

CITIES IN PLACEMAKING

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

TWISTING THE RULES
September 24-27, Rotterdam

**HOST CITY: ROTTERDAM,
THE NETHERLANDS**



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Introduction



Milestone #2 session.
Photo by Maria Blau.

Cities in Placemaking is a continuous learning partnership for municipal public administrations organised and led by Placemaking Europe, with support of Council of Europe, Creative Bureaucracy Festival and International Society for Urban Health, and to build awareness and practical knowledge on placemaking. Together we set a new standard for achieving healthy, inclusive and lovable communities through better public space.

On Sept 24, in Rotterdam we are meeting for Milestone 7 - Twisting the rules.

The aim of the meeting is to review and finalise the key commitments that will be included in the Placemaking Agenda. The meeting will also focus on identifying ways to overcome these barriers by defining strategies that allow for more flexible and innovative solutions. This could involve rethinking traditional approaches, re-framing statements to encourage cross-disciplinary thinking and collaboration, finding loopholes or workarounds within existing frameworks, and exploring how to push for policy changes or adaptations to accommodate forward-looking

urban development. We will also focus on specific ways to operationalise these commitments to drive change through organisational reform and adaptive systems, co-creation and project leadership and securing funding and opportunities for initiatives to flourish.

The objectives of this workshop are:

- to agree on the global commitments for the Agenda
- to identify general strategies for implementing the commitments
- to tailor the commitments for effective implementation within the local context

Guest Speakers:

STEFANIA CAMPIOLI

Phd candidate
at Politecnico di
Milano - department
of Architecture,
Construction Engineering
and Built Environment

BEN FREEMAN

Project Officer -
Intercultural Cities
Programme (ICC), Council
of Europe - Conseil de
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RITA MARASCALCHI

Acting Head of
Intercultural Inclusion
Unit - Intercultural Cities
Programme (ICC), Council
of Europe - Conseil de
l'Europe

WED, JUNE 19

Welcome and introduction - What's there for us at Placemaking Week Europe?

Workshop: Agenda draft and feedback

Lunch

Synergies between the ICC and the Placemaking approaches

by Council of Europe

A conceptual Framework to combine Placemaking with current city plans - presentation

by Stefania Campioli - Phd Candidate at Politecnico di Milano

Break

Workshop: twisting rules + Wrap up

Plenary: Welkom! Welcome Words & Official Opening Ceremony @OASE

10:00 - 17:00

[illegible]

Workshop plan

Foundation for the Agenda

Milestone 7 marks a crucial step in the development of the Agenda for Making Placemaking Systemic. This agenda will serve as both a concluding report on the two-year Cities in Placemaking programme and a forward-looking implementation plan for the future.

In the beginning of 2023, 13 European municipalities, with support of international partners, have embarked on the 2-year journey to together set new standards for elevating communities through better public space and create a roadmap to a more holistic and sustainable approach to urban development that harnesses placemaking as a city-wide strategy. This initiative arose from an urgent realisation that the efforts that support the placemaking movement can only lead to sustainable and long-term change *if they have the support and commitment of decision-makers and local governments.*

Only a city wide-placemaking approach ensures that the benefits of placemaking are distributed equitably throughout the city, and that long-lasting impactful change ultimately enhances the quality of life for all residents.

Over the last six milestones, which were structured to progressively achieve the ultimate objective of creating a roadmap for systemic placemaking implementation, we have focused on:

- understanding and diving deeper into the challenges that cities face and could be addressed by placemaking,
- identifying the main organisational hurdles of city governments in placemaking processes,
- exploring cross-departmental collaboration and discussing how to enhance the strengths and overcome the weaknesses; identifying weak and strong links of particular aspects of working across departments,
- discussing the implications of shifting from short-term placemaking interventions to a more strategic, long-term and comprehensive approach and analysing the transformative potential of placemaking,
- deepening into the process of planning and implementation of a city-wide level placemaking strategy and developing the key priorities and key principles for commitments for the global agenda on making placemaking systemic

that have progressively led us to set the foundation for the Making Placemaking Systemic agenda.

The first part of the programme, revealed the main challenges that European cities are now facing. The diagnosis of all 13 cities showed the current most urgent issues:

1. Competition for space
2. Climate action
3. Mobility and car-dominance
4. Spatial and social divide
5. Housing for all
6. Fair access to public services and amenities
7. Rapid Migration
8. Safety
9. Nature preservation and biodiversity
10. Urban health

We have collectively decided that **our current systems are not sufficiently responsive to these challenges. We need new, innovative, holistic approaches that put communities at the heart of change and lead to the creation of loveable, resilient and sustainable cities, and so we propose Placemaking as a way to address current challenges and adapt urban governance to new realities.**

We see that in order to face the challenges and create more healthy, inclusive, resilient and lovable communities in cities we have to:

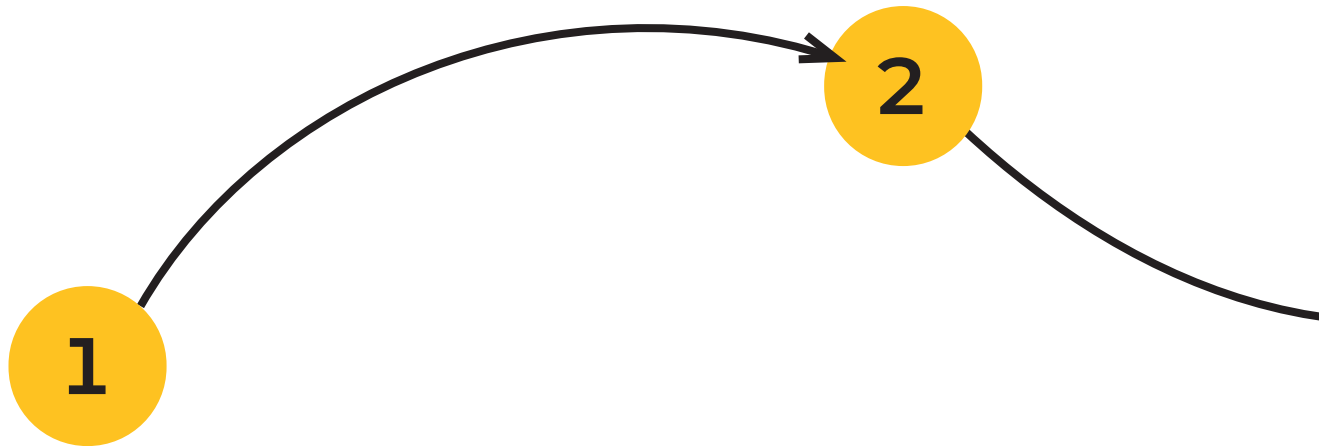
- Prioritise inclusion and equity in our actions
- Think long-term and act short-term
- Invest in communities and champion the long-term value of high quality public spaces that allow all residents to thrive
- Co-create instead of participate: both internally and externally
- Adapt the outdated systems and reform with a common goal in mind

We see the placemaking approach as a way to address the challenges and integrate these commitments into our reality. This approach is to be integrated into planning systems through three dimensions that motivate us to:

- A. **Innovate**
through organisational reform and adaptive systems
- B. **Involve**
through co-creation and project leadership
- C. **Invest**
through securing funding and opportunities for initiatives to flourish

Outline of the workshop

Tuesday's workshop on the Agenda will take place in 4 stages, which will give us 4 steps to validate the Agenda at different levels.



Step 1

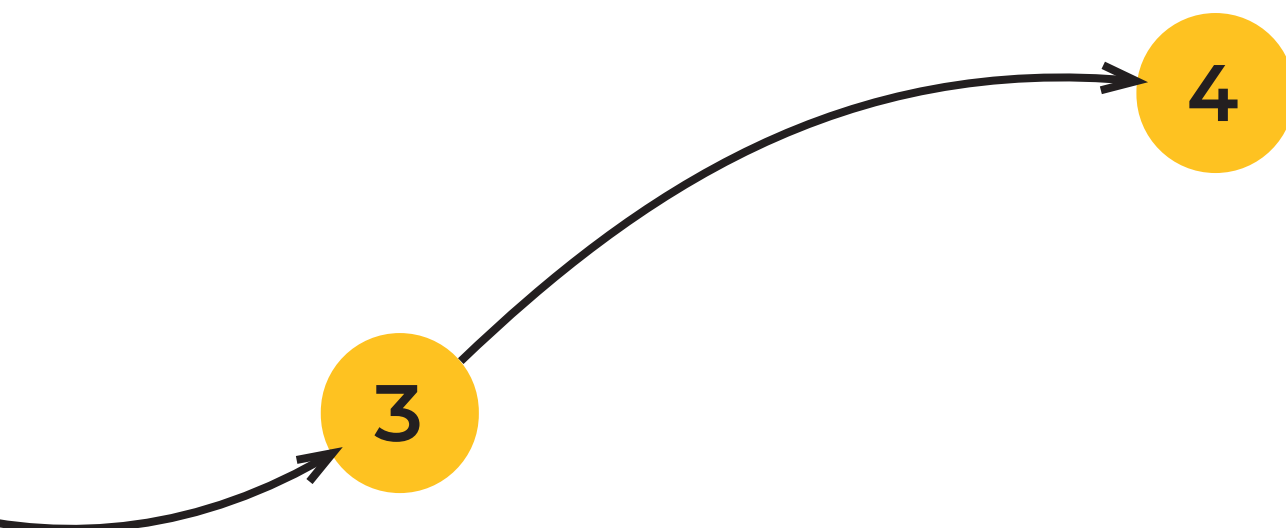
In Step 1 we aim to validate the three dimensions of the agenda:

- ***innovate*** - through organisational reform and adaptive systems
- ***involve*** - through co-creation and project leadership
- ***invest*** - through securing funding and opportunities for initiatives to flourish

In this section of the workshop, we will assess the accuracy of the three proposed dimensions and explore the insights each dimension reveals. We'll discuss their definitions and consider their implications for agenda setting within these dimensions, and work towards defining and determining the complexity of each.

Step 2

In this section we will work on the basis of the 5 proposed commitments for each dimension. The task in this section will encourage reflection on the proposed commitments and propose modifications to them, as well as allow for adding more items to the agenda that would ensure the complexity of the proposed frameworks as well as that the commitments respond to the current urban challenges. This step of adding, rewriting, modifying, merging and deleting commitments is aimed at collecting reflections and feedback on the commitments so that they can be finalised for the agenda that we will all feel confident to agree on.



Step 3

In this step, we will look at the “*how to*”. After a thorough analysis of all the commitments, we will come together in groups to reflect on practical guidelines for implementing the commitments. Together, we’ll explore different ways to integrate these commitments into planning systems, taking into account the unique characteristics of our cities, their agility, the current state of practice and creative opportunities within existing loopholes. The aim is to distil the commitments into action points that are both ambitious and achievable, creative yet realistic, and designed to drive impactful, long-term change while delivering visible benefits along the way.

Step 4

Step 4 is to operationalise the “*how to*” in the local action points.

In city groups, we will discuss creative ways of translating the action points from step 3 into the local context to ensure that they are transformational yet achievable, and to identify concrete steps to move forward from tomorrow. This discussion will lay the groundwork for the development of individual local charters, resulting in a concrete and ambitious action plan for the future. Our aim is to embed placemaking into our local planning systems, while actively integrating global commitments into our daily practice.

What's there for us at Placemaking Week Europe?

Placemaking Week Europe is an annual festival that brings together 500+ placemakers, urbanists, city officials, and community leaders from across Europe and beyond. Placemaking Week Europe is created in the spirit of collaboration and inspiration and it has proven to be a vital platform to share best practices, foster meaningful collaborations across borders, and to experience the host city's places, and initiatives firsthand. We provide a friendly environment surrounded by brilliant minds.

Our hosting city for this year's edition is Rotterdam, Netherlands!

Rotterdam is a bold, forward, and dynamic city in the Netherlands. It is Europe's largest seaport and home to people from all corners of the world. Time and time again, the city has had to forge its own path and collectively build – from rebellious creatives to legislators, and from neighborhood leaders to project developers. Everyone has played their part in creating the current vibrant city.

Rotterdam is in a constant flux, with a changing harbor, ongoing urban transformations, a growing emphasis on individual expression, and residents with evolving needs. There is also a growing call for a more balanced relationship with water, nature, and addressing climate change. This all leads to a competition for public space and a demand for an innovative and flexible approach to create spaces where people feel a sense of belonging. That is why Rotterdam is working hard to support, protect and utilize placemaking and placemakers for society and the economy.



OASE Building

The themes

Placemaking Europe explores transversal topics like gender, multigenerational places, place-based economic development, technology and smart cities, inclusive prosperity, creative bureaucracy, arts and culture, and more. This year's festival will explore 4 overarching themes that correlate with these approaches to placemaking, as well as with the city of Rotterdam's distinct placemaking initiatives and goals:



CREATING PLACE & MAKING IT LAST

Placemaking isn't just about temporary interventions; it aims for lasting impact for a more inclusive, resilient, and dynamic urban environment. We invite you to contribute to the discussion on how to acknowledge, define and ensure placemaking within the systemic reality. How can we leverage and integrate the city's cultural capital into the urban development processes? And how can we achieve sustainable collaborations with the people who are the DNA of a place? Within this theme, we explore the importance of diverse perspectives and communities in shaping the city. We delve into the power of crossovers to come up with fresh and innovative solutions, ranging from experiments and temporary initiatives to long-term transformation.



CLIMATE ADAPTATION: TOGETHER TOWARDS CHANGE

Placemaking provides opportunities to enhance the resilience of communities and cities against the impact of climate change, such as heavy rainfall, sea level rise, flooding, drought, land subsidence, and heatwaves. Placemaking can bridge the gap to involve inhabitants and visitors in these transition challenges and encourage them to take collective action in numerous ways, sustaining it over time. Within this theme, we explore solutions for establishing a balanced relationship with nature, climate inclusivity and the use of climate actions to achieve broader social and physical goals. We are curious about nature-based or regenerative placemaking practices that create greener, healthier, and more resilient environments for humans and biodiversity.



LIVING WITH WATER: THE FLOW OF THE CITY

The function of waterfronts has changed over the years, as has the approach and utilisation of these spaces. This theme explores the dynamic relationship between urban environments and waterways, transcending traditional notions of waterfront development. Waterfront placemaking celebrates the natural ebb and flow of the coexistence between urban life and water. We delve into the local stories from past and present, and investigate how local heroes and innovators can develop these areas into vibrant, inclusive, and accessible spaces that build upon the accumulated value. Through these urban narratives, we explore how to enrich waterfronts and in what ways placemaking can contribute to creating connection and awareness around water among our urban residents.



LOCAL POWER & THE BATTLE FOR SPACE

Within this theme, we embrace the powers that make cities thrive, including creatives, artists, community builders, social programmers and everyday individuals. Anyone can be a placemaking hero, and local initiators are incredibly important players in strengthening their ecosystem. Despite often operating without official recognition or financial support, they shape the true identity of a place. Meanwhile-spaces for arts, culture, and community are vital for solidarity, self-expression, and resilience, and contribute greatly to the spirit of a place. Under this theme, we delve into the stories and needs to allow the transformative potential of the placemaking landscape to flourish. We'll explore how these sometimes overlooked forces can be cherished and how the continuity of these powers is not only important but essential for fostering vibrant, innovative and inclusive cities.

Recommendation for sessions

PLENARY 1: WELKOM! WELCOME WORDS & OFFICIAL OPENING CEREMONY

In 2024, Placemaking Week Europe makes its return, commemorating seven years since the first global Placemaking Week in Amsterdam in 2016. During this period, the placemaking movement has grown into a strong and vibrant community, crossing borders and sectors to initiate transformative changes in Europe's urban environments. This year's event is a pivotal moment to consolidate our progress, reflect on our successes, and collaboratively shape the future of placemaking in a rapidly shifting urban landscape.

PLENARY 2: THE SYSTEM AND US. BOLD MOVES TOWARDS CHANGE.

As the first morning panel, it will set the stage for a week of insightful discussions and proactive engagements. We will be welcomed by Monica Adams, founder of Keilecolectif followed by a series of thought-provoking presentations by (Jenny Andersson, Gabriella Gomez Mont, Johan Verlinde.

PLENARY 3: THE RADICAL HONESTY FOR PRACTICE FISHBOWL

A free, welcoming, and horizontal space to discuss the current trends and challenges of our practice. The session aims to create an intimate and open environment with dim lighting, encouraging honest and meaningful dialogue. To foster a safe space for free expression, stickers will be placed on phone cameras, emulating a nightclub-style no photo/video policy.

PLENARY 4: BENCHES AND BEYOND: STRATEGIC STEPS FOR PLACEMAKING

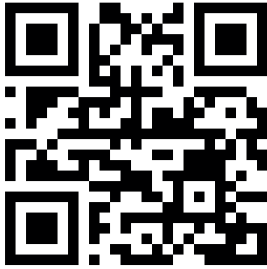
This session explores the transformative practice of placemaking through a series of dynamic, TED-style talks. Each speaker will have 10 minutes to share practical examples and insights. They will illustrate the journey from conceptual inspiration to real-world implementation, highlighting how modest beginnings, like benches, can evolve into significant community landmarks and large project initiatives. This panel aims to equip attendees with actionable strategies for creating engaging, functional, and vibrant public spaces. Let us discover how innovative placemaking can foster community connection and revitalisation on both small and large scales.

**PLENARY 5: BRIDGES TO BE BUILT:
HOW CAN WE FOSTER CONNECTION
AND TRUST?**

Building bridges between people is crucial in today's interconnected world. Trust and empathy are the foundations of these bridges, enabling us to collaborate effectively and create inclusive, resilient communities. Bridging organisations is particularly important as it facilitates the sharing of resources, knowledge, and best practices, fostering innovation and enhancing the impact of collective efforts. To foster these qualities, we must explore innovative partnerships that transcend traditional boundaries—not just between organisations but also across concepts. For instance, how can the 15-minute city model, with its focus on creating accessible neighbourhoods, and tactical urbanism, through its low-cost, community-driven projects, empower individuals and communities to take ownership of their spaces. By integrating these ideas with broader strategies for trust-making, we can cultivate environments where collaboration flourishes, and empathy becomes the driving force for positive change.

HERE & AHEAD.

This concluding session will highlight key takeaways and reflections from the week. It will feature insights from keynote speakers, Francine Houben, founding partner and architect of Mecanoo, and a special video presentation by Carlos Moreno. To close off, our keynote listeners will reflect on their findings in a series of pecha-kucha style presentations, offering a critical reflection on the themes explored throughout the event.



Full Programme on
Sched

And from the breakout sessions:

The full and most up-to-date version of the festival schedule can be found on Sched. through the QR code. If you are logged in, you can also mark which sessions you would like to attend.

- Mayoral Roundtable: City Leadership in Placemaking
- Patient Capital - Key to Social Sustainability
- Public Innovation & Participation for Urban Shift : Two Systemic Approaches from Nantes & Milan
- Create together communities through greener spaces and gardens in cities
- How to enable climate resilient area development with civic participation?
- How to harness citizen science and co-design for climate resilient neighbourhoods
- Long term waterfront developments - what can we learn from the cities?
- Building creative cities: a practitioner's guide to reclaiming space for arts and culture in cities and the public realm
- Creative Placemaking: Development without Displacement through Art and Culture
- The Art of Tranquil Placemaking
- Popping the right question
- Living with water - what does it mean for the cities?



Images from last's year edition in Strasbourg



**Enjoy this week and
mark your calendars
for the next -final
Milestone, which will
take place on:**

**December 2-4, 2024,
in Helsingborg!**

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