

The background features several thick, horizontal yellow brushstrokes that are slightly tilted and layered, creating a dynamic, hand-drawn effect. The text is centered within these strokes.

CREATING BETTER  
CITIES TOGETHER

# PlaceCity Story

## FINAL REPORT

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18 Stadtentwicklung und Stadtplanung,  
Universität für angewandte Kunst Wien –  
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## About PlaceCity

PlaceCity has the overarching goal of establishing a multidisciplinary and transsectorial European Placemaking Network with the capacity to offer support and resources to local and national placemaking initiatives across Europe.

The consortium aims to advance placemaking as a new approach to **creating better cities together**. The project aims to gather proven **placemaking tools**, testing them in real life case studies and make them readily available to every city in Europe. In addition to this, the project aims also to establish sustainable business models for placemaking in local contexts.

Research and implementation partners are the cities of Oslo and Vienna, developing a knowledge platform together with other consortium partners. The long-term impact of this project will be the ongoing presence of a **consolidated network of placemakers**, both locally and internationally, and the positioning of placemaking as a fundamental measure for urban development and renewal in Europe.

### project details:

- JPI Urban Europe Project
- Project duration: 30 months
- Project start: 1.2.2019
- Consortium partners:
- superwien urbanism OG, Magistratsabteilung 18 Stadtentwicklung und Stadtplanung, Universität für angewandte Kunst Wien – Social Design-Arts as Urban Innovation, Eutropian GmbH, Nabolagshager AS, stipo, - Municipality of Oslo: Agency for Urban Environment (Bymiljøetaten), BIDs Belgium, Placemaking Europe.

# Methodology

## INTRO: The need for Placemaking

European cities struggle with the presence of unattractive, unhealthy and unsafe public spaces in their urban areas. The effects of such conditions are reflected on public space - on various scales e.g.: streets, squares, areas/districts - causing systemic problems, e.g.: a neglected public space can compromise the quality of its direct urban environment by lowering the value of the adjacent real estate and/or attracting unwanted behaviours. Moreover, at a district level, neglected public spaces can contribute to stigmatization and social-spatial segregation.

Although many cities and governments are eager to address these urban issues, a number of current tools and instruments for capacity building have proven inadequate to the task, often because they are unable to work on the interaction (rather focusing only isolated aspects) of the following three components :

<b>Hardware</b>	physical structures providing the basic services required for a city (eg. infrastructure and housing).
<b>Software</b>	composed by the people and communities that make use of the city every day, their activities dictate whether a space is useful or not.
<b>Orgware</b>	a set of networks and processes underpinning spaces in the city (eg. financial, decision-making, maintenance).

Taking these components into account, cities should work on different levels, focusing on **the relations** between hard/soft/org-ware and as a result, **connecting the needs and desires of local communities with their physical structures and organisational processes that lie behind people and spaces.**

**Placemaking** as a strategy for co-creation, focusing on economic and social well-being, quality of life, sociability and security represents a solution **to produce sustainable liveable spaces.** Placemaking is a strategy for coping with urban problems and dealing with the actions and methods to be taken in a neglected area with the aim of upgrading and revitalizing it. Placemakers achieve their goals by offering concrete tools to incorporate all stakeholders that are involved in a public space, and by working towards a solution together. As both an **overarching idea and a hands-on approach** for improving a neighborhood, city, or region, placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community.

## CREATING BETTER CITIES TOGETHER - in four steps.

With this aim, consortium partners gathered proven placemaking tools, testing them in real life and making them readily available to every city in Europe. The cities of Vienna and Oslo were the project's living labs to implement the project in the following steps.

### 1. Knowledge generation for the toolbox

Consortium gathered and structured existing tools for the Placemaking Toolbox. The consortium held a series of international workshops sharing insights and inviting national expert groups in order to learn from each other's successes and failures, and thus, adapting the structure of the toolbox to make it as functional and useful as possible

### 2. Implementation and review of the toolbox on a national level

PlaceCity built national expert groups with highly engaged and distinguished urban practitioners, policymakers and experts of urban planning, property development, and city officials acting as an advisory board consulted regularly. For each national living lab PlaceCity identified key citizens/stakeholders engaging them in participation to ensure that tools and strategies were adjusted to local needs. Nationally, the local project outputs could be used to address site-specific issues, creating enduring change and ensuring bottom-up citizen participation.

### 3. Scaling-up

The project worked closely with the European PlacemakingNetwork - EPN (which itself draws on academic, market and municipal partners across Europe) for the management of the international consortium, as the project and the EPN share the same goals. Consortium members had two levels of engagement:

1: contribution to the International consortium:

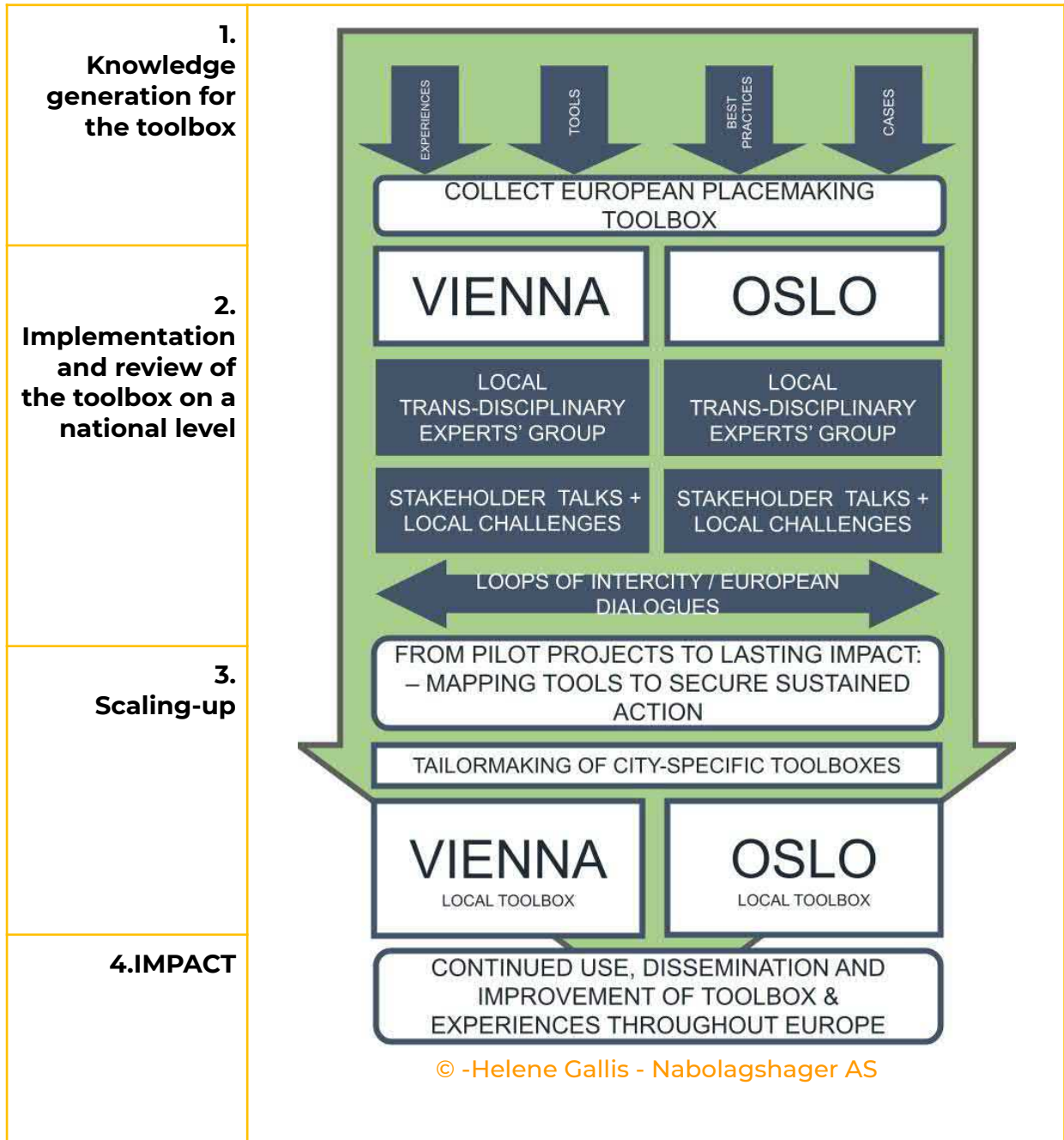
- overarching management of project;
- gathering knowledge/creating the toolbox;
- communicating knowledge, disseminating the toolbox approach;
- expanding, identifying and initiating future placemaking projects beyond the scope of thePlaceCity

2: contribution to the city-teams

- specific challenge-generation together with the city;
- creating a local toolbox;
- implementing the toolbox;
- providing the consortium with new tools for the toolbox.

#### 4. Impact

The final step of the PlaceCity project was to ensure the on-going presence of a consolidated placemaking network at the local level and the positioning of placemaking as a fundamental measure for urban development and renewal in Europe.



The methodology of the placemaking process is inherently **scalable** and **replicable**. This is due to its fundamental grounding in genuine citizen participation. In PlaceCity, replicability was achieved through the refining of the **Placemaking Europe Toolbox**, and the provision of open access. Cities around Europe may wish to directly copy some of the participatory placemaking

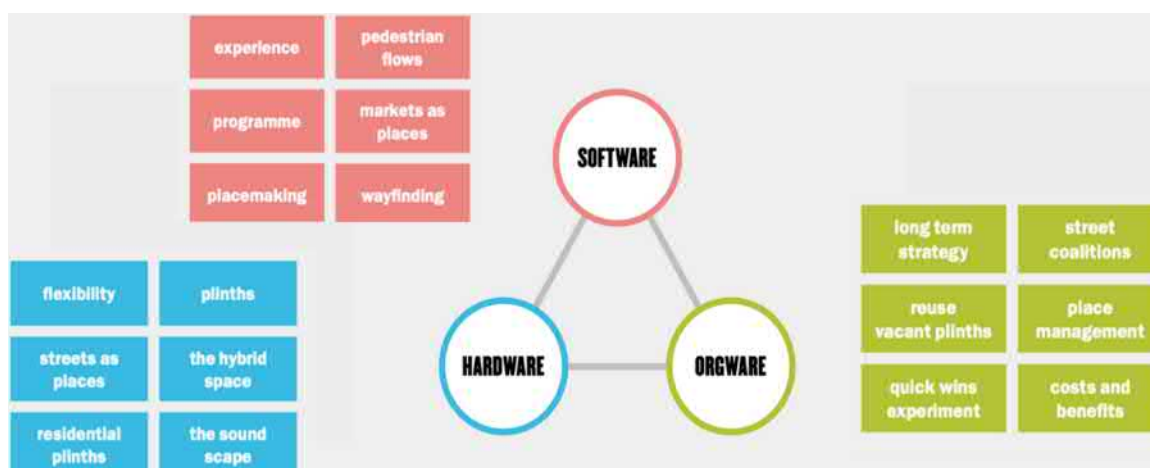
strategies contained within the toolbox, but may also equally find that local conditions warrant specific tailored adaptations.

As a JPIUrban Europe consortium PlaceCity aimed to explore viable paths for transitioning to sustainability for cities that take all three sustainability factors (environmental, social AND economic) into consideration. It is of particular importance to understand the economic framework that transitioning happens within, and the logic and reasoning that businesses apply when they make their decisions, to understand how this impacts our cities. This is why PlaceCity built on a network of SMEs from across Europe, all with their mandate to work for and with urban sustainability of some sort, and all with a long history of collaboration with both academia, business and policy makers.

## PHASES OF THE EUROPEAN PLACEMAKING NETWORK

- Formulating governance and organisational structure for the network
- Launching communication platforms (uni & bi-directional)
- Developing the content focus and structure of network
  - ◆ Toolbox
  - ◆ Events & routines
  - ◆ Thematic priorities
- Research and dissemination of placemaking in practice
- Identifying and forming consultancy groups on specific content
- Developing resources (placemaking tools) and disseminating
- Scaling the dissemination for wider audiences
  - ◆ Learning from the case study implementations
- Reflective thought on the research and developments so far bridging to business models around placemaking (Toolbox restructure)
- Researching business models in placemaking
- Synthesising and disseminating the models, stories, tools for long term

PlaceCity, after more than two years of work involving intensive interaction and experimentation in the project living labs, enriched the understanding of each aspect of three components of urban life:



PlaceCity best case scenario for city development		
hardware:	software:	orgware:
<p>While ensuring high quality infrastructure is important, it is also vital that it is flexible to the routines and rhythms of the day (for example, street furniture with locking wheels), and that the pieces themselves function inclusively for all types of users. For example, a park bench that has multiple heights for children and elderly to easily access. Additionally, putting in barriers such as a schoolyard gate for the purpose of safety, can be quite arduous for caregivers with a trolley. We feel confident that the wider network understands the importance of inclusive co-design of the physical features in our environments.</p>	<p>Importantly, while the uses should be respectful and safe, the uses should not be imposed upon as what we 'want people to make', but rather that the overall design of the place mirrors the wishes, needs, and rhythms of the users and community around it. Moreover, that the social dynamic can alter and the place still functions long into the future. As an example, the social functions that could be seen in a highly functioning place include: Young adults feel safe and comfortable to hang out, sit, and chat with friends, the elderly feel welcomed to meet and play chess, card games, or Tai Chi, the shopkeepers act as eyes on the street and the young parents feel secure to let their little ones explore within a nearby distance.</p>	<p>While there is no one ideal organisational equation - given that the inherent nature of placemaking is to honour the place and tap into the unique context to inform long term solutions - a common finding regarding organisational structure is that it must be shared amongst multiple people with different skill sets and tasks. Additionally, another common finding was the use of innovative placemaking governance - this includes a coalition amongst mixed public and private institutions, as well as the local community and each party exercises their vote and invests their resources equitably. Additionally, the meetings are open for all to attend to voice opinions and concerns, and importantly share updates transparently. The success here is based on mutual trust between parties. While this requires a good deal of time and energy to network and set up, placemaking projects we researched that have long term planning often followed this organisational framework.</p>

## PlaceCity Oslo



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### Intro: initial state and objectives of the case study

The work in Oslo focuses on Grønland, a neighbourhood in central Oslo and one of the most multicultural areas of the city. Over the past few decades, Oslo has been one of the fastest growing capitals in Europe and is still increasingly densifying (Clark 2018; Arnold 2019; Oslo Kommune Statistikkbanken 2019). The speed and scope of Oslo's development have led to a variety of challenges, such as gentrification processes like in the Gamle Oslo district, including Grønland and Tøyen (Andersen and Ander 2019; Fossen 2018).

For PlaceCity, the area of Grønland was chosen for the variety of social and economic challenges displayed: criminality, drug abuse, and poverty among families with migrant backgrounds; overcrowded apartments are the homes of young people, while school dropouts and youth unemployment are the common path for many of the residents.

Aiming to empower youth to be active placemakers in their communities, we established a collaboration with Hersleb High School, an inner-city school located in Grønland. This school has struggled for years with a **bad reputation**, **low academic test scores**, and it is one of the schools in Oslo with the **highest drop-out rate**. Most of the students are first- or second-generation immigrants, mainly with East African backgrounds. The long-term societal challenges related to Hersleb High School's students are significant, including low degree of attractiveness in the labour market as well as limited life and job skills and networks to ensure employability as well as other key aspects of societal

integration and participation. Furthermore, even though Grønland has a very high usage of public spaces, mainly due to large families living in small apartments, the quality of the public spaces is very low. Also, there is a lack of after school and spare time activities for youth in this area.

For the reasons listed above, Hersleb High School, and its 6.000 sqm schoolyard, represents an important asset for the neighbourhood and can offer teenagers in Grønland a safe place to gather and spend time in after school hours and on weekends. The main goal of Oslo's case study was to empower at-risk youth from Hersleb high school to create meeting places and activities in their schoolyard - probably the district's least used public space - for neighbors, fellow students and other young people from the area. How?

Through placemaking and creative participatory methods, the students themselves identified and mapped needs, challenges, wishes and ideas for the space among fellow students, teachers and neighbours. Based on these findings, students and other young people tested and implemented short-term placemaking interventions at the schoolyard and the neighboring street that contributed to create positive, livable and inclusive meeting places and activities for the entire neighborhood.

## Software, Orgware analysis & vision definition

According to Oslo municipality, the majority of young people who managed to get into Hersleb high school in 2020 had a pretty low school grade point average (Oslo Kommune 2020). The low admission requirement leads to a decreased popularity of the school and lower status of the school among young people. This also causes budget cuts by the public sector which negatively affect the school administration, teachers, and ultimately students. Many of the students at Hersleb experience social and economic challenges at home and face language difficulties (Fladberg 2020). The school has a high drop-out rate and many young people struggle finding jobs after graduating. In 2019, the school had 658 students and 85 teachers (Oslo Kommune Utdanningsetaten 2020). Despite these challenges, the school runs an award winning entrepreneurship class (Valseth 2020).

All the aspects mentioned here and in the intro section contributed to the analysis of Hersleb High School shown in the following table combining spatial, social and organisational aspects.

Initial situation in the Hersleb High School		
hardware: what is the state of physical structures?	software: what is the use people make?	orgware: financial/decision making/management (organisational structure)
Hersleb's schoolyard comprises over 6000m <sup>2</sup> space. In addition to the paved part of the schoolyard, which includes a basketball court, there is a big garden which was originally designed as a classic English garden in the 1930s. The schoolyard has been recently upgraded with few more seating places and maintains a certain standard.	School staff and students were using the schoolyard to a small degree during school hours. However, the local community didn't use this public space because neighbours are still uncertain about the degree of "privateness" of the schoolyard.	The department responsible for educational buildings (Utdanningsbygg) does not plan further investments or upgrades in the foreseeable future. However, Hersleb high school has already recognized the value of collaborating with local actors from different disciplines to improve the schoolyard and offer a wide range of activities to students. The school administration has even brought in some of these local actors to the operations board of the school like the SME Nabolagshager and the NGO Ungdom mot vold (Youth against violence).

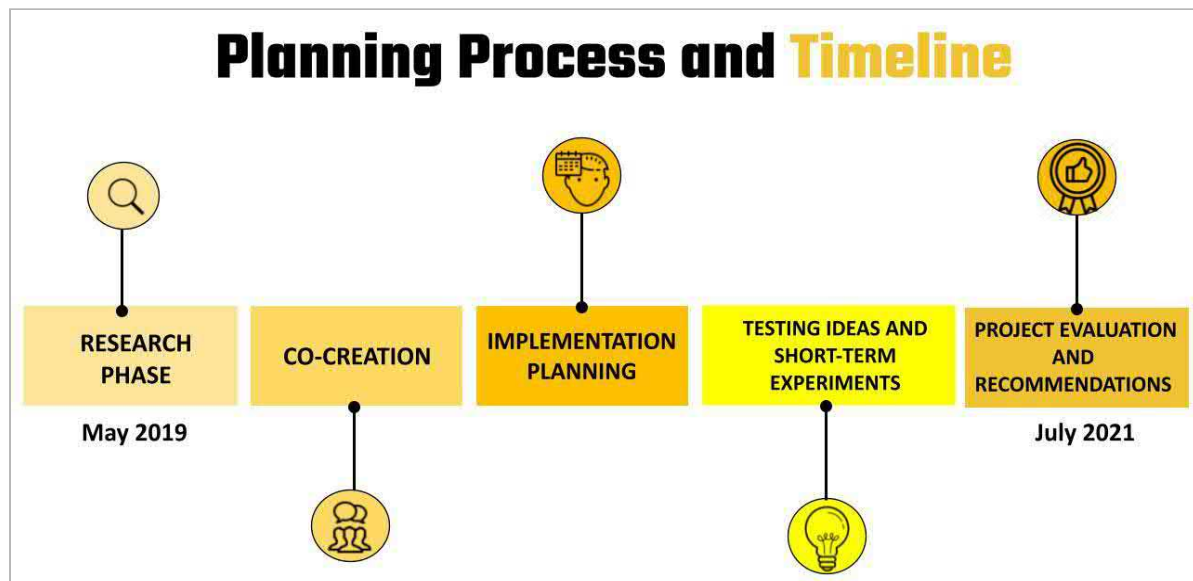
However, it has taken a surprisingly short time to uncover the young people's great ambitions, clear prospects, and strong desires to contribute to good local environments and positive activities in their community. The students from Hersleb High School have expressed a strong desire to "show the world" that they are resourceful and full of initiative and that they care about each other.

Based on this, PlaceCity Oslo wanted to implement a program where we worked closely with young people from Hersleb high school to facilitate and support students to create inclusive activities in the schoolyard with the goal of **making Hersleb a good meeting place after school**. Such a program is better described in the following table with hardware, software, and orgware's vision.

Hersleb High School's best case scenario		
hardware: what could be the state of physical structures?	software: what type of uses do we want from people to make?	orgware: ideal organisational structure
The best "hardware" scenario would be when the schoolyard keeps its good liveability standard, and its spatial potential contributing to a good local life and designed to meet the needs of students as well as neighbors.	The best "software" scenario will happen when young people and the local community use the space according to their needs, using it as a safe meeting place, a vibrant community hub or just a space to develop their social activities.	The best "orgware" scenario would happen if the school administration actively collaborates with stakeholders from the public, private and non-profits sectors to make the most of their schoolyard.

## Strategy definition

The strategy of the project consisted of four phases. First, a thorough **research process** to understand how the community works and which are their needs, wishes and visions for the neighbourhood. Second, **network building, co-creation workshops, and different participatory processes** were realized. Third, **short-term placemaking interventions** at the schoolyard and the neighboring street were planned and implemented based on the research results and the network built. Fourth and last phase, **project evaluation, important lessons learned and recommendations**.



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During the research phase, we followed a **threefold approach** focusing **first**, on **gaining a deep understanding of placemaking in Oslo** by mapping key placemakers, especially working in Grønlad, and gathering their understandings of placemaking, key learnings and tools from their projects. **Second**, we **explored the different sustainable placemaking models in Oslo** and learned from many inspiring projects that have a sustainable and long-term approach. **Third**, we **focused on gaining a comprehensive overview of the community**, in and around Hersleb high school, answering the following questions:

1. *What is it now?*
2. *What has it been in the past?*
3. *What could it be in the future?*

For this task, a group of school students were employed and trained through Nabolagshager's youth program called Oslo Living Lab to gather insights into the uses and users of Hersleb's schoolyard, as well as identify and collect the needs and wishes for the area (including surrounding streets). During the research phase the youth conducted quantitative, qualitative, and participatory research with the supervision of experienced mentors with different backgrounds.

During the co-creation phase, several workshops were realised targeting students and other young people, but also other stakeholders such as school staff and neighbours. The research and co-creation phase overlapped with an experimental phase with five pop-up events on the neighboring street. These events provided unique opportunities to reach out to passers-by, neighbours, high school students and school staff and were a fruitful context for the data collection and co-creation phase.

The research results and findings showed that people, especially students, wished for more social events, a greener and more colorful schoolyard, activities after school hours and during weekends as well as more light during the dark season. Based on the research results, five main placemaking implementations were planned together with students and other stakeholders: two light installations, a building pop-up outdoor furniture workshop, a participatory budget program to create a library of tools and equipment for students, a berry bush planting community event, and a workshop to train social workers at Hersleb high school to deal with challenges that arose during the pandemic.

## Implementation of activities

### **Creating an international and national network to secure long-term impact.**

Placemaking is a strategy for coping with urban problems and dealing with the actions and methods to be taken in a neglected area with the aim of upgrading and revitalizing it. Placemakers can only achieve these goals by working collaboratively and innovatively with all stakeholders that are involved in a public space, and by working towards a solution together with those stakeholders. During the project, we organised several networking events to meet new (international and national) placemakers and build connections with engaged stakeholders in the area. In autumn 2019, Nabolagshager organized Europe's first Placemaking Pils. This event combined listening to speed presentations of some of the most inspiring placemaking examples from our network, while socializing over a beer. Most importantly it is an opportunity to spread enthusiasm about placemaking and networking with like-minded people. In November 2020, Nabolagshager, together with the Norwegian social enterprise Growlab and other PlaceCity partners, hosted another Placemaking Pils - winter edition- where we listened to inspiring talks about how to create lively public places during the dark and cold season and participants got a chance to mingle and connect with other passionate and or curious participants. In June 2021, Nabolagshager hosted, in collaboration with Placemaking Europe, Eutropian and other PlaceCity partners, the (online) PlaceCity symposium in Oslo where during two days we explored and discussed the potential of placemaking as a tool for creating more inclusive, just and sustainable cities.

### **Pop-up cafes and street parties to spark engagement and create excitement.**

We started with simple, short-term, and low-cost interventions at the seldom-used street outside their high school to explore and test possibilities for transforming the schoolyard, reach out to local actors and neighbours, gather ideas and wishes and spark engagement among the different stakeholders. Nabolagshager invited **Paco Inclan** from Spain to share his experience with pop-up cafes from Spain and helped us to host the first pop-up cafe in Oslo. **The idea behind “Paco's Pop-Pop Cafe” is to create flexible and temporary public spaces in the most underused or unexpected locations in the city.** The response was surprisingly positive and many local residents stopped by to enjoy free food, the music, and the possibility for a chat about their neighbourhood and the opportunities and challenges of the area. This laid the ground for many pop-up cafes and street parties. We also participated in PARK(ing) Day, an annual event that encourages community members to transform parking spaces into temporary public spaces. We challenged the youth to transform the street outside their school into a space their peers and nearby residents could enjoy.



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The result was an exciting street party that helped the community rethink the way the city used this public space.

### **Light interventions to brighten up the schoolyard during winter.**

Based on the findings from the research phase, students proposed more lights and colours as a light, quick and cheap transformation to improve their school and make it more attractive and safe. In collaboration with students from the Oslo School of Architecture and Design, an interactive light installation was designed and installed in the schoolyard in January 2020. The design of the installation invited students to change colours and experiment with light. We also wrote a handbook on how to make light installations with a projector and simple materials to encourage youth to continue exploring the field of light installations and motivate them to design and execute by themselves future light interventions at the school.

In February 2021, local artists Goro Tronsmo and Paal Herman Ims curated Pontus Lindvall's artwork "THE LIFE TO COME", in collaboration with the teacher and students from a Norwegian class at Hersleb high schools. Local artists start off with an art inspiration workshop discussing conceptual art and contextualizing the art piece that had previously been exhibited at a famous Norwegian music festival (Øya festivalen). In a second workshop Nabolagshager, students and the curators built a wooden supportive structure for the letters and lighted up the schoolyard spreading hope during the global Covid-19 pandemic and especially sharing the message with young students about to graduate. Most of the students during the workshop held a drill for the first time in their life and felt proud about having built something on their own. Various neighbours said they felt inspired and more people walked their dogs by the artwork enjoying the light and the hope message.



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### **Training workshops for school social workers in times of pandemic.**

The Covid-19 pandemic disrupted the high school students' everyday life drastically as classes moved online and they had to spend most of the time at home. Students who had already struggled with motivation and concentration and those who live in overcrowded apartments were especially challenged. Several teachers reported that they were highly concerned about school drop-outs and difficult studying environments at home. To tackle this challenge, Nabolagshager partnered up with “Ungdom Mot Vold” (youth against violence), an Oslo-based organisation with more than 20 years of experience in preventing youth's bullying, discrimination, violence and abuse. They organized different workshops and training activities with social workers at school to teach them strategies to keep students motivated and prevent drop-outs during Covid-19 .

### **Future Triangle Scenario workshop as a base for future collaborations.**

Nabolagshager, together with the international project partner Business Improvement Districts Belgium (BIDs Belgium) and the local partner Tøyen Unlimited, carried out a co-creation and design thinking workshop to connect diverse stakeholders from different sectors in the neighbourhood and start a conversation about the future of the area and possible collaborations. Thinking about the future is essential when it comes to long-term financial sustainability of placemaking processes.

### **Building pop-up outdoor furniture to create ownership at the schoolyard.**

During the research phase, students pointed out the need for more sitting places in the schoolyard, which sparked the idea of a pop-up furniture workshop.

In collaboration with MakersHub, a local social enterprise, we organized a 5 days workshop and together with local young people we built outdoor furniture for the schoolyard. The youth learned how to use drills and saws and they got to choose the colors for the furniture themselves. The schoolyard was filled with laughter, music, the sound of sawing and drilling, and the smell of delicious food we offered to all the participants. The pop-up furniture was warmly welcomed by the school, students, local skaters and residents.



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### **Berry bush planting to invite the neighborhood to use and thrive the school garden.**

Imagine picking free, fresh berries in the neighborhood rather than buying long-distance berries from other continents. In a sustainable city, we take advantage of our edible surroundings, that is why we invited local residents to a neighborhood party to plant berry bushes together in the public park in the schoolyard. More than 60 berry bushes were planted by students, local youth, children and neighbours during the school's summer party and the neighborhood party organized by Nabolagshager in collaboration with Hersleb high school. The berry bushes were registered in the app called "Sanke" that encourages urban foraging in Oslo. During the community event around 30 kids aged 7-14 enjoyed digging holes, planting, mulching and watering the bushes.



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## **Hersleb's participatory budget program to motivate students to organise activities.**

Besides physical changes, many students had voiced their wish for more activities after school hours and during weekends. To address this wish, Nabolagshager collaborated with the student council at Hersleb high school to launch a participatory budget program to create a library of things. Students got to send in ideas for objects and equipment that they needed to buy in order to organize their own activities and events at the school. Students democratically voted on items for the library of things which included kitchen appliances, electronics, games, craft supplies, musical instruments, and recreational equipment. The participatory budget was also created to ensure a long-term impact of the PlaceCity project. Furthermore, items purchased for various pop-up street parties such as a popcorn machine and smoothie cycles were given to the school as part of the library things and they can be loaned from the student council.

## **Division of work among partners**

The project is a collaboration between Hersleb high school, Nabolagshager and Oslo Living Lab (OLL), a youth program run by Nabolagshager.

- **Hersleb high school**, with more than 650 students, is a new high school opened in 2014 at a refurbished, state-of-the-art school facility in a beautiful, traditional building in central Oslo. The school is an offer for those who want to go to a future-oriented school. Through their entrepreneur program, students get support to launch their own startups. During the project, we collaborated closely with the school administration, which supported collaborations with other public institutions like the department responsible for educational buildings (Utdanningsbygg), made outdoor and indoor areas of the school accessible for student's activities and co-creation workshops and facilitated contact with students and school staff. We also collaborated with teachers, social workers, the student council, and two startups established and run by students.
- **Nabolagshager** is a think-and-do tank that works with the social aspects of sustainable, urban development. Our role on the project was to develop and facilitate participatory and co-creation processes, lead the training of young people (through the OLL program), and contribute to the dissemination activities to relevant stakeholders.
- **Oslo Living Lab** is a youth program that employs and trains youth (mainly from Grønland) to address socially and environmentally pressing issues and identify solutions to improve these situations. We offer jobs to youth that often end up outside the ordinary labor market. During the project, young people worked in small teams with close follow-up of mentors ensuring that young people gain relevant job skills (with a strong entrepreneurial focus) to prepare them for the future.

The urban challenges in Grønland are complex and interrelated, that is why the local consortium have collaborated also with the **Urban Agency of Environment at the municipality of Oslo** and the **Urban Renewal Program of Grønland and Tøyen**. In addition, a wide range of national and international actors and stakeholders from different sectors and backgrounds actively participated in the project:

- **students from the Oslo school of architecture and design and the Norwegian university of Life sciences** that contributed to development of tool manuals and project evaluation.
- **social entrepreneurs** like MakersHub Oslo, Tøyen Unlimited and local social enterprise caterers in related placemaking activities to have an impact on the local economy.
- **local organizations** like the Intercultural Museum in Grønland, the NGO Ungdom mot vold and local parents associations.
- **local artists**
- **the international PlaceCity partners Stipo, the European Placemaking Network, BIDS Belgium and Eutroplan** who contributed to plan and set-up placemaking interventions, help us to explore sustainable placemaking models to ensure the long-term impact of the project and contribute to dissemination and communications activities.

PlaceCity Oslo's case in Grønland was funded by JPI Urban Europe, The Research Council of Norway, The Savings Bank Foundation DNB and the Urban Renewal Program of Grønland and Tøyen.

## Outcomes and Highlights

- **Strong and long-lasting (international and local) network.** Working with entrepreneurs, artists, students, researchers, civil society actors and civil servants from the public sector contributed to strengthening our network and increasing the project impact, especially at the local level. Connecting to international placemakers and establishing a local network of placemakers in Oslo has created new opportunities for future collaborations and projects. During the project we organized a variety of (international and national) networking events to create excitement about placemaking and build connections with engaged placemakers.
- **Three user-friendly publications collecting best placemaking practices and lessons learned during the project.** Nabolashager wrote in collaboration with other project partners three publications where we collected and shared the main lessons learned during the project to inspire and encourage other people to test placemaking methodologies in their communities. [Exploring placemaking in context ebook](#) gathers the experiences of several placemaking heroes and their stories as well as collects best placemaking practices and tools in Oslo and Vienna. The [Local Business Compass](#) publication explores placemaking and sustainable business cases in Oslo, with a collection of inspiring projects that think sustainable and long-term. [Påvirk – Stedskaping i skolegården fra a til å](#) (in English: Influence - placemaking in the schoolyards from A to Z) is a handbook that provides insights and all the necessary steps for school students and school staff to become active placemakers to improve their schoolyards.
- **The Oslo placemaking toolbox to respond to the local challenges.** The [toolbox](#) is an open source collection of tools manuals and handbooks for all to learn from and make their own communities more livable and inclusive. All tools were developed in collaboration with Placemaking Europe and tested in Oslo by a vibrant community of placemakers and local stakeholders. The tools were described in eight different manuals with preparation steps to make it easy for other placemakers to apply the tools in their local projects. We also included in each manual the backstory that led to the tool's creation and shared some of the secrets behind some of our placemaking interventions. We plan to keep writing manuals to share our experiences in making cities more inclusive, green and just.
- **Empowering and mentoring youth to become active placemakers in their communities.** It is vital that young voices are included in placemaking processes as young people are the citizens of the future and it makes them care more for their local community. During the project, we hired and trained 15 students from Hersleb high school who were

engaged in conducting user research activities, and organising and hosting co-creation workshops and community events. Students gained tools and skills to organise their own activities, so from now on **students are empowered to plan and realise their own placemaking interventions in their communities**. Youngsters using the school and the schoolyard have gained more confidence in thinking and doing actions that could improve the quality of public spaces: **they have gained a placemaking attitude**. They also got to learn other job skills and work ethics, and gained a critical mindset about communities, public places, and sustainable futures that will help them to get a job in the future or even start their own business.

- **A more liveable and safe schoolyard for students and local residents.**

Creating temporary placemaking interventions and organizing community events at the schoolyard and the neighboring street was a great way to experiment with alternative ways of how Hersleb's schoolyard could look like and sparked good conversations with students, teachers, people living in the area and other people using the schoolyard. We supported students to transform their schoolyard into a more inclusive and welcoming schoolyard and promote youth-led activities for the whole community. In addition, the neighbourhood gained understanding about the status of the schoolyard as public space, so they gained a neighborhood park, where anyone is welcome to pause, breathe, and experience nature's benefits, even in the heart of the city.

## Progression on the vision scenario

After the PlaceCity project, partner from Oslo have advance in their work on the three layers as follow:

Final situation in the Hersleb High School		
hardware: what is the FINAL state of physical structures?	software: what is the FINAL use people make?	orgware: FINAL financial/decision making/management
More outdoor furniture, berry bushes in the garden, more equipment for activities.	youth using the schoolyard much more for youth-led activities, community knows that the schoolyard is a public space that can be used after school hours and weekends,	strong collaborations between school administrations and local stakeholders like Nabolagshager, NGO Ugdom mot Vold, the Intercultural Museum, parents associations

## Lessons learnt

### 6 Key principles of networking and collaboration:

1. **Cross-sectoral collaboration** with stakeholders from the public, private and non-profits sectors is key for improving a place's liveability.
2. **Use local and personal networks** to create change in your community.
3. **Co-creating with the community** is the key to success. Listening, exchanging, and discussing with local stakeholders is crucial to create ownership and long-term impact.
4. **Long-term engagement and a planned continuation of efforts** created trust among stakeholders and willingness to collaborate.
5. **Adapt creatively and innovatively to ongoing changes** together with project partners and stakeholders to create better public places.
6. **Exchange of skills, resources and knowledge** through networking events is very important in placemaking processes. **New collaborations** also emerged during these events which are promising to keep the placemaking spirit and work up.

### 12 Key learnings from running a youth training program:

1. **Take time to explain your project** including the aims, objectives, and outputs. It's worth it as the youth will be motivated once they understand that their work matters and isn't just occupational therapy.

2. **Map the youth's experience and expectations.** This can help you later in better understanding your data and to follow their individual development and navigate their expectations through the process.
3. **Be patient.** It may take some time at the beginning for young people to get into work routines. Walk them through all steps and lay a good foundation. You'll see next time they'll be quicker and proud they have gained new skills and are ready to work more independently.
4. **Create a space for the young people's ideas and critical questions about methods.** They may have thoughts to make the work more effective and/or innovative in ways you would have never thought of.
5. **Develop a good feedback culture.** Start with a short round on what they know about commenting on each other's work and if necessary add the importance of constructive and balanced feedback. This will help you and the youth to reflect on your ongoing processes and activities and in improving the work.
6. **Introduce a standard template for reports** and let them discuss what goes into which section and how they want to split the work. This will create a great structure and enable them to work more independently on their research activities.
7. **Ask questions instead of giving answers.** If you think they are missing out on a point you could direct your questions. Your youth will start understanding how to think like a researcher and which questions to ask. Most importantly the young people will learn that their voice, and perspective matter and that they are the experts. This will make them own their research and strengthen their confidence and make them more professional.
8. **Provide snacks.** When it comes to working after a long day at school, snacks can bring some energy and motivation to young people.
9. **Engage them in both research activities and practical implementations.** It's rewarding to see that the research activities lead to physical changes in a public place.
10. **Be passionate about your work/project.** If you as a mentor don't care about the project, the youth most likely will not care either as you are their role model.
11. **Connect on a personal level.** Building a good relationship with your youth is key. Listen to what is going on in their lives and share yours. This will make working together more fun and you will know when they have a rough day.
12. **Write them a reference letter** and give them a crash course in how to present their new skills on their CVs.

## 5 Key learnings from building the Oslo placemaking toolbox:

1. **Identifying the main challenge/problem and target group of your case study is key for choosing the right placemaking tool.**

2. When writing a tool manual, specify why the tool is made and what the goal of the tool is. Remember always to include preparatory and intervention steps.
3. Collaborate with other stakeholders to make the tools more relevant for the local context.
4. By creating an open source toolbox, following the creative commons rules, you are contributing to make better places and ensure places users want to keep coming back to. Remember to give always due credits to the originators and collaborators of the tool
5. Test, adapt, learn and reflect when you are writing your tool manual to ensure its future use.

#### 4 Main tendencies when it comes to sustainable placemaking models in Oslo:

1. Funding provided by foundations and the public sector: grassroots and non-profit placemaking projects are normally funded by foundations and other public funding mechanisms.
2. Placemaking business models: the most populars in Oslo are service, innovation, platform and membership business models.
3. Actors' self-fund their work.
4. Crowd-funding to raise funds for a community driven project.

## Impact

On a local level, there are various positive impacts. First, the school got inspired to work further on creating a more liveable and inclusive schoolyard for the students and for the local community. The school administration invested in some extra outdoor furniture, contributed (financially) to the participatory budgeting program to create a library of things to spark youth-led activities. They also opened up for more innovative collaborations with other local organizations, businesses and stakeholders. Second, the neighbours started using the schoolyard more actively after school hours and on weekends. Through conversations during different community events at the school, many neighbors told us that they did not know that the schoolyard was a public space that could be used by everyone after school hours. Third, the students and youth employed by the Oslo Living Lab program gained new job skills, built a bigger network and got practical insights into how they could make a difference in their communities. In addition, the student council and the students participating in co-creational workshops, events and activities gained practical skills, got to voice themselves and learned about placemaking, community engagement and how to transform (public) spaces into places. Fourth, all high school student councils got a copy of the placemaking handbook we wrote called "Influence -

placemaking in the schoolyards from A to Z” aiming to inspire them to become active placemakers in their own schools.

Moreover, Nabolagshager is currently in contact with the municipality to develop several pop-up public spaces next to Hersleb high school. This project is in its initial state but we can already see the interest from the city administration and the neighbors in placemaking interventions, not only to improve the quality of current and future public spaces but also as a temporary use strategy to adapt and transform spaces as part of urban planning practice.. In addition, based on our deep knowledge about Grønland and on our learnings and experiences from the PlaceCity project, Nabolagshager was invited to contribute to the the action plan for increased city life in Grønland og Tøyen (in Norwegian: Handlingsplanen for Økt Byliv for Grønland og Tøyen). The City Council in Oslo aims, through this action plan, to increase urban life in these areas, make it safer for cyclists and pedestrians and create and improve urban green spaces.

On the European level, PlaceCity Oslo made an impact through laying the foundation for sustainable placemaking models. Key learnings from successful placemaking projects in Oslo and best practices were shared in the publication called “Local Business Compass”, through different posts (“stories”) on the Placemaking Europe webpage”, presentations in national and international conferences, online webinars, and articles tackling both practitioners and researchers alike. In addition, we actively shared the placemaking tools manuals and handbooks that are part of Oslo’s toolbox, which is embedded in the Placemaking Europe toolbox, creating an opportunity for international and national placemakers to learn and get inspired from our work in Grønland.

## PlaceCity Vienna



Fig. 1: PlaceCity Floridsdorf, © MA18, Christian Fürthner.

### Intro: initial state and objectives of the case study

The Viennese project team devoted itself to the central area of Floridsdorf, the 21st district of Vienna. It is the second largest and one of Vienna's fast-growing municipal districts (third highest growth of all districts in the last 10 years with +19.4%). Together with the 22nd district Donaustadt, it forms the part of Vienna lying on the left bank of the Danube.

The central area consists of various spaces, located in the direct neighbourhood of the Floridsdorfer Spitz e.g.: Pius-Parsch-Platz, Franz-Jonas-Platz as well as sections from Brünner Straße and Prager Straße, Schlingermarkt and Kinzerplatz. In addition to extensive and high-quality green and recreational spaces, the area is characterised by outstanding public transport connections - in specially around Franz-Jonas Platz - and pace during rush hours. Due to its numerous municipal housing estates, Floridsdorf is considered a former working-class district.

This project area was chosen because of its location, potential for improvement and the challenges it represents: in the Thematic Concept published by the City of Vienna in January 2020 ("Mittelpunkte des städtischen Lebens", in English:

Centres of Urban Life) Floridsdorf is defined as **one of the existing main centres in the polycentric urban structure of Vienna**, which is to be enhanced. Therefore, the main question of the project is: **how can existing centres be strengthened and reactivated by means of placemaking?**

In the course of the project, not only surveys and analyses of the project area itself were conducted, but also interviews and co-creation workshops with relevant players of the placemaking scene in Vienna and local actors and residents. The aim was to get to know the chosen area, to meet the needs of the residents and jointly implement placemaking activities in the project area. Another aim was to learn about the challenges and opportunities of Placemaking in Vienna and to make recommendations for its future use in the strategic urban planning department.

## Hardware, Software, Orgware analysis & vision definition

In order to be able to adequately assess future developments and requirements for the central area in Floridsdorf, it is above all necessary to assess the initial situation on site; The initial **scoping phase** involved the evaluation of the local spatial situation as well as the basic identification of networks and questioning of key stakeholders.

Quantitative data:

- **demographic data** of the district and local neighbourhood
- **local walks and screenings**

Qualitative data:

- **Interviews with placemakers, enablers and local multipliers:** to understand the practices, frameworks and challenges of placemaking in Vienna
- **Study 'Usage and perceptions of residents':** to understand the factors that determine civic engagement in the neighborhood

The project area was defined by the local project team taking the available information about needs, highlights, statements, impressions, significance of local stakeholders, experts as well previous studies into account. Valuable input has come from the local area renewal office. In addition, urban thematic concepts were screened for relevant city-wide guidelines and local challenges and activities in the chosen area were mapped.

<b>initial situation in the central area of Floridsdorf</b>		
<b>hardware: what is the state of physical structures?</b>	<b>software: what is the use people make?</b>	<b>orgware: financial/decision making/management (organisational structure)</b>
<p>. high density and good provision of social infrastructure despite the outer location</p> <p>. attractive public space with high quality of stay is not distributed equally - very centered around Franklinstraße (to school area), single spots at Pius Parsch Platz and Schlingermarkt</p> <p>. central area is surrounded by extensive and high-quality green and recreational spaces</p> <p>. abundance of beauty and wellness-services offered in the area and specifically, a wide range of hairdressers addressing different clientele *</p> <p>. outstanding public transport connections - as Franz-Jonas Platz is one of the largest transport nodal points in Vienna</p> <p>. a huge number of ground floor shops is empty/not used</p> <p>. centre does not have a good selection of cafés and restaurants, which could serve as spaces to meet friends or family *</p> <p>. centre does not have attractive possibilities to buy clothes *</p> <p style="text-align: right;">* observations based on "hairdresser interviews"</p>	<p>. Leisure activities and meeting friends and family rarely happen in the area, but usually in more peripheral areas of the district or in other districts altogether - exception is the green and water areas close to the centre, which are very popular*</p> <p>. people often pass through public space - used as a gateway, but not to stay*</p> <p>. spending time outside mainly in green areas as parks and playgrounds*</p> <p>. people make use of existing social infrastructure such as the library, schools and educational institutions (VHS), hospital and health institutions</p> <p>. the market serves as a central meeting point</p> <p>. a variety of local supply forms of food and grocery: market, supermarket and local supply stores serve as places for encounter (especially market) and every-day</p> <p style="text-align: right;">* observations based on "hairdresser interviews"</p>	<p>. administration City of Vienna - city wide development (various departments involved in operational fields of work and approval procedures for activities in public space)</p> <p>. district administration of Floridsdorf (21st district) - development of and budget for investments in the district</p> <p>. local area renewal office - support for existing local networks, very active around Schlingermarkt, independent budget</p>

## Strategy definition

Following and building on the scoping phase, the **co-creation phase** started. Various workshops were held with local actors, Viennese placemakers and experts. The aim of this phase was to dive deeper into the pilot area and discuss the emerging topics from the interviews with different target groups in detail.

A highlight of the co-creation phase was the so-called format “**Placemaking Laboratory**” which was developed and tested within the PlaceCity Floridsdorf project between November 2019 and January 2020 by SuperWien (SUP) and the City of Vienna (COV). The tool, which was used three times in total, consisted of a workshop with invited guests and a publicly accessible forum. Each laboratory was dedicated to a thematic focus. The target groups were local actors, placemakers, enablers and experts for public space.

The workshops and forums took place directly at Schlingermarkt in a vacant shop that was temporarily used as “**Stadtlabor Floridsdorf**”, a studio for artists, as well as for exhibitions, workshops, performances and talks. Aiming at creating a meeting place for artists and residents in order to overcome social distances, it was the perfect fit for our Placemaking Laboratories. In order to reach out to the locals - interested citizens and entrepreneurs of Floridsdorf as well as multipliers and interview partners were contacted directly by SUP and COV.

### 1. Placemaking laboratory - Public Space & Urban Heat



Fig.: 2: Placemaking laboratory - Public Space & Urban Heat © superwien ZT GmbH.

### 2. Placemaking laboratory - Placemaking in Vienna & Placemaking Pils



Fig.: 3: Placemaking laboratory - Placemaking in Vienna & Placemaking Pils © superwien ZT GmbH.

### 3. Placemaking laboratory - Local Economies



Fig.: 4. Placemaking laboratory © superwien ZT GmbH 2019.

Another important workshop was the so-called **Futuring Workshop with local youth**. During the study 'Usage and perceptions of residents'. The Social Design department of the University of Applied Arts of Vienna interviewed two teenagers who proposed to use Metropolis, Village and On the Way as a method to facilitate projecting a vision for the environmentally-friendly neighbourhood Floridsdorf. To test this out, the team members of Social Design created a one-day workshop with teenagers from the district to understand how well the idea of city visions could be transmitted, and once transmitted, how quickly could a change be seen in the formulated wishes and visions for the city.

The direct exchange with these stakeholders in Floridsdorf served as the basis for the **design phase** and the development of the Urban Strategy.

In order to be able to start with the design of the Urban Strategy, all collected results were presented, condensed and reflected upon in a two full-day internal workshop with all Viennese project partners. An essential first step was the re-evaluation and focusing of the objectives set at the beginning of the project and the proposal. The developed objectives for the central area of Floridsdorf were condensed and subsumed under three overall, **strategic objectives**:

#### **A. Strengthen and develop the centre**

The thematic concept "Polyzentrales Vienna" defines centres as follows: *"Centres are those places within the urban tissue where urban life is most concentrated and condensed, where the city is itself in the truest sense. They are places of*

*myriad functions, supply and consumption possibilities and offer occasions for encounter and exchange; they are landmarks, places of culture and urban identity.” (STEP 2025, 2016: 60, quoted from FK Mittelpunkte des städtischen Lebens, 2020: 10).*

It is a long-term goal of PlaceCity to strengthen the densification and networking of places with multiple functions. The central area of Floridsdorf should become more attractive by strengthening and upgrading the connection between important anchor points identified in the project. This is to be achieved by awakening interest in consumption-free places, by showing uses that go beyond mere movement from A to B and by emphasising existing spatial relationships and connections between the individual places. This way, the perception of the Floridsdorf centre as a lively, diverse place can be strengthened. A perception in which Floridsdorf's local population, local institutions, associations and business people can identify with.

### **B. Empower local stakeholders**

A further central aim of the project is to strengthen neighbourly commitment, make it visible and activate local partners in the area to guarantee the sustainability of the project. Local, active users are encouraged in using the public space independently. Existing cooperation partners are involved from the beginning and are important allies. The short-term, joint activation of several public spaces as well as the ground floor zone is intended to show the local actor's different possibilities of use, which can also be established in the long term and become independent of them.

### **C. Make a socially and ecologically sustainable future in Floridsdorf both desirable and imaginable**

The third strategic objective is to promote the city for short distances (improve walkability in the city). Sustainable and active mobility must be made more attractive by creating a sequence of attractive squares and lively places that can be reached on foot within a maximum of 15 minutes.

Although the concept of the **Smart City Vienna** contains many future-relevant topics of interest to all population groups, **for many it is not tangible**. This hypothesis could also be verified in the research phase in Floridsdorf. Interest in "Smart City Vienna" - as a socially just and sustainable urban vision - can be aroused through artistic strategies. This can encourage residents to develop their own visions of the city of the future, if the used tools can involve them in a dialogue and inspire them to become involved or active.

Meeting these set objectives would mean the following best case scenario for the central area:

Floridsdorf's best case scenario		
hardware: what could be the state of physical structures?	software: what type of uses do we want from people to make?	orgware: ideal organisational structure
<ul style="list-style-type: none"> <li>. installation of a contact point on site to deepen the exchange with local actors and to increase the visibility of the project</li> <li>. dealing with vacant ground floor shops in the central area of Floridsdorf and their owners - activation of empty ground floor shops while being used for creative purposes/by locals for short-term projects etc.</li> <li>. placemaking activities in the central area should strengthen the perception of the area as a cohesive area, an important centre in the district</li> </ul>	<ul style="list-style-type: none"> <li>. public places including squares, streets etc. used for interventions/ festivals/ projects</li> <li>. Make Floridsdorf a place where people stay and not only pass when commuting in the daily life</li> <li>. Use placemaking to make the various public spaces in Floridsdorf attractive to residents again</li> <li>. building engagement and courage to independently set activities in public space</li> <li>. making a socially and ecologically sustainable city of the future in Floridsdorf imaginable and desirable</li> </ul>	<ul style="list-style-type: none"> <li>. form a local network and initiatives to organize neighborhood bottom-up processes</li> <li>. provide impulses and raise awareness in order to encourage the district representatives to actively involve the population in the shaping of the district</li> <li>. initiate exchange with the relevant departments to simplify approval processes and thus promote innovative ideas bottom-up</li> <li>. connecting placemakers and experts and encouraging exchange city-wide</li> </ul>

These initial goals defined the so-called **action areas** (see list below) and helped to develop proposals for placemaking activities, i.e. temporary interventions, in these such action areas.

Clustered action areas:

1. **Franz - Jonas Platz**
2. **Überquerung Franz - Jonas Platz & PPP**
3. **Pius Parsch Platz und angrenzende Straße Richtung Schlingermarkt**
4. **Schleifgasse**
5. **Schlingermarkt**
6. **Paul - Hock Park & Bücherei**



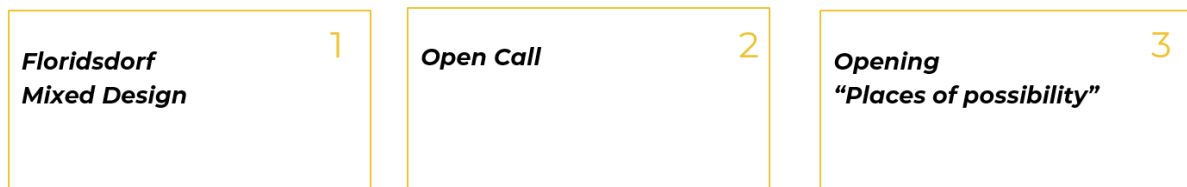
Fig.5: Locating the defined objectives in the project area © supervien ZT GmbH 2020.

The “action areas” have been selected since they represent the practical district centre in terms of daily life usage (arriving, leaving, public transport hub, shopping, green market, administrative and educational hub). But, this centre quality also - in terms of its socially diverse liveliness - is not mirrored in terms of its symbolic values. Users perceive the practicality, do mention the urban life but use the area more as a passage to go on than as an urban centre with qualities to stay and linger.

Based on the selected action areas, the concept 'Participatory activation of places of possibility' was developed. The concept focused on a tool for the joint appropriation and design of public space within the framework of an urban living lab.

PlaceCity built on the experience of the City of Vienna, which has already tested a similar tool, the so-called "places of possibility" (in German: "Ermöglichungsflächen"). In order to accompany the process and increase participation, the activities were embedded in a choreographed participation process. In addition to the open call, local actors were invited directly to participate and advise. In a multi-stage process, not only the allies, but also gradually all neighbours in the extended area of the centre were invited to actively participate in the design of the centre of life.

The process consisted of 3 stages::



The "Floridsdorf Mixed Design" (Phase 1) is a low-threshold, attractive offer to citizens to develop ideas and participate in the design process, especially designed for people who do not (yet) see themselves as placemakers, but live in the area and would be the main beneficiaries of the activities. After that, the ideas from the mixed design will be taken up in an "Open Call" (Phase 2), which will be widely distributed and further ideas will be collected. Phase 3 is the start of the programming of the "Places of possibility" and the implementation of the submitted ideas. Due to the ongoing pandemic and the associated restrictions and lock-downs, implementation of the concept had to be postponed several times.

In order to take into account the demands and needs of the local population and to create added value for the neighbouring residents, the focus of the Open Call was to activate local actors to become placemakers. To accompany the non-professionalised submitters in the process a high organizational effort and support work from the project team was necessary. The postponements, but also the nature and framework of the Open Call and the previous step (Floridsdorf Mixed Design), led to the decision that the resources would be concentrated on one round instead of two as originally stated in the project proposal.

The planned workshops were also adapted to the framework conditions and used as bilateral support meetings for the submitters.

## Implementation of activities

### Reallabor: Furore Soft - A place for the Urban Living Lab

The starting point for the implementation of the Urban Living Lab "Furore Soft" was the "Urbanize!" festival, which took place in the central area of Floridsdorf in 2020 due to the synergies that resulted from the PlaceCity project.

In the scoping phase, all uses in the ground floor zone as well as vacancies in the project area were documented in detail. The analysis revealed potential locations for an exchange site. At the Vienna kick-off in April 2019, contact was already established with Wiener Wohnen, which manages, redevelops and operates Vienna's municipal housing estates. Through this contact, it was possible for Social Design to rent a formerly vacant ground floor shop for interim use. The space became the basis for many placemaking activities in the district. During the whole implementation phase the space was open to the public, and Social Design students and PlaceCity staff who work there regularly use it as an opportunity to interact with passers-by and local guests. The daily presence of the students during the lockdowns allowed them to socialise with neighbours, meet local artists and make connections, and helped the continuity of the PlaceCity Project during a time when no official events were allowed.

During the implementation of the Open Call, the space was an important communication space to make the Call visible on the one hand, and on the other hand, to provide a place to interact with idea-givers and further develop their submitted ideas.

### Focus Winter Placemaking: Workshops with young people and exchange with project partners from Oslo and professional placemakers

Due to covid-19, we adapted our schedule to an activity phase from November till March. Our new working title was found quickly: "Winter Placemaking". The idea was to focus on public space in winter - when there's no summer-sunshine and less "reason to spend time outside". In Fall 2021 the launching of our open call was re-scheduled again to happen between December 2020 and January 2021. Still, we framed it under the term "Winter Placemaking".

In preparation to that, Social Design reached out to all production schools in the area in order to initiate collaborations and spread interest for the upcoming open call. Production schools are aimed at youths who were in NEET (not in employment, education or training) and particularly struggle to maintain such structures. Social Design started a successful cooperation with the group "garden and animals" from [Jobfabrik Wien](#). In a series of Workshops from December 2020 to March 2021, we introduced questions about public space and its use during the cold period, facilitated individual exploring of their neighbourhood and fostered debate about outdoor plants and greenery in winter time as well as specificities of indoor plants (that usually come from tropical areas and are not native of Austria).



Fig.6: What do you like to do in Winter? Workshop 12.1.2021 © Social Design.

During the process it became clear that the launch of our Open Call would have to be postponed again due to the pandemic and not least because of delays in coordination with the City of Vienna due to the change of the city government. Nevertheless, we decided to keep going and realize a plant swap in collaboration with the youths, testing the [Oslo Tool](#) for Seed and Plant swaps. We had learned about the tool in the online placemaking pils “winter edition” which took place in november, organized by our international project partners in Oslo.

In addition, on 26.11.20, the “Placemaking Pils” event, organized by our project partner from Oslo, took place on the topic “winterplacemaking”.

In total, about six different initiatives from Oslo, Finland and Vienna shared their experiences and challenges with placemaking tools during the cold season. After short inputs, small breakout sessions took place with exciting discussions and informal exchanges on the topic. The Vienna team was able to participate in the organization of the inputs and gain valuable experience around the topic.

### **A choreographed flyer campaign to inform and activate**

A flyer campaign organized and choreographed by Social Design and Superwien partners at the “Urbanize!” festival aimed to mainstream the concept of Placemaking showing its tangible potential in Floridsdorf tangible. Furthermore, the flyers informed about future activities as well as possibilities to get involved. Six different flyers were distributed in the central area of Floridsdorf, which together formed a map of Floridsdorf. The flyers used drawings to imagine various possible placemaking activities, provided information about the project and the planned dates. Short texts on the backpage intended as teasers as well as stimuli for thought and discussion. These were linked to the question and illustration on the front page. The flyers were also given personally to local businesses that had already been involved in the project during the scoping phase as well as to interested passers-by. The people who distributed the flyers engaged the interested people in a conversation to motivate them to participate.

The personal approach to the local shop owners in Floridsdorf was important in order to remind them of the project, inform them about the open call and its aim as well as to discuss together with them how they can become placemakers themselves. In addition, they are important multipliers to reach the local population.



Fig.7: Poster consisting of six flyers  
© superwien ZT GmbH.



Fig.8: choreographed flyer action  
© Stadt Wien, Julia Tollmann

## Floridsdorf Mixed Design

In order to get people who do not already consider themselves as "placemakers" to participate in the open call and design of the enabling spaces, it was important to develop a low-threshold method that attracts people and motivates them to collaborate. In the "Floridsdorfer Mischgestaltung" we aimed at collecting ideas and feedback as well as promote the enabling spaces by making their potential clear. The mixed design has two elements that are relevant to the project: On the one hand, we would offer a service for all residents and users of Floridsdorf, an everyday design consultation where Floridsdorf residents could book appointments with different design experts. In return, and this is the second element, we would receive information and ideas for the enabling spaces from local residents and center users.

We got experts for advice concerning shop window design, dog training, zero waste at home, music and technology as well as a fitness coach. Each expert could be booked for 30 minutes. In total, there were 24 bookable slots.

All participants would also change roles and become consultants. Ideas for the public space in Floridsdorf were collected together with the PlaceCity Wien team. The "Floridsdorf Mixed Design" as Urban Living Lab would not only collect ideas but also insights into the conditions and obstacles for design and engagement in the district. We promoted the event online and on-site. Due to the announcement of another lockdown for the week of the planned event, we decided to cancel the event without replacement.

## Open Call

Due to the ongoing pandemic and the associated restrictions and lock-downs, it was not possible to conduct two rounds of the open call as originally planned. The available resources were therefore concentrated on a **single round of the Open Call** and an intensive support for the project submitters, a joint implementation and the transfer of responsibility in order to achieve a long-term impact. In general, the aim of the Open Call was to offer potential users of the "places of possibilities" the opportunity to creatively explore possible uses of the public space in Floridsdorf's central area and to enable them to actually implement these ideas.

Based on the "concept for the strengthening of the central area of Floridsdorf - Participatory activation of "Places of Possibilities", a concept for the practical implementation and the accompanying communication was developed, adapted to the current Corona situation. This was deliberately designed to be open and flexible so that it was possible to react to changing conditions. The final process of the Open Call, the Co-Cooperation Workshops and the implementation of the projects submitted to the Call is shown in Fig. 9.



Fig.9: Process of the open call © superwien ZT GmbH.

The **activation and preparation phase** served to make the project and the Call visible and understandable. The goal of this phase was to give potential project idea submitters an understanding of what is meant by placemaking and thus take away their fear of the unknown project. In addition, it was important to show presence so that potential submitters become aware of the Open Call in the first place and to convey the most important information about it. Therefore, the focus of this phase was on direct and personal communication with local actors as well as on contact via emails and the promotion of the project on social media. During that time, the presence at **Furore Soft** (a real-life laboratory for artistic research in Floridsdorf) was also key as it made the project more visible and served as a communication platform. Furthermore, the final project criterias and the form to hand in the ideas was prepared.

In order to inspire other placemakers who are not yet experienced and to encourage them to submit ideas to the Open Call, "impulse givers" were identified with whom ideas could already be developed in bilateral discussions before the open call officially launched. Placemakers, residents, entrepreneurs, and institutions already identified and approached during the scoping phase and co-creation phase were explicitly asked if they were interested in developing and implementing placemaking projects. In addition, institutions that could be potential placemakers were explicitly researched and contacted.

Two central impuls-givers emerged from this process:

1. The idea of having a public library in the public space, for example with a mobile open bookshelf. In several bilateral discussions, which took place online and offline, a mobile multifunctional furniture, the so-called "**Florum**" was developed, which should also serve as an incentive for future idea submitters of the Open Call.
2. Second, from the cooperation with the "Jobfabrik", a plant swap was organized together with young people. Several workshops were held in the "Furore Soft"

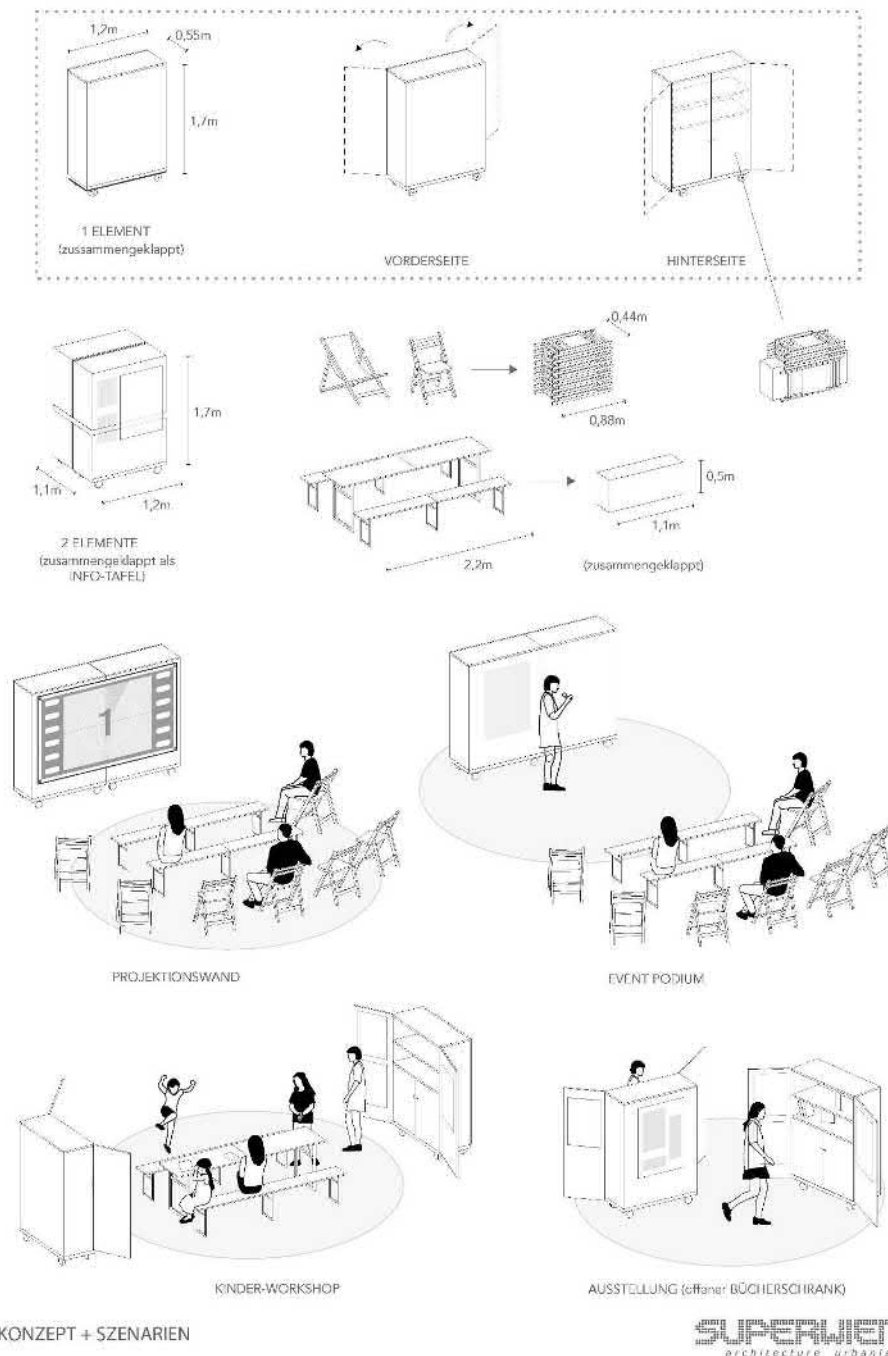


Fig.10: Concept for the mobile furniture © superwien ZT GmbH.

The official start of the Open Call was on February the 1st. From then on, the opportunity to submit for the Open Call was open for one month and two weeks. Submissions could be made online via a Google form, to the email address set up for this purpose, or to the local partners on site (e.g., library, GB, Furore Soft).

To increase the reach of the Open Call, online and offline media were used to promote the call. For this purpose, a communication strategy was developed that defines the most important communication channels.

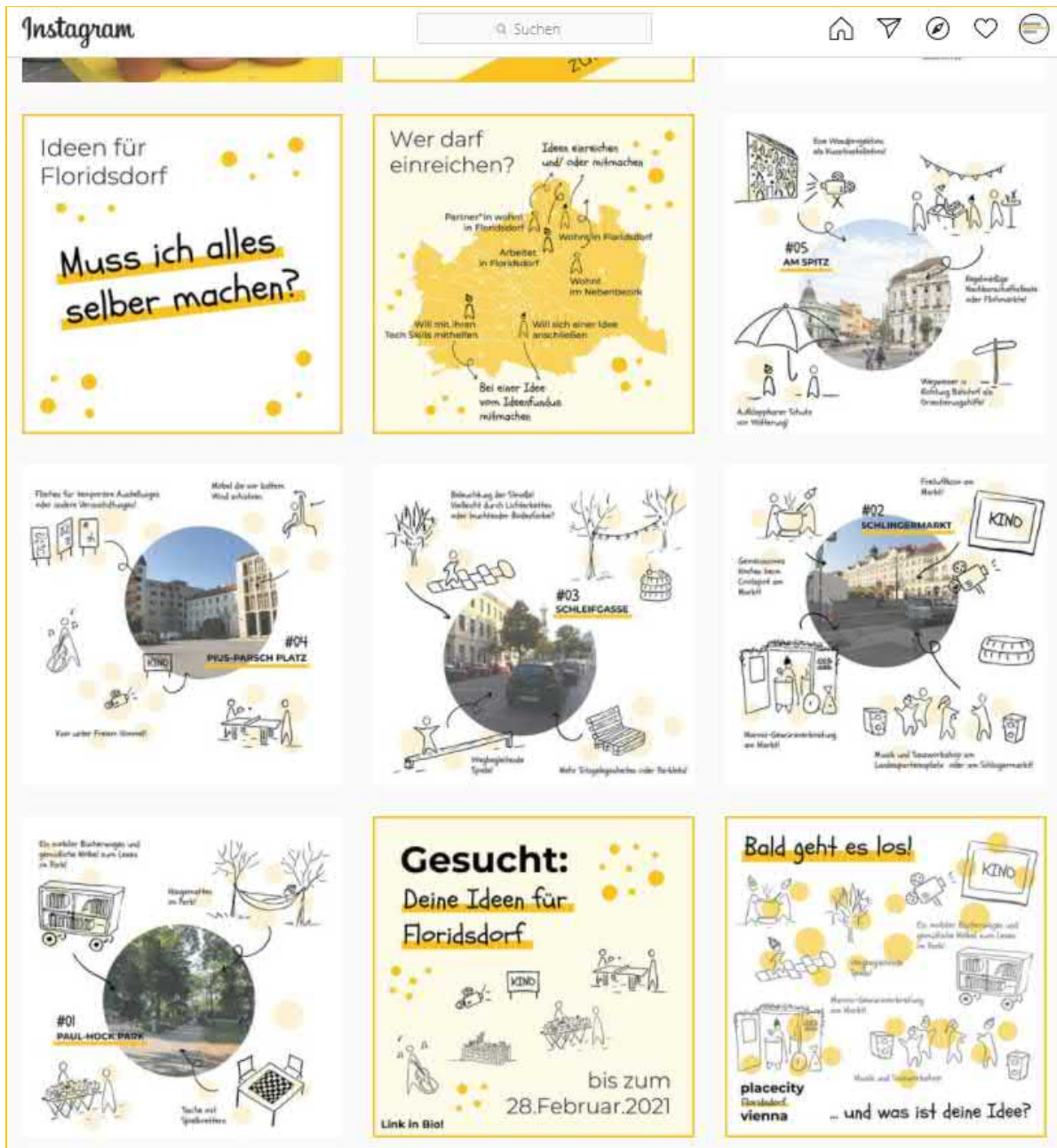


Fig.11: Screenshot of Social Media Postings on Instagram © superwien ZT GmbH.

**In total, 48 submissions were made** via the online form, in person, by phone, by email and the mailbox at FuroreSoft. There were both elaborate concepts submitted by people who want to implement them themselves, as well as ideas and proposals submitted by people who can not / do not want to implement them themselves or do not have the experience to do so. Overall, the submissions were very diverse and ranged from structural measures, events and cultural programs to workshops and interventions.

After the submission deadline, the project team met for an internal workshop where all submitted ideas were analyzed and discussed. The projects were first sorted by category, then checked against the project criteria defined for the open call, and finally a final selection was made.

Important criteria for the selection was the relationship of the submitters to Floridsdorf and the added value of the project for the neighborhood. Furthermore, the spatial concentration on the places of possibility in the center of Floridsdorf played a role and how independently realizable it is as well as its potential to become established in Floridsdorf in the long-term. The project team's general goal was, however, to consider as many of the submissions as possible and create a series of events and interventions that would be mutually supportive and synthesize the neighborhood's desires and needs while also testing new approaches.

A total of 14 projects were selected for implementation in the framework of the Open Call. Ten projects that were addressed directly to the district were passed on to the district as recommendations, and 19 projects were rejected because they did not sufficiently meet the selection criteria or could not be realised for other reasons.

For a better overview, the selected ideas were divided into 3 categories:

<i>Name of the category &gt;&gt;</i>	<b>Florum</b>	<b>Punctual interventions</b>	<b>Programme along the axis of places of possibilities</b>
<b>Description</b>	Events and workshops that take place on the mobile furniture that was developed with the library to encourage participation.	Projects that take place at a specific location. Partly long-term build interventions	Mobile interventions & action
<b>Projects under this category</b>	<ul style="list-style-type: none"> <li>. Music for non-musicians (public rehearsals and performances)</li> <li>. Grätzel Heroes &amp; Girlfriends Tour (children's workshops &amp; reading)</li> <li>. Street art open for participation</li> <li>. Austro-Pop Concert</li> <li>. Herbal education workshops</li> <li>. insitu-animotion (participatory film intervention)</li> </ul>	<ul style="list-style-type: none"> <li>. Collective composting</li> <li>. Flodo Stools in the Schleifgasse</li> <li>. Selfie Wall</li> <li>. 1m2 Market</li> <li>. Cat Oracle</li> <li>. Movies in Wonderland</li> </ul>	<ul style="list-style-type: none"> <li>. Art project "Sassy sayings on Flodo's streets".</li> <li>. Bathing carts in Flodo</li> <li>. Table tennis tour</li> </ul>

After evaluation and selection of the submitted project ideas for public space, all submitters were informed about the results. Special attention was paid to explaining deliberately why their ideas were selected or not.

Afterwards, the ideas were further developed in so-called co-cooperation workshops and brought to implementation. In order to be able to respond as

well as possible to the individual projects and the individual needs of the submitters, each project partner met with a submitter (online and offline) to concretise the project, discuss and guide the necessary steps (compiling a budget list, logistics, approvals). In addition, the project team developed and provided a communication kit for the submitters. This includes a template for flyers and social media posts. Further support is provided in the form of a folder containing the necessary documents (plans, etc.) for permit applications.

In the course of the open call and the co-creation phase, we faced a few difficulties. **Due to covid-19 we depended a lot on current regulations and activities were difficult to schedule.** Because we worked with so many different partners and stakeholders, some unforeseen events also provoked changes - **people getting jobs and dropping the project, others being unable to do the project due to private reasons** (for example the Cat Oracle, Bathing carts in Flodo and the Selfie Wall).

**Budget represented a further difficulty:** the district mayor offered an extra budget for materials in the implementation phase - however, it was **difficult** for us to actually access the promised amount. as the budget was interlinked with certain departments and responsibilities were often unclear. The district communicated to the public that it would provide 10,000 €, thereby raising the expectations of the submitters. **These expectations could not be fulfilled,** however, as we were only able to use a part of the extra budget in the end.

We had similar problems with permissions for activities in public space and for events - **responsibilities were sometimes unclear.** Again, covid-19 made it difficult for us to plan ahead and we often could not manage to meet the stated period of the different departments to get the permissions in time. We were not the only ones trying to get things moving again. After the different waves of the pandemic, everybody wanted to realize their projects and so the main departments for our project (MA28, 36, 42 and 46) were flooded with permission requests. **The bureaucratic structures and the time pressure made it necessary for us as a project team to ask for the approvals instead of the project submitters themselves.**

In some cases, however, the necessary forms for approval were filled out together with the submitters, and the provision of guidelines for permission requests, intended to help engaged citizens in this task. Despite the difficulties and uncertainties, we managed to put together a very rich implementation programme. From the end of May to the beginning of July, exciting placemaking projects were implemented in Floridsdorf, thus revitalising the central area.

# Programm Mai - Juli 2021

## Floridsdorf blüht auf

**placecity  
Floridsdorf  
vienna**

<p><b>22.05.</b></p> <p>09:00 - 17:00 Uhr Tischtennis Rätelralley Kick-Off Veranstaltung Treffpunkt: Schleifgasse 11 keine Anmeldung notwendig</p>	<p><b>28.05.</b></p> <p>13:00 - 14:00 Uhr Eröffnung des „Forum“ Auftritt: Plus-Parsch Platz</p>	<p><b>21.05.</b></p> <p>13:00 - 17:00 Uhr Tischtennis Rätelralley Kick-Off Veranstaltung Treffpunkt: Schleifgasse 11 keine Anmeldung notwendig</p>	<p><b>02.06.</b></p> <p>15:00 - 18:00 Uhr Pauls Kinderbuchkino Lesung für Kinder Paul-Hock Park Infos und Anmeldung: Bücherei Weisseibad</p>	<p><b>22.05.</b></p> <p>09:00 - 12:00 Uhr 1 m² Markt Am Schlingermarkt keine Anmeldung notwendig</p>
<p><b>16.06.</b></p> <p>15:00 - 18:00 Uhr PlaceCity Workshop Interne Workshops zur Evaluation des Open Calls Schleifgasse 11</p>	<p><b>28.05.</b></p> <p>15:00 - 18:00 Uhr Kräuterworkshop Paul-Hock Park Anmeldung unter: Office@Tante-Bettys-Garten.at</p>	<p><b>26.06.</b></p> <p>13:00 - 16:00 Uhr PlaceCity Workshops Interne Workshops zum Thema „Placemaking in Wien“ gemeinsam mit Ideengeber*innen und Placemaker*innen Schleifgasse 11</p>	<p><b>26.06.</b></p> <p>ab 18:00 Uhr Austropop Konzert „Andi and Friends“ Gitarre, Mundharmonika und Gesang Am Spitz keine Anmeldung nötig</p>	<p><b>10.06.</b></p> <p>15:00 - 18:00 Uhr Kräuterworkshop Paul-Hock Park Anmeldung unter: Office@Tante-Bettys-Garten.at</p>
<p><b>25.06.</b></p> <p>09:00 - 12:00 Uhr Theater zum Mitmachen für Kinder Veranstalterin: Bücherei Weisseibad In Kooperation mit Schulklassen Paul-Hock Park</p>	<p><b>26.06.</b></p> <p>20:00 - 22:00 Uhr Abschluss Interaktive Licht-/Filminstallation mit Musikbegleitung Archivaufnahmen von Floridsdorf in Verbindung mit interaktiven Projektionen und Musikbegleitung mit: Insitu Animation, Movies in Wonderland, Andi and Friends Angerergergasse 13 a (auf der Brache) Anmeldung vor Ort</p>	<p>Alle Programmpunkte finden unter Einhaltung der rechtlich geltenden Vorgaben bezüglich der Covid-19-Pandemie statt. Es kann kurzfristig zu Terminänderungen kommen. Auf Social Media bleibst du up to date.</p>		

Projektpartner\*innen: SUPERWIEN, Stad Wien, URBAN EUROPE, The Research Council of Norway, placemaking europe, dr:angewandta, Bundesministerium Verkehr, Innovation und Technologie, Stadt Wien

Unterstützt durch: Stad Wien, URBAN EUROPE, The Research Council of Norway, Bundesministerium Verkehr, Innovation und Technologie, Stadt Wien

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Email: call@superwien.com

Fig.12: PlaceCity “Floridsdorf blüht auf” Programme Mai-July 2021, © superwien ZT GmbH.

### Table of projects implemented in Floridsdorf

<p><b>Pflanzentauschbörse</b></p>	<p>plant and seed swap realized with youths from Floridsdorfer Jobfabrik, March 26th 2021 at Schleifgasse 11 and Schlingermarkt.</p> <ul style="list-style-type: none"> <li>→ Great because we got to test a tool created by our partners in Oslo, we were able to get things going although covid restrictions made it still difficult to hold events - but this being a market stall was possible to realize.</li> <li>→ improve/challenge: time management concerning time limits for permits, social media content planning.</li> </ul>
	
<p>Fig.13: PlaceCity Plant Swap 26.03.2021 © Social Design.</p>	

**Tischtennis  
Rätselrallye:**

table tennis rally via app (ongoing) and events, Kick Off Weekend: May 21st and 22nd 2021, Schleifgasse 11 and all over Floridsdorf. Rally & Facebook Group (ongoing)

- Great because it got a lot of attention from the district mayor (extra donation!) and is an ongoing thing which will remain in Floridsdorf even after the PlaceCity project is gone
- improve/challenge: social media activation of people, expectation vs. reality - what implementers expected was not what we could offer.



Fig.14: PlaceCity Table Tennis Opening Event, 21.05.2021, © Social Design

**Flodo Hocker**

during kick off weekend handover of individually designed stools for local business owners at Schleifgasse

- Great because connection to local business owners deepened; networking between different initiators
- Improve/challenge: due to sickness, planned full week of construction at Schleifgasse had to be shortened and part of the construction took place less visibly at the artists studio.



Fig.15: Flodo Hocker, 05.2021, © Social Design.

**Gemeinschaftlich Kompostieren:**

community compost project organized by a local citizen. Formation of a group of interested neighbours and construction of compost containers at Joseph-Samuel-Bloch park to be used by the community.

- Great because it is a long term project that builds community. The initiator is very active and motivated and a lot of networks could already be established in the process (e.g. who builds it, who gives professional consulting etc)
- improve/challenge: permission process.



Fig.16: Gemeinschaftlich Kompostieren, 21.05.2021, © social design.

**1m2 Market**

community compost project organized by a local citizen. Formation a participative intervention to enable people to experience the market at Schlingermarkt and have their own market stall for a day. People can sell self made products. Can be done at 22 markets of Vienna, took place at Schlingermarkt several times during the time of our project, for instance october 16th and 17th, march 19th, and may 22nd in cooperation with social design/PlaceCity Floridsdorf.

- Great because ongoing projects which will remain in Floridsdorf and all over the city/in the form of a handbook future potential assured.
- improve/challenge: initiators communicate mainly in english which made the connection to locals more challenging.



Fig.17: 1m2 Market at Schlingermarkt, © Social Design.

**Florum Kick-off:**

opening event and presentation of the mobile forum “Florum” with district mayor, members of the public library, representative of the local area renewal office and project partners at Pius Parsch Platz on May 28th.

- Great because high visibility and new people got to know the project
- improve/challenge: better planning of invitations, was very short-notice



Fig.18: Florum Kick-off, 28.05.2021 © Stadt Wien, Markus Schiller

**Herbal education workshop**

A trained herbalist and resident of Floridsdorf shared her knowledge with the neighborhood. For this purpose, she organised two workshops (may 28th, june 10th) about meadow herbs and how to process them. The implementation took place in combination with the "florum".

- A local citizen without prior workshop experience was enabled to share her knowledge and create a network for her future work.
- improve/challenge: permission management, find ways to cope with frustration (project partners, implementers) when there is a low number of participants at first, social media activation of people as well as mouth to mouth propaganda and advertisement in general



Fig.19: 10.06.2021, © superwien ZT GmbH.

**Pauls  
Kinderbuchkino  
(children's book  
cinema)**

Paul Pauser, a Viennese actor, animator, and leisure time pedagogue, told funny and exciting stories to children, showing pictures that fit the story with the help of a Japan paper theater. The concept came from an established programme by the public library "Bücherei Weisselbad", and was brought to a different context by taking it to "Paul Hock Park" and using the mobile furniture "Florum" for the implementation (on June the 2nd 2021)

- Remarkable: the library organised the event autonomously without any help from the project team; the institution had already developed a sense of ownership for the Florum.
- improve/challenge: permission management complicated due to covid-19 and bureaucratic structures.



Fig.20: 02.06.2021@superwien ZT GmbH

**Theater open for  
participation**

This event was also independently initiated, organized and implemented by the public library. Accompanied by music and pictures, a Central Asian fairy tale was told to a school class. The children then acted out what they had heard in a creative way. Here, again, the Florum served as a stage. The event took place on June the 26th 2021.

- It was especially great that the library again organized the event on its own and did not need any help from the project team.



Fig.21: 26.06.2021, © superwien ZT GmbH

**Austropop Concert**

concert by austro pop duo in front of town hall at "Spitz", June 26th 2021. With guitar, harmonica and vocals, the duo played Austropop Hits of the last 40 years and created a good mood

- Great: It was particularly pleasing that the musician did a lot of mouth-to-mouth propaganda on his own. Therefore, and because the concert attracted a lot of attention in the public square, the event was a great success. The atmosphere was also created by the fact that other musicians joined in at the end and started a spontaneous jam session. The artists were enthusiastic about the Forum and showed interest in using the furniture themselves in the future
- improve/challenge: permission management, cope with limited computer skills local people/none-professional placemakers might have - prepare things better for non-digital natives



Fig.22: 26.06.2021, © superwien ZT GmbH

**Sassy Sayings**

dirty streets are tagged with funny sayings to raise awareness of cleanliness in public space

- Visibility went beyond the day of the event (sayings are sprayed with chalk markers); Active initiators who also got in touch with the district mayor to explain their concern
- Improve/challenge: due to unclear situation for permits, spraying events had to be postponed several times; finally no workshop situation, but individual spraying activities.



Fig.23: 06.2021, © Social Design

Final Event of the implementation phase:

**An Interactive light- and movie installation accompanied with music**

As a final event of the Placemaking activities in Floridsdorf, which were implemented within the framework of the project, a small festival with film and music screenings took place in the open air on June 2 on a brownfield site located in the center of Floridsdorf. In cooperation with "Movies in Wonderland", archive footage was shown to stimulate an exchange about the future. Insitu ani.motion encouraged visitors of the event to create a stop-motion animation film together during the evening, which was projected simultaneously onto the Florum. Historical images of Floridsdorf were overdrawn, stimulating reflection on the future of Floridsdorf. The Austropop artist and his friends again ensured the musical accompaniment.

- great because it took place on wasteland - a whole new facet of doing things in public space - interim reuse! The neighborhood was informed about the event by means of flyers distributed in the mailboxes. This met with lively interest from some. Two actors from the neighboring bike store were so enthusiastic that they provided free mango lassi for visitors to the event.
- improve/challenge: permission management, time management, was very uncertain and then short-notice



Fig.24:Final Event, 02.07.2021 © Eutopian, David Schermann.

## Division of work among partners

- **City of Vienna, Municipal Department for urban development and planning (COV)** is the strategic urban development unit of the City of Vienna. Based on current trends it develops forward-looking approaches and overarching urban planning strategies. Tasks of this department include urban research, spatial analyses, protection of green and public spaces and public relations. As well as the development of a polycentric urban structure to ensure active, vibrant centres among the whole city area to improve the quality of life of all citizens and the provision of goods and services for everyone. Therefore place-led development of specific areas is necessary to identify emerging topics and challenges. Its aim is to develop a common vision to vitalize the urban space and make it usable for the local population with hands-on implementation strategies. COV has taken the local project lead in the Vienna consortium (LPC).
- **University of Applied Arts Vienna, Social Design (SOD):** The master programme Social Design Arts as Urban Innovation is oriented towards graduates from diverse fields of study, thereby stipulating work in transdisciplinary teams as the central teaching and learning approach in the programme. On the basis of professional competences acquired in their respective previous studies, students become acquainted with transcending disciplinary codes and thinking and working in greater interrelationships. Art in synergy with project-related scientific methods and knowledge is seen as a tool for urban innovation.
- **Superwien urbanism ZT GmbH (SUP):** is a Vienna-based, co-disciplinary team that is working in the fields of architecture, urban and regional planning, urbanism, spatial research and urban design on the national and international level. In their projects they are aiming to find answers to the driving question of how to plan and develop vibrant cities for all – the activation of public spaces and ground floor areas is one of our main tasks. As planners and designers they view themselves responsible for providing the suitable framework that leads the development of an urban area in a certain direction but still allows unplanned developments to happen and engages citizens and users to co-create their neighborhood. The team of Superwien urbanism ZT GmbH is working with the **participatory and dialogue-oriented methodology** of the Urban Design Lab, which has been tested and implemented in various Latin American cities, as well as in Eastern Europe and Central Asia. Also, Superwien is involved in various Placemaking projects throughout Europe. They are excited to share and utilize their experience and to enter an international exchange of knowledge and experiences about placemaking.

The interdisciplinary cooperation and regular exchange within the Viennese project partners (administration, planning and science) were very valuable for getting to know other perspectives and areas of interest.

As PlaceCity Floridsdorf is especially about the implementation of placemaking activities in the central area of Floridsdorf, the close cooperation with the following local allies was of particular importance.

- Floridsdorf district administration and representation
- local area renewal office (GB Nord, Schlingnermarkt)
- Local public library

They not only supported local knowledge and experience, but also helped with the implementation and realisation of workshops and events (premises, materials and furniture). The district administration helped with an additional financial donation and contribution for the Open Call. Finding and regularly exchanging information with these local allies was important to build a sustainable network, thus creating long-term cooperation and identification with the places after the project ends.

In addition, a wide range of local actors and stakeholders from different sectors and backgrounds actively participated in the project. An exchange with international project partners was also promoted included:

- local residents
- local youth
- local businesses (hairdressers, shop owners in Schleifgasse and Schlingermarkt)
- students from Social Design
- Stipo, the European Placemaking Network, BIDS Belgium and Eutropian

PlaceCity Vienna's case in Floridsdorf was funded by JPI Urban Europe, carried out on behalf of the Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology (BMK) and the Austrian Research Promotion Agency (FFG).

## Outcomes and Highlights

In the course of the project, we were able to collect a variety of information, experiences, ideas and insights. Over two and a half years, we were able to assure a certain presence and interconnection to the central area of Floridsdorf and the people living and working there. Starting with the hairdresser interviews and ending with the strong engagement to local people through the open call and implementation phase, we accumulated a large number of contacts. We want to list a few important outcomes and highlights:

- the **Florum**, a mobile forum for Floridsdorf developed together with the district's public library. Like many libraries in Vienna, Bücherei Weisselbad is very active, with many cultural services. The Florum could be an inspiration for other Viennese Libraries and will continue to serve as a forum for events coordinated by the library and hopefully soon will be an item for people to borrow and use for their own events in the public space.
- **Floridsdorf Mixed Design** is a part of PlaceCity that did not result in visible outcomes. Nevertheless, we see the effort that the team put in, the talks we had and the insights we got during this phase were very valuable for the understanding of the project area and the reality of its inhabitants.
- As a side effect of the PlaceCity project, the **Urbanize Festival** and a big open call from **KÖR - Kunst im öffentlichen Raum** ("Das Wetter von Morgen" / The weather of tomorrow) could be brought to Floridsdorf. KÖR is a big funder who in spring 2022 will launch a call for ideas with 400'000eur grants. All of this thanks to the attention brought to the district by PlaceCity and the efforts by the project partners at Angewandte. (The accepted projects will be realized in the PlaceCity focus area and places of possibilities e.g. movable greeneries in Schleifgasse, an interactive sculpture on Floridsdorfer Spitz inviting people to involve in climate issues or new urban furniture on Franz-Jonas-Platz)
- We were able to accompany 14 of the 47 projects, realizing in the end 11 of the ideas in the form of installations, workshops, concerts etc.
- We managed to connect the idea givers (no matter if they were "selected" or not and built lasting relations. Therefore we added up to the local network(s)

## Progression on the vision scenario

The final situation in the central area of Floridsdorf shows that progress and improvement has been made in all three levels with the help of placemaking methods. Especially the mobile furniture “Florum” and the ground floor zone “furore soft” will remain in Floridsdorf and will ensure a continuity as hardware created in the course of PlaceCity. On the level of software, different groups now make use of public space in new ways. This is deeply connected to orgware - we ensured to leave behind a certain structure and people in charge to carry forward placemaking methods and tools we created together with many different local actors. Find here an overview of the final situation for each level:

Final situation in the central area of Floridsdorf		
hardware: what is the FINAL state of physical structures?	software: what is the FINAL use people make?	orgware: FINAL financial/decision making/management
<ul style="list-style-type: none"> <li>• short-term interventions in public space were realized - largely by using the mobile furniture Florum</li> <li>• The space in the ground floor zone "furore soft" will continue to be used by students of social design, which will further enliven the axis between Franz-jonas Platz and Schlingermarkt.</li> <li>• The project could contribute to the fact that the identified places of possibilities are also perceived and used as such by the local population.</li> <li>• compost containers for at least 2 years as place for encounters for neighbours</li> <li>• window front Schleifgasse 11</li> <li>• Flodo stools for shops in Schleifgasse</li> </ul>	<ul style="list-style-type: none"> <li>• a lot of people reacted to the open call for ideas for the central area of the district,</li> <li>• The community composting submitter has built up a stable group of neighbors who will take care of the maintenance of the compost boxes in the long term.</li> <li>• The table tennis group is very active and wants to continue the project (already 200 members!)</li> <li>• Sassy sayings will make a booklet and continue their project (foreseen cooperation with local institutions for permits, e.g. VHS, GB)</li> <li>• possibility of using markets for unconventional uses was spread</li> <li>• The Austropop artist wants to continue using the Florum and has motivated befriended artists to do the same.</li> <li>• The herbal pedagogue has been able to build a small network for her work and gain confidence in holding workshops.</li> <li>• The library has recognized the potential to carry out events in the public space and will continue to do so in the future.</li> </ul>	<ul style="list-style-type: none"> <li>• the florum will be managed and maintained by the public library after end of project</li> <li>• It was possible to create networks between different project submitters and beyond.</li> <li>• The local area renewal office is interested in building on the results of the project and supporting future projects with infrastructure, as well as sharing information about Florum rentals and use on their website.</li> <li>• permissions - round table for easier decision making planned for permits on the places of possibilities</li> <li>• contacts to other funders and event organizers - some of them reached out to us because they became aware of our activities in the implementation phase</li> </ul>

## Lessons learnt and impact

PlaceCity provided all three project partners with a magnitude of new information, tools, methods and learnings - and all of them tried to use our previous knowledge in combination with these new learnings and make an impact. Above all, we proved that things are possible. Our approach to be enablers worked just fine - even though we faced challenges, we managed to keep true to our goal to realize as many projects as possible and to enable the people - all of them non-professional placemakers - in the central area of Floridsdorf.

In the course of the project, several critical moments and challenges had to be managed. For one, all three partners were faced with several team member changes. This caused information to get lost in the transition and for responsibilities to be unclear. The training period for each new member took some time and focus shifted from the actual tasks to organizational matters.

Social media was another challenge. It takes time and resources to create content for social media channels. It is impossible to do it “on the side”. One of our learnings therefore is, not to ignore the importance of social media to create a network and have an outlet and to plan extra hours for a “social media manager”. Our solution was to do social media “quick and dirty” - although we had a communications concept for social media, we did not stick to it all the way, but created our content on the spot and whenever we had time.

During the course of the project, we kept looking for multipliers for our project. It was especially challenging to get access to local networks/pages and to have “a voice” there. Whenever we wanted to spread information, we asked our multipliers (youth, table tennis partners,...) to help us out and share it on their channels.

Even more important than social media communication was direct communication in the project area and with local people and stakeholders for us. We got to know a lot of people through the open call, but had little time to create real relationships with the people. Due to covid-19 restrictions and home-office obligation, our connection to people and the place was cut short. We tried to battle this challenge by increasing the presence and visibility in our storefront in Schleifgasse. Even through lockdowns we made sure that the place was never totally empty. Students from the University of Applied Arts Vienna could use the space to study while the university was closed. We created visibility and an ongoing contact to the direct neighbours was assured. This made it easier to go back after the lockdowns and created continuity.

Another learning was, that **there's a need to work on a cultural level, because people in Vienna are afraid of getting punished, both common citizens and public officers.** This causes a kind of reluctance in the first place. For future projects we recommend making time to address this. It was necessary to take away the worries, before actually being able to work on the projects. Hopefully, being aware of this and addressing it in new projects, we will be able to overcome this challenge.

An overview of our key learnings:

Concept

- difficulties to find a stringent concept for a big, diverse area such as our central area with the places of possibilities.

- several adaptations were needed because of covid-19 restrictions and delays (from winter placemaking to open call for spring “floridsdorf blüht auf”)
- Agreements between project partners are sometimes difficult to reach - what should be done where, when and with focus on what?

#### Relationship to local actors/placemakers

- engage local actors and get their approval - very time consuming, but makes things easier
- present content simple, clear messages, visual language, use pictures - we did so by using drawings for the open call and activities
- be on-location as much as possible - be visible in the public space you want to work with - online-presence has a marginal reach concerning the people we were trying to get in touch with; tools such as zoom not that common for local people we worked with
- reward and hierarchies: placemakers do not get paid most of the time, yet they do a lot of work - we learned the importance of appreciation for placemakers - they bring the ideas, they do most of the work yet only the “professionals” involved in the project get paid. For the future it would be necessary to find ways to give something back (cultural token or even direct payments).
- focus on highly motivated people rather than on those who have only vague ideas and little drive to create something themselves
- The Open Call process with non-professional placemakers is very time consuming - bureaucraties, contracts, accounting, billing,...yet important!
- uneven distribution of digital knowledge and practice in the neighbourhood. While, after half a year of the pandemic, Zoom and other means of digital communications were already a given for our home office practice, this presented a hurdle for many interested parties. Many had never used Zoom before or were reluctant to have a conversation online.
- willingness to participate in projects/events is lower because - not surprisingly - other concerns or challenges are in the foreground. However, this does not mean that people do not appreciate the offer and even more so are happy if people come by with fresh ideas and energy.

#### Covid-19

- actors/stakeholders not active/on location during lockdowns - they often had existential worries (especially business owners) and had no capacities for new projects/projects were seen as non-essential
- understanding for unpredictability increased a lot - people changed their approaches and mindsets - everything had a kind of “experimental” character
- low spirits due to unpredictability and continuous changes of plans
- motivation increased when restrictions were lifted - especially in the public space (open air ideal)

#### Process of implementation

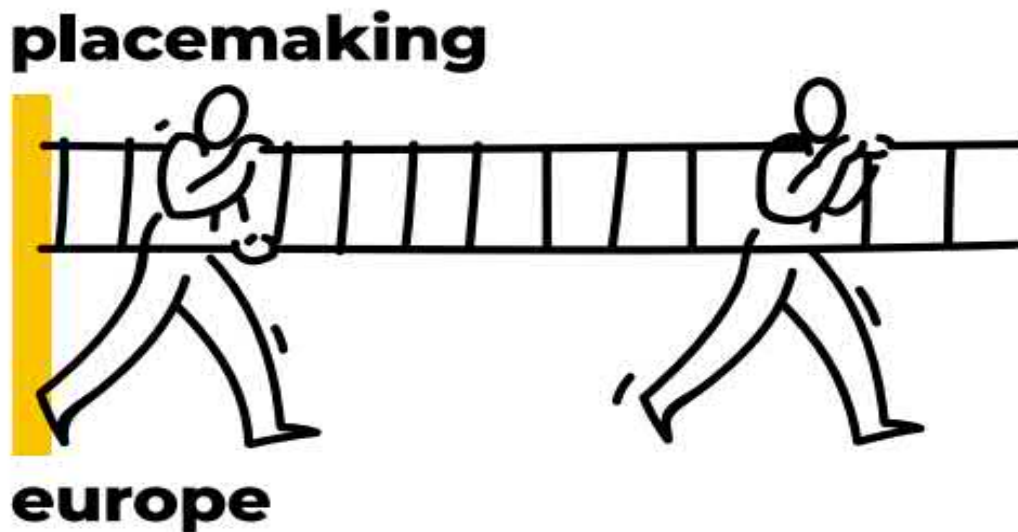
- how to handle the gap between expectations vs. reality: the people who participated in the open call had great ideas, but sometimes the ideas were too complex and extensive. Idea givers were surprised by how complex the process was and sometimes frustrated. We had to try and show them that those are

important learnings and create understanding for the limitations. A lot of times we shifted their focus on the achievements:

- example table tennis: Our table tennis partners created the puzzle rally, events, flyers etc. mostly by themselves. When only a few people showed up for the first event and the app was used less than they had expected, they were quite disappointed. Our learning was that not only do we have to accompany the process of creation, but we have to create an understanding for the process and show ways to get past frustrations and move on/change expectations. We did so by ensuring them it had nothing to do with bad planning and it simply was social media reality. In the end they appreciated how much attention they had generated online and offline and how many new members the table tennis group had found.

In terms of local impact, positioning of placemaking and benefits to municipalities, citizens etc., we are happy to say that we were able to make an impact. This was possible not least because of the support of the district mayor, which was very important for the success of the project. We were able to present placemaking to the district mayor so he would really see the benefits for the citizens and the added value for the public space in the central area of Floridsdorf. The communication PlaceCity partners had with the Gebietsbetreuung (the “local area renewal office” is a service facility of the City of Vienna) helped promote placemaking concepts into the work of the municipality. The local area renewal office will use PlaceCity material to promote its concepts in the future. Moreover, the Municipal Department for Urban Development and Planning started also talking about, and considering, working on tactical urbanism and placemaking. For future projects, the Department is already reaching out to PlaceCity to get information and to benefit from key learnings.

## Placemaking Europe



### Initial state and objectives of Placemaking Europe within PlaceCity

#### T 1.5 - Establish an European Placemaking Expert Team

**Initial State:** At the start of the PlaceCity project beginning in 2019, a consolidated and predefined expert team of professionals in the placemaking field, and within the European context, was partially known but not clearly defined, and furthermore, not widely connected to the larger placemaking audience. Specifically, the initiation of the network with an organised structure and with different thought leaders was only started in the previous 3 months (Oct 2018). From here, an organically formed Board facilitated the set up of Placemaking Europe (PE) from a named group of many people into an organisation with a framework. From 2018, transitioning into Spring of 2019, the Board - a group of then five expert placemaking professionals spanning wide themes and disciplines - was clearly defined both in organisational structure, and communicated out to the wider network. As Placemaking Europe is a network, we always envisioned the growth and developments to form naturally and gradually over time.

**Objectives:** For the wider European audience to understand and be able to connect with an explicitly defined and expert team of individuals representing placemaking across themes, disciplines, geographies, and cultures. The goal is for placemaking to grow without being limited by

borders and done so through these individuals - who in a sense, are ambassadors to propel the field and bestow their learnings. Additionally, and in line with this, this group assists Placemaking Europe become more professional and grow into a working governance structure.

## WP. 2 - Project Governance and research of on-going activities

**Initial State:** Placemaking Europe, then under our previous name of European Placemaking Network (EPN) first conceptualised The Toolbox at the April 2018 Cities for All Conference in Stockholm. From this moment, the network drafted a preliminary plan that essentially sought to archive and collect a pool of practitioner oriented placemaking tools that were freely accessible and met the needs of the participants of the network. Essentially, when we started, the Toolbox was in its infancy - extremely limited, not developed, not used, and not communicated.

**Objectives:** Generating knowledge for the Toolbox and researching placemaking the case cities of Vienna and Oslo, as well as the European perspective.

## WP. 5 - Business modelling, up-scaling of models and evaluation of local city interventions

**Initial State:** At the beginning of the project, the breadth of knowledge regarding placemaking business models was extremely limited. Placemaking Europe identified this as a question to be answered - we were keen to better understand this in order to arrange more secure and sustainable projects both for ourselves, our peers, and the longevity of the PlaceCity project after the completion date. *“Tools that enable placemaking initiatives to transition to durable/sustainable business cases will be instrumental to the success of the project.”* We have since learnt that it is not one tool alone to transition the project into a long term model, but rather **an array of actions and considerations** as outlined in the Outcomes & Lessons Learnt Sections below. Capturing the added value that is produced by placemaking will be a central theme for the consortium as well as for the two city-teams. The proof of this concept will be the establishment of 2 sustainable business cases in the 2 partner cities with the help of the BIDs network. Importantly, at the onset, we called this aspect ‘business cases/ models’ and we have now coined the term ‘sustainable placemaking model’ instead.

**Objectives:** Researching and identifying how placemaking projects operate with a funding / business model. Upscale the knowledge for the wider network and the case cities.

## Hardware, Software, Orgware analysis & vision definition

initial situation of the European Placemaking Network		
hardware:	software:	orgware:
<p>Considering hardware, Placemaking Europe as an office initially was:</p> <ul style="list-style-type: none"> <li>- An internal team completely from STIPO composed of 1 dedicated project leader, 2 interns to assist, and 2 sounding boards team members within STIPO.</li> </ul>	<p>As Placemaking Europe was officially founded just prior to the start of PlaceCity, the norms and culture were in a sense tabula rasa - a fresh slate.</p> <p>At the beginning we made sure the social dynamic was open-source, free, approachable for casual conversations and discussions, but oriented towards passion and action rather than abstract plans. People engaged with Placemaking Europe ad hoc, and rather chaotically, in order to find like-minded persons for their work.</p> <p>We met and interacted at others' conferences and kicked off our own in Stockholm with participants of the network. Here, the software fostered a culture for attendees to connect, have fun, and get motivated to bring out their great ideas into practice. The individuals of the network interacted without social groupings or structure.</p> <p>As the toolbox was freshly conceived, individuals did not interact with the toolbox or tools.</p>	<p>Once we officially founded Placemaking Europe, the Board was created and met monthly to discuss plans and make action steps in projects. There were regular Board members and 1 Chairman of the Board.</p> <p>At this point, Placemaking Europe did not have a business model or a clear body of individuals in the Board to represent them fairly with distributed power.</p> <p>While joining the network is inclusive for all, becoming a Leader is based on a track record of active placemaking and/or interest with supportive actions in the organisation. Leaders were approached and asked to join the network for this role, but without a plan for how they can renew their interest and on what time basis, or voice a clear decision to give up their role.</p>

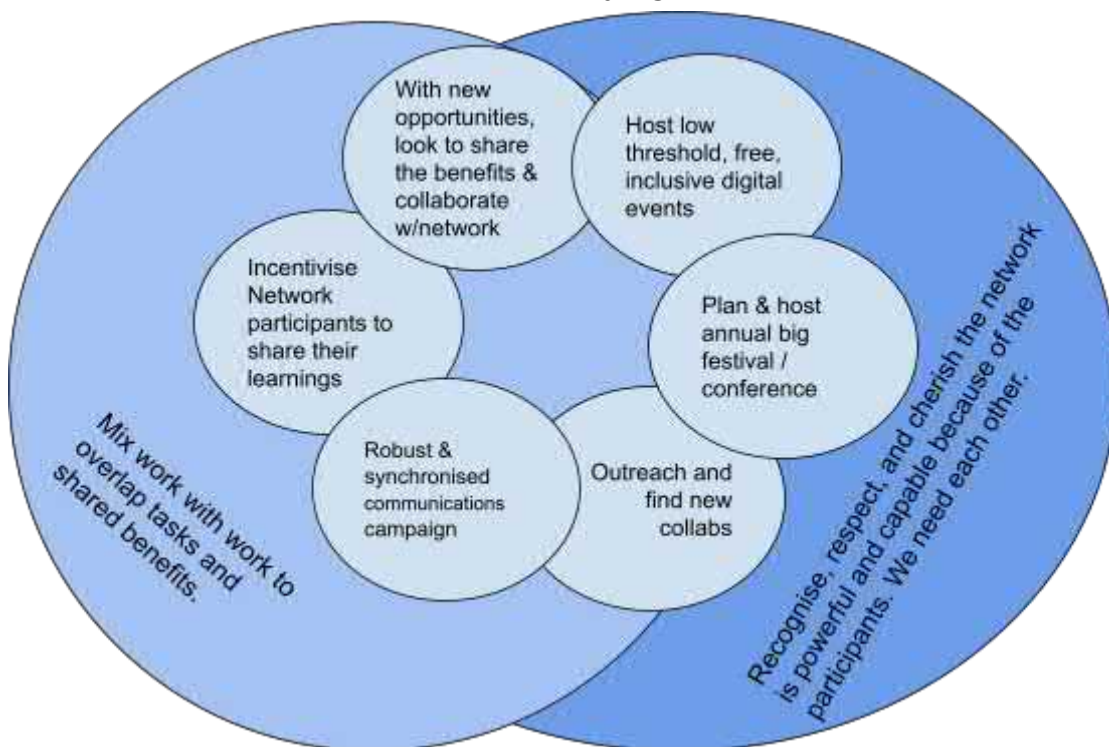
Placemaking Europe best case scenario		
hardware: what could be the state of physical structures?	software: what type of uses do we want from people to make?	orgware: ideal organisational structure
<p>As Placemaking Europe is a network, holding a physical office (the hardware), is not the priority. While we absolutely recognise the advantages of an in-person office for internal team connection and workflow, we also understand the ideal scenario for Placemaking Europe's hardware to be flexible with low responsibility for physical structures and rather, invest more energy and resources into the orgware and software.</p> <p>We operate in STIPO's office headquarters with 2 internal team members working from home. The network as a whole connects digitally and during specific in person events held throughout Europe. The in person events are held at external venues that we rent.</p>	<p>Ideally, from a software point of view, we motivate the network to connect on a weekly basis with each other to share motivation, inspiration, tools, best practices, and even work on collaborative funded projects. Additionally, ideally, the toolbox should have a strong feedback social norm that operates alongside the manual resources themselves.</p> <p>For participants who apply tools to share in the moment photos and reflections on how it went, in order to incorporate improvements and contextual notes of tool applications for others to learn from and for us to use as a dissemination strategy to publish tools being applied in action.</p> <p>We monitor our platforms to make sure participants interact with respect, without bullying, and without hate speech. We are committed to creating a safe and inclusive social system in the network.</p>	<p>Currently, we have a substantial organisational structure that suits our goals to give order, yet allows for organic flexibility to make informal connections. We are pleased to continue working towards an organisational model with a representational and strategic board, 3 legal representatives that also serve of the board, 2 part-time directors for daily tasks and weekly progress, 2 part-time junior workers for project research and management, and 2 part-time interns to assist in tool creation and develop themselves professionally.</p> <p>Additionally, within the network, we have 100+ Leaders (active and dedicated participants) who lead working groups on thematically oriented topics - such as climate friendly cities or housing.</p> <p>To take on decisions and have a working flow between the team and the network, we routinely offer interaction and contribution from participants. We ideally continue to do this on a bi-monthly basis (newsletter, webinar, major events, leader's calls).</p> <p>In the future, we see Placemaking Europe as an organisation that continues to work with a Board, Directors, and internal team to lead decisions and disseminate opportunities, while democratically and inclusively welcoming all participants.</p>

## Strategy definition

### How to grow the network and plan network events?

- Always look for win-win scenarios
- Mix work with work- use our time and focuses efficiently to overlap goals and tasks both internally and with collaborators

- Use the innate resource of the network and celebrate the participants - Placemaking Europe is only as strong as its collective of participants. We aim to always use opportunities to share participants' successes and celebrate them to the wider audience. Through this, the participants feel incentivised to share their learnings open-source and have their name and reputation put forward to gain future projects and connections. Additionally, this helps them find other placemakers working on similar items to help them where they get stuck.
- Invite the network to PlaceCity webinars, panels, Symposiums, and Placemaking Pils
- Collaborate with PE participants for PlaceCity events; especially as it complements the event at hand.
- Use and grow the social media accounts
  - tap into the human faces of the network (ie. Meet our Leaders)
  - Publish PlaceCity updates in Monthly (now Bi-Monthly) PE Newsletter
  - Publish regular Tool Highlights
- Host annual 'big' event that has a festival mixed with conference feel
- Step outside our comfort zone to chat with new faces, organisations, and institutions for future collabs and staying in touch



## Implementation of tasks & activities

### WP. 2 - Project Governance and research of on-going activities



**Research:** Under Work Package 2, we have been tasked with reviewing and fine tuning the Placemaking Europe Tool Box over the course of the entire project period. Also, as an entire consortium, we researched the nature of placemaking in context in case cities, and under the European context. This work greatly informed us on the baseline understanding of placemaking in the respective areas. Additionally, we gained insider knowledge on local placemaking interventions in Oslo and Vienna, and as such, an initial understanding of their implicit placemaking tool that they use in their projects.

From the research interviews with the local placemakers in Oslo and Vienna: according to the Viennese interview results, most placemakers aim to **build awareness among citizens on how to use public space**. With their bottom-up projects, they want to **reclaim the city**, and public space especially, as a common resource; instead of creating more privatised, exclusive public spaces, they want to create **inclusive, non-commercial uses, that are accessible for everyone**. In Oslo, findings show that despite the inconsistency in how placemaking was understood and used by the interviewees, there is a shared comprehension that **people are at the heart of placemaking**. Their needs, wishes, ideas, resources, knowledge and engagement with each other and with the place is what shapes and becomes placemaking. Additionally, in Oslo, **participation is central** to the placemakers interviewed, and often targets **groups that are under-represented** in conventional decision making processes about urban development, such as children, youth or tenants in social housing estates. From the research phase, we then kept in touch with the local placemakers who were interested to stay connected to work together for mutual benefits relating to tools and the Toolbox. Furthermore, the research work grew the local networks with the local Placemaking Heroes and connected them to the overall PE network.

Excerpts taken from *Exploring Placemaking in Context*



"PLACEMAKING OFTEN HAS A RIPPLE EFFECT, IT IGNITES SIMILAR IDEAS IN NEIGHBOURING AREAS"

- Susan Morales Guerra

IN VIENNA, THE TERM "PLACEMAKING" IS NOT VERY WELL KNOWN AND NOT VERY OFTEN USED YET, BUT IN FACT WE FOUND OUT THAT THERE ARE A LOT OF PLACEMAKERS IN VIENNA WHO STARTED INSPIRING PROJECTS IN PUBLIC SPACE, THAT NEED TO BE SHARED WITH OTHERS.





**Toolbox & Tool Development:** Over the past 2.5 years, we have altered the Toolbox structurally to make it more user friendly to the wider European audience while we also researched, developed, and added tools. From our research and collective experience, we understand placemaking as an iterative process that spans many themes and contexts. We have identified 9 process phases to achieve a robust, successful, longterm, and self-determining placemaking project. As such, we have recategorised the original organisational system to now include both Process Steps and Thematic areas in order to **make it easier to search, label, and find tool manuals**. This is meant to help placemakers or interested readers find the most appropriate resource for their project.

We have made this structural change an active and published change mirrored on the project website (Placemaking Europe) with new pages such as: *About the Toolbox*, *Browse the tools by categorisation using tagging*, *Explore the tools by process step webpage*, and *Explore the tools by theme webpage*.

Additionally, to contribute to continued improvement of the Toolbox, we have also reformatted the *How to submit a tool web* section, and published a new resource and story all about *How to Write a Manual* - we greatly hope this will motivate the wider network to tap into the Toolbox and write their own manuals. Previously, The Toolbox was a general collection of tools with 15 overall tags. In addition to accessing the full range of tools, as mentioned, you can also access them with newly added Categorisation by Theme and by Process Step. There are 8 Themes and 9 Process Steps. While there are now more categories that the tools can fall under (17 total), the system is now structured in a much more logical and navigational way. **Users find the right resource with 2 main questions:**

**Q1:** Where are you at in your placemaking project - what needs must be met integral to the inherent placemaking process?

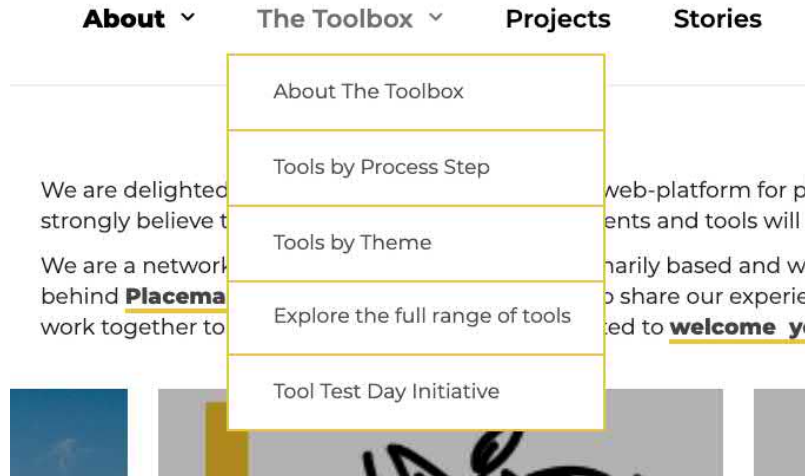
**Q2:** What theme do you need to zoom in on?

As we progressed into the project and restructured the Toolbox, we synonymously developed and reached out to add more tools to the open-source collection. From the beginning of the project to now, the Toolbox has accumulated 35 tools; **we now have 40 tools in the Toolbox with 2 more along the way as drafts**. Additionally, we have greatly added to the Toolbox both from the case cities in PlaceCity, as well as from the international perspective. From Placemaking Europe, we have designed a Tool Development Programme with our interns and mentor them each season to create and author their own ideas - or connect them with an enthusiastic placemaker to help them turn their tool into an open-source manual. Of the 40 tools, 10 are authored under the Tool Development Programme.

In this regard, we have also integrated a rhythm to highlight a specific tool every two weeks to the wider network across our social media platforms. We will continue to do this, as we feel an **incentive for individuals to write and add their idea to the open-source Toolbox** is to get their work and name networked to the wider community.

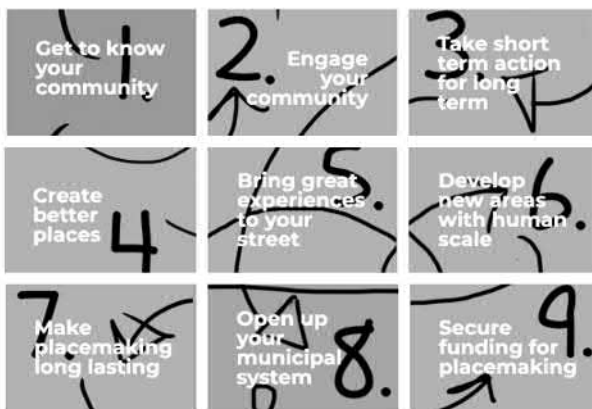
Tools Added to the Toolbox since Feb 2019			
Tool Development - PlaceCity Int'l (PE)	PlaceCity Oslo (NBH)	PlaceCity Vienna (SUP, EUT, SOD, COV)	International - from participants in PE
Facade Garden	Light Installation Handbook	Open Call	The City at Eye Level for Kids
Designing for the Public	Placemaking Pills	The Problem Tree	Main Streets Manual
The Radius	Activity Trail	Florum	The Spiel Mobile
Designing for Disorder	Pictogramming		Urban Girls Catalogue
Urban Camping	Creating a digital communal dinner		Asphalt Art Guide
The Suitcase	Pop-up Cafe		Nairobi Placemaking Toolkit
Impact Measurement Tool	Sticker Democracy		Valuing the Community as Expert
La Pergola	The Plant & Seed Swap		Playful Neighbourhood Process Methodology
Jane's Walks (Draft)			Shaping Better Places Together
Storytelling Card Game (Draft)			Community-Led Placemaking Manual
			How to create vibrant communities & human scale areas
			Huasipichanga Method
			Exploring at Home
			Creative Placemaking
			What if we designed cities around place
			Digital First Communities
			Wishfinding
			Mobile Research Station

- The new structure categorised the tools by process step and theme is exemplified in the three images below.



### Tools by the Process Step of Placemaking

In a perfect world, placemaking could occur chronologically, in order with all the relevant tools listed in order for when to apply to your project - from inception of the project all the way to completion and upkeep. Of course, this is not how our public space projects develop, as much as we would like them to! Rather, the steps or phases, and thus the related tools in which to apply, are iterative with loops forward, loops ahead, backtracks, and repeats of these steps based on your unique context, resources, learn, etc. Ultimately, all these steps listed below ought to be included in a quality placemaking strategy, regardless of the order and repetitions right for you and your team. We hope these steps guide you through your own work in a logical, progressive, adaptable and enjoyable way. Click on the boxes to explore further!



### Tools by the Themes of Placemaking

Below you can explore tools listed by our eight themes of placemaking. We hope this assists you to zero in on topics relevant to your context and goals. Please click on the boxes to access the thematically related tools.



Toolbox Structure	
<u>Process Step Categories</u>	<u>Thematic Categories</u>
1. Get to know your community	1. Heritage
2. Engage your community	2. Inclusivity
3. Take short term action for long term	3. Kids/youth
4. Create better places	4. Seasons
5. Bring great experiences to your street	5. Climate
6. Develop new areas with human scale	6. Innovation
7. Make placemaking long lasting	7. Well-being
8. Open up your municipal system	8. Art & culture
9. Secure funding for placemaking	

\*\*\* Process step is listed loosely 'chronologically', as the placemaking process could progress sequentially, but of course it is iterative and organically develops.

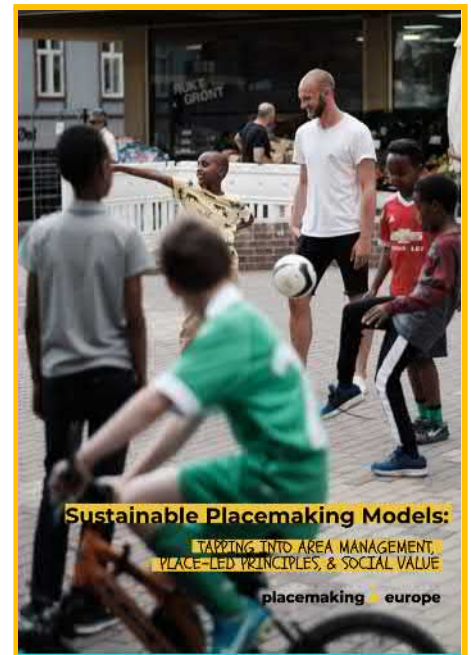
## WP. 5 - Business modelling, up-scaling of models and evaluation of local city interventions

At the beginning of the project, the breadth of work linking to WP5 - Placemaking Business Models - was extremely limited, and what was captured on this topic was not consolidated for easy access. One of the primary goals at a local level is also the continuous (re)generation of diverse citizen-led business models for turning temporary pilots into long term solutions. Additionally, here we set out to look at the concepts, tools and their responsiveness concerning site-specific challenges, defined and implemented in WPs 3 and 4. Due to the pandemic, we had to alter our entire project planning from 2020 forward. As such, the implementations in WP3 & 4 were pushed back and led to delays and different outcomes than expected in WP5. Nonetheless, we pushed towards creating long-lasting impact by establishing sustainable placemaking models in the local contexts we've been working with, as well as replicable solutions for other urban environments with similar barriers.

The work carried out under this package includes:

- 1) **Mapping the status quo for business models in the case cities.** This was delayed due to Covid, but we ultimately learned about the baseline culture surrounding financial and governance frameworks in placemaking in Vienna and Oslo. Overall, within the local placemaking projects, these aspects develop organically over time and often mix public and private funding - with a considerable in-kind/self-funded investment from the initiator. Something especially common, is to procure funding for a fantastic idea or project, the placemakers must search and apply for grants without financial support. Therefore, our findings recommend build seeking out upcoming opportunities overlapping with ongoing projects as much as possible and try to overlap the current work focuses to translate into the funding procurement process - whether that be writing a traditional grant proposal with partners that you are already working with, or approaching stakeholders and organisations within your project to collaborate into the future on the next project.
- 2) **Local co-development of novel placemaking model solutions.** We created and facilitated a consortium workshop to transfer the research and key learnings from our investigation into placemaking models - in Vienna, Oslo, and Europe. The Workshop engaged the project partners in groups after the content presentation and Placemaking Model Canvas in a breakout exercise prompted by an example case to apply the presentation learnings. The groups then presented their ideas and solutions to the breakout to compare how each group formed their own placemaking model framework around the example case given.
- 3) **Mapping the local stakeholders** with power and interest considerations. We mapped the local cases with this in mind to contribute to the concept of financial modeling and being critical to who gains benefits from economic value creation and what are their incentives to do so.

4) **Publish learning in the form of an e-book for upscaled dissemination.** The *Sustainable Placemaking Model - tapping into place management, social value creation, place-led principles* contains interview case studies from projects throughout Europe (UK, FR, PT, NL, NO) that outline what are the financial frameworks and governance structures used to make their projects successful. While the project called for this to only be a chapter, we had the drive and stories from the network to create an ebook. We used this internally throughout the WP5 timeline, and now we are excited for this to be widely published and shared now that the project has come to an end. Contents (case studies) and models covered in this work include:



# CONTENT

	<b>01</b>	<b>Foreword from the Editor:</b> What is the red thread throughout these case stories and why is it important?	<b>03</b>	<b>Perspective piece</b> Why should we invest in community development?	
<b>05</b>	<b>Anneke Jongerius - AM:</b> Systemically integrating placemaking values into area development.	<b>10</b>	<b>David Partridge - Kings Cross:</b> Transforming the heart of the city using intentional multidisciplinary, solution led, and inclusive principles	<b>16</b>	<b>Julie Heyde - Lucien Brun:</b> A participative process to engage the local communities in reprogramming their space
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<b>63</b>	<b>Tiago Mota Saraiva - Largo Residências:</b> Building together and step by step places for local development	<b>70</b>	<b>Identifying Discrete Models:</b> Learning from the cases & identifying practical models for reproduction in future placemaking	<b>48</b>	<b>Øystein Aurlien - Tøyen Torg:</b> Equal ownership for making an inclusive square
		<b>85</b>	<b>Bringing the work forward:</b> Call to action - connect with PlaceCity and Placemaking Europe!	<b>55</b>	<b>Hajir Kheder &amp; Peter Williams - The Low Line:</b> Transforming derelict rail arches into a lively corridor
		<b>90</b>	<b>Glossary of terms &amp; models:</b>		

## Models Found in Placemaking (EU)

**Innovation/Cooperative/BIDs:** combine a variety of stakeholders consisting of public, private, non-profit, and civil society, which collaborate on increasing local businesses' revenue and the liveability of an area.

**Service combined with an existing business:** Service SPMs are characterised by the facilitation of placemaking processes or the creation of lively public spaces as a service. Here we found this embedded within an existing and separate business.

**Advertising/Marketing:** promoting products or services via the increased status of the place. Using the increased attention on the place as a resource that other surrounding businesses can tap into (often by acting as a benefactor to the placemaking project or simply purchasing the ads).

**(Landlord) Renting for temporary events/:** Similarly, using the status and positive user experience of the place, placemakers rent out the privately owned space for temporary events that then fund the continuation for placemaking and programming for inclusive and accessible use.

**(Landlord) Subsidising rental costs on the ground floor:** Also referred to as a Secondary Business Model; the building owner permits a low cost to the ground floor as a long term invest that improves the city at eye level, every day interactions, and thus the value of the 2nd floor and up residential and office units.

## Models Found in Placemaking (Oslo & Vienna)

**Service:** Service sustainable placemaking models are characterised by the facilitation of placemaking processes or the creation of lively public spaces as a service.

**Artist:** Creating art - such as murals, busking, or installations - as a placemaking service that stimulates funding.

**Innovation:** Innovation sustainable placemaking models combine a variety of stakeholders consisting of public, private, non-profit, and civil society, which collaborate on increasing local businesses' revenue and the liveability of an area.

**Mixture of Public & Private funding:** Placemaking projects that distinctly receive funds from both public and private institutions.

**Member/Platform:** Membership and platform sustainable placemaking models consist of members paying to be part of a business or a placemaking network to gain influence, knowledge and contacts or to use services provided by a platform. Can also be referred to as an **enabler** (Vienna).

- 5) **Turn knowledge gained throughout the project into tools stemming from the case cities.** As outlined in WP2 section above, we facilitated the development of 10 PlaceCity Partner City Tools during the second phase of the PlaceCity project. These tools represent the local cases and the local placemakers who were excited to collaborate. Additionally, these tools vary widely across themes and somewhat along what process step you would best apply it in; interestingly, but perhaps not surprisingly, tools are often categorised under Get to know your place (researching) or Engage your community. We have taken due note of this for our future developments of the tool box to seek out and develop tools across the least represented process steps - for example, Tap into your local municipal system.
- 6) **Create a consulting group relating to business models in placemaking.**

We formed the Place-led Development Working Group, led by approximately 10 active participants, who seek to propel placemaking as an embedded concept in all development plans that connects with local economies, financiers, investors, and real estate professionals. We see this consultancy as a way to bring the PlaceCity work forward beyond the end date of the project and to highlight the network participants on their passions and expertise.

- 7) **Gain feedback from the consortium on how to upscale findings.** We did this as a follow up to the Sustainable Placemaking Models Workshop, and within the consortium meetings that focused on specific WP as their own presentations. Some finding from the partners show:

## Ways to bring our PlaceCity resources into future work?

Keep using these tools in future projects, so more people will benefit from them	Develop the Models workshop further and use it in placemaking trainings and conference	Foster discussion on transferability (e.g. different requirements of municipalities)	Find Ambassadors that learn from the tools and share with neighbors and non place-makers	Test, adapt, include variations in the tool kits	Develop future projects	Make it easier for the public to understand the importance of placemaking	Need to add in some kind of feedback/evaluation aspect to the toolbox so it does not sit idly
In future projects keep using these tools and reference the great creators	Blog posts shining more light on the tools	Overlap the tools we have made in the same intervention	Give the floor for placeCity replicators	Tool adaptations - use the existing for your purposes!	Customize the outputs for certain target groups (smart cities/villages or transportation departments or NGO unions or schools)	Share lessons learned with others - see difficulties as something usefull	In our future projects, especially EU level, continue to build the toolbox
Instagram "take over account for a day" by participants of the network in other cities	Future H2020 applications	Future Erasmus+ applications	AfterCovid. City conference	Highlight nationalities of the tools (Austrian week with all content from AT, Norwegian week with all the content from NO...)	Keep supporting placemakers in Oslo to write and share their placemaking tools	Connection to/exchange with existing networks and projects (COST action dynamics of placemaking)	Have a PlaceCity reunion in 6 months/1 years to reconnect
Hold more open calls	New project between NH and school about increasing city live in Grønland	Urbanistica Podcast episode w/PlaceCity team	films!!!				
Engage in the JPI lunch talks that happen regularly	More tool manuals	More Placemaking Pits - especially in public if possible	Easy accessibility to the information	Make more comm. into short videos	Checking in with the local stakeholders and sharing their updates to the wider network?		
Go out for H2020 apps together	Identifying a specific theme that we want to work on together next and then search fundings	Placemaking Week Europe 2022 !	Blog articles on linkedin	More faces to the work - personalise it			

8) **Phase out plans for the case cities.** Each city respectively made their own phase out and handover plan for long term success focusing on empowering the locals in their own placemaking desires. For example, in Oslo, Nabolagshager drafted and published a Norwegian resource - *Påvirk* - for the local youth that outlines the concrete steps to take to placemake their schoolyard: from exploring, researching, engaging people to experiment, piloting, and short-term interventions to funding and evaluation of the project. It contains learnings from the PlaceCity and the Life in the Schoolyard project and contains many checklists and placemaking tools. Additionally, they published and handed these over to the case site of Hersleb, as well as the high schools throughout Oslo in the hopes that the students would connect across schools. Below are images of the long term resources handed over from the city Partners to the local communities:

**(L)** Påvirk Handbook for students to placemake the schoolyard

**(R)** The Florum infrastructure and tool for the community to host a variety of events, like workshops, film screenings, and performances on a stage.



## Division of work among partners

**In WP. 2 - Project Governance and research of on-going activities**, the city partners diligently contributed to the research and interviewed respective local placemakers. Specifically, Nabolagshager and Superwien conducted the breadth of interviews, transcribed the audio recordings, and wrote summaries of each interview to be used for our future internal work and upscale for wider dissemination. Together, we combined the research, interviews from placemakers, and existing knowledge into a publication - *Exploring Placemaking in Context* - which highlights the content of course, as well as the project methodology and future plans. Eutroplan, City of Vienna, and Social Design contributed to this as well. Placemaking Europe and Stipo facilitated this process and edited the publication.

Additionally, the partners worked to develop their own tools - especially through collaborating with the local stakeholder network. Placemaking Europe and Stipo facilitated this process to support the development of placemaking tools. Furthermore, the city partners contributed to the development of the Toolbox overall by having feedback rounds to improve it - this also connects to WP5.

From this collaboration, the city partners were able to network more intimately towards an objective with the local stakeholders and learn how to better work on placemaking projects - specifically with the help/development of analytical placemaking tools such as: the Place Game, Sticker Democracy, Pictogramming, SWOT analysis, Behavioural Mapping, and Ethnographic methods. Further, having the work published featuring the local placemakers helped foster trust with the respective communities to exemplify PlaceCity's genuine intention to put the work to use and honour the locals that have been doing excellent work already.

**In WP. 5 - Business modelling, up-scaling of models and evaluation of local city interventions**, the city partners mapped their local stakeholders - a task greatly helped by the already completed WP2 research and analysis, and added to the research about placemaking models practiced in Vienna (SOD, SUP, COV) and Oslo (NHB) amongst their networks and found in their research. From this task, Nabolagshager was tremendously helpful and greatly contributed to the publication and workshop about sustainable placemaking models. Further, with Nabolagshager, we developed an innovative new template - modeled after the triple bottom line business compass - to keep coming back to in a placemaking project to plan for long term viability; prompting thought on items like: communications plan, alliance (short and long term), initial investment, mechanism to generate money, and how much of that profit is invested back into the project, etc. Placemaking Europe led the publication *Sustainable Placemaking Models* and interviewed cases throughout Europe to illuminate best practices to achieve a long term and financially viable placemaking project.

From this collective input, PE shaped and hosted a workshop - also highlighting the Sustainable Placemaking Template - all geared towards passing learnings for the internal team in order to ensure the knowledge transferred, was able to be taken into the local cases, and also to gain feedback to improve the breadth of knowledge. This workshop was attended by all partners with excellent participation and constructive feedback. Additionally, the city partners created a long term plan each for Vienna (COV & SOD) and Oslo (NHB). While BIDs was initially planned to be active throughout this WP, we respectfully acknowledge that this partner is entirely self-funded without any monetary contributions to work on this project. In any future proposals, it is important to ensure all partners receive fair payment for their time and energy.

From this collaboration, we hope the partners benefitted from gaining a new mindset - the model as a complex system that mirrors the placemaking process steps - and array of tools to achieve a sustainable placemaking model. To both produce their own projects in the future, and to advise local projects for others. We also hope the partners come back to the Sustainable Placemaking Models Workshop and Publication.

Through our interviews and research, we have come to understand placemaking models to benefit all local parties involved within the project through tapping into a locally oriented economy that seeks collaborations and integrations with those around it to be more robust and embedded for the long term. We hope the case cities are able to bring this along in their future work.

## Outcomes and Highlights

- **Launching the website** <https://placemaking-europe.eu/>
  - Adding stories, tools, upcoming activities, people in the network, and archiving the newsletters so our network can easily access the open-source knowledge. This has been a huge asset - it has allowed us to open the door to professionally connect with the network and plan our future collaborations in order to improve our cities.
- **Solidifying a professional framework** for the network to connect with experts on the long term
  - The use of the Working Groups, Board & Directors, and overall Leaders is an embedded framework in the organisation that details the respective individuals' expertise and contact information for the wider network to connect with.
- Participating and helping to facilitate the **Place Game in Floridsdorf** with the locals and partners > learning in real time about the place
  - The status of the declining Floridsdorf market, the lack of connectivity between the neighbourhood, challenges at the area's transit station, social housing, and the potential spots to host living room interventions.
- Hosting **Placemaking Week Europe 2019 Valencia** with over 400 attendees from all over the world and presenting PlaceCity at it
  - Allowing us to disseminate our work thus far, gain an audience following for the next 1.5 years, and receive insightful feedback.
- Attending the Inaugural **Placemaking Pils in Oslo** and meeting the Oslo Placemaking Heroes > learning in real time about the place
  - The lack of connection with the schoolyard to the public sphere, the transitory feeling of Gronland neighbourhood, the lack of seating in the area, great examples of innovation: apps to connect users to civil resources, infrastructures on the water for teaching students.
- Highlighting local heroes and publishing our research on placemaking : **Exploring Placemaking in Context**
- Forming the **Place-Led Development Working Group** as the business consultancy group > hosting Deep Dive Webinars about European learnings
- Learning how to recognise tools as implicit actions and then creating a standardised way to **shape tools into manuals**
- **Updating the Toolbox** on the website
- **Interviewing experts** throughout Europe on their project success related to longevity models; connecting with them about their story and passion
  - Translating the learnings as it relates to financial frameworks & governance into the Sustainable Placemaking Models publication

- Leading the project team in the **workshop about Sustainable Placemaking Models**
- Hitting the **milestone of 40 tools in The Toolbox** and receiving submissions via the online form from the network participants not in the project or the internal organisation
- **Authoring 3 articles about the project** on international/global platforms
  - *Placemaking in European Context - the movement that is here to stay* - Journal of Public Space (2019).
  - *Digital Placemaking Tools Propel Sustainable Urban Development Beyond Temporary Interventions* - Europe Now (2021).
  - *A Youthful Urban Commons: high schoolers reimagine the schoolyard as public space* - International Conference on Urban Commons (2021).
- **Becoming close with the project partners**, and realising our collective desire to keep collaborating into the future.

## Progression on the vision scenario

### Placemaking Europe

Over time, the Placemaking Europe expert group represented by the Board was re-evaluated and now includes: **7 members with 2 Directors (altogether representing 6 countries)** and an organisational secretariat. Importantly, the Board and Directors have recognised the need for even more inclusive representation of the network and across more nuanced topics. Therefore, **Working Groups (WG)** - thematically oriented sub-groups of the network that interested and expert individuals can join and lead autonomously towards their own goals - **were established later in 2019**. There are 12 WGs at present and some examples include: **Placemaking for Kids, Housing, Climate Action, Place-Led Development, and Tactical Tool Testing**. Within each WG, Leaders are defined by both their expertise and their enthusiasm. This is communicated across the newsletter, website, and FaceBook group of Placemaking Europe for the participants of the network to be able to connect and easily get in direct contact for relevant projects or questions. Finally, in general - not bound to WG - there are Leaders of the entire network, approximately 50 throughout the entire continent and globally. Again, we see the overall pool of expert placemaker as a huge advantage for others to connect with and build projects and beneficial outcomes together. Altogether, there are now approximately 70 experts identified through the Placemaking Europe Network that the 4,000 plus community or participants can get in touch with and learn from directly.

### Ways participants can find the relevant expert(s):

- Working Group Pages on the Website
- Leaders Section on the Website
- Board & Directors Section on the Website

- Bi-monthly Newsletter Leader Highlights
- Social Media posts > Instagram, LinkedIn, Facebook
- Podcasts with Urbanista

### Toolbox

When we first launched the Toolbox in Spring of 2019, the total number of resources listed was five; these came from STIPO, The City at Eye Level, Project for Public Spaces and UN Habitat. Further, the structure of the Toolbox at that point in time included 15 non-hierarchical categories. It is also notable, that at this moment, we did not have a workflow established to add tools to the Toolbox - such as: develop tools internally, develop tools with other placemakers, and outreach to add existing tools - all this came later.

### Lessons learnt through the PlaceCity Project

- Honour others work in the proposal submission > ensure funding for everyone
- While placemaking is flexible, it is certainly a methodological approach.
- Take plenty of time to research and connect with all types of locals using temporary interventions that utilise placemaking research tools (Get to know the community/place)
- Use inclusive communication: non-verbal, at different times of the day, provide necessary amenities to get the hard to reach to join (ie. child care) And use different communication styles for different target groups.
- Design the project with all partners in all WPs for multidisciplinary work throughout the whole project, so there is easy communication about the WP updates and fluid workflow.
- Make a clear template for communication materials at the very beginning. Additionally, within the communications considerations, make it clear the expectations for what type of communication shall be used by the consortium and on what platforms; ie. terms, style, voice, and importantly language (for international cross-pollination projects, it is very important that content is translated from local language to the common one > English).
- In addition to the monthly consortium meetings, plan smaller bi-monthly meetings with partners to keep up easy communication, working relationships, and that tasks do not lose momentum.
- To not get bogged down by all the bureaucracy, have fresh ice breakers in each monthly meeting to get the team to connect. While business must get done, it is important that it does not become a routine meeting that lacks human details.
- **WP. 2 - Project Governance and research of on-going activities:** Use placemaking tools throughout the entire project, not just as a programming mechanism. We found excellent tools across the process steps and themes. While the tools can overlap in category, interestingly,

the majority of the tools filtered under the *Get to know your place* and *Engage your community*, followed by *Bring Great Experiences to your streets* (programming) and *Take short term action* (experiment). While this is excellent progress, going forward, PE must focus on building the breadth of resources in the other process steps; such as, Tapping into your municipal system. Moreover, we learned the [basic ingredients necessary to make a user friendly tool manual and how to facilitate their development by others](#). This will be taken forward beyond the project.

- **WP. 5 - Business modelling, up-scaling of models and evaluation of local city interventions:** Creating a financial model in placemaking mirrors the 9 step placemaking process - not only financial and governance considerations. To be successful for the long term, a project team must do proper research to understand the opportunities and risks, map stakeholders to form alliances towards coalitions, create a strategic communications campaign, among other concerns. To stimulate this thought process in the internal team and in the participants on the network, we created the Sustainable Placemaking Models Template that can be filled out continuously as you progress through a placemaking project. Additionally, overall, within the local placemaking projects, these aspects develop organically over time and often are funded via a mix of public and private funding - with a considerable in-kind/self-funded investment from the initiator. Something especially common, is to procure funding for a fantastic idea or project, the placemakers must search and apply for grants without financial support. Therefore, our findings recommend build seeking out upcoming opportunities overlapping with ongoing projects as much as possible and try to overlap the current work focuses to translate into the funding procurement process - whether that be writing a traditional grant proposal with partners that you are already working with, or approaching stakeholders and organisations within your project to collaborate into the future on the next project.

## Conclusion - PlaceCity and EPN's impact

Through the PlaceCity Project, we feel confident that placemaking has grown in its impact to connect placemakers, as well as pushing the methodological underpinnings of the field working on the local and the European level. By publishing open-source and user-friendly digital tools across social platforms, the project advantageously highlighted local Placemaking Heroes, thereby garnering interest in their work with the surrounding network, as well as bringing forward their methods and practices respectively linked to their contextual work. Considering our vast multitude of international webinars, articles, and speaking engagements, we have also pushed the concept of placemaking on the global level. Importantly, as we set out to clarify and teach newcomers the difference between genuine and surface level placemaking, we outlined the 9 phases of placemaking for a robust and successful project. Interestingly, on both the local and European level, those who engaged and interacted with PlaceCity's project work varied in roles and backgrounds - citizens, municipal civil servants, urban planners, environmentalists, designers, artists, BIDs, etc. This further exemplified to us the integral nature of placemaking bringing benefits across sectors and value creation.

Specific to Oslo and Vienna, the local municipalities each added to their city-wide strategy with enhanced citizen participation during the project, and hopefully, instilled by habit, following the project with a continuation of this practice. Additionally, the cities appear to vastly improve their understanding of the complexities of the concept compared to the initial start. We see this as a mechanism to bring forth more accessible public services that empower citizens to appropriate their public space and co-create great places together; but, moreover, have impacted the cities' approach to development, regeneration, and gentrification. As placemaking is a never ending process, the work will be cyclical and interactive reacting to the user's needs and current conditions in the pursuit for the most sustainable, equitable and value creating (social, cultural, environmental, mental, economic) interventions prioritising people and planet above profit.

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Placemaking Europe

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