

# Essentials of Placemaking

Report from the kick-off meeting  
Amsterdam, March 2023



placemaking  
europe

Report #1

CITIES IN  
**PLACEMAKING**

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

# Essentials of Placemaking

This session held in Amsterdam kicked-off the Cities in Placemaking programme, and consisted of a three-day peer-to-peer learning experience to provide a comprehensive introduction to placemaking, its application in the context of urban governance, and its implications for long-term systemic change. It was also an opportunity to get to know each other as a team, and align expectations towards the long-term.

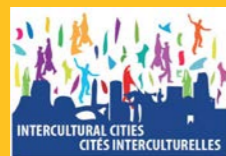
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### OUR PARTNERS:



# Participant cities

Bergen (NO), Bradford (UK), Cork (IE), Helsingborg (SE), Helsinki (FI), Kavala (EL), Reggio nell'Emilia (IT), Rotterdam (NL), The Hague (NL), Trencin (SK), Vila Nova de Famalicão (PT), Vinnytsia (UA), Wroclaw (PL).



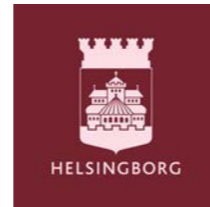
CITY OF  
BERGEN



Den Haag



Comhairle Cathrach Chorcaí  
Cork City Council



Vinnytsia  
City Council



ΔΗΜΟΣ ΚΑΒΑΛΑΣ



ADDITIONAL RESOURCES:

- [Booklet of Partner Cities](#)
- [Programme and Presentations of the Event](#)

# Why cities in placemaking?

## What is “Cities in Placemaking”?

Cities in Placemaking is a continuous peer-to-peer learning programme for municipal public administrations, organised and led by Placemaking Europe, in collaboration with the Creative Bureaucracy Festival, International Society for Urban Health, and the Intercultural Cities Programme of the Council of Europe. The programme aims to build awareness and practical knowledge on placemaking; it is a comprehensive, flexible, hands-on approach for creating healthy, inclusive and lovable communities around places. With communities at its core, placemaking is an approach well equipped to address the complex challenges that European cities face today, like climate adaptation, intercultural integration, social inequality, and many more. Through the programme, we will develop a roadmap to implementing placemaking as a city-wide strategy, equipping cities with the capacities to lead long-lasting systemic change.

1 - PICTURE TAKEN DURING THE KICK-OFF MEETING BY © PH. MARIA BLAU



## Why are we bringing cities together?

Placemaking is a movement and approach that has emerged from the bottom-up, through the work of grass-roots and community organisations, and place-activists around the world, but these efforts can only lead to sustainable and long-term change if they are supported by decision-makers and local governments. In the last decade, the placemaking approach has gained ground in public administrations, being progressively integrated into processes of local urban development and planning. Through our launch event, we saw how different cities are using placemaking to improve the quality of life of their communities. For example, some cities leverage a placemaking approach by involving the local communities in their projects, or by using tactical interventions to test new activities or to revitalise public spaces. But what does it mean to fully embrace placemaking as an approach to future development from within a municipal public administration?

*Together we aim to create a roadmap  
to guide local governments in  
implementing Placemaking at a  
city-wide level*

Currently, there is no common framework of reference to define placemaking from this perspective, nor to guide the strategic implementation of this approach to city-wide governance processes. This is why we have formulated the Cities in Placemaking. Cities in Placemaking aims to achieve this by bringing together diverse knowledge perspectives and practical experiences into an environment of mutual learning to share challenges and find common strategies. Through a collaborative effort, we aim to achieve a comprehensive and well-rounded learning experience that can be used for practical implementation of placemaking at a city-wide level.

# Places and placemaking

## From Spaces to Places

Great places are spaces of collective use (whether public or private) where all people feel welcome and that create a sense of belonging. They promote health, trust, inclusion and the well-being of the community. Great places are created through human experience, they are spaces that people have made meaningful or have become attached to in some way (Crosswell, 2004). Great places feel like home– they provide a feeling of intimacy where you can feel comfortable to, for example, take off your shoes and to be affectionate. They measure success as how well they are about providing people with a feeling of warmth and happiness, not simply on how many people pass through the space. With placemaking, we look instead at how many groups gather somewhere, and more importantly how much they enjoy being there. In his book, *City at The Eye Level*, Hans Karssenbergh, founding partner at STIPO, and board member of Placemaking Europe, provides us with 5 key-lessons for making great places from the book *City at The Eye Level*:

1. Public spaces are the backbone for urban development, they stay longer than buildings. If they are well set and thought-through, they have the power to create and regenerate urban areas over time. However, even if they are not well thought-through, they will still stay there for long, so better invest in them and think them through from the beginning.
2. Great public space is 3D. The ground floor determines 80% of the street experience - it includes not only the streets, but also the plinths and facades of buildings.



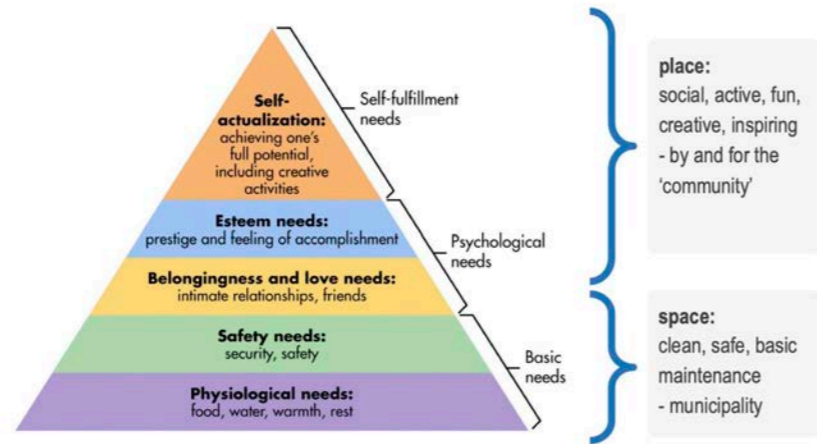
2 - KINGS CROSS SQUARE RENOVATION

## Five key-lessons on public space design

1. Public spaces are the backbone
2. Great public space is 3D
3. Consider the Maslow Hierarchy of Needs
4. Public Space is a matter of hardware, orgware and software
5. Great public spaces should be incomplete

3 - MASLOW HIERARCHY OF NEEDS

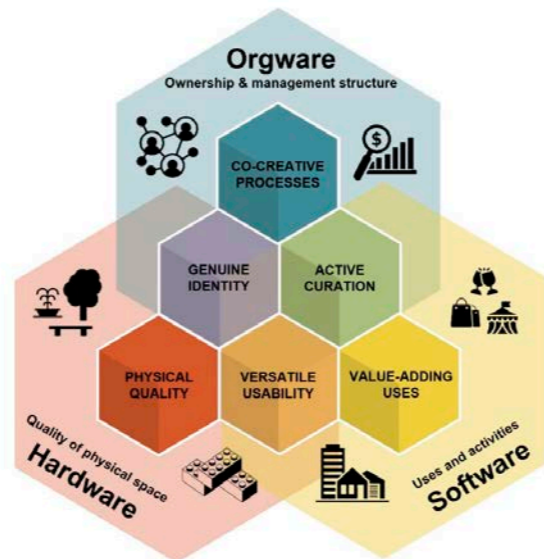
4 - DIAGRAM ABOUT THE CONNECTIONS AMONG HARDWARE, SOFTWARE AND ORGWARE



3. Consider the Maslow Hierarchy of Needs: spaces fulfil only the basic needs of people while great places fulfil the psychological and self-actualisation needs too: social, fun, creative, inspiring.
4. Public space is not only a matter of shaping infrastructure or the quality of physical space (hardware) but also a matter of uses and social activities (software) in addition to ownership and management (orgware).
5. Great public spaces should be incomplete, open to co-creation/co-production, and progressive development.

ADDITIONAL RESOURCES:

- [Hans Karssenbergh LinkedIn](#)
- [The secret of great places presentation](#)
- [STIPO website](#)
- [City at eye level](#)
- [PPS - Project for Public Spaces](#)
- [Additional references](#)



Kevin Lynch The Image of the City 1960	Gordon Cullen The Concise Townscape 1961, 1971	Jane Jacobs Death and Life of Great American Cities 1961	Christopher Alexander A Pattern Language 1977	William H. Whyte The Social Life of Small Urban Spaces 1980	Donald Appleyard Livable Streets 1981
Jan Gehl Life Between Buildings 1987	Allan B. Jacobs Great Streets Boulevards Book 1995, 2003	Ray Oldenburg The Great Good Place 1989	Dan Burden and others Model Design Manual for Living Streets 2011	Jeff Speck Walkable City Walkable City Rules 2012	Sander van der Ham e.a. De Stoep 2015

5 - REFERENCES RELATED TO THE ORIGIN OF PLACEMAKING CONCEPT

## What is Placemaking

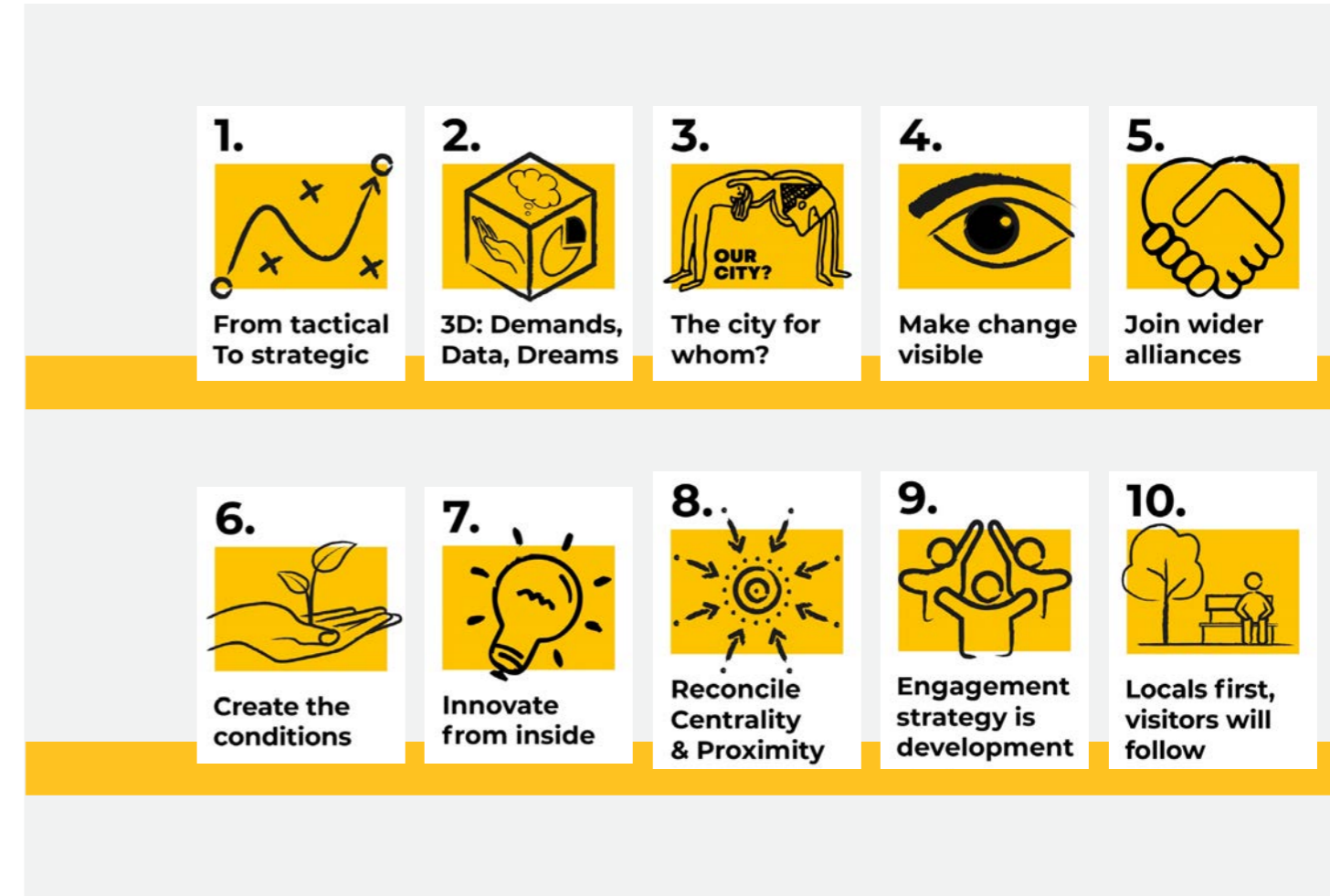
Placemaking is a place-led approach for creating healthy, inclusive, and lovable communities. This hands-on approach inspires people to collectively reimagine and reinvent public spaces as the heart of every community, and facilitates creative patterns of use with particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution. Placemaking pays close attention to the myriad ways in which the physical, social, ecological, cultural, and even spiritual qualities of a place are intimately intertwined (PPS). Placemaking combines top-down planning with bottom-up initiatives and people's empowerment into a democratic and inclusive 'middle-up-down' approach that brings municipalities outside their offices to meet and engage with residents in person.

# Strategies with placemaking at their heart

A placemaking approach often challenges traditional processes of city administrations. From the way we engage with citizens and collaborate with colleagues or external partners, to how we monitor the process and measure success, embracing placemaking requires a different approach. Ramon Marrades, director of Placemaking Europe, summarised 10 key findings to consider when setting a placemaking strategy:

1. From tactical to strategic: Placemaking is NOT linear, it is an iterative process.
2. 3D's: Through placemaking, bring together Data, Demands, and Dreams to address people's needs but also to fulfil their dreams and aspirations.
3. The city for whom?: Always ask yourself "who is missing?" and "for whom are we making this city?"
4. Make change visible: To build support and gain momentum, showcase how you are instantly improving the public spaces through placemaking.
5. Join wider alliances: Placemaking emerges for different reasons (political, social, environmental, climate adaptation) and across different sectors. Look at other organisations with the same aspiration - you are not alone (e.g. the New European Bauhaus, the 15-minute city).
6. Create the conditions for the good things to happen: As policy makers, it is within our responsibility to create the conditions to support citizen- and place-led initiatives and enable them to flourish.
7. Infiltrate your organisations, innovate from inside: actively seek opportunities to drive positive change and to introduce new and innovative ideas from within.

ADDITIONAL RESOURCES:  
 · [Ramon Marrades LinkedIn](#)  
 · [Theoretical approaches to Placemaking \(presentation\)](#)



6 - ICONS THAT SYNTHESIZE STRATEGIES

8. Reconcile centrality and proximity: Balancing centrality and proximity is crucial for creating sustainable and equitable places and enhancing the livability of urban spaces.
9. An engagement strategy is a development strategy: Development strategies that prioritise engagement lead to more responsive outcomes that benefit everyone.
10. Locals first, visitors will follow: Prioritising the needs of local residents is crucial for creating vibrant and authentic places that will be attractive also for visitors.

# Placemaking in the practice: process and tools

## An inclusive process with the community

Throughout the different sessions that occurred during the launch event, we saw diverse approaches to how to organise a placemaking project. As placemaking is a flexible approach, the specifics steps may vary to respond to specific contexts, but overall, it is an inclusive and iterative process set with an strategic vision, and is tactical in its application (based on PPS):

1. Define Place and Identify the Community.
2. Evaluate Space and Identify Issues
3. Set a Shared Place Vision
4. Short Term Experiments
5. Ongoing Re-evaluation and Long-term Improvements

Vivian Doumpa (STIPO, Placemaking Europe) emphasised the importance of identifying and involving the community, which determines the communication, outcome, impact and sustainability of the process. This requires that we understand their characteristics, needs, desires, potential and challenges. In this process, it is important to be empathetic, considering not only what people say, but also observing what they do and how they feel, to better understand their thoughts. And to involve not only those who hold political, financial, social or cultural stakes, but also all whose 'just daily-lives' are impacted by the project.

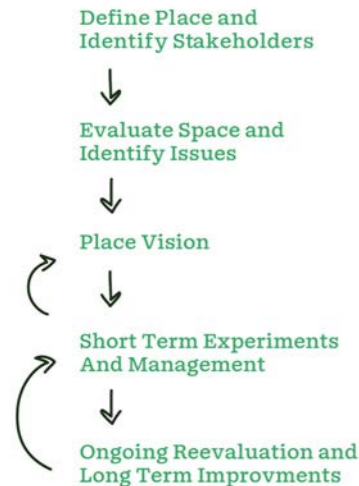
### ADDITIONAL RESOURCES:

- [Vivian Doumpa LinkedIn](#)
- [Vivian Doumpa: Engage your community](#)
- [PPS - Project for Public Spaces](#)
- [Toolbox](#)
- [Lisette van Rhijn and Milena Ivković: Placemaking tools presentation](#)

## Tools for Placemaking

In placemaking, the community is the expert. For a project to be successful we must move from designing for them to designing with them. Can we create better cities together? How do we engage with the community or start a co-creative process? Placemaking is not a one-size fits-all solution. The answers to these questions will depend on factors like the local context, the objectives of the project, stakeholders involved, or budget available.

However, we do not have to start from scratch. With our community, we have put together a toolbox with a selection of practical and useful tools to inspire you in creating your tailored process through a placemaking approach, depending on the why, what, when, who and how of your project. Here there is a short selection of tools that were presented during the event.



7 - DIAGRAM OF THE PLACEMAKING PROCESS FROM PROJECT FOR PUBLIC SPACES

## The toolbox



### Place Game

A simple, flexible, and effective tool to improve the sense of place and involvement in the community. ([Link](#))



### 15' City Mapping

Understand and apply the 15'-city to address neighbourhoods' quality of life in the everyday. A co-design tool to invite citizens to be active and analytic. ([Link](#))



### The Spiel Mobile

A playful approach to participation and setting semi-permanent objectives through inclusive recreational actions in public space. ([Link](#))



### Street art (tunnel tool)

Transform unsafe spaces that lack 'into colourful and compelling works of art. ([Link](#))



### Pop-Up Cafe

An easy and fun way to engage with your local community, bring life onto the streets with a temporary activity to address social cohesion. ([Link](#))



### Plant and Seed Swap Market

Explore sharing economy and increase social cohesion in the neighbourhood. A tool for great impact in reaching out to people. ([Link](#))

# Layers of Placemaking

Placemaking is a flexible and comprehensive approach that can be tailored to address diverse and complex urban challenges in many fields, some examples include:

## Innovation of Public Administration

Charles Landry (Creative Bureaucracy Festival)



Charles talked about the importance of creativity in the context of public sector innovation. Based on the idea of Creative City developed through his books, Charles proposed that as there is artistic, social or business creativity, there is a bureaucratic creativity, necessary to deal with the challenges of cities that need an integrative approach. 'Creative bureaucracy' may sound like an oxymoron, with bureaucracy focusing on fixed rules and creativity on dynamism. But for Charles embracing creativity in the public sector means accepting that changes are inevitable, and that it is better to address them with a positive attitude to change things, than to conform with bureaucracy being a barrier. Through placemaking, the neighbourhood becomes a powerful scale of work capable of generating multiple 'sparks' simultaneously to build to a critical mass that can enable systemic change.

ADDITIONAL RESOURCES:

- [Charles Landry](#)
- [Creative Bureaucracy Festival](#)
- [Creative City book](#)

## Urban Health

Giselle Sebag and Lia Brum (International Society for Urban Health)

Giselle presented the three main determinants of urban health: Genetics, Behaviour, and Environment. Cities cannot do much

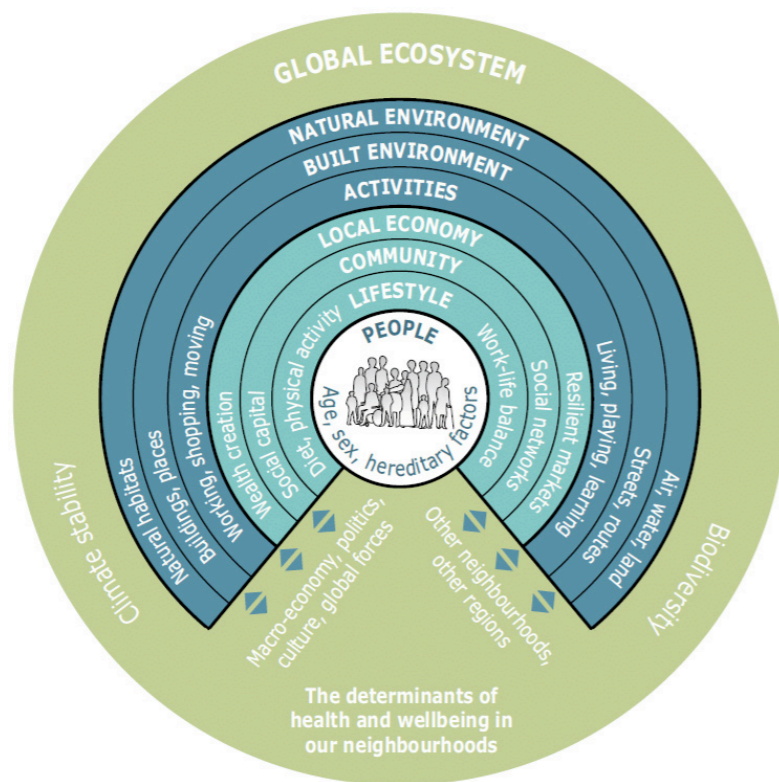




about the first one; luckily, genetics is also the factor with the least impact. The other two factors are closely related to one another, as the way our environment is designed enables or hinders behaviours that can be positive or negative for health. Place matters so much that place of residence is a better predictor of urban health than even income. This is further enhanced by the way social issues like segregation, exclusion and inequality express spatially, creating uneven living conditions across the city. Fortunately, placemaking is well equipped to address these issues, in fact, major practical contributions to urban health have been made not by medics, or scientists in the medicine field, but by activists, leaders, and even real-estate developers who often create the conditions in the built-environment and promote healthier lifestyles in the population.

ADDITIONAL RESOURCES:

- [Ciselle Sebag](#)
- [Lia Brum](#)
- [International Society for Urban Health](#)
- [Presentation on Urban Health and Equity](#)



8 - DETERMINANTS HEALTH WELL-BEING-IN-OUR-NEIGHBOURHOODS- SOURCE-HUMAN-ECOLOGY

## Interculturality

Ivana d’Alessandro (Intercultural Cities Programme)



Ivana walked us through her experience as a citizen of four European cities, her struggles in establishing meaningful connections to the place and society, and how public spaces and the cultural norms that they express influenced her experiences of place. First, from Napoli (IT) she reflected on how the environment, built and natural, shapes cultural identity, but also how bad public spaces can inhibit this relationship. In Paris and Strasbourg (FR), she reflected on how the socio-cultural norms can restrict spontaneous use of the space, hindering authentic appropriation of place. Finally, in Madrid (ES), she described how pedestrian streets, in a country where people spend much more time on the streets, made her experience as a young woman better, by feeling safer in public spaces. Today, migration and diversity in European cities are a big challenge for Cities, where public spaces can play a pivotal role in integrating diverse communities, and forging shared identities.

ADDITIONAL RESOURCES:

- [Intercultural Cities Programme](#)

## Active Recreation

Laska Nenova (Placemaking Europe, BG Be Active)

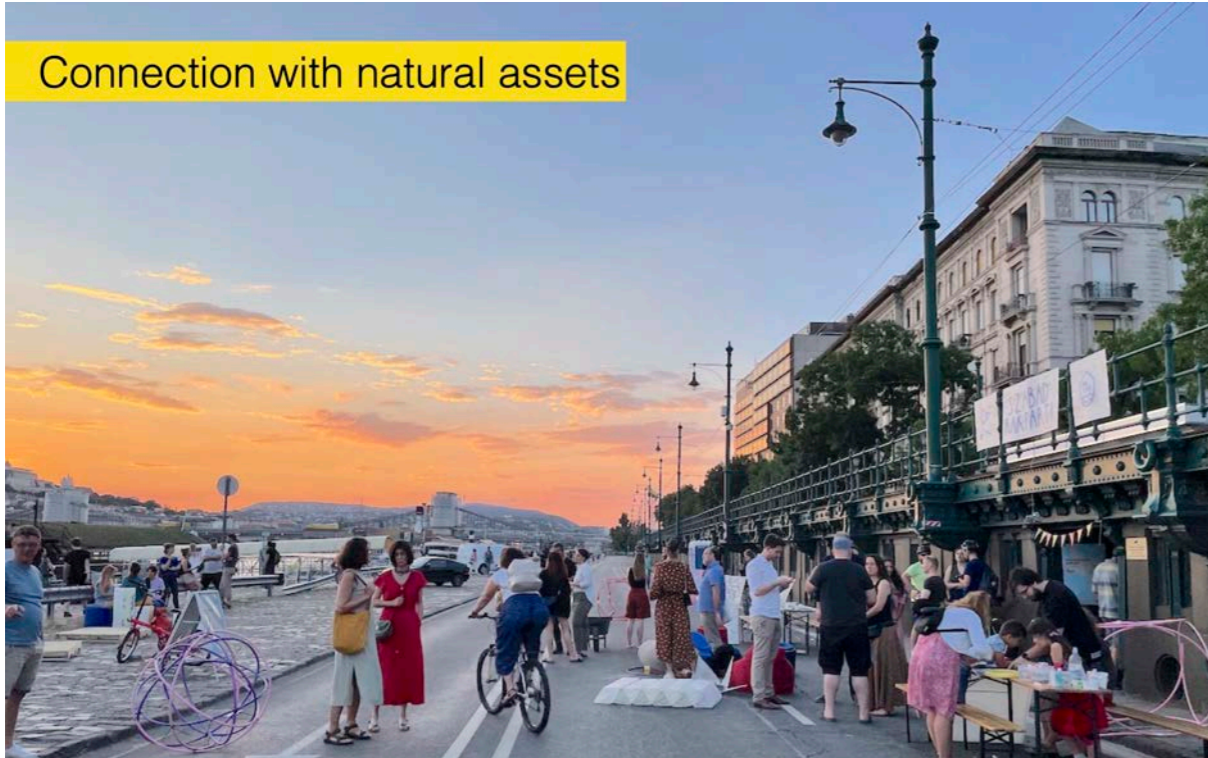


Laska shared her experience with placemaking as a vehicle to create healthier communities through active recreation. Sedentarism is one of the greatest diseases of our time, killing more people than smoking. Through creating conditions and encouraging physical activity in public space, placemaking can help address many non-communicable diseases. She identified that in Bulgaria, despite millions in investment addressed to events for physical activity, inactivity kept growing. Through her work, Laska demonstrates that it is easy to be physically active, and that public space can be the playground for an active lifestyle.

ADDITIONAL RESOURCES:

- [Laska Nenova](#)
- [Policy recommendations](#)
- [Laska's presentation at the kick.off meeting](#)

## Connection with natural assets

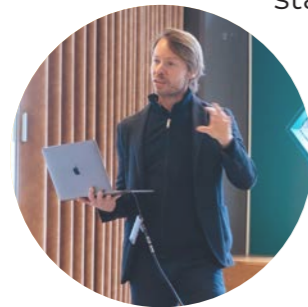


9 - DANUBE QUAYS, BUDAPEST - CASE STUDY SHARED FROM LEVENTE'S PRESENTATION

## Urban Regeneration

Levente Polyak (Placemaking Europe, Eutropian)

For Levente, the potential of placemaking in urban regeneration lies in its capacity to connect people, stakeholders, and to build coalitions around places. When done horizontally, it can enhance democracy and participation. In projects for urban regeneration, we have to look at the vulnerable, but also at the opportunities presented by the different activities and players involved in the use of these areas. By creating places together, many synergies can arise and social cohesion is enhanced. Placemaking is about social innovation, creating spaces for new constellations of stakeholders to connect, and setting the ground for new institutions to emerge. But also by introducing new uses to the space, creating opportunities for the development of new skills and capacities, that can later lead to creating workplaces.



### ADDITIONAL RESOURCES:

- [Levente Polyak](#)
- [Levente's presentation](#)

## Reuse of vacant land



10 - KISDIÓFA GARDEN, BUDAPEST - CASE STUDY SHARED FROM LEVENTE'S PRESENTATION

## Governance for happier cities

Fredrik Lindstal (Placemaking Europe, Glad Stad)

As former Deputy Mayor in Stockholm, Fredrik presented his vision of placemaking and its importance from a public governance perspective. For him, it is important to keep projects simple, focusing on the place - the space and its people, and the social interactions that take place there. He highlighted the importance of being present and connecting with the citizens. Placemaking is in essence 'showing up' to the place, and interacting with the community to understand in the process who is being involved and who is not, and how the relationship with the community evolves over time. Successful engagement then results in relationships that extend to the long-term, and a commitment to care and maintain these places over time.



### ADDITIONAL RESOURCES:

- [Fredrik Lindstal](#)
- [Fredrik's presentation](#)

# Current state of Placemaking in participant cities

## Teams and Organisation

What is the state of placemaking in municipal organisations and work teams? Throughout the event, we identified that cities sit in very diverse stages in regard to placemaking within their organisations.

In general, most participants work in Urban Planning / Development / Design offices, with placemaking seen as an approach to be integrated to the current planning and management processes. Other participants come from areas related to social development, culture and leisure, sustainability, city strategy, or ad-hoc projects (e.g. [Trencin 2026](#), Dokken 2025).

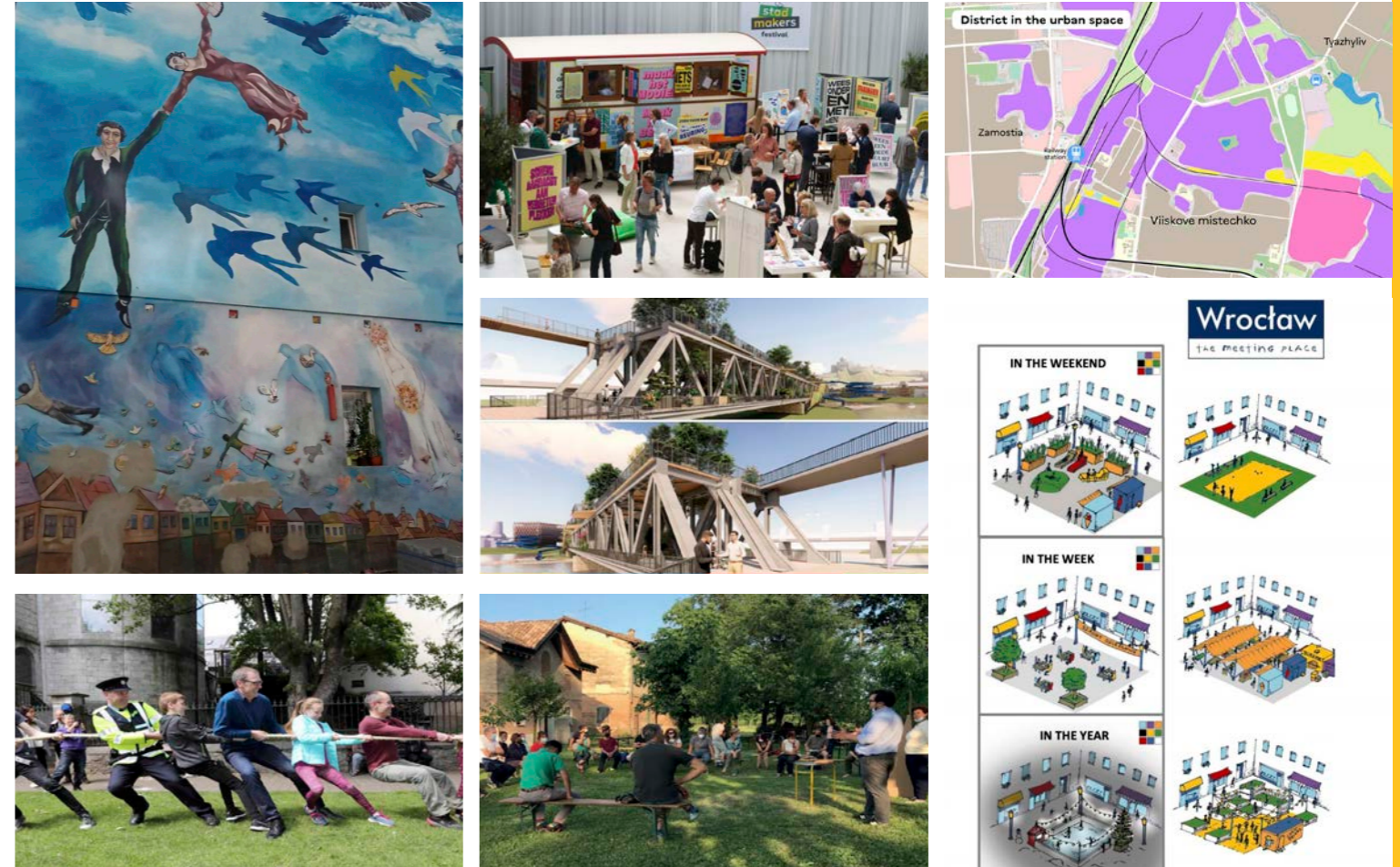
Among the particular cases, the City of Cork has set up a team dedicated to placemaking, working on projects in diverse themes. Other cities are just beginning a process to set up placemaking within their organisation and procedures.

## Policy and Processes

How is placemaking currently embedded in processes and policy across the participant cities? Placemaking can be found as a key lever of development in some strategic urban policies in many different ways.

In some cases placemaking is seen as a strategic objective, (e.g. Cork Development Plan 2022-2028). In other cases, there is a focus on community engagement for urban development, or there is a specific commitment

*Placemaking is a key lever for city development in different ways*



11 - PICTURES FROM THE PRESENTATION OF FLAGSHIP PROJECTS

to the creation of inclusive places through experimentation. This last trend (e.g. Helsinki) has been further explored during the period of reduced mobility due to the COVID19 crisis, with significant interest turning onto the possibilities of transforming the public space. In terms of processes, most cities have participation procedures in place for urban planning at the high level (e.g. masterplanning), however, at the moment, few include community engagement and co-creation in more local projects of public space or for the regeneration of areas. There is also room for improvement in terms of continued involvement of communities and other stakeholders after the phase of implementation (operation and maintenance).

## Stakeholder Involvement

Apart from the city administrations, what other stakeholders are being engaged in placemaking projects? While most cities demonstrate –at varying degrees of depth– an involvement of residents in their urban development processes, there has been little reference to the involvement of other private or third sector organisations. A particular case in this regard is The Hague, whose strategy includes facilitating and supporting citizen-led initiatives such as those of their ‘stadmakers’ (dutch: ‘citymakers’, similar to ‘placemakers’).

## Entry Points for placemaking

What type of projects are most often addressed through placemaking? Government-led placemaking projects are found in different formats. In most cities, common entry points for placemaking were found in temporary interventions, seasonal or cultural events like markets and festivals, or public space experiments. In some cities, placemaking –as co-design and participation throughout the process– is also found to be integrated into more structural or long-lasting public space projects (e.g. Rotterdam: Benthemplein).

*Common entry points were found in temporary interventions*

Due to the communitary nature of placemaking and the mandate of city administrations current placemaking projects tend to address almost exclusively projects of public realm, like the pedestrianisation of streets or the improvement of public areas. Placemaking is a flexible approach capable of transforming spaces, even those which are privately owned, into vibrant places of collective use (see for example: the broedplaatsen policy of the City of Amsterdam, and the case of NDSM). However, this requires the mobilisation and further in-



12 - PICTURES FROM THE PRESENTATION OF FLAGSHIP PROJECTS

volvement of private stakeholders, and emergence of civil place-governance organisations, which was not strongly discussed or evidenced by the participant cities during the event.

## Thematic challenges

Some urban challenges that were addressed by the cities through the use of placemaking include: urban regeneration, revitalization, water management, climate adaptation, culture, leisure, integration, equity, urban health, community-building, inclusive public spaces, waterfronts (Find all Cities' Flagship project presentations in the shared folder).

ADDITIONAL RESOURCES:

- [To know more about "stadmakers"](#)
- [Example of the broedplaatsen](#)
- [Example of NDSM](#)
- [Flagship presentations](#)

# Common Challenges and Opportunities for Future Learning

## Related to the outcomes

### *Equity through placemaking*

Many cities look at placemaking as an approach to address socio-spatial issues of the city such as inequality of exclusion; however, there is a need to better understand how placemaking can be used strategically to create more equitable opportunities for all. This category clusters other terms or values related to equity that were mentioned during the event, such as inclusion and equality and diversity.

## Related to the process and the means

### *Governing change*

The current organisational structures and risk-averse culture of the public administrations were found to often create hurdles for placemaking projects, which require more agile decision-making, and sometimes disruptive ideas to navigate uncertain conditions and quickly benefit from iteration and feedback loops.

- *ENGAGEMENT AND PROCESSES OF CO-CREATION*

While many cities have processes for community engagement in their projects, there is still a need for methods to achieve more structural involvement, and engagement of diverse groups (e.g. children, minorities, etc.) to create places that can address the needs of all.

- *EXPERIMENTATION, DATA, AND MEASURING*

Placemaking can be a vehicle for innovation through experimentation of temporary and lean interventions. However, there is a need to better understand how to use placemaking tactically, while maintaining a cohe-

sive and strategic vision, and explore how to measure results and collect data that can inform decision-making and be used to communicate the impact of the projects.

- *FUNDING PLACEMAKING*

Creating better places produces benefits in various dimensions, however, these returns are often not easy to evidence, making it difficult to obtain funding for projects. There is a need to better understand how to create a 'business case' around placemaking, identifying possible sources of funding (e.g. grants, revenue, fund raising), and setting up a strategy for financing and investment.

- *KNOWLEDGE TRANSFER*

Cities expressed their interest in further cross-learning from peer successful stories, but there is a need for better understanding how to exchange learnings and apply successful practices from other cities into their contexts.

### *Collective action*

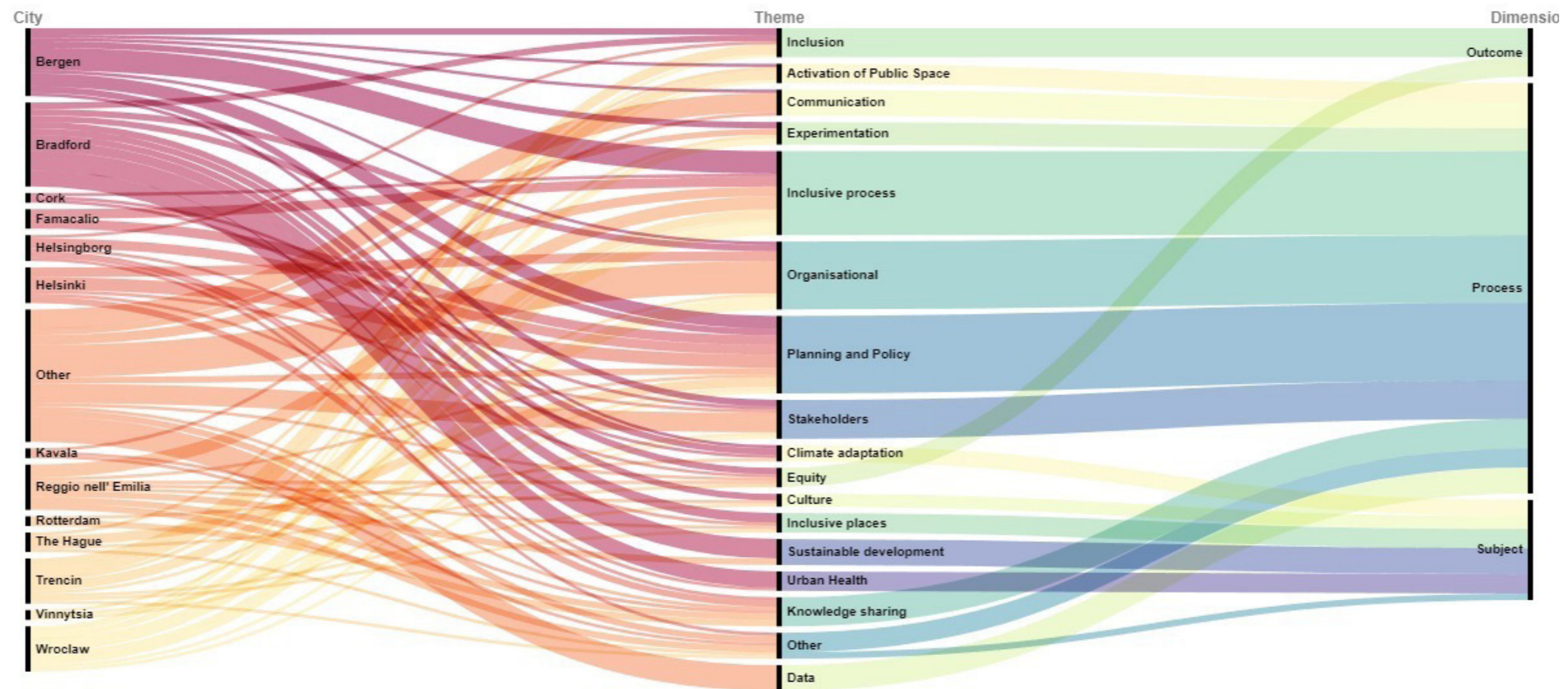
Scaling up placemaking and achieving long-lasting impact requires the involvement of many, including civil and private parties. Challenges were found in identifying key players, managing stakeholders, and supporting the emergence of orgware (place-governance organisations, placemaking networks), needed for long-term sustainability and city-wide reach.

- *INTEGRATION INTO PLANNING AND POLICY*

To embed placemaking into city administrations, and as a city-wide strategy, it is necessary to identify opportunities for integration of placemaking into frequent governance instruments, often used to address the 'macro' scale, such as master / spatial planning, strategy and policy making, or other governance mechanisms as for example participatory budgeting.

- *STORYTELLING AND OBTAINING BUY-IN*

In line with the previous themes, Cities also expressed the need to provide evidence and communicate better with colleagues in order to obtain buy-in and support.



Storytelling is also necessary to engage citizens, and achieve willingness for involvement, changing the predominant government-led top-down approach for a more inclusive and democratic middle-up-down.

### ***Behavioural change***

As evidenced by the last three themes, facing complex modern urban challenges requires the collaboration of citizens, and often a change in attitudes and behaviours. This theme fundamentally underpins many lines of action.

## **Thematic areas of application**

### ***Climate action***

Climate change is perhaps the greatest challenge of our time. In working with communities, and with pub-

lic spaces, placemaking has the potential to enable 'clean' urban growth and equip citizens with capacities for climate adaptation, and promote a more sustainable lifestyles as well as build resilient communities.

### ***Urban Health***

Similarly, placemaking can contribute to improving urban health at the environmental level by creating healthier places, and at the behavioural level through promoting healthier lifestyles.

### ***Mobility***

To create more sustainable cities and improve urban health, cities will need to reduce motorised transportation, and enable alternative means of mobility. What inter-linkages are there between mobility and placemaking (e.g. 15-minute city), and how can the latter contribute to improving the quality of urban mobility?

# Next steps and future sessions

Our next milestone is in the theme of Placemaking Challenges - during our next session, which will take place in Bergen on June 26-28, we aim to identify, understand, and systematise the main challenges and obstacles in the placemaking process, and to explore potential strategies to overcome them. We will look at these challenges on three scales:

- **MACRO LEVEL**

Challenges of placemaking on a city-scale: What are the entry points for placemaking? What stands in the way of placemaking entering our everyday urban lives?

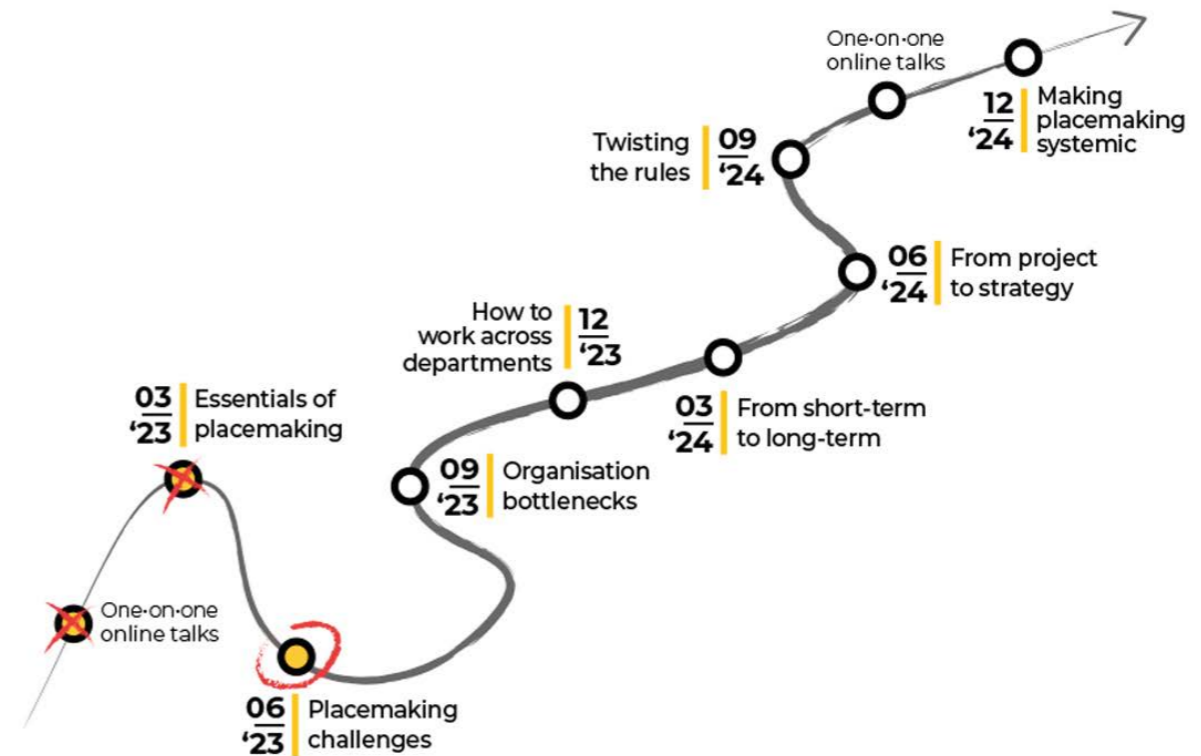
- **MESO LEVEL**

Placemaking challenges within our organisations: How do we build the allies we need when implementing the placemaking process? How do we ensure that we co-create these processes with residents, but also with our colleagues?

- **MICRO LEVEL**

Case study of the city of Bergen. What are the placemaking challenges for the city of Bergen? Which of the identified challenges are universal and applicable to other cities? What lessons can we learn from Bergen and apply to our surroundings?

The next milestone will enable us to identify and categorise the key barriers that arise during the placemaking process, propose potential strategies to address the identified challenges and evaluate their effectiveness, and also critically assess the risks and trade-offs of placemaking in order to make informed decisions based on the analysis.



13 - NEXT MILESTONES OF OUR PROGRAMME CITIES IN PLACEMAKING

## Next milestones in the programme:

1. Essentials of Placemaking
2. Challenges of Placemaking
3. Organisational bottlenecks
4. How to work across departments
5. From short-term to long-term
6. From project to strategy
7. Twisting rules
8. Making placemaking systemic

# Thanks to all participants!

Ana Pinto, Fredrik Lindstal, Giselle Sebag, Hans Karssenber, Ioana Murgoci, Laska Nenova, Lauren Schiff, Levente Polyak, Lia Brum, Lisette van Rhijn, Marcial Silva Mercado, Marta Popiolek, Milena Ivkovic, Ramon Marrades, Stefania Campioli, Vivian Doumpa, Amanda Węglarz, Ana Pinto, Annemijnte Velde, Cathal O'Boyle, Cecilia Fredriksson, Daniel Radai, Edith Roberts, Eleanor Lehane, Elena Samourkasidou, Emiel Arends, Graziana Bonvicini, Hanna Harris, Herman de Kievith, Hugo Mesquita, Jeroen Laven, John Hayes, John Jacobs, Katarzyna Herma-Lempart, Kateryna Pisotska, Kevin O'Connor, Laura Ve, Lenka Kuricová, Lívia Gažová, Lucia Dubacova, Małgorzata Klarczyk, Małgorzata Klarczyk, Martha Halbert, Marzena Horak, May Britt N Hernes, Melany van Twuijver, Moa Sundberg, Monica Rossi, Nazar Kovalenko, Nicoletta Levi, Patrik Žák, Peter Kohout, Saira Ali, Salla Ahokas, Stanislav Krajči, Stephen Broadbent, Stephen Scully, Taika Tuunanen, Viachelav Polhun, Wiktorja Pogorzelska, Yanna Chaikovska, Yuliia Kashpruk



Picture by © Ph. Maria Blau



**See you at the next  
Cities in Placemaking  
session in Bergen!**

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