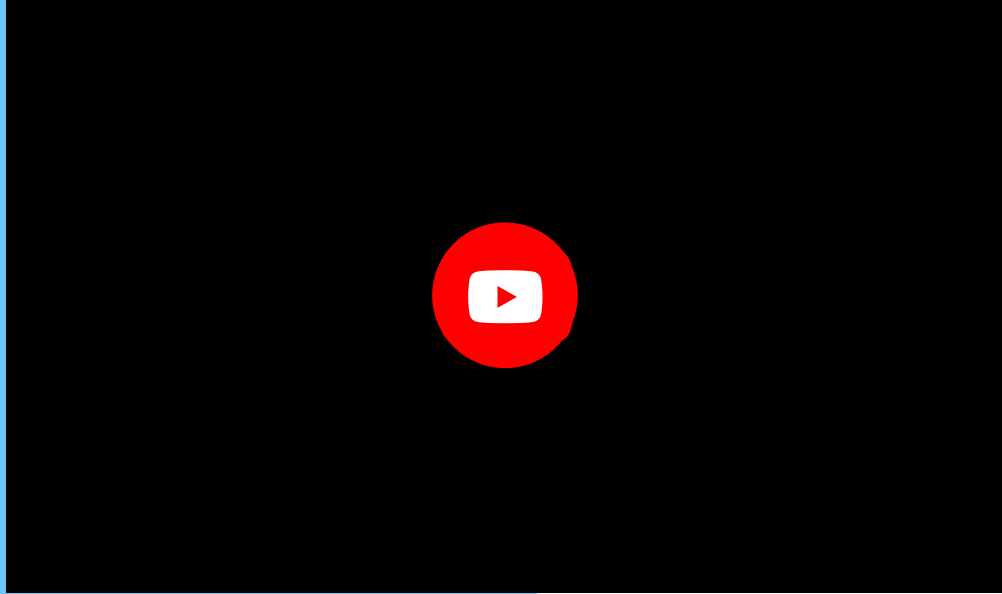
©EU Mobility Week (2019)

⚠ **ALLERGEN ALERT**

Creating a universally appealing campaign isn't foolproof: a tailored approach is often needed, especially for skeptical audiences like regular car drivers. While targeting existing enthusiasts may spark interest, it might not drive essential change. Avoiding a campaign style that suits only planners and designers is also crucial. Instead, focus on strategic, ongoing support for target audiences to prevent disconnection post-event.

Communication campaign

KARDITSA (EL)
Changing people's perception

KEY INGREDIENTS

- citizens' dialogue
- mobility
- behaviour change

STEP-BY-STEP RECIPE

Well targeted campaigns can help engage and enthuse populations in relevant sustainability topics. European Mobility Week is an example of an international campaign, delivered at the local level, involving around 3 000 cities and towns each year. The event encourages local authorities to implement activities that would reward people for making sustainable transport choices, such as walking, cycling or using public transport. It is a time of the year where people can try new choices and perhaps adopt a long-term new habit.

Within the European Mobility Week, cities can also present their local initiatives to run for the week's award. Since 2018, different municipalities have been granted the prize, while several more have

been shortlisted as finalists. In 2019, the city of Karditsa impressed the jury with its use of promotional materials and partnerships to support sustainable mobility. The city partnered with dozens of organisations including schools, music academies, government departments, police, fire brigade, civil society organisations and businesses, all of which were invited to participate in a festive week of mobility celebrations.

This case bears witness that when it comes to mobility, change is not solely based in the adaptation or construction of transports' infrastructure, but it can also heavily rely on shifting the perception and mindset of local stakeholders. In this regard, a communication campaign can be a powerful tool. For example, other initiatives in Karditsa included

heavily lobbying for companies to introduce sustainable mobility measures and days off work foremployees who commuted by bicycle or on foot. There were even municipal incentives, as far as financial benefits for the companies, to show that safe walking and cycling are appealing for reasons beyond health and wellbeing.

Overall, campaigns are one way of attempting to engage the public in thoughts and discussions about how they travel, and its impacts. It is important that the techniques chosen as relevant to the target audience, informed by information about their needs, priorities, habits and opinions about the subject matter in question (e.g. transport, energy use), and other important considerations relating to their life and lifestyle. Methods include

events, publicity ads and competitions. Often it is not possible to target people on a one-to-one basis, so well defined groups need to be identified and communications designed around these needs. This means a campaign may have different facets and messages, and may look and sound different to different groups of people when deployed through different channels and in different places. This can be informed by involving users in the

design of campaigns, for example through testing concepts andmessages with focus groups prior to the implementation of a campaign. Different types of people may frequent different parts of a settlement in their everyday business (e.g. shops, schools, shopping centres, parks), or experience messages through different channels (e.g. radio, social media, noticeboards).

🔗 FULL RECIPE

YOU MIGHT ALSO LIKE...

KEY PERFORMANCE INDICATORS (KPIs)
- Aarhus (DK)

EVENTS & KNOWLEDGE SHARING
- Bologna (IT)

MAPPING

©Christian Borth

Communication campaign

MANNHEIM (DE)
Actions for an iDEAL city

KEY INGREDIENTS

- EU Green Deal
- behaviour change

STEP-BY-STEP RECIPE

The concept of Local Green Deals, although quite simple, can sound complex to some. That's where awareness-raising actions are particularly important. The city of Mannheim launched the iDEAL campaign to bridge this gap and make sustainability initiatives more accessible to all residents. Through targeted messaging and engaging activities, the campaign aims to inform and inspire individuals, businesses, and organizations to participate in Mannheim's journey towards a greener future.

Mannheim's Local Green Deal is an ambitious initiative aimed at addressing climate change and environmental degradation. The program is designed to completely transform the city's sustainability

policies and serve as a pilot project for other European cities. The Local Green Deal focuses on achieving climate neutrality, sustainability, and social inclusion to enhance the quality of life for Mannheim residents.

The initiative is built upon key pillars that guide the city's transition to a green and clean future. These pillars include clean and affordable energy, a circular and sustainable economy, sustainable and intelligent mobility, climate-neutral and affordable construction, fair and healthy local food systems, protecting biodiversity and ecosystems, and maintaining a clean environment.

To successfully achieve the vision of a sustainable, climate-neutral future, coordinated action is required from all sectors of society. The Local Green Deal provides a framework and pathway, but it relies on commitments, projects, and initiatives from government, businesses, community groups, and individuals. By working together, Mannheim can become a global model for green transformation and achieve climate neutrality well before 2050.

©Christian Borth

🔗 FULL RECIPE

EXTRA FLAVOUR

Local Green Deals

SUSTAINABLE CITIES PLATFORM

YOU MIGHT ALSO LIKE...

EVENTS & KNOWLEDGE SHARING
- Bologna (IT)

CLIMATE LITERACY
- Bologna (IT)
- Manchester (UK)

LOCAL GREEN DEALS
- Amsterdam (NL)
- Mannheim (DE)

©Saveria Boulanger

> ⚠ **ALLERGEN ALERT**
>
> *Who comes to your events matter.*
> *When organising and delivering an event meant for knowledge sharing, be mindful of making sure that your project's intended audience (e.g. beneficiaries and specific groups) is represented and attend it.*

Events & knowledge sharing

BOLOGNA (IT)
Are we energy citizens?

KEY INGREDIENTS

- digital platform
- energy citizenship
- behaviour change

STEP-BY-STEP RECIPE

Which type of energy citizen are you? This is the question the city of Bologna asked the participants of an event that took place during the European Night of Research, which unfolded in September 2022. The interactive event, meant to increase people's knowledge about the intriguing concept of energy citizenship, unravel individual roles within the energy revolution. With a treasure hunt, facilitated through a user-friendly digital app, both adults and children actively engaged in the process, exploring thought-provoking questions about their daily lives.

The participatory nature of the event was striking, with both age groups demonstrating a keen interest in uncovering their energy identities.

This active involvement fostered a dynamic atmosphere, creating a platform where attendees enthusiastically explored their roles when it comes to energy. The experience not only delivered valuable insights to participants, but also highlighted a collective commitment to understanding and actively shaping the landscape of energy citizenship. The outcome was the definition of a diverse array of profiles, classifying participants as "not informed", "aware",' "involved",' or "active".

This event was organised as a part GRETA 🔗, the Horizon 2020 project on Green Energy Transition Actions and it has proven to be successful for different reasons. For starters, the treasure hunt took place within an already-existing larger event from the city, for which the target audience corresponded to the GRETA's ambition. Also, the quality of the activities was guaranteed by the constant presence of researchers and in-depth supportive materials. At last, the combination of the digital app, the paper materials and the possibility to directly discuss with the researchers has been a very powerful mix to truly engage with people.

🔗 FULL RECIPE 🇮🇹

©Danila Longo

YOU MIGHT ALSO LIKE...

MUNICIPAL FACILITATORS
- Umeå (SE)
- Valencia (ES)

CLIMATE LITERACY
- Bologna (IT)
- Manchester (UK)

GAMIFICATION
- Cascais (PT)
- Cork (IE)

Workshop & capacity-building

BRUSSELS (BE)
Cycling to bridge the gap

___

KEY INGREDIENTS

- mobility
- community project
- gender

STEP-BY-STEP RECIPE

Despite the numerous documented benefits of cycling, many individuals remain hesitant to embrace it. Recognising this challenge, the city of Brussels embarked on a unique initiative aimed at fostering confidence and inclusivity in cycling.

The Tandem Women programme, developed by EIT Urban Mobility and BYCS, equips women with the skills and knowledge to become cycling trainers, thereby empowering them to inspire fellow community members to take up cycling. The programme addresses the pervasive gender gap in cycling by providing comprehensive training to women. Through a combination of online sessions and in-person workshops, participants undergo approximately 25 hours of instruction, covering everything from basic cycling techniques to road safety.

EDUCATE

59

60

Following the training, participants become themselves trainers. They are then encouraged to organise cycling sessions within their communities, facilitating the spread of cycling culture among women. Besides providing them with the opportunity of learning a new skill, a key aspect of the programme is its focus on understanding the diverse needs and barriers faced by potential cyclists. Research shows that women often encounter unique concerns such as safety, infrastructure and societal perceptions. By tailoring the programme to address these specific challenges, participants can better support women in overcoming them.

Moreover, such biking workshops translate cultural sensitivity and inclusivity. Participants from immigrant backgrounds, for instance, may benefit greatly from being taught by women within their own communities, fostering familial support and acceptance. Similarly, mothers seeking to cycle with their children receive specialised guidance on safe cycling practices. The success of the Tandem Women programme lies not only in its educational curriculum but also in its community-driven approach.

By empowering and increasing women's capacities as facilitators, leaders and, at last, bikers, they become cycling advocates and mentors. The programme creates a network of support and encouragement. Participants not only gain valuable skills but also form lasting connections with like-minded individuals across the EU. Such experience exemplifies the transformative potential of capacity-building initiatives in fostering cohesive and sustainable communities. By nurturing a new generation of confident cyclists and advocates, Brussels is paving the way for a more inclusive and bike-friendly future.

🔗 FULL RECIPE

©BYCS

YOU MIGHT ALSO LIKE...

WORKSHOPS & CAPACITY BUILDING
- Freiburg (DE)

CLIMATE LITERACY
- Bologna (IT)
- Manchester (UK)

FRIENDS OF...
- Cesena (IT)

©STÄRKEN Vor Ort

FREIBURG IM BRISGAU (DE)

Super saver ambassadors

KEY INGREDIENTS

- place-based intervention
- energy citizenship
- gender

STEP-BY-STEP RECIPE

When the city of Freiburg was retrofitting one of its 1960s-era high-rise social housing buildings to be the world's first high-rise Passive House, they knew that the returning tenants would need to change their ventilation and heating practices to optimize the building's energy-saving features. But energy savings weren't the only concern for the city; education and new social norms for the mostly migration-background residents were also needed to encourage better household waste management practices, like reducing waste in particular plastics, to save money and more accurate waste sorting. The question was: how? One solution was to tap into the EU-funded federal programme, Stärken vor Ort, to train local women to become energy advisors and cost-saving ambassadors. Starken vor Ort supports micro-

EDUCATE

projects and small, local initiatives committed to the social, educational and professional integration of young people and women with particular problems accessing the labour market. Since the renovated high-rise was located in the centre of Freiburg's most socially-disadvantaged neighbourhood, the programme was a perfect chance to try something new.

The neighbourhood engagement office (Weingarten Stadtteilbüro) developed the training curriculum together with local experts and certified nine women as Sparfüchsennen, or "saving foxes". Sparfuchs is a positively associated German word for someone who is frugal in clever and creative ways. Sparfüchsinnen are culturally diverse and multi-lingual, which enables them to engage and offer advice in several languages and help the city reach historically hard-to-reach populations. At the same time, unemployed women from the neighbourhood have an opportunity to develop new skills, gain qualifications, and earn money.

The Sparfüchsinnen receive a small payment from the city's development company (and building owner and/or manager), so they also get a small source of income in addition to newly acquired skills and qualifications. This small investment in human capital pays dividends when the building's advanced technical systems can perform as they were designed, and also contributes to higher social cohesion and harmony.

🔗 FULL RECIPE 🇩🇪

EXTRA FLAVOUR

UP2030
Tools & Methods: Prototyping solutions

New European Bauhaus
beautiful | sustainable | together

New European Bauhaus
Toolbox: Backcasting

YOU MIGHT ALSO LIKE...

WORKSHOPS & CAPACITY BUILDING	CLIMATE LITERACY	FRIENDS OF...
- Brussels (BE)	- Bologna (IT)	- Cesena (IT)
	- Manchester (UK)	

Climate literacy

BOLOGNA (IT)
Empowering words and actions

KEY INGREDIENTS

- open data
- energy citizenship
- behaviour change

STEP-BY-STEP RECIPE

In the dynamic city of Bologna, innovative initiatives are paving the way for a more climate-literate and sustainable future. The University of Bologna - Campus of Cesena, in collaboration with the Municipality of Cesena, has launched the EN-ACTION 🔗 project, a beacon of sustainable transformation. Inspired by the city's Sustainable Energy and Climate Action Plans (SECAP) and the university's Multicampus

Sostenibile strategy, EN-ACTION aims to raise awareness and foster active participation in energy-related topics among the university community.EN-ACTION's approach involves hands-on engagement through initiatives where students, faculty, and staff collaborate on research, dissemination and training activities. This interactive learning environment empowers participants to become ambassadors for energy

©EN-ACTION, Unibo

EDUCATE

transition, driving positive change within the campus and beyond. The project's impact extends to the local community, inspiring businesses and residents to embrace sustainable practices across urban territories.

Meanwhile, in the digital realm, Chiara.eco emerges as a beacon of information and inspiration for individuals seeking to understand and address environmental and climate challenges. Developed as part of the Municipality of Bologna's commitment to combating the climate emergency, **Chiara.eco** 🔗 serves as a transparent gateway to data, resources and initiatives combating ecological and environmental crises.

Through its Know section, Chiara.eco provides accessible explanations of complex data, helping users comprehend the challenges ahead. The Act section

offers a comprehensive overview of resources for taking action,emphasising collective engagement as a fundamental element forinitiating change. Additionally, the Collaborate section showcases local projects and experiences, inspiring collaboration and innovation within the community.

Together, EN-ACTION and Chiara.eco exemplify different approaches to climate literacy, each contributing to a more informed and empowered citizenry. While EN-ACTION fosters hands-on engagement and active participation, Chiara.eco provides accessible information and resources for individuals to take action in their own lives. Both initiatives represent a collaborative effort between public entities, academic institutions and civil society, driving collective progress towards a more sustainable future for Bologna and beyond.

🔗 FULL RECIPE 🇮🇹

©Chiara.eco

YOU MIGHT ALSO LIKE...

WORKSHOPS & CAPACITY BUILDING
- Brussels (BE)
- Freiburg (DE)

EVENTS & KNOWLEDGE SHARING
- Bologna (IT)

COMMUNICATION CAMPAIGN
- Karditsa (EL)
- Mannheim (DE)

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Climate literacy

MANCHESTER (UK)
Learn to speak carbon

KEY INGREDIENTS

• place-based intervention • energy citizenship • behaviour change

STEP-BY-STEP RECIPE

In the fight against climate change, cities are increasingly turning to innovative solutions to reduce carbon emissions. One such approach gaining momentum is Carbon Literacy Training, and Manchester stands at the forefront of this inspirational movement, deploying different means to inspire, raise awareness and ultimately educate local communities.

Carbon Literacy Training 🔗 is a pioneering programme designed to educate individuals and organisations about climate change, its impacts, and the actions needed to mitigate it. Developed by the Carbon Literacy Project, the training empowers participants with the knowledge and skills to take meaningful steps towards a low-carbon future. Manchester, a city

committed to sustainability, has fully embraced Carbon Literacy Training as a key component of its environmental strategy.

Recognising the importance of grassroots engagement, the city has made the training accessible to residents, businesses and public sector employees alike. By engaging a diverse range of stakeholders, including community groups, schools and local businesses through a collaborative approach, the city has fostered a sense of collective responsibility towards environmental stewardship. Beyond mere education, the city is driving tangible action.

One notable example is led by the Greater Manchester Combined Authority's (GMCA), which has made the training mandatory for for all its staff. By integrating carbon literacy into its workforce development strategy, GMCA is not only mainstreaming the reduction of its own carbon footprint, but also setting a precedent for other institutions to follow suit. Manchester's also pioneering efforts in integrating culture with climate change action, building a strong connection with its Carbon Literacy Training initiative. Through creative endeavours such as artistic interventions, cultural events and community engagement projects,

the city is leveraging its rich cultural landscape to draw attention to environmental issues and ignite action.

The impact of Carbon Literacy Training extends far beyond the city limits. Through partnerships and knowledge-sharing initiatives, Manchester is inspiring other cities around the world to adopt similar initiatives and accelerate their transition to a sustainable future. By empowering individuals and organisations with the knowledge and tools to drive positive change, the city is proving that a low-carbon future is not only possible but achievable through collective action.

🔗 FULL RECIPE

YOU MIGHT ALSO LIKE...

WORKSHOPS & CAPACITY BUILDING
- Brussels (BE)

CLIMATE LITERACY
- Bologna (IT)
- Manchester (UK)

ARTS-BASED INTERVENTIONS
- Cesena (IT)
- Zagreb (HR)

Immersive site tour

LIEPAJA (LV)
Walking vs. Walk-in

KEY INGREDIENTS

- citizens' dialogue
- mobility
- behaviour change

STEP-BY-STEP RECIPE

On-site experiences are a means of generating genuine interactions with users of public spaces and services. They bring discussions (and officials) out of offices and into the places where experiences and behaviour happens. They can also be memorable and be a firm building block for future activities, besides making participants firsthand experience an urban challenge. The city of Liepaja has put this theory into practice in October 2023.

Aiming to improve the way people move in the city, but also the connections with the surrounding towns, the third largest city in Latvia has made significant strides in reducing carbon emissions. Since 2006 it has reduced its emissions by 46%, however, within the last years

the transport sector has seen a staggering spike of 29% greenhouse gas emissions, representing over half of the total emissions. That is the reason why Liepaja has taken the lead in the PUMA project 🔗 , a network of cities financed by the URBACT Programme, together with other European cities.

Among the project partners, the also Latvian city of Dienvidkurzeme stands out. It is a newly formed municipality, following an administrative territorial reform in 2021, that is in the outskirts of Liepaja where most of its residents go to work every day. To put into test the connections and the soft mobility potential between both cities, during a project consortium meeting all 40 participants were invited to hop in bikes and take an immersive ride. The site visit took a whole morning, where under a sunny but cold weather (three degrees Celsius more specifically) representatives from the other partners' cities and, most

importantly, local stakeholders from both cities cycled together.

City practitioners from the Latvian cities, including the deputy mayor from Dienvidkurzeme, a few residents and even a person from the academia sector shared this experience. The tour provided good food for thought as how and where a cycling lane could be implemented. With stops in different sites and opportunities to discuss and exchange, ideas as Park & Ride zones or biking repair stations were brought up. It is important to highlight that the tour was organised and held by local actors and a mobility expert oversaw facilitating the discussions.

Such field work can be organised and led by professions, though ideally is a two way exchange and can be organised by a third party to infer greater neutrality. User feedback demonstrates that participants value the opportunity to be engaged in their own local

area. Politicians can also sometimes lead or accompany these tours (e.g. as part of a weekly or monthly walking surgery, across different parts of a settlement area).

On-site or immersive experiences can collect spontaneous insights and discussion between participants that is not often generated through

desk-based studies or remote meetings alone. Walking (or biking) tours can be arranged where professionals accompany local people in an ongoing exchange as they see and discuss issues in the local environment for example safety issues, pollution and valued assets.

EXTRA FLAVOUR

![UP2030 logo]

UP2030 Tools & Methods: Facilitated Site Walk

![UP2030 logo]

UP2030 Tools & Methods: Sensory Walks

URBACT | Co-funded by the European Union Interreg

URBACT Toolbox: Walkshops

YOU MIGHT ALSO LIKE...

GAMIFICATION
- Cascais (PT)
- Cork (IE)

EVENTS & KNOWLEDGE SHARING
- Bologna (IT)

WORKSHOP & CAPACITY BUILDING
- Brussels (BE)
- Freiburg (DE)
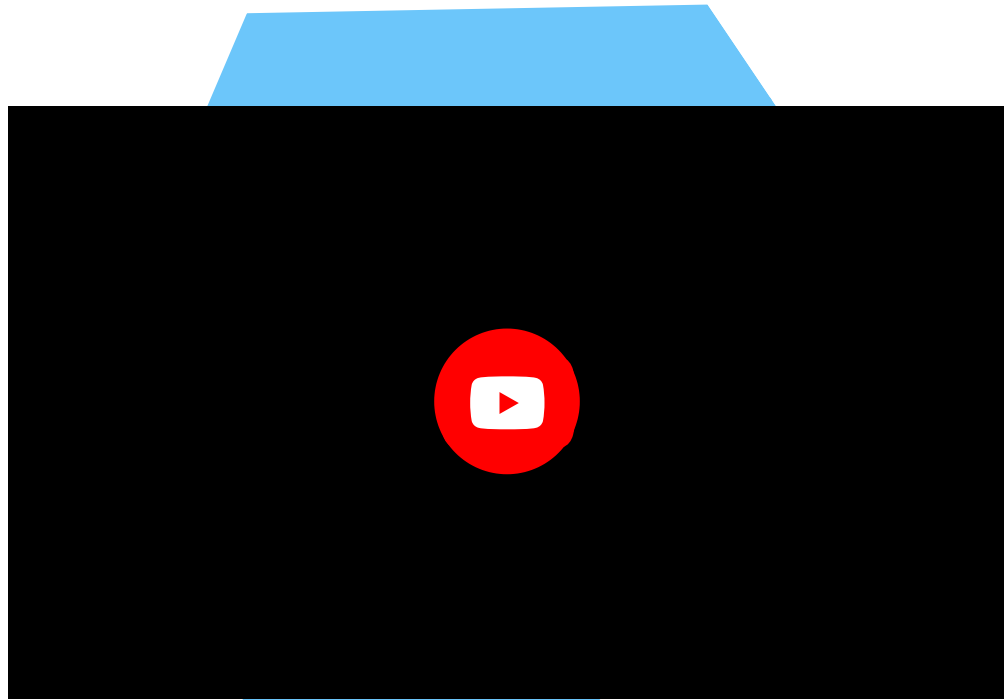
©Canal Cascais (2019)

Gamification

CASCAIS (PT)
Rewarding civic actions

KEY INGREDIENTS

- digital platform
- behaviour change

STEP-BY-STEP RECIPE

What adopting an abandoned pet has to do with free concert tickets? In Cascais, locals can be rewarded for their positive behaviour by simply using an app. CityPoints is a mobile app promoted by the municipality, which aims at rewarding the civic actions of its citizens. Users earn points by taking certain initiatives and, by accumulating points, they can later exchange them for vouchers corresponding to products or services.

In practice, this application is

integrated with the MyCascais app, which aggregates a wide variety of municipal services. The app was launched in 2017 and, since then, registered users have been performing actions in exchange for CityPoints, such as volunteering at local associations, donating blood, reporting something wrong in the municipality through the Fix Cascais platform, using public transportation in Cascais or recycling beverage packaging. The vouchers available for purchase with accumulated points correspond to products or services from entities located in Cascais or elsewhere, such as sustainable everyday use products, tickets to cultural events or sports activities. As of 2023, there are over 10 000 registered users.

🔗 FULL RECIPE

HOW TO SPEND POINTS

WITH EARNED POINTS, USERS MAY PICK VOUCHERS OFFERED BY THE NETWORK OF LOCAL PARTNERS. VOUCHERS CAN BE USED TO OBTAIN SERVICES OR PRODUCTS, ACCORDING TO THE CONDITIONS DEFINED IN EACH VOUCHER.

FREE ENTRANCE

©Canal Cascais (2019)

YOU MIGHT ALSO LIKE...

CLIMATE LITERACY
- Bologna (IT)
- Manchester (UK)

CROWDSOURCING
- Cesena (IT)
- Reykjavik (IS)

DIGITAL ENGAGEMENT PLATFORMS
- Tampere (FI)

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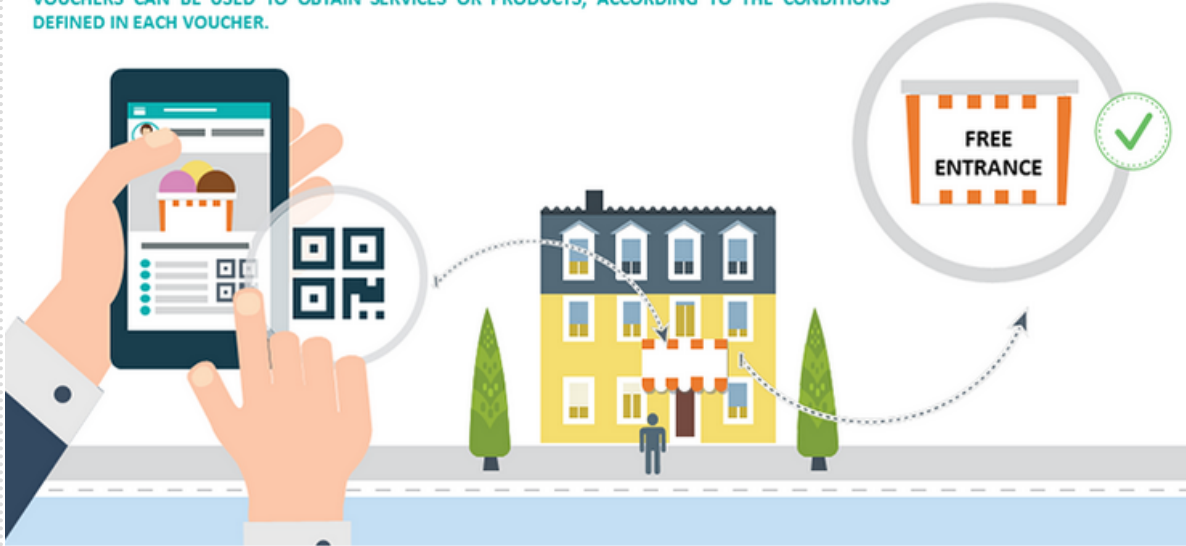
Gamification

CORK (IE)
The power of play

KEY INGREDIENTS

- temporary use
- vulnerable groups
- third place

STEP-BY-STEP RECIPE

With a keen eye on transforming urban dynamics, the city of Cork sought to redefine the concept of "play", untapping the potentials of gamification methods and unleashing its transformative power across the cityscape.

Traditionally, the idea of play in Cork revolved exclusively around the construction and management of playgrounds, with limited understanding beyond these conventional boundaries. However, with the introduction of the URBACT Playful Paradigm Transfer Network based on the practices of Udine (IT) 🔗 , Cork's perspective on play underwent a radical shift, embracing a holistic approach that permeated

every aspect of city life.

Led by a dedicated Play Development Officer and supported by a network of certified volunteer Play Leaders, Cork implemented a series of innovative initiatives to infuse play into the fabric of urban existence. From pop-up play areas in the city centre, festivals and open street libraries to playful placemaking workshops along the River Lee, Cork tapped into the collective creativity of its residents to address pressing societal challenges and reimagine public spaces through gamification.

One of the standout achievements of Cork's playful revolution was the transformation of a riverside road into an accessible multi-generational playground. By closing off the road and installing outdoor play equipment, Cork created a vibrant hub where people of all ages could come together, fostering a sense of community and ownership over shared spaces. Moreover, the local multi-stakeholder group, whose participants co-design such activities with the municipality, served as a catalyst for collaboration, bringing together diverse stakeholders from across health, education, culture and sports sectors.

As Cork's playful journey continues to evolve, the city is poised to advocate for the concept of the playful city as a core objective in its development plans. With investments earmarked for pedestrianising 2.5 kms of riverside roads and a strong commitment to fostering creativity, inclusivity, and community engagement.In Cork, the power of play transcends mere recreation, it translates the gamification method serving as a catalyst for social cohesion, urban regeneration and collective empowerment. As the city embraces its playful spirit, Cork stands as a shining example of how gamification can transform urban landscapes and enrich the lives of its citizens. Furthermore, the experiment was mainstreamed to other five Irish cities with another URBACT pilot initiative focused on the national level.

🔗 FULL RECIPE

YOU MIGHT ALSO LIKE...

PLACEMAKING
- Bologna (IT)
- Freiburg (DE)

MUNICIPAL FACILITATORS
- Umeå (SE)
- Valencia (ES)

EVENTS & KNOWLEDGE SHARING
- Bologna (IT)

PARIS (FR)

To ban or not to ban

KEY INGREDIENTS

- public consultation
- mobility
- decision-making

STEP-BY-STEP RECIPE

If you have not heard about the SUV ban turmoil, chances are that you have not read the news this year. The city of Paris, renowned for its cultural heritage and forward-thinking urban initiatives, has once again captured the world's gaze with its groundbreaking referendum on SUVs. In February 2024, residents of the French capital exercised their democratic right to vote on the regulation of sport utility vehicles within the city limits (SUVs emit on average 14% more carbon dioxide than small passengers' cars).

The outcome of this referendum has reverberated across international media platforms, sparking discussions about urban

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CO-CREATION

sustainability and the role of private vehicles in cities. 78 121 local people have cast their votes to decide whether to reduce the number of SUVs in the city by increasing parking charges by threefold. Although not a ban per se, the poll results indicate a willingness to get Paris rid of SUVs, as it was expressed by 55% of voters 🔗 . What some might not be aware is that this is not the first time a public referendum on mobility was sought by the municipality.

Five years after Paris became the first European cities to open its doors to the shared electric scooters market in June 2018, the city has also become the first to ban rented e-scooters. Right upon the introduction of such equipment in the city, there were backlashes. First, the e-scooters presented some safety concerns, as reckless users rode on the sidewalks, exceeding speed limits and overall causing accidents while endangering pedestrians. Second, they created extra traffic congestion, not to mention the sidewalk clutter, as the e-scooters were often left scattered in public spaces, thus obstructing pathways for pedestrians, particularly people with disabilities.

At last, the skyrocketing expansion of the shared e-scooter services brought regulatory challenges, with issues such as licensing, insurance and enforcement of safety. Unlike other big capitals, the municipality Paris tried to make up for delayed regulations. In 2019 the city pioneered a public procurement process to reduce the number e-scooter companies in the streets. Out of 16 brands present in Paris, only three were selected to hold and maintain a limited number of scooters on the streets (5 000 e-scooters per company). The tendering process was based in three main criteria: environmental responsibility, users' safety and capacity to repair and recharge the scooters. In addition, the municipality created designated parking spaces in the streets to prevent sidewalk "scooter litter".

While there may have been short-term effects, the improvements proved to be short-lived. When the time came for the municipality to renew the contract with the three e-scooter's providers, the mayor decided to give a voice to the residents of the French capital. So, in 2023 a referendum was held and 103 084 people took part in it. As a result, almost 90% voted 🔗 to ban once and for all the e-scooters. While this marks a setback for e-scooters, it establishes a precedent for how local residents can shape their city and weight in on important decisions.

🔗 FULL RECIPE 🇫🇷

YOU MIGHT ALSO LIKE...

CORPORATE SOCIAL RESPONSIBILITY
- Nantes (FR)

MUNICIPAL FACILITATORS
- Umeå (SE)
- Valencia (ES)

CITIZENS' ASSEMBLY
- Bologna (IT)
- Braga (IT)

Tactical urbanism

BUDAPEST (HU)
Beating heat

KEY INGREDIENTS

- community project
- temporary space
- third place

STEP-BY-STEP RECIPE

Motivated by Europe's increased vulnerability to climate-change induced heatwaves, two concerned PhD students took matters into their own hands and came up with the idea of Cooling Corners and Corridors 🔗 . Their vision is to transform urban spaces from grey and hot to green and cool through small-scale, easy to implement low-cost modular structures. These structures combine different elements together in a way that can fit even the smallest pockets city space. They are designed to create shade, host plants, seating space and even provide water access.

CO-CREATION

Aesthetics are also important, bringing visual relief to harsh inner-city concrete jungles. But most importantly is the involvement of vulnerable groups in the design process. Since the Cool Co's team learned that the most vulnerable groups to heatwaves (think etc.) are also the least likely to be involved in designing urban heat adaptation, the students managed to get children, elderly, pregnant women and migrants, among other groups to participate in the structure design and the selection of a site for the intervention.

The Józsefváros neighbourhood in Budapest became the first test site for this tactical urbanism endeavour, thanks in part to good cooperation with the motivated local district government. The neighbourhood, one of Budapest's most dense and socially deprived, was a perfect place to invite residents to design their cooling structure. Community events in early Summer 2023 drew in locals who expressed concern about lack of green space, water access and traffic calming. The team then custom built the Józsefváros Cool Co, which was enjoyed through the summer months. This modular structure brought insects, shade and greenery to the paved streetscape. At one point, surprisingly demonstrating a 20-degree Celsius difference with the surrounding area. From Budapest and beyond, these simple pop-up structures could be a small, but mighty way to involve heat-vulnerable groups in making their urban public spaces more livable in hot summers.

🔗 FULL RECIPE
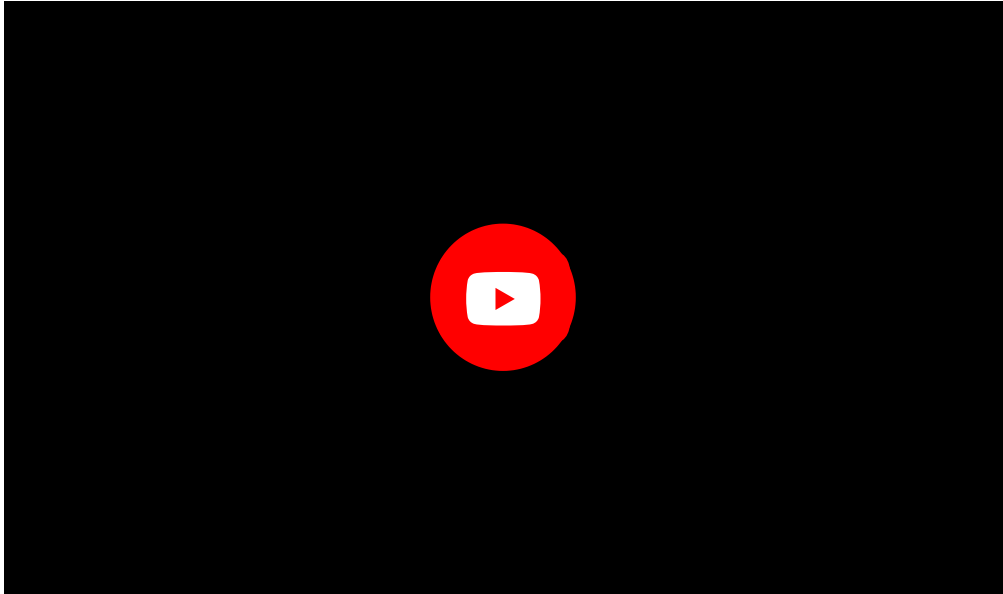
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YOU MIGHT ALSO LIKE...

PLACEMAKING
- Bologna (IT)
- Freiburg (DE)

LIVING LABS
- Bologna (IT)
- Zagreb (HR)

MAPPING

Tactical urbanism

MUNICH (DE)
Beating heat

©Green City e.V. (2022)

CO-CREATION

KEY INGREDIENTS

- NGOs & grassroots
- temporary space
- third place

STEP-BY-STEP RECIPE

In the bustling streets of Munich, a remarkable transformation is underway, breathing new life into urban spaces through the innovative use of pallets and tactical urbanism. The city's bold initiatives to green its streetscape and enhance public spaces come to light is marked by creativity and community engagement.

By repurposing pallet, a humble yet versatile material, into vibrant greenery-filled installations, the city is reimagining its streets as dynamic and inclusive spaces for all. From pop-up parks and seating areas to urban gardens and pedestrian-friendly zones, these interventions not only beautify the city but also foster social

connections and promote environmental stewardship.

One striking example is the transformation of a derelict parking lot into a vibrant community gathering space. By using pallets as the building blocks, local residents and volunteers collaborated to create a temporary park complete with benches, planters and greenery. This grassroots initiative not only regenerated the area but also empowered citizens to take ownership of their urban environment.

Furthermore, Munich's embrace of tactical urbanism extends beyond aesthetic enhancements to address pressing urban challenges. By strategically deploying pallet-based interventions, the city is tackling issues such as heat island effect, air pollution and lack of green space. These initiatives underscore Munich's commitment to creating a healthier, more sustainable urban environment for its residents.

In addition to its practical benefits, tactical urbanism in Munich serves as a catalyst for community engagement and civic participation. By involving residents in the co-creation of public spaces, the city fosters a sense of ownership and pride in the local community, while exemplifying the transformative power of small-scale interventions in shaping the urban landscape and a commitment to sustainability, the city is paving the way for greener, more liveable cities around the world.

🔗 FULL RECIPE

EXTRA FLAVOUR

12m²
Hamburg

12m2 Hamburg: Online interactive tactical simulation

YOU MIGHT ALSO LIKE...

PLACEMAKING
- Bologna (IT)
- Freiburg (DE)

EVENTS & KNOWLEDGE SHARING
- Bologna (IT)

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Placemaking

BOLOGNA (IT)
Greening a parking lot

KEY INGREDIENTS

- place-based intervention
- citizens' dialogue
- third place

STEP-BY-STEP RECIPE

What was meant to be a project for a temporary intervention of a square in the heart of the historic centre of Bologna, turned out to lead to the permanent transformation of a parking lot into an unexpected green pedestrian area.

Between March and September 2019, The intended reuse of the square was part of a broader strategy of actions involving other sites of the district, The Five Squares of the U-Zone. Such actions were aimed at the urban regeneration, the environmental sustainability, the cultural heritage optimisation and the accessibility of different sites. Furthermore, this

strategy looked out to the promotion of public space care and working on the development of its potential by imagining and testing different and unconventional uses.

The preliminary idea was born during a participatory laboratory, the U-Lab 🔗 , which was delivered on this specific area. From this experience the need to restore a social dimension to the square emerged, enhancing the collaboration of all the actors of the territory (e.g. institutions, associations and students), and paying particular attention to greening and lighting of this public area. Such intentions were later developed and directly put into place through a co-design and self-construction experience. At first intended as an active demonstration of re-appropriation of public space and its possible and unconventional use, during the experimentation days, the locals

had seized the "new" space to its full potential. Citizens gathered freely on the green carpet, joined the various activities and enjoyed the space in a different way, re-discovering and appreciating the details of its valuable surrounding architecture.

Following this pilot, and with the citizens' consent, the municipality established that the square would remain pedestrianised, starting a transition path that will not only physically transform the square, but also turn the temporary experimentation into a permanent part of the city, with necessary constructions included. The overall process involved various public and private groups who coordinated, collaborated and actively took part in the various steps of the staging and the activities organisation: students, researchers, professors of the Department of Architecture of the

University of Bologna 🔗 , the city agency Fondazione Innovazione Urbana, Fondazione Rusconi, Città Metropolitana of Bologna, the Viabizzuno srl company, the BAG Studio architectural firm, the Music Conservatory and other cultural associations.

The experience can be considerate a good practice in terms of heritage care and valorisation, community engagement, greening interventions and potential of temporary actions in leading to long-term transformation. Known as the "Green Please: the meadow you don't expect" project on the Piazza Rossini was part of the actions developed by the EU Horizon 2020 ROCK project - Regeneration and Optimisation of Cultural Heritage in creative and Knowledge cities.

🔗 FULL RECIPE

EXTRA FLAVOUR

New European Bauhaus
beautiful | sustainable | together

*New European Bauhaus
Toolbox: Sense walks*

YOU MIGHT ALSO LIKE...

TACTICAL URBANISM
- Budapest (HU)
- Munich (DE)

URBAN COMMONS
- Turin (IT)

Placemaking

FREIBURG IM BRISGAU (DE)
Turning a No place to The place

KEY INGREDIENTS

- place-based intervention
- citizens' dialogue
- local stories

STEP-BY-STEP RECIPE

Today, the Bubble Man visits Freiburg's Platz der alten Synagoge, the Old Synagogue Square, and attracts dozens of children, who try to catch his car-size bubble clouds floating across the 9000-metre square plaza. Skateboarders practice ollies and grind on homemade props they have set up for the afternoon. Toddlers screech through jets shooting foamy water columns into the air in unpredictable intervals. Small groups of university students sit on the ground, light granite slabs, imported from Italy, cleaned daily with a special-purpose steam cleaning machine, chatting and drinking beer.

Streetcars rumble by on 3-minute intervals. Thousands of bicyclists, all sizes and speeds, traverse the plaza's edge, separating the main plaza from the historic City Theatre. People sit and eat "gelato" everywhere: on wooden platforms surrounding a copse of London Plane trees, on the steps in front of the City Theatre, on concrete benches sprinkled here and there, watching life on the plaza, taking it all in. In the southwest corner, set apart from the high-activity areas, sits a low-rise infinity pool rimmed in black granite, in an outline that matches the exact footprint of the Jewish synagogue that stood in this precise location from 1870 until it was destroyed by the Nazis in November 1938.

Freiburg, like many European cities, has a rich and complicated history. The Platz der alten Synagoge is the city's second largest square in the city centre and, after taking many different forms and characters over the years, is the city's de facto "living room" after an extensive engagement, design, and regeneration process from 2009 to 2018. Freiburg's Jewish community was deeply involved in the design process, which continues to this day as the city continues to adjust the plaza's design features in response to how they're being used.

Placemaking principles are clearly evident in the thoughtful design elements incorporated into the plaza. Inviting public seating, shade and urban green, a human-scale, accessible open space for large gatherings and activities, interactive water features, and cultural installations encourage social interaction, transforming the area into an 18-hour hub of community interaction.

The integration of public art, interpretive signage, and the reflection fountain helps convey the historical significance of the place, while encouraging a contemporary sense of belonging. The Platz der alten Synagoge is a successful example of placemaking acknowledges the city's darker times but infuses the space with life to create a living, breathing community space where people can come together and celebrate their shared history.

🔗 FULL RECIPE 🇩🇪

EXTRA FLAVOUR

New European Bauhaus
beautiful | sustainable | together

New European Bauhaus Toolbox: Doodling concepts

UP2030

UP2030 Tools & Methods: Physical installation

YOU MIGHT ALSO LIKE…

TACTICAL URBANISM
- Budapest (HU)
- Munich (DE)

STORYTELLING
- Bucharest (RO)
- Cesena (IT)

ARTS-BASED INTERVENTIONS
- Cesena (IT)
- Zagreb (HR)

Arts-based intervention

CESENA (IT)

A road to history and the centre

KEY INGREDIENTS

- place-based intervention
- NGOs & grassroots
- local stories

STEP-BY-STEP RECIPE

An access road to the historic centre of Cesena was the subject of a rediscovery and valorisation project promoted by local associations, with support from the municipality and other public institutions. Different thematic itineraries were created to transpire a story between history, memory, architecture and images of the place. Such process involved former and current residents, artists and cultural operators.

The collective narrative that was consolidated provides information about the cultural heritage, describes how the district has changed over time and how its community has been transformed. Using different means allowed for children to also experiment with the historical and the environmental themes in a playful way. Videos, texts, pictures, maps, audio, memories, poems, interviews and illustrations were made accessible through a **digital app** 🔗, so citizens and visitors could also be guided when discovering this area. Furthermore, a poster-manifesto of the district and some visual

installations created by young illustrators, alongside verses written by local poets were used to take over the streets and highlight the experimentation.

The experience, in addition to contributing to the rediscovery of the area and creating a newfound sense of belonging among the inhabitants, represents a good practice both in terms of building a community and identity, as well as creating a synergy between different actors (e.g. associations, administration, citizens, public bodies and private sector). It also conveyed an integrated and effective storytelling tool that combines digital materials and physical installations.

"Cresce solo se sognata", which means

"it only grows if dreamed" was developed in 2021 by the Cesena Comics & Stories association, with the contribution of the Barbablù Cultural Association 🔗 and the Mango Mobile Agency as a technical partner. The project was financed by the public call Young people for the territory 2020 - The culture that cures, which was promoted by the Institute for Cultural Heritage of Emilia Romagna region and received the support of the Municipality of Cesena, the municipal Education Center to Sustainability (CEAS), the Malatestiana Library, the Urban Center District Council, the Monty Banks teaching room, the Emilia Romagna Teatro Fondazione (ERT), the Cesena Delegation (FAI), the Zangheri photographic archive, the Cesenate Archaeological Group, the Te ad chi sit e fiol? Association and the Auser Cesena.

🔗 FULL RECIPE 🇮🇹

EXTRA FLAVOUR

SUSPLACE
Sustainable Place Shaping
Series of arts-based methods

Federation for European Storytelling

FEST
Federation for EU Storytelling
Storytelling in 8 colours tool

YOU MIGHT ALSO LIKE...

STORYTELLING	GAMIFICATION	DIGITAL ENGAGEMENT PLATFORM
- Bucharest (RO)	- Cascais (PT)	
- Cesena (IT)	- Cork (IE)	- Tampere

Arts-based intervention

ZAGREB (HR)

Urban canvas' pedestrian street

KEY INGREDIENTS

- place-based intervention
- mobility
- citizens' dialogue

STEP-BY-STEP RECIPE

The **municipality of Zagreb** 🔗 embarked on expanding pedestrian zones in the city centre, building on a pilot programme that painted asphalt roads near Zrinjevac Park. This move signalled the city's commitment to enhancing public spaces. Initially funded for a single artwork through the Bloomberg Philanthropies competition, Zagreb creatively redirected resources to realise two distinct installations, finally creating two artworks.

The process unfolded as a collaborative co-design effort, engaging citizens and local stakeholders. Surveys captured community feedback, including input from businesses impacted by the pedestrian zone expansions. Over a week, citizens participated in the painting process under artists' guidance, fostering a sense of ownership of the place and belonging to a community. Upon completion, cultural events accompanied by a

a robust media campaign celebrated the artworks' unveiling and encouraged public involvement.

The creations of renowned Croatian street artists Slaven Lunar Kosanović and Boris Bare brought vibrancy and creativity to the city centre in 2023, embodying Zagreb's artistic spirit and commitment to urban renewal.

🔗 FULL RECIPE 🇭🇷

EXTRA FLAVOUR

SUSPLACE
Sustainable Place Shaping
Series of arts-based methods

YOU MIGHT ALSO LIKE...

EVENTS & KNOWLEDGE SHARING
- Bologna (IT)

ARTS-BASED INTERVENTIONS
- Cesena (IT)

COMMUNICATION CAMPAIGN
- Karditsa (EL)
- Manheim (DE)

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Pop-ups & vacant spaces

IDRIJA (SI)

A living room for the city

KEY INGREDIENTS

- volunteers
- vulnerable groups
- citizens' dialogue

STEP-BY-STEP RECIPE

The city of Idrija has embarked on a remarkable transformation, guided by the principles of community engagement and resilience. With a population of 12 000, the city grappled with the challenges of industrial decline in recent years, particularly within its city centre.

However, inspired by the successful experience of Altena (DE) 🔗 with pop up shops in vacant spaces, and its innovative approaches to managing the challenges of shrinking cities,

Idrija forged a new path towards regeneration. Drawing inspiration from Altena's Stellwerk Volunteers' Platform and Pop-up Shop campaign, Idrija co-designed with its citizens a wide range of activities and services, all aimed at fostering a sense of belonging and collective ownership among residents.

Instead of setting up temporary space for retailers and local businesses, the Slovenian city decided to focus its efforts in creating a community

space, moving beyond economic aspects. When the municipality found a vacant building to house such project at minimal cost, enthusiasm grew among the citizens. In February 2020, Idrija launched its new town Living Room, a space with all activities free and open to everyone. It links organisations with interested citizens, based on motto "by the people for the people'' model.

Activities have already included events on housing and building refurbishment, chess classes, urban gardening workshop and a knitting evening to raise breast cancer awareness. The place also hosts services, such as a book corner provided by the local library and a municipality-supported free transport service for elderly people. Even the mayor of the small city volunteers to drive the seniors around. The Living Room has since become a dynamic community space that serves as a hub for collaboration, creativity and social connection. As a platform for different NGOs, the space has given locals the opportunity to become part of a community who get a saying in the future of the Living Room.

The shift in strategic objectives towards closer collaboration with citizens has yielded promising results for Idrija. With fewer empty shops and a decline in unemployment for the first time in 40 years, the town experienced a renewed sense of optimism and possibility. In the face of decline, Idrija has emerged as a concrete experience of hope and resilience, demonstrating the transformative power of community empowerment and collaboration. The initiative of adapting Altena's good practice was done in the framework of an URBACT Transfer Network, the Re-growCity. In addition, the experiment was further mainstreamed to other six Slovenian cities with another URBACT pilot initiative focused on the national level.

🔗 FULL RECIPE

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YOU MIGHT ALSO LIKE…

EVENTS & KNOWLEDGE SHARING
- Bologna (IT)

WORKSHOP & CAPACITY BUILDING
- Brussels (BE)
- Freiburg (DE)

COMMUNICATION CAMPAIGN
- Karditsa (EL)
- Manheim (DE)

©Hub Creativo Beato

LISBON (PT)
A tech future to an industrial past

KEY INGREDIENTS

- tech
- innovation ecosystem
- entrepreneurship

STEP-BY-STEP RECIPE

A tech hub is not only an office space, but also an enabling space for communities to thrive. A place where innovation springs from the interaction of a wide diversity of professionals. Unlike business incubators that offer support to startups across diverse industries, tech hubs specialise in fostering innovation and growth specifically within the technology sector. This was the vision from the Lisbon municipality when creating the Beato Creative Hub, also known as "Hub Criativo do Beato".

With a significant investment that will yet play an important role in the future of the city. The project converts a historical industrial

space into vibrant areas for co-working and co-living spaces. Such venues also host R&D centers, cultural venues and offices for tech firms and creative businesses. It is a public-private collaboration aimed at reviving the Beato neighbourhood, once a neglected area of the city, with the municipality of Lisbon taking an active role in its development.

It exemplifies Lisbon's commitment to blending its rich cultural heritage with modern innovation needs, aiming to foster a unique ecosystem where technology and creativity meet. This initiative is about economic development but also about preserving the architectural and industrial heritage of the area, providing a space where past and future coexist and inspire new forms of creativity and innovation.

🔗 FULL RECIPE

YOU MIGHT ALSO LIKE...

PLACEMAKING
- Bologna (IT)
- Freiburg (DE)

BUSINESS INCUBATOR
- Oeiras (PT)

PEOPLE PUBLIC PRIVATE PARTNERSHIP
- Izimir (TR)
- Cascais (IT)

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Living Labs

BOLOGNA (IT)

Cultural regeneration for urban regeneration

KEY INGREDIENTS

- community project
- innovation ecosystem
- citizens' dialogue

STEP-BY-STEP RECIPE

In the heart of Bologna's University district of Zamboni, the living lab initiative known as U-Lab, under the umbrella of the ROCK project 🔗, has sparked transformative changes. By fostering collaboration among diverse experts and stakeholders, U-Lab has become instrumental in revitalising the area into a vibrant cultural and sustainable hub. The objective of the lab encompassed improving safety,

mitigating social conflicts, increasing accessibility, and attracting diverse stakeholders.

Through participatory processes and surveys, U-Lab 🔗 identified key areas for improvement, leading to a comprehensive understanding detailed in the ZONA-U Atlas. The impact was profound, as these insights guided the implementation

of 16 winning projects selected through an open call for proposals. These initiatives breathed new life into cultural spaces such as Piazza Scaravilli, fostering a sense of community ownership and pride.

One of the most notable outcomes of U-Lab's efforts is the U-Area for All initiative, which aimed to create inclusive guided tours. By actively involving citizens, especially students and minority groups, in mapping paths and co-designing the walking tours, the project emphasised accessibility and sensory discovery. This not only enhanced the visitor experience but also strengthened community ties and inclusivity within the district.

The success of U-Lab demonstrates the power of living labs in driving tangible change and fostering collaborative approaches to urban regeneration. By leveraging local knowledge and expertise, these initiatives have not only enhanced the physical environment but have also contributed to a deeper sense of belonging and shared heritage among residents.

The U-Lab experience tested methodologies pivotal for the Foundation for Urban Innovation. Furthermore, the U-Lab process served as a best practice, poised for replication 🔗 in Lisbon (PT) and Skopje (MK), aligning with their distinct social, cultural, and urban needs. Management involves collaborative efforts between the Foundation, the Municipality, and the University of Bologna, building on Bologna's history as a pioneering urban center.

🔗 FULL RECIPE

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EXTRA FLAVOUR

NetZeroCities: Living Labs

+CityxChange Cookbook: Innovation Playgrounds (p. 73)

YOU MIGHT ALSO LIKE...

COMMUNITY OF PRACTICES
- Bucharest (RO)

IMMERSIVE SITE TOURS
- Liepaja (LV)

MAPPING

Living Labs

ZAGREB (HR)

New life in an abandoned factory

Living Lab Sesvete with Info Point and former Sljeme meat factory

KEY INGREDIENTS

- NGO & grassroots
- innovation ecosystem
- third place

STEP-BY-STEP RECIPE

In Zagreb's Sesvete district, the Living Lab stands as a beacon of innovation and community-driven change. Spearheaded by local NGO ZIPS, in collaboration with the municipality of Zagreb and Zagreb University, the Living Lab tackles urban challenges through participatory planning and nature-based solutions. Located in Sesvete, the largest district in the city, spanning 165 square kilometers, the lab addresses the area's lack of clear urban identity and rapid growth.

Through a comprehensive SWOT analysis, the NGO ZIPS identified

key needs, including better public spaces, facilities, and sustainable transportation options. Co-designed with local stakeholders, the lab focuses on revitalising the underdeveloped southern area around the former Sljeme meat processing factory. Four main interventions were crafted: a therapeutic garden at Mali Dom daycar; a modular urban farm at the HUB building; green walls and roofs; and plans for a green corridor connecting the district.

The therapeutic garden at Mali Dom promotes well-being, particularly for people with disabilities, providing a serene escape in an urban environment. Meanwhile, the modular urban farm showcases innovative green wall and roof technologies coupled with aquaponics, offering a sustainable

solution for urban agriculture. Despite challenges leading to delays in the farm's implementation, the lab demonstrated resilience by successfully developing an alternative modular design. Additionally, the NGO ZIPS promoted tree planting initiatives, including cloning historic linden trees, and proposed guidelines for low-carbon development.

While the full green corridor plans evolved, the lab adapted the original idea by constructing a cycling path, which was not originally planned. The Living Lab bears proof of flexibility in achieving local societal and economic benefits. Sesvete's regeneration process is further propelled by reusing former industrial sites. The lab was an initiative developed under the **ProgiReg project** 🔗 .

🔗 FULL RECIPE

Living Lab Zagreb

EXTRA FLAVOUR
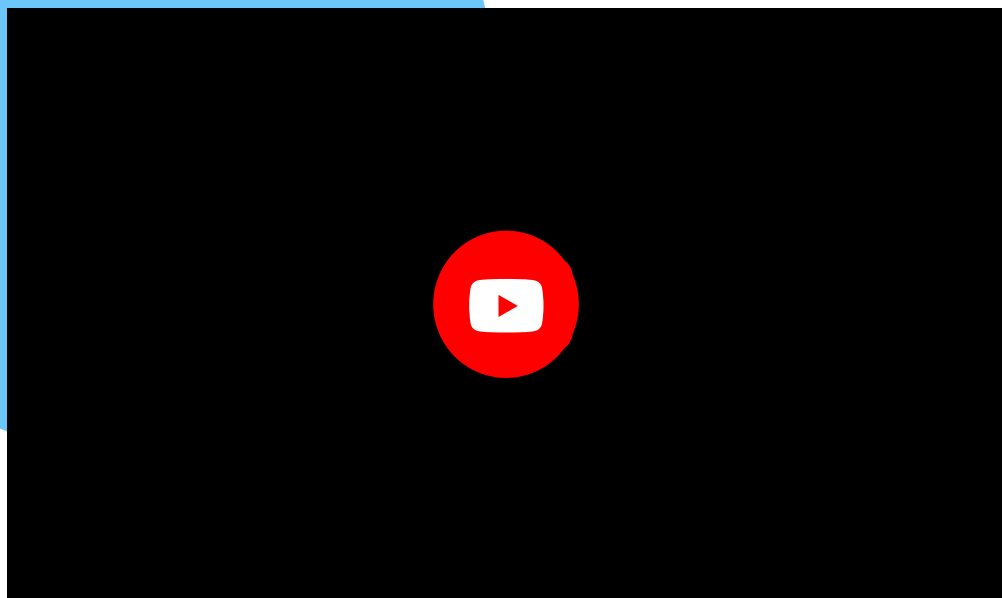
NetZeroCities: Living Labs

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YOU MIGHT ALSO LIKE...

PLACEMAKING
- Bologna (IT)
- Freiburg (DE)

URBAN COMMONS
- Turin (IT)

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🔗 FULL RECIPE

Business incubators

OEIRAS (PT)
Igniting innovation and education

KEY INGREDIENTS

- entrepreneurship
- innovation ecosystem
- talent attraction

STEP-BY-STEP RECIPE

Seeking to attract new and more companies, foster existing ones, and make the city appear on the international innovation and science radar, the City Council of Oeiras designed the. Oeiras Valley. In essence, it aims to establish a unique ecosystem for innovation and business development within Portugal. It's focused on making Oeiras a major hub for technology, creativity, and innovation. This includes a strong emphasis on sectors such as technology, pharmaceuticals, nanotechnology and oceanographic research.

With the goal of stimulating high-value job creation, the Oeiras Valley initiative has significantly impacted the city. Furthermore, cultural and educational investments are also a significant component of Oeiras Valley's impact. The municipality has invested in the enhancement of its educational and cultural infrastructure, supporting local students with scholarships and revitalising historical sites and university campuses, also taking into account developments to support environmental sustainability and smart city strategies.

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TURIN (IT)

Open gates to schools' courtyards

KEY INGREDIENTS

- place-based intervention
- school
- public consultation

STEP-BY-STEP RECIPE

How could locals benefit of access to more public space without the need to create new ones? A municipal initiative launched in 2013, the "Cortili Aperti", or Open Courtyards, translates the willingness from the city of Turin to create more open spaces for its citizens. The initiative consists of opening the gardens and courtyards of various primary municipal schools outside of the school hours. Thus, making public spaces and green areas available to the neighbourhood residents and strengthening the relationship between the schools and the fabric of the city.

The spaces were transformed and

upgraded with new paving, trees and flowerbeds, vegetable gardens, furniture as seats, play and sports equipment. The participatory process involved schools, maintenance workers, parents, and children, becoming a point of reference and resource for the neighbourhoods, especially where fewer parks and gardens exist or are accessible. A set of guidelines for intervention were collected in the "Progetto Unitario Cortili Scolastici", or Unified Schoolyard Project). The objective of such document was to translate the needs that emerged during the discussions with local stakeholders into concrete and coordinated actions.

The project draws attention to the urban, social and educational value and importance of spaces for children to play and socialise. It represents an effective action on the multifunctionality of urban assets in line with the 15-minute city model. It also highlights the role of

schoolyards as common goods, or even as some might say, urban commons. The initiative of redeveloping and transforming open public spaces into open grounds for the community allowed the courtyard spaces to take on a social role, becoming a place for active citizenship and social cohesion. A good practice that can be easily replicated and extended to other situations.

Cortili Aperti is a project involving several public schools in Turin and promoted by the Municipality of Turin 🔗, the Department of Policies Educational, the Turin Institution for one Education Manager (ITER), Laboratory Sustainable City Turin. In 2016–2019, the programme was included among actions in the AxTO plan 🔗 , a project for care, maintenance, and regeneration of the area implemented by the city of Turin and co-financed by the President of the Council of Ministers under the "Bando Periferie", Suburbs Call.

(🔗 FULL RECIPE 🇮🇹)

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YOU MIGHT ALSO LIKE...

PLACEMAKING
- Bologna (IT)
- Freiburg (DE)

TACTICAL URBANISM
- Budapest (HU)
- Munich (DE)

MAPPING

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CESENA (IT)

A pact for greener areas

KEY INGREDIENTS

• place-based intervention • nature-based solution • citizens' dialogue

STEP-BY-STEP RECIPE

As a response to global pandemics, and the physical and social challenges that followed, the municipality of Cesena decided to seize the occasion to experiment with a large-scale model of use, management and collaboration of urban green areas. So in the spring of 2020 the city piloted innovative agreements with citizens.

The initiative has brought multiple benefits in terms of improvement of the areas hosting the activities, valorisation of resources through new uses, promotion of wellbeing and outdoor activities, enhancement of green infrastructures, strengthening of associations and business activities. Before each pilot, public

PARTNERSHIP

notices for locals to express interest to co-design solutions are published. Associations, citizens and other local groups– apply themselves to organise and manage various sport, cultural and recreational activities to enhance the city's network of parks, gardens and green areas. These include activities such as labs, courses and workshops, fitness and sports, green care and events.

The municipality intervenes to improve the maintenance of the identified areas, re-organising the spaces with new public furniture, overseeing the activities that will be hosted and setting up the necessary systems and technological infrastructures. While the locals deliver the activities and the initiatives, in addition to undertaking actions of care, small maintenance and supervision of equipment. It is a win-win model with a binding agreement for both sides. Events and activities are included in a common programme, which can be consulted through a digital calendar 🔗 on dedicated webpages.

Through the agreement, the municipality and the active citizens define the methods of carrying out care interventions, shared management and contextual regeneration of parks, green areas and gardens, as agreed during the co-planning phase. Known as the Green City Cesena – all'ariaperta!, this projects take place in a yearly basis and it is coordinated by the municipality. In 2021 it received the Cresco Award for Sustainable Cities, promoted by the Sodalitas Foundation with the patronage and collaboration of the National Association of Italian Municipalities (ANCI).

🔗 FULL RECIPE 🇮🇹

EXTRA FLAVOUR

CrAFt

The CrAFt Cookbook: Partnership and financial models

MATCH MAKING TOOL

The Match Making Tool: Platform for different energy communities' parties

YOU MIGHT ALSO LIKE...

PLACEMAKING	CROWDSOURCING	URBAN COMMONS
- Bologna (IT)	- Cesena (IT)	- Turin (IT)
- Freiburg (DE)	- Reykjavik (IS)	

IZMIR (TR)

A pact for greener areas

KEY INGREDIENTS

- open data
- digital platform
- mobility

STEP-BY-STEP RECIPE

The collaboration between Google and various public entities, including cities like Izmir, Manchester, Athens and Aarhus, for the **Environmental** 🔗 **Insights Explorer (EIE)** project exemplifies a dynamic partnership between the public and private sectors aimed at leveraging technology and data to address

environmental challenges and promote sustainable development.

Through the EIE project, which is supported by ICLEI, Google provides access to environmental data and insights using its technology platform, data

PARTNERSHIP

collected by smart phones from Global Positioning Satellites (GPS) enables individuals and those who aggregate such data to learn more about individual and population-wide travel habits. Mobile phones have the ability to track where users travel, how long they spend in different types of destination, and estimate the means they use to travel (e.g. comparing location data to speed or routing).

On one had, location data can help inform those planning the transport networks and the urban fabric. This may help show busy areas, perhaps those underserved by infrastructure which could support existing or latent demand for alternative transport choices. It may also indicate hot spots, or locations where people may dwell or congregate, which may inform the places people attach a value or need to, at different times of the day or week. On the other hand, by giving individuals more insights into their own travel behaviours, they can potentially understand longer term habits better. Such information can perhaps engage them in changing their travel habits. For example, carbon conscious consumers may wish to reduce the proportion of higher carbon trips they do, potentially year on year. Annual read outs allow them to monitor choices such as flying and driving.

In the Izmir Metropolitan Municipality, the integration of EIE data has yielded concrete outcomes, facilitating a comprehensive understanding of emission patterns and establishing EIE as a trusted and reliable data source. The city now possesses a full picture of all city trips, enabling more accurate calculations of transport emissions. Previously conducted greenhouse gas emissions inventories every four years can now be optimised on an annual basis, starting in 2023 and using EIE as a primary data source. This monitoring improved system supports the identification of low-carbon mobility actions, pinpointing targeted decarbonisation strategies across different transport modes Additionally, the project provides valuable ferry trip data, previously unavailable to the city, enhancing understanding of this common mode of transportation. At last, EIE will inform Izmir's updated modal split calculations and support the development of the city's Sustainable Urban Mobility Plan (SUMP).

In summary, the partnership between Google and public entities, demonstrates the potential of collaboration between the public and private sectors to address complex societal challenges such as urban transportation and environmental sustainability. By leveraging technology and data-driven insights, this partnership enables informed decision-making, fosters community engagement, and promotes sustainable development initiatives in cities like Izmir and beyond.

🔗 FULL RECIPE

YOU MIGHT ALSO LIKE...

CORPORATE SOCIAL RESPONSIBILITY
- Nantes (FR)

CROWDSOURCING
- Cesena (IT)
- Reykjavik (IS)

SOCIAL IMPACT BONDS
- Heerlen (NL)

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Friends of...

CESENA (IT)

...the walking bus

KEY INGREDIENTS

- volunteers
- behaviour change
- school

STEP-BY-STEP RECIPE

In Cesena, children can easily reach school by foot. Thanks to the coordination between volunteers and the schools, a very special home-school free public transport line within the city districts was activated: a walking bus. Using pre-established safe routes and avoiding the busiest and most dangerous areas, very young passengers can hop on and off the also known foot-bus, or piedibus 🔗 in its specific stops, in accordance to a timetable.

The protocol for activating of such a new pedestrian transport line is very simple and involves, first of

all, the presentation of the project during official meetings at school, then if accepted by the school council and the parents, the definition of the walking paths within the neighbourhoods. At last, comes the most important part: calling out the friends of the piedibus. It is essential to have trustworthy people to lead the bus, so it is necessary to gather the availability of parents and volunteers, then organise the weekly shifts and, finally enrol the children through the reference associations for the different schools, "bus'" lines and designated stops. At any time of the school year and in any neighbourhood, it is possible to activate a new service line or join an existing one, provided that there is a group of parents, grandparents or volunteers available to act as chaperones.

The initiative, born in Denmark, is widespread in numerous countries all over the world. It is sponsored by the World Health Organisation and positively supported by parents' committees, environmental organisations and municipal bodies. In Cesena, the piedibus was launched by the municipality in 2021 and recorded wide participation with the creation of more than 20 lines throughout the territory and it has brought positive change in different ways at local-level.

It promotes socialisation among children, as well as a healthy lifestyle through physical exercise, tackling the increase of childhood obesity. It also reduces air pollution in the areas surrounding schools, considering that the majority of kids in Italy are taken to school by car. For road safety education, it helps children to learn about traffic signs, to acquire greater autonomy and awareness of the dangers. At last, it increases the children's knowledge of their neighbourhood, the city and it encourages community involvement in caring for the common good.

🔗 FULL RECIPE 🇮🇹

I genitori constatano un aumento dei pericoli della strada

IL CIRCOLO VIZIOSO

Il traffico aumenta

I genitori portano i loro figli a scuola in auto

Il traffico aumenta

Meno bambini vanno a scuola a piedi o in bici

YOU MIGHT ALSO LIKE...

PEOPLE PUBLIC PRIVATE PARTNERSHIP
- Cesena (IT)
- Izmir (TR)

URBAN COMMONS
- Turin (IT)

NANTES (FR)

Businesses' ethics in practice

Harnessing territorial CSR to respond tu urban needs

Unlocking opportunities, improving cities

KEY INGREDIENTS

- vulnerable groups
- digital platform
- entrepreneurship

STEP-BY-STEP RECIPE

In the city of Nantes, a remarkable shift towards Corporate Social Responsibility (CSR) is taking place. Driven by the collaboration between local businesses, government entities and community stakeholders, what began as a response to the call for support from companies, notably

SMEs, has blossomed into the innovative Nantes CSR Platform.

A hub of resources and initiatives aimed at promoting responsible economic development, in its the core lies a commitment to accessibility and transparency. By gathering local stakeholders and

FINANCIAL MODEL

establishing working groups, the platform provides a centralised space for businesses to access support services, including CSR audits and loans. A dedicated website offers a wealth of information on best practices and relevant events, fostering a culture of continuous learning and improvement among local companies.

An example of a CSR practices that is showcased in the platform is the Cultural and Solidarity Passport programme. Launched by the municipality in partnership with private partners, the initiative aims to promote social inclusion and cultural access to all locals, notably those facing economic hardship. Low-income families, refugees and people experiencing homelessness, receive free or special rates to cultural events, museums, theatres and other leisure activities across the city. The necessary active role of the businesses involved not only enhance the local quality of life, but also foster a sense of belonging and community cohesion.

The success of the Nantes CSR Platform, where other programmes can also be found, is rooted in its alignment with

local values and priorities. Built upon a strong foundation of social innovation, participation and collaboration among different parties. Moreover, it draws inspiration from France's robust national legislation on CSR, leveraging legal frameworks to drive meaningful change at the local level. Thanks to the concerted efforts of public and private actors, Nantes has emerged as a pioneer in the field of CSR, garnering recognition at both national and European levels. The city's dedication has earned it the top spot in the ranking of CSR metropolises in France.

Looking ahead, the Nantes CSR Platform is poised to expand its impact, with a renewed focus on engaging more businesses and exploring new practices and benchmarks. By leveraging peer pressure, auditing mechanisms and marketing strategies, the platform aims to drive further growth in CSRefforts, particularly among SMEs. Additionally, efforts to bridge the gap between implicit and explicit CSR and establish a CSR Observatory underscore Nantes' commitment to measurement and improvement in the pursuit of responsible economic development. In

essence, the Nantes CSR Platform represents more than just a collection of initiatives. It embodies a collective vision for a more sustainable and equitable future, addressing concerns at the public realm as well as ethics' matters within the private sector.

In the framework of the CSR4Cities URBACT Network 🔗 , the city ran pilot actions to further conceptualise the CSR Observatory. While the lessons learnt are still being experienced, the pilot answered many questions about data accessibility, shedding light on

previously overlooked subjects and proved invaluable in the decision-making process. For instance, during the experiment, the municipality saw a decline in companies' safety (e.g. work accidents and commuting incidents), which was unnoticed until this point. Employer health and safety are crucial CSR concerns tied directly to urban planning and transport policies. This realisation underscores the need for new actions, a discovery made possible through the work of the pilot observatory.

🔗 FULL RECIPE

EXTRA FLAVOUR

URBACT **Co-funded by the European Union** Interreg   *URBACT: Cities4CSR 12 lessons learnt*

YOU MIGHT ALSO LIKE...

| PEOPLE PUBLIC PRIVATE PARTNERSHIP - Cesena (IT) - Izmir (TR) | SOCIAL IMPACT BONDS - Heerlen (NL) | COMMUNITY COUNCIL - Tampere (FI) |

Crowdfunding

STOCKHOLM (SE)
Resourcing change for cities' ideas

©billionfarmers

KEY INGREDIENTS

- community projects
- digital platform
- energy citizenship

STEP-BY-STEP RECIPE

The city of Stockholm, stands at the forefront of urban innovation, harnessing the power of crowdfunding to drive positive change in the city. With different platforms, Stockholm has seen a surge in citizen-led initiatives aimed at enhancing sustainability, liveability and community engagement.

One striking example of Stockholm's crowdfunding success is the innovative

underground urban farm 🔗 project in Stockholm. This ambitious initiative used crowdfunding to support its mission of sustainable food production and energy efficiency. By harnessing geothermal energy generated from the farm's operations, this underground facility not only grows fresh produce year-round but also heats the building above it, demonstrating the potential for urban agriculture to contribute to both food security and climate resilience at local level.

Another notable example is the story of a local electric boat maker 🔗. Fully electric (and silent) boats combine minimal disruption of marine life, with an optimised user-experience. In 2019,

X Shore raised an impressive EUR 1.5 million through crowdfunding, demonstrating the effectiveness of thisfinancing model in supporting innovative ventures that promote eco-friendly transportation solutions, while fuelling the growth of environmentally conscious businesses in the city.

Such examples illustrate how crowdfunding can be leveraged to test-drive tangible solutions to urban challenges, from eco-friendly transportation to sustainable food production. By empowering citizens to support innovative projects that align with the city's values, Stockholm is forging a path towards a more sustainable and resilient urban future.

🔗 FULL RECIPE

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YOU MIGHT ALSO LIKE...

PEOPLE PUBLIC PRIVATE PARTNERSHIP	SOCIAL IMPACT BONDS	COMMUNITY COUNCIL
- Cesena (IT)	- Heerlen (NL)	- Tampere (FI)
- Izmir (TR)		

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> **! ALLERGEN ALERT**
>
> *Crowdfunding must be accompanied by strategic communication campaigns.*
> *Most of the donors are often people you know or who are enthusiastic about the initiative (like family, friends, neighbours and colleagues). Convincing unknown people to contribute can be far more challenging.*

Crowdfunding

VOORSCHOTEN (NL)
Collective financing for civic initiatives

KEY INGREDIENTS

- community projects
- digital platform
- volunteers

STEP-BY-STEP RECIPE

Innovative partnerships between public authorities and crowdfunding platforms are reshaping the landscape of urban development, fostering transparency, accountability and citizen engagement. One such pioneering model is exemplified by the Dutch foundation, Voor je Buurt 🔗 , which operates at the forefront of civic crowdfunding initiatives, empowering local communities to realise their social projects.

Additionally, what is even more

impressive, the foundation partners up almost exclusively with the public sector. Founded in 2012, it serves as a catalyst for grassroots initiatives, providing a platform for citizens to crowdfund and crowdsourced projects that address local needs, from playgrounds to social innovation endeavours. In total, the foundation has facilitated over 2 400 initiatives, raising approximately EUR 7 million in donations and engaging over 75 000 individuals and organisations in the financed projects. Through match-funding programs, Voor je Buurt amplifies the impact of citizen-led initiatives, demonstrating the power of cooperation between local communities and institutional stakeholders.

An exemplary case is the collaboration between the city of Voorschoten and Voor je Buurt, which

sought to create an inclusive, sustainable playground accessible to all residents. Through a meticulously planned crowdfunding campaign, the project exceeded its target amount, raising EUR 6 862,02 in just 54 days, with the contribution of 47 individual bodies, either from civic society or institutions. The playground case epitomises the transformative potential of civic crowdfunding, fostering collaboration across diverse stakeholders and generating tangible benefits for the community, harnessing the collective resources and enthusiasm of citizens, public authorities and civic organisations.

In summary, the success of civic crowdfunding initiatives relies on clear commitment from participating governments, coupled with supportive program managers and streamlined criteria. By bringing

project initiators together and providing visible match-funding early in campaigns, these initiatives activate communities and significantly increase project success rates. This collaborative approach

offers promising solutions for local authorities seeking to engage in bottom-up activities, ultimately shaping vibrant and resilient communities.
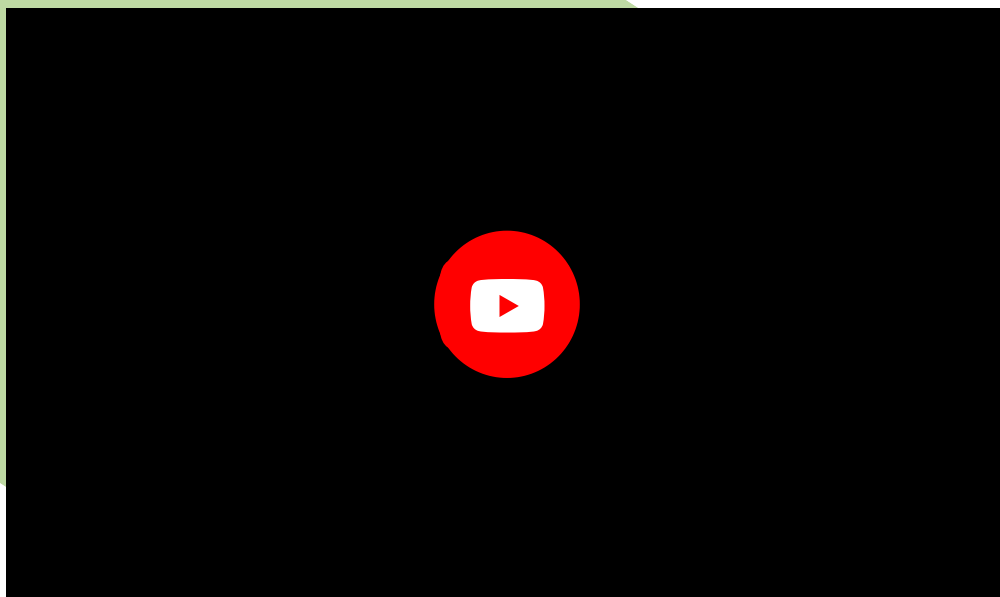
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COMMUNICATION CAMPAIGN
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- Mannheim (DE)

MUNICIPAL FACILITATORS
- Umeå (SE)
- Valencia (ES)

FRIENDS OF...
- Cesena (IT)

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EXTRA FLAVOUR

OECD
Observatory of Public Sector
Innovation:
Understanding Social Impact Bonds

URBACT:
SibDev Handbook for cities developing SIBs

Social Impact Bonds

HEERLEN (NL)
Social change to address loneliness

KEY INGREDIENTS

- health
- vulnerable groups
- volunteers

STEP-BY-STEP RECIPE

In the realm of finance, bonds are not just a means of investment but a catalyst for positive change. While you might have already heard about Green Bonds, which focus on financing environmental projects (e.g. renewable energy and conservative efforts), Social Impact Bonds (SIBs) are increasingly gaining momentum with focus on societal challenges.

In this context, a bond consists of a contract between the public and the private sectors. The governing authority takes a loan from a company to face a social challenge, offering investors

returns based on successful social outcomes rather than traditional interest rates. This means that the company is only paid back (interests included) if the social investment is successful. SIBs rely on the achievement of a predetermined social goal, illustrating a pivotal shift towards sustainable and impactful investing, where investors give back to the community.

Illustrating this innovative approach is a pilot project in Heerlen, where lives the highest number of inhabitants who rely on social assistance benefits in the Netherlands. As the local population is rapidly ageing, among the many social challenges, loneliness seems to be one the most pressing one. To tackle the vulnerability of elderly people, the city sought to involve and gather information from those who have direct contact with these group: the health system's stakeholders. Doctors, and particularly General Practitioners (GP), are often the ones who detect problems that are not only related to medical issues, but that go beyond physiologic symptoms, as mental health.

With this in mind, the municipality set out a pilot to collaborate with local GPs in two neighbourhoods. In total, 35 elderly patients whose symptoms were not (only) connected with health issues, but mainly with loneliness, were identified by the professionals and put in contact with a "neighbourhood connector". The connectors were professionals who visited the patients in their homes and engaged in a very informal conversation. Slowly they tried to understand together what the cause of the residents' loneliness were and how they could be handled and even prevented. The goal of the project was to connect people and let them participate in neighbourhood activities, for example in the neighbourhood centre or dedicated events.

At first the neighbourhood connector joined the elderly when going to activities, but later the participants were able to go to the activity and socialise by themselves. According to one of the GPs who has partnered up with the city for the pilot, a senior patient with diabetes who used to take appointments up to 60 times a

year (mainly superfluous appointments, according to the doctor), saw his visits reduced to 20 appointments per year following the project. In addition, new friendships were born in the community, including multi-generational friendships between the elderly patients, the connectors and other younger people who ended up volunteering in events, for example.

This experiment, part of the SibDev URBACT network 🔗 , attracted interest from larger stakeholders such as drugstore chains and health insurance offices, aiming to expand the initiative to other neighborhoods. By leveraging trust relationships between doctors and patients, SIBs

like this one harness finance for social good, yielding both financial returns and improved community well-being.

With the collaboration with the private GP's offices, this SIB pilot leverages on the trust relationship that is established among doctors and patients to test whether an increased sociality might tackle loneliness better than medication, leading to more attended neighbourhood activities, and lower costs on the side of the health and welfare system. Ultimately, SIBs not only yield financial returns but also contribute locals' well-being, harnessing the power of finance to serve a greater good.

🔗 FULL RECIPE

YOU MIGHT ALSO LIKE...

PEOPLE PUBLIC PRIVATE PARTNERSHIP
- Cesena (IT)
- Izmir (TR)

MUNICIPAL FACILITATORS
- Umeå (SE)
- Valencia (ES)

CORPORATE SOCIAL RESPOMSIBILITY
- Nantes (FR)

Participatory budgeting

CASCAIS (PT)
Prioritising investments collectively

KEY INGREDIENTS

- public consultation
- decion-making
- community projects

STEP-BY-STEP RECIPE

The Cascais Participatory Budgeting is an initiative that empowers citizens to directly influence the allocation of a portion of the municipal budget towards projects that enhance the community. Through this initiative, the Cascais Municipal Council fosters civic engagement and participatory democracy by inviting residents to submit project proposals and then vote on the submissions. This process ensures that the community's priorities are reflected in the municipal investments, ranging from education and social inclusion to environmental sustainability and cultural development.

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FINANCIAL MODEL

The impact of this programme on Cascais has been significant, demonstrating a strong commitment to participation and citizenship within the city. Projects selected by citizens, such as the support for social and environmental initiatives or even the cultural enrichment activities, reflect a diverse range of interests and needs across different neighbourhoods. Since 2011, EUR 51 million have been spent in 219 chosen projects. Cascais's Participatory Budget stands as a powerful tool for local development and democratic engagement.

This has proven to be such a successful recipe to the city of Cascais, that the municipality has also developed a stand-alone Youth Participatory Budget 🔗 , where young people can also be actively involved through the school participatory budget. Each school has a EUR 10 000 budget for implementing its own selected ideas. Students are still welcome to also contribute to the original Participatory Budget programme and, as a matter of fact, three projects submitted by young people have been selected in recent years: the digital bus stops with wi-fi enabled shelters and solar power charging sockets; the creation of "social benches", where young people can come together; and a Festival of Youth Cinema.

🔗 FULL RECIPE
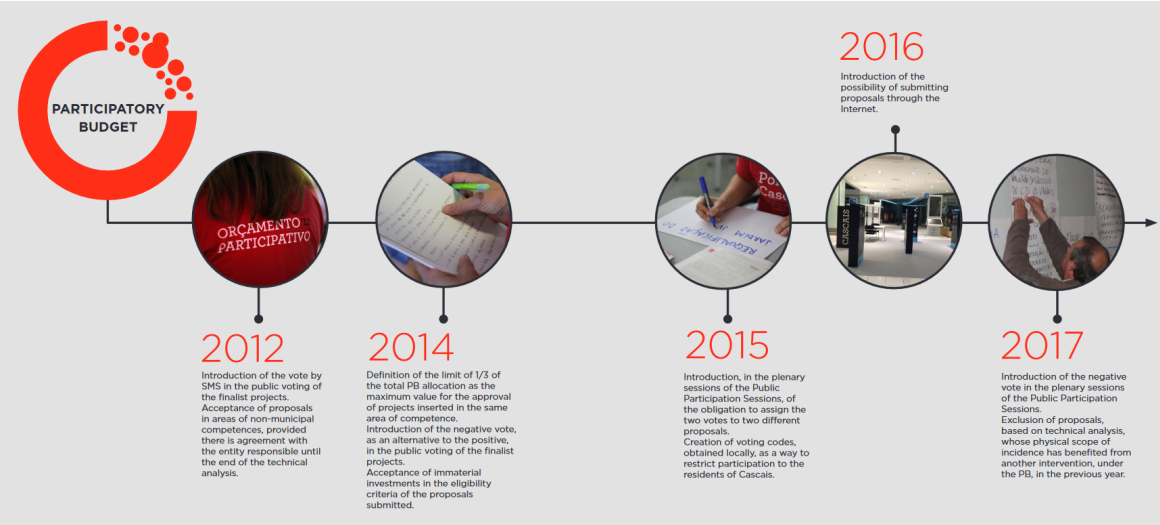
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PLACEMAKING
- Bologna (IT)
- Freiburg (DE)

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Service's formalisation

GONDOMAR (PT)
Taking care of caregivers

KEY INGREDIENTS

- health
- vulnerable groups
- gender

STEP-BY-STEP RECIPE

The city of Gondomar faces an important challenge that is commonly found in other modern western societies: an aging of population. In Portugal, as the network for affordable support provision to those in need is very limited, often the families must organise themselves to take care of their elderly. This is why elder people count on what is called the "informal caretaker",

someone in the family, typically women, that quits her job and dedicates herself exclusively to that activity.

Although the national law recognises this activity, the formal access to it is rather limited, and the salary paid by social security is very low. Through the municipal initiative +Cuidar 2.0, , the city of Gondomar supports these informal caretakers, acknowledging their valuable purposes in society. The project, which was rewarded by the Smart Cities Network as a good practice that was undertaken by a

public institution, is divided into two phases.

First the psycho-educational programme stage, which takes place under the guidance of a multidisciplinary technical team, and ensures that these informal caregivers are well equipped; and then the Mutual Aid Groups, which aim to ensure assistance to the caregivers, providing them with safe space for exchange and support for them to improve their livelihoods, both physically and mentally.

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YOU MIGHT ALSO LIKE...

SOCIAL IMPACT BONDS
- Heerlen (NL)

COMMUNITY COUNCILS
- Tampere (FI)

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Municipal facilitators

UMEÅ (SE)

Ground (and silos) breaking

KEY INGREDIENTS

- vulnerable groups
- gender
- citizens' dialogue

STEP-BY-STEP RECIPE

For over three decades, the city of Umeå has championed gender equality, laying the groundwork for inclusive urban development. Central to this endeavour is the city's role as a municipal facilitator, leveraging its resources and influence to create opportunities for women and men to shape society and their own lives. Through the establishment of a Gender Equality Committee 🔗 and the appointment of a Gender

GOVERNANCE

Equality Officer since 1989, the municipality has demonstrated its steadfast commitment to this cause.

Umeå leads by example, integrating gender perspectives into every facet of urban planning. From infrastructure and mobility to public spaces and services. The city prioritises sustainability and inclusivity, creating environments that reflect the diverse needs of its inhabitants. Through proactive collaboration with stakeholders and a long-term vision for change, the Gender Equality Officer plays a versatile role.

From engaging with the civil society to contributing with different municipal departments, preventing the city from working in silos, the officer also acts as a gender bus tour guide presenting participants with the long-term tangible actions the city has already put in place. People who

hop in this bus are also invited to reflect upon thought provoking questions and experiences.

The municipality is also very mindful of the importance of data-driven decision-making in advancing gender equality. By collecting data disaggregated by gender and other dimensions of exclusion, Umeå gains valuable insights into the diverse needs and experiences of its residents. This information guides the city's efforts to design policies and projects that address disparities and promote inclusivity, ensuring that no one is left behind in the quest for a more equitable society, while directing the Gender Equality Officer's attention and resources.

The Swedish model offers valuable lessons for municipal facilitators, highlighting the importance of sustained commitment and proactive engagement. By adopting Umeå's

data-driven approach and integrating gender perspectives from the outset of projects, cities can become catalysts for positive change, empowering individuals of all genders to thrive in inclusive and equitable communities. As cities embrace their role as facilitators of change, they can build a future where everyone has the opportunity to contribute and prosper, regardless of gender or background.

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WORKSHOPS & CAPACITY BUILDING
- Brussels (BE)
- Freiburg (DE)

COMMUNICATION CAMPAIGNS
- Karditsa (EL)
- Manheim (DE)

IMMERSIVE SITE TOURS
- Liepaja (LV)

Municipal facilitators

VALENCIA (ES)

Pursuit of energy justice

©eu-mayors.ec.europa.eu

KEY INGREDIENTS

- behaviour change
- vulnerable groups
- energy citizenship

STEP-BY-STEP RECIPE

With the right resources and skills at their disposal, locals can be empowered. The City Council of Valencia, for example, provides legal advice at neighbourhood-level to promote energy communities. , It consists of an one-stop-shop coordinated by the municipal social services for guidance and training to hundreds of families. It addresses the issues of

energy billing, energy efficiency, renewable energy and the right to energy via workshops in the districts and face-to-face meetings.

The municipality, together with its legal and energy team, have developed a template to create the legal entities, namely an "association", to create new energy communities in deprived areas. Using the principles that locals can become "prosumers" and having them paying a considerably reduced fee for energy.

To guarantee energy access to the most vulnerable people within the community, they might be exempt of such fee. Unsurprisingly, conflict may arise. To avoid these, and the municipality acts as a mediator to support agreements among neighbours. The municipality also plays a strategic role bringing accurate information to locals of the community. Unfortunately, sometimes prejudices prevail. For instance, some neighbourhood rejected to use the roofs of their

residential buildings for the photovoltaic installation, because they believed that the old Spanish restriction for self-consumption of energy (commonly called "impuesto al sol") is still in place. However, this

old regulation has changed and many people do not know that it is now allowed (and even encouraged) by the new EU regulation. There is still a long way ahead!

🔗 FULL RECIPE

YOU MIGHT ALSO LIKE...

WORKSHOPS & CAPACITY BUILDING
- Brussels (BE)
- Freiburg (DE)

CLIMATE LITERACY
- Bologna (IT)
- Manchester (UK)

POLICY & REGULATION ADJUSTMENT
- Paris (FR)

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AMSTERDAM (NL)

Paving the way for sustainability

KEY INGREDIENTS

- housing
- entrepreneurship
- mobility

STEP-BY-STEP RECIPE

Amsterdam has witnessed a surge in innovative initiatives during the global pandemic, with dynamic coalitions rallying around key themes such as circular textiles, transforming into a bicyclemetropolis and pioneering sustainable housing crafted from wood. These endeavours are more than just ideas. They aim to translate into tangible investment propositions and agreements that foster employment while sculpting a smart, green, and healthy region.

GOVERNANCE

The activities developed under the Intelligent Cities Challenge, also known as a series of Local Green Deals' initiatives, have proven instrumental in galvanising collaboration among companies, knowledge institutions and governments to champion these causes. Some standout examples include:

•   **Green Deal bicycle**: the city is committed to preserving its status as an international Bicycle Metropolis, while integrating the comfort of cars with the health and air pollution benefits of cycling. By fostering collaboration across various levels, the city is boosting its economy, enhancing employment opportunities and elevating the well-being of its residents.

•   **Green Deal circular textiles**: stakeholders have gathered to embrace a circular approach to textiles, ushering in initiatives to develop circular collections, promote the longevity and repair of textiles, as well as to invest in textile recycling. This concerted effort not only minimises environmental impact but also creates new avenues for employment.

•   **Housing production in circular timber construction**: Amsterdam is setting ambitious targets, aiming for at least 20% of housing production to be in wood by 2025. Embracing circular timber construction not only reduces carbon and nitrogen emissions, but also streamlines construction processes. It also enhances affordability, and curbs waste.

These Local Green Deals are yielding tangible results, underscoring Amsterdam's steadfast commitment to sustainability. The Amsterdam Economic Board has been pivotal in kickstarting and nurturing partnerships to propel these initiatives forward. Amsterdam, seizing the Local Green Deals as a tool, emerges from the crisis with a renewed focus on sustainability, spearheading urban development initiatives.

🔗 FULL RECIPE

EXTRA FLAVOUR

European Committee of the Regions: Local Green Deals - A Blueprint for Action

YOU MIGHT ALSO LIKE...

COMMUNICATION CAMPAIGNS	LOCAL GREEN DEALS	WORKSHOPS & CAPACITY BUILDING
- Manheim (DE)	- Manheim (DE)	- Brussels (BE) - Freiburg (DE)

Local Green Deals

MANHEIM (DE)
Leading the green way

KEY INGREDIENTS

- collective behaviour
- citizen's dialogue

STEP-BY-STEP RECIPE

The city of Mannheim in Germany is embarking on an exciting journey towards a sustainable future by developing of ambitious Local Green Deals. Within the European Commission's Intelligent Cities a Local Green Deal emerges as a strategic framework aimed at leveraging smart city solutions to drive sustainable urban development, Mannheim seeks to set a precedent for other European cities, demonstrating

how the European Green Deal can be implemented effectively at the local level.

Following its role as the host city of the 9th European Conference on Sustainable Cities and Towns, Mannheim is spearheading efforts to transition to a climate-neutral, sustainable, and inclusive Europe by 2050. The local green deals that have been implemented there harness the collective power of stakeholders from across the community, including citizens, businesses, universities and civil society groups, through an open and participatory process.

Together, these stakeholders are crafting a strategy for Mannheim that not only meets the targets of the European Green Deal, but also embodies an integrated approach, building on the principles of the New Leipzig Charter for sustainable urbandevelopment. Rather than adopting piecemeal policies, Mannheim's approach is rooted in systemic transformation, aiming to reshape the city's infrastructure, economy and society for the long term.

Key actions include reimagining systems and services for a post-carbon future, fostering local circular economies driven by well-being rather than endless growth, bolstering social integration and inclusion, and fostering a culture of sufficiency.

🔗 FULL RECIPE

EXTRA FLAVOUR

European Committee of the Regions: Local Green Deals - A Blueprint for Action

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COMMUNICATION CAMPAIGNS - Mannheim (DE)	LOCAL GREEN DEALS - Amsterdam (NL)	CLIMATE LITERACY - Bologna (IT) - Manchester (UK)

Community of Practices (CoP)

BUCHAREST (RO)

Topics from Air to Z

KEY INGREDIENTS

- collective intelligence
- citizens' dialogue

STEP-BY-STEP RECIPE

Seeking to leverage the collective wisdom and experience of various stakeholders, the second district of Bucharest organised a series of Community of Practices (CoP). Ranging from air quality, green spaces, social challenges and business models, these meetings were structured around different themes, with a diverse group of participants using a participatory approach in order o refine and validate concrete actions and interventions from the DivAirCity project.

Throughout this process, a pattern of engaging diverse stakeholders in meaningful dialogue was clearly identified. Below some examples from these CoPs:

- To tackle **social challenges** in urban settings, with a focus on inclusivity and community engagement for the different vulnerable categories (e.g. age, gender, income, disability), 30 people from the NGO sector and public services participated took part in the CoP. Participants contributed to formulating questions, fostering a co-creative approach for future actions. The discussion was initiated through open-ended questions with anonymous answers, facilitating an inclusive dialogue. While discussions tended to be broad, valuable contacts were established with representatives of various groups,marking a successful networking event. The exchange between the associative world and public services was highlighted as unprecedented and valuable.

- To explore **innovative business models** that could support the sustainability of urban living labs and enhance citizen involvement, a university professor specialised in economics and several citizen entrepreneurs were involved in this CoP.The focus was on devising solutions for sustainable maintenance of intervention zones and encouraging citizen participation. Challenges related to administrative procedures were identifiedThe meeting facilitated the dialogue between the municipality, associations and local businesses. It was acknowledged that entrepreneurs often lack familiarity with administrative processes, which hinders collaborations.

The participatory approach not only enriched the project's planning process but also fostered a sense of community and contribution among different parties. These CoPs showcase the importance of open communication and iterative feedback in urban development projects. A good starting point for the adoption of innovative solutions by any city. data-driven approach and integrating gender perspectives from the outset of projects, cities can become catalysts for positive change, empowering individuals of all genders to thrive in inclusive and equitable communities. As cities embrace their role as facilitators of change, they can build a future where everyone has the opportunity to contribute and prosper, regardless of gender or background.

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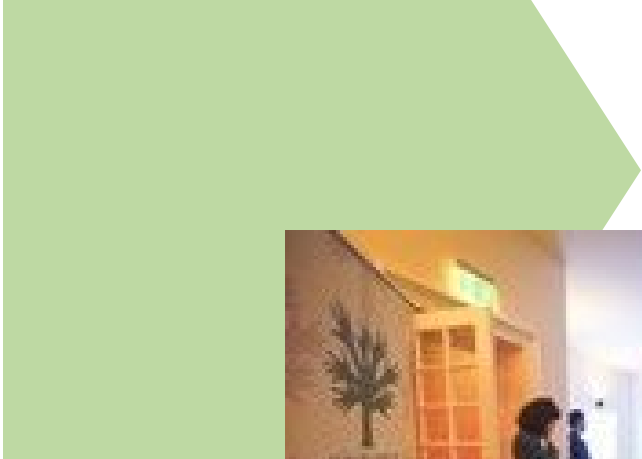
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- Freiburg (DE)

COMMUNITY COUNCIL
- Tampere (FI)

MAPPING

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Citizens' Assembly

BOLOGNA (IT)

One draw at a time

KEY INGREDIENTS

- decision-making
- citizens' dialogue

STEP-BY-STEP RECIPE

Designed as is a democratic tool to directly involve randomly selected citizens, the yearly Citizen's Assembly in Bologna addresses a particularly relevant theme within the competence of the municipality, where members can have a saying in the proposal and implementation of local policies. Deliberative in nature, the Assembly fosters dialogue and argumentation among participants.

The 2023 focus was on climate change, aligning with Bologna's selection as one of the 100 European cities for the Mission Zero Climate Impact by 2030 - for and by citizens. Within the Mission, Bologna's commitment comprehends accelerating emission reduction through a Citizen Climate Contract (CCC), uniting public and private entities with citizens. The mission is ambitious: achieving climate neutrality by 2030, ahead of European regulations. The 2023 "Climate" Assembly is still fundamental to involving citizens throughout the city in this mission, by crafting proposals and recommendations for transforming Bologna into a solar, renewable and sustainable city.

The Assembly consists of 100 members, with 80 residents of Bologna aged at least 16 years old, who are randomly selected to represent the city's socio-demographic characteristics. Additionally, 20 "city users" are included, among them10 of which are out-of-town students from the University of Bologna, and 10 who are public transport users. The arbitrarily chosen participants receive official invitations from the Municipality of Bologna, detailing how to seek information and join the Assembly. Their confirmation establishes their willingness to be part of this civic endeavor.The Assembly spans approximately four months with around eight meetings that last about half-day each, unless there is a request for extension from the members that is granted by the municipality. Participants are expected to attend at least 70% of the meetings and to collaborate with other members. Support, including a meeting allowance and babysitting services, is provided. Proposals from the Assembly undergo evaluation by the City Council within the four months following the conclusion of the Assembly. The City Council is mandated to review, discuss, and express opinions on the outcomes of the Citizens' Assembly, in accordance with municipal statutes.

🔗 FULL RECIPE 🇮🇹

EXTRA FLAVOUR

DemocracyNext
Another Democratic Future is Possible

DemocracyNext:
Assembling an Assembly Guide

Chiara

Chiara:
Assemblea Cittadina 🇮🇹

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| COMMUNITY OF PRACTICES - Bucharest (RO) | PEOPLE PUBLIC PRIVATE PARTNERSHIP - Cesena (IT) - Izmir (TR) | URBAN COMMONS - Turin (IT) |

BRAGA (PT)

A community engagement blueprint

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KEY INGREDIENTS

- social housing
- citizens' dialogue

STEP-BY-STEP RECIPE

The city of Braga, in the north of Portugal, was granted a prize from UN-Habitat, the Habitat Scroll of Honour Award 🔗. The awarded initiative, the BragaHabit Citizen's Assembly that is also known as " Assembleia de Moradores", focuses in the different neighbourhoods of the city to facilitate the communication between the city's housing agency (BragaHabit) and thosewho could potentially

GOVERNANCE

benefit from social housing.

The assemblies, which were hold monthly in different parts of the city, recognised actions, institutions and/or people that contributed to urban sustainability improving the quality of life of urban populations, notably in terms of housing, but not exclusively. They provided a safe space for people to share and debate ideas and explore opportunities to improve the livelihood in deprived urban areas.

It was an initiative of the Municipality of Braga to foster social, economic and environmental solutions engaging all the citizens. This initiative was first launched in December 2021 and was operational by 2022, promoting the engagement between BragaHabit and the citizens living in 12 different neighbourhoods: Enguardas, Andorinhas, Alegria, Santa Tecla, Picoto, Parretas, Montélios, Bracara Augusta, Nogueira da Silva, Parque Norte, Quinta da Capela and Rua Professor Machado Vilela.

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DemocracyNext
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Assembling an Assembly Guide

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MAPPING

Community Council

Tampere (FI)
A voice for minorities

KEY INGREDIENTS

- decision-making
- collective intelligence
- vulnerable groups

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STEP-BY-STEP RECIPE

For marginalised groups and minorities, establishing not only a safe space for dialogue but also a legitimate platform with decision-making power is crucial. In Tampere, while the City Council holds ultimate authority, it is supplemented by advisory boards, including various residents' councils, ensuring diverse perspectives are considered in decision-making processes.

Composed by selected members, each Community Council is responsible for proactively fighting for its interests and rights, while following the municipal services, recent developments and providing official statements on relevant issues, as it follows:

• The Immigrant Council oversees the wellbeing of the multicult ural residents, also preventing discrimination and racism. It is composed by 12 members, out of which three represent political parties.

• The Older People's Council seeks to improves the lives of the elderly population. The Council has 11 members representing the political organisations of senior citizens.

• The Disability Council consists of 11 members, seven of whom represent disability organisations and four of whom are representatives of the city. They all have experience and expertise in matters relating to disability and the everyday lives of people with disabilities. The Disability Council appoints a Working Group of Accessibility, which consists of eight members, who gives accessibility statements on major planning and construction projects, while organising joint meetings with urban planners and carries out accessibility reviews.

• The Tampere Youth Council (Nuva) is a group of influencing young people that strives to promote young people's voices in the city's decision-making and to improve their position and opportunities to influence and participate. The Youth Council provides opinions, letters to editors, statements and initiatives to the various institutions of the city on matters important and topical for young people. It also meets regularly with city decision-makers and represents young people in the city council and in six committees. The Youth Council is elected every two years in the municipal elections and it is made of 30 youth council-

persons and 10 deputy youth council-persons. The Tampere Children's Parliament (TLP) was established in Tampere in 2001 as an influencing channel for children in elementary school. Its aim is to make the opinions of children heard in the decision-making process in Tampere and to teach children democracy and influencing skills by means of their own age-level methods. The activities are inclusive and child-centred, in other words, the ideas originate from the children themselves and they are handled operationally in ways that are suitable for the children's age.

• The task of the Advisory Board for Roma Society is to improve the inclusion of the Roma population and promote their opportunities for participation in the city. It also aims to increase interaction and cooperation between public authorities and the Roma society.

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EXTRA FLAVOUR

New European Bauhaus
beautiful | sustainable | together

New European Bauhaus Toolbox:
Design citizens' fora and inclusive advisory boards for decentralised decision making

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WORKSHOPS & CAPACITY BUILDING
 - Brussels (BE)
- Freiburg (DE)

CROWDSOURCING
- Cesena (IT)
- Reykjavik (IS)

MAPPING

Index
Listed by city

Mapping and understanding
A process of analysis and comprehension of people – place – policies. It aims to identify, connect and better understand key features, assets and challenges within a community or urban area to inform strategic decision-making and interventions for urban regeneration.

Community interviews & surveys
Various techniques used to gather insights, opinions, and feedback from community members, stakeholders and residents to inform urban regeneration efforts.

Harvesting data
Digital engagement platform
Online tools and platforms that facilitate communication, collaboration and interaction between government agencies, community organisations, and residents to foster civic engagement, transparency and participation.

Oral history & storytelling
Preserving and sharing personal narratives, cultural heritage and collective memories of a community through oral traditions, storytelling and digital archives.

Crowdsourcing
Obtaining information or input into a task or project by enlisting the services of a large number of people, either paid or unpaid, typically via the internet.

Key Performance Indicators (KPI)
Quantifiable metrics used to evaluate the effectiveness, progress and impact of urban regeneration projects or initiatives against predetermined goals and objectives.

Communication campaigns
Strategic efforts to disseminate information, raise awareness and mobilise support for urban regeneration initiatives through various channels and media platforms.

Events & knowledge sharing
Organising festivals, seminars, conferences and public forums to strengthen communities, facilitate exchange of ideas and collaboration among stakeholders.

Workshops & capacity-building
Training sessions, skill-building workshops and tailored programmes designed to empower community members, stakeholders and local organisations with the knowledge, methods and tools.

Climate literacy
Promoting public awareness, education and understanding of climate change, environmental sustainability and resilience strategies to empower communities to take action and adapt to changing environmental conditions.

Immersive site tours
Experiencing with a set of stakeholders, from different target groups, a guided site visit and/or immersive tour of urban areas to foster deeper understanding, empathy, inspiration and exchange with locals who first-hand know the place.

Gamification
Applying game design principles, play, mechanics and rewards to non-game contexts, such as urban planning, community engagement and behaviour change, to make activities more engaging, interactive, enjoyable and increase local's awareness and/or ownership to a certain place.

Policy & regulation adjustment
Reviewing, revising and adapting existing policies, regulations and zoning ordinances to support sustainable urban development, innovation, inclusive growth and social cohesion.

Tactical urbanism
Using low-cost, temporary interventions implemented by communities to improve their surroundings, often serving as catalysts for long-term change.

Placemaking
Developing a place-based collaborative approach to urban design and development that focuses on creating vibrant, inclusive and culturally rich public spaces that reflect the community's identity and aspirations.

Arts-based intervention
Integrating artistic methods, installations, performances, street art and murals into urban regeneration projects to enhance aesthetic appeal, cultural identity and social cohesion.

Pop-ups & vacant spaces
Using temporary retail establishments, cultural venues or community spaces established in vacant or underused buildings or lots to activate urban areas, with the goal to support local businesses, strengthen local communities and foster creativity.

Innovation Hub
Setting up physical or virtual spaces that facilitate collaboration, networking and knowledge exchange among entrepreneurs, startups, researchers and investors to stimulate innovation, entrepreneurship and economic development.

Living Labs
Testing real-world environments or experimental spaces within urban areas where stakeholders collaborate to co-create and evaluate innovative solutions, technologies, and services in a controlled or controlled environment.

Business incubator
Supporting structures that nurture and grow social enterprises or business ventures with a primary mission of addressing social or environmental challenges, by providing resources, mentorship and networking opportunities.

DESSERT – COLLABORATE

Urban commons
Sharing resources, assets, and spaces managed collectively or collaboratively by communities, stakeholders or user groups for the benefit of all members and the broader public.

People Public Private Partnership (PPPP)
Establishing collaborative partnerships involving government agencies, private sector entities and civil society organisations, as well as community members, to jointly plan, finance and implement projects and initiatives.

Friends of…
Gathering voluntary associations or grassroots groups formed by residents, businesses or stakeholders to advocate for the preservation, enhancement and stewardship of public spaces, parks or cultural assets within their communities.

Corporate Social Responsibility (CSR)
Striving for business practices and initiatives that integrate social, environmental, and ethical considerations into a company's operations, supply chain and stakeholder relationships to create positive impact and sustainable value.

Crowdfunding
Using online platforms that enable individuals, groups or organisations to raise funds for community projects or initiatives from a large number of donors, coming from different backgrounds, often leveraging the power of social networks.

Social Impact Bonds (SIB)
Using financial instruments that leverage private investment to fund social programmes, initiatives or interventions aimed at achieving specific social outcomes. The returns and interest rates are tied to the achievement of predefined targets and metrics.

Participatory budgeting
Developing a democratic process that allows citizens to directly participate in allocating public funds and deciding on municipal budget priorities through deliberation, voting, and decision-making assemblies.

Formalisation of services
Recognising, regulating and integrating informal economic activities, services or sectors into formal legal, institutional and regulatory frameworks. It involves establishing mechanisms to bring such activities into compliance with certain requirements, as labour and safety standards, besides promoting inclusion, reducing vulnerabilities and harnessing potentials.

Social Impact Bonds (SIB)
Using financial instruments that leverage private investment to fund social programmes, initiatives or interventions aimed at achieving specific social outcomes. The returns and interest rates are tied to the achievement of predefined targets and metrics.

Participatory budgeting
Developing a democratic process that allows citizens to directly participate in allocating public funds and deciding on municipal budget priorities through deliberation, voting, and decision-making assemblies.

Formalisation of services
Recognising, regulating and integrating informal economic activities, services or sectors into formal legal, institutional and regulatory frameworks. It involves establishing mechanisms to bring such activities into compliance with certain requirements, as labour and safety standards, besides promoting inclusion, reducing vulnerabilities and harnessing potentials.

Municipal facilitators
Assigning government officials, staff or innovative departments tasked with facilitating, coordinating and supporting collaborative processes, partnerships and initiatives, serving as intermediaries between stakeholders and decision-makers.

Local Green Deals
Adapting a EU framework to the local level. A Local Green Deal is a local tailor-made action plan to accelerate and scale-up a city's green transition. It builds on and joins up existing strategies (e.g. sustainable energy and climate action plans, circular economy plans, resilience or economic development plans) legislation, market and financial incentives into a coherent approach to advance the EU Green Deal locally.

Communities of Practice
Creating informal networks, groups or communities comprised of individuals with shared interests, expertise, or professional backgrounds who collaborate, exchange knowledge and learn from each other to address common challenges or pursue common goals.

Citizen's Assembly
Holding deliberative and representative forum comprised of randomly selected citizens who convene to discuss, deliberate and make recommendations on specific issues or policy questions facing a community or society. Unlike traditional representative bodies, they are designed to be inclusive, transparent, and participatory, allowing ordinary citizens to engage in informed dialogue.

Community Councils
Designing advisory bodies composed of residents, stakeholders and subject matter experts convened to provide input, feedback and recommendations on specific issues, projects or policy decisions affecting their community.