

A photograph of a modern building's exterior. The top part shows a dark grey wall with a row of windows. Below that is a large window with a wooden frame. To the right of the window is a wall with a green and white patterned mosaic. In the foreground, a person is sitting on a stone ledge, wearing a green floral dress and silver shoes. The ground is paved with large, light-colored stone tiles.

Placemaking in the Nordics

– An innovation & co-creation project aiming at creating attractive & safe cities and public spaces

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Why placemaking? Why this project?

Neglected and unsafe places are a well-known problem. Around the globe, placemaking has been an approach to meet this challenge with very positive results. It is a matter of leveraging the assets and resources of a place to improve the well-being of the inhabitants and create a safe place, with a defined identity, making it more attractive and valuable.

How can a method that has worked so well in cities like New York, Tokyo and Bradford be applied in the Nordic countries?

Together with the participants in the project from Denmark, Finland, Iceland, Norway and Sweden we will discover how this can be achieved. We do not believe that placemaking approaches can be copied-and-pasted directly to Nordic conditions, but need to be adapted to our climate, our population density and culture and to the planning processes.

In the project we will learn from past and current placemaking projects and best practices, explore the challenges and success factors and together assemble a common, innovative toolkit – adapted to Nordic conditions. This practical toolkit will enable the participants to start implementing solutions designed for Nordic conditions.

The initiative comes from LINK Arkitektur, Future Place Leadership and the Safer Sweden Foundation.

What is placemaking?

Placemaking means creating attractive and inclusive urban environments by designing multiple activities and mixed uses for a place on a continuous basis.

It's a multi-disciplinary approach with ground in urban design, planning and place management. PPS (Project for Public Spaces) describes placemaking as “a collaborative process that brings people together to create the great public spaces at the heart of their communities.”

The objective is to create vibrant public spaces that contribute to people's health, happiness, safety and well-being.

In the context of this Nordic project we want to highlight the multi-stakeholder aspect – it brings together not only the people in the community but also the municipality/city and the property owners. Furthermore, we want to highlight the cross-disciplinary aspect of the process – that different practitioners with a mix of skills are important. Finally, the perspective of the Nordic placemaking project is not only socially and environmentally sustainable but also financially sustainable (triple bottom line).

A pioneering co-creation project

The project will give the participants:

- Insights into how placemaking can be applied in the Nordics
- An innovative toolkit with strategies, tools and methods, adapted to Nordic conditions – a toolkit which we co-create
- A cross-disciplinary network with different actors who work with placemaking, e.g. municipalities, real estate businesses and NGOs
- Hands-on knowledge about placemaking to enable you to make your place projects attractive and safe, while yielding identity and value.

We will achieve these objectives by:

1. Learning and being inspired by those who have succeeded: What can we learn from the cities, property owners and architects in Europe and beyond who have applied Placemaking successfully? How can we translate that experience to a Nordic context?

2. Learning from and inspiring each other: A structured exchange of experience between the participants from different Nordic countries and different disciplines will ensure new perspectives, insights and ideas.

3. Innovating future solutions together: Based on the best practices which we identify and the exchange of experience between the participants we enter a creative process of assembling a practical and innovative toolkit for placemaking in the Nordics. Your participation in its development will give you a deep understanding and knowledge of how the tools can be applied to your own projects and initiatives.

Project description

The purpose of the project

The purpose of the project is to learn from past and current placemaking projects and best practices, explore challenges and success factors and develop an innovative toolkit adapted to Nordic conditions.

Preliminary focus

The project scope is the Nordic region with a focus on the experiences of the participants and case studies. Our experience is that the Nordic countries are sufficiently similar as societies to be able to learn from one another, and dissimilar enough to give new and creative perspectives.

Best-practice case studies will be made of relevant and successful examples both in the region and internationally. We will concentrate on how attractiveness, safety and identity are achieved and how they impact long term value creation.

In the project, we will highlight the following or similar topics:

1. Which challenges and success factors are important for placemaking in the Nordics? How can tools and methods that have been effective in other places in the world be applied in the Nordics?
2. How can different stakeholders (citizens, businesses, visitors etc.) be engaged in a placemaking process? How can *co-creation* work in practice? Who takes the initiative regarding new projects to develop a place?
3. How can placemaking initiatives in the Nordics be managed in the long term? Can concepts like Business Improvement Districts (BIDs) be applied?
4. How can you improve the identity/reputation of a place/area?

The final topics will be decided during the first part of the project in dialogue with the participants in the project. The project will be based on the needs and preferences of the participants.

What do you, as a participant, get out of the project?

Participating in the project will give you:

- deep understanding and knowledge about the tools and methods which are used to achieve attractive and safe places with a clear identity and increased value. Also an understanding of the challenges, obstacles and success factors involved.
- a role in the process of co-creating a common toolbox and terminology unique to Nordic conditions.
- an opportunity to share experiences with other participants and practitioners facing the same or similar challenges as you do.
- an opportunity to get feedback from other experts on your own planned or on-going projects. This will mainly be done in one of the three workshops held in the project. Note that this is an opportunity, not a requirement for participation in the project.
- a wide, cross-disciplinary network with other actors who work with placemaking in the Nordics – both public and private.
- inspiration enabling you to see opportunities to create more attractive and safer areas/places close to you.

This is included in the programme:

- Participation for up to three people in the co-creation and experience exchange workshops in the project. These will take place in different places in the Nordics, in convenient locations with respect to travel.
- Continuous exchange of experience through a digital project platform run by the project management.
- Direct access to a concrete and useful 'Placemaking in Nordics toolkit' as well as all the cases produced in the project.

Time plan and project phases

Individual start-up meetings with the participating organisations will be held in March and April 2019. On 8-9 May, the project is officially kicked off with the first workshop, where we begin with experience-sharing, presenting case studies and getting inspiration from guest speakers. Case studies will be produced during this period, and form the basis of developing methodology and tools. In September 2019, the project will have its second workshop on case studies, workshops and tools and the third workshop in December 2019 will focus on the final toolkit for Nordic placemaking. See time plan below for more details.

Project timeplan

1. **Discovery phase: March 2019 – Ma8 2019**

In the Discovery phase start-up meetings (typically telephone or video conferences) are held with each individual team of participants in order to inform about the project, understand the context and challenges regarding the attractiveness and safety of the places they work with.

The meetings are documented in order to allow project management to adjust the project focus to meet the needs and expectations of each organisation.

2. **Research phase: March 2019 – October 2019**

In the research phase, we analyse successful placemaking cases, in order to identify good examples, success factors and methods. We focus on understanding mechanisms and components that are not always evident which you read about a case in the media or other contexts.

The purpose is to glean practical knowledge from the case in order to apply it in real place projects in the future. The case studies will be complemented with surveys/questionnaires sent to practitioners in order to better understand the challenges, opportunities and success factors in Placemaking.

3. **Workshop 1 and official project start: 8-9 May 2019 in Stockholm**

The purpose of the first meeting is to bring all the participants together for two days and network. We will decide the final exact focus of the project, share experiences and start the co-creation of new tools, methods and strategies. The best practise case studies will be presented, and inspiring guest speakers will be there.

At this workshop, there will also be an opportunity to present your own projects and get feedback on these from the project management and the other participants, who are all experts in different fields related to placemaking.

4. **Conceptualisation: May – September 2019**

In this phase the project management produces additional case studies and start conceptualizing new tools and methods for the placemaking toolkit based on the insights and contributions of the participants at Workshop 1. The project management will have an on-going dialogue with the participants during this phase to ensure that the outcome matches the needs of the organisations in the project.

Also at this workshop, there will be an opportunity to present your own projects and get feedback on these from the project management and the other participants.

5. **Workshop 2: End of September 2019**

In this workshop, case studies are presented and discussed, and the exchange of experience continues. Co-creation intensifies and takes place in the light of the lessons learned from both the case and the exchange of experience. This workshop also holds lunch-to-lunch, with a joint dinner in the evening.

6. **Workshop 3 – toolkit kick-off: December 2019**

During this workshop focus is on discussing and fine-tuning the placemaking toolkit and how the participants in their daily work can apply it in practice. Inspiring guest speaker will shed additional light on placemaking in practice.

7. **OPTIONAL: Add-on: Local implementation: Autumn 2019 into 2020**

This phase consists of supporting and inspiring the participants as they proceed to apply the placemaking toolkit, the insights from the case studies and the shared experiences in their own future place projects. This is optional and for an extra fee (cost price).

Possible optional, supporting activities are:

- Inspirational presentation aiming at getting more people within your organisation or city/region to realise the value of placemaking and be inspired of what others have done in the field.
- Inspirational or strategy workshop with internal and/or external stakeholders with the purpose to spread knowledge about placemaking and pave the way for new initiatives in your place or organisation.
- Training session – training in how to use tools from the Placemaking toolkit, for colleagues in your organisation and/or external stakeholders.
- Coaching from the project management focusing on an ongoing or new placemaking project/effort.
- Pilot project – prototyping of a new activity or service, testing for example methodologies to measure impact or digital tool for stakeholder and citizen involvement.

Project funding and participation

PARTICIPATION FEE

| | |
|---------------------------------|--------------------------------|
| Government agencies/departments | € 12 900 |
| Municipalities/regions | € 9 900 (>100 000 inhabitants) |
| Municipalities/regions | € 6 900 (<100 000 inhabitants) |
| Businesses | € 9 900 |
| NGOs/associations | € 3 900 |

For more information

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