

## URBAN EMPATHY – Working Package 3

### RESULT INFORMATION FILE – Phase 1

Description of the result to be capitalized in URBAN EMPATHY

#### 1. Partner's description

*(Summary information of the partner presenting the result to be capitalized in URBAN EMPATHY)*

Name of the institution presenting the result	<i>Regione Emilia-Romagna</i> DG Territorial Planning and Agreements. European and International Relations. Department of Urban planning Landscape and Sustainable Use of the Territory
Type of institution (city, region, agency, tech institute...)	Region
Main contact	Name: Barbara Fucci Position: Project Manager Telephone: +39.051.527 6068 Mail: <a href="mailto:bfucci@regione.emilia-romagna.it">bfucci@regione.emilia-romagna.it</a>

#### 2. Project description

*(Summary information of the project corresponding to the result)*

Name of the project	<b>PAYS.MED.URBAN:</b> High quality of landscape as a key of sustainability and competitiveness of Mediterranean urban areas
Acronym of the project	<b>PAYS.MED.URBAN</b>
Starting date	5 <sup>th</sup> of February, 2009
Ending date	31th of December, 2011
Project status (finished, execution...)	Finished
Project type (standard, targeted, strategic, ...)	Standard type
Lead partner of the project	Andalusia Region – General Secretary of Planning and Territorial Development
Project website	<a href="http://www.paysmed.net/pays-urban/">http://www.paysmed.net/pays-urban/</a>
Programme (MED, Interreg...)	MED Programme
	- PRIORITY AXIS 1: Strengthening innovation capacities

Programme Priority	- PRIORITY AXIS 4 : Promotion of a polycentric and integrated development of the Med space
Programme Objective	- OBJECTIVE 1.1.: Dissemination of innovative technologies and know-how - OBJECTIVE 4.1. : Coordination of development policies and improvement of territorial governance
EU 2020 Strategy (choose the most suitable one from the following options)	X Smart growth <input type="checkbox"/> Inclusive growth X Sustainable growth <input type="checkbox"/> Economic governance

Description of the PROJECT. Main topic and objectives. (300 words approx.) (Describe in more detail the project's main thematic and objectives, providing relevant information about the contents addressed in it and where does the result to be capitalized come from)

The project has involved 15 European partners with the co-ordination of Andalusia Region and it capitalised the previous project PAYS.DOC.

The focus of the project has been the enhancement of urban and peri-urban landscapes as key factors to improve the competitiveness and sustainability of Mediterranean urban areas, linked to the topics of the European Landscape Convention of the Council of Europe (ELC).

In particular, the emphasis on peri-urban landscapes - more exposed to transformations - was a mean to give more attention to the contemporary projects of urban fringes entrances, disused lands after crisis, and to the new uses (as multifunctional agriculture, high-tech functions,...).

The project's aimed to develop knowledge and tools for local, regional and national public policies and private actors, to promote awareness and concrete projects for the enhancement of urban and peri-urban landscapes.

The lines of action of the project, were:

**1) Virtual Observatory of Mediterranean Urban Landscapes**

**(Andalusia)** with a common system of landscape indicators and methodology for landscape quality assessment

**2) Guidelines for Mediterranean urban landscape in change (Lombardy)** addressed to decision makers and local administrators

**3) Awareness raising activities (Catalonia)** for local administrators responsible for landscape management

**4) Pilot projects in accordance with art. 6 of the ELC (Emilia-Romagna)** with the creation of laboratories of local participation for taking decisions on measures and objectives to rise a

high quality landscape.

**5) “PAYS MED – the Mediterranean landscapes portal” (Umbria).**

**6) Catalogue of Good Practices for Landscapes in Urban Areas (Murcia),** third Edition of the Mediterranean Landscape Award

The final result to be capitalised is the selection methodology used to determine the best practices in promotion of high quality landscape. It sums up all the activities done with the project. Furthermore, it is an innovative and specific tool for raising awareness of the actors involved about the importance of landscape quality in connection with policies of urban planning.

### 3. Result description

*(Summary information of the result to be capitalized in URBAN EMPATHY)*

Name of the result to be capitalized in URBAN EMPATHY	Selection methodology used to determine the best practices in promotion of high quality landscape. Different organizational and participative instrument and administrative tools to improve partnership and agreements between different actors.
Type of result (operational tool, recommendations, good practices, guideline, ...)	Guidelines, good practices, award
Current status of the result (under development, completed, not started...)	Completed
Type of deliverable (document, website, database, ...)	Documents, publications, website, award
Specific URL link	<a href="http://www.paysmed.net/pays-urban/">http://www.paysmed.net/pays-urban/</a>
Publication date	2011, 2012
Language	Spanish , English, Italian

Description of the chosen **RESULT** to be capitalized in URBAN EMPATHY. Result objectives. Utility and purpose. (200 words approx.) *(Brief description of the result's most relevant characteristics, pointing out the main objectives and purpose.)*

The methodology for the selection of best practices promoting high-quality landscape, at the basis of the Third Mediterranean Landscape Award, followed this steps:

- The definition of 5 categories to gather the different candidacies; the groups were:
  - (a) local and supra-local urban planning instruments
  - (b) Projects carried out as well as infrastructure, communications and environmental improvements works, actually executed
  - (c) activities that document the concrete capacity of public or private entities to create effective awareness-raising and training initiatives in terms of landscape resources in urban areas
  - (d) artistic or professional activities (audiovisual, film material, paintings, photographs, installations and permanent outdoor art exhibitions,...) that contributed to stimulate the community's attention to landscape values in urban areas
  - (e) ideas expressed in competitions which, although it has not been possible

to implement them, nevertheless represent wonderful contributions to the shaping of the landscape

- Definition of common selection criteria (transferability of the methodology, social dimension of the awareness raising and public participation, capability of the territory to attract new development opportunities, integrated approach, application of the European Landscape Convention) and preparation of the call for tenders
- Tender announcement, list of possible beneficiaries and local events where to launch it
- Collection of candidatures and progressive short-listing at the local level (with a regional jury of technicians/professionals), at the transnational level (with a selection committee made up the project partners), and finally at the international level with an independent jury of experts.

The utility of the awards is:

- (*in terms of knowledge*) to build a map of the state of the art of current planning and design of peri-urban landscapes, made also by local associations;
- (*in terms of awareness*) to strengthen the typical Mediterranean conception that the natural and cultural (and anthropic) values of the landscape are connected, compared to the Nordic vision, where the natural dimension is still predominant. Moreover, the best practices share the common objective of creating high-quality landscapes in which human activity can be fully developed, spaces capable of attracting investment and economic development, spaces that combine a variety of compatible uses and which define the identity and image of the city
- (*in terms of participation*) to enhance the different styles of participation on the basis of the foreseen results (p.e. combining different interests, adapting styles to the project scale, link limited timescale to big arenas of stakeholders).

List of keywords related to the result (10 words max.) *(Please provide a short list of keywords related to the result to be capitalized in Urban Empathy, e.g.: urban planning, sustainable growth, mobility, energy efficiency, renewable energies, governance...)*

Participation/policy-making/governance/sustainable-smart growth/  
cultural landscape/territorial planning

Describe the potential benefits or improvements that the result may generate through the capitalization process (200 words approx.) *(Describe improvements either in your result or those that it may generate due to the capitalization process)*

The methodology of selecting landscape's best practices could be a tool to spread the culture of high quality of peri-urban landscapes, and to support also new contemporary landscapes that give value to urban environment through the creation of a networking environment involving stake-holders and administrators. The methodology adopted could be diffused at different scales of intervention, from small local interventions to wider projects.

The project could also be an opportunity to follow up the results of the pilot projects and best practices after 5 years from the selection, to monitor the transformation of the areas and to create a bridge between the intentions of the projects and the real actions (unexpected results, changes of local communities' life-styles, crisis effects). It could also represent an iconographic setting of the local landscapes and a way to observe the territory and its transformations, with a visual and effective apparatus to understand the reality.

Furthermore, it would provide further tools, adopting a) the guide-lines to project urban and peri-urban landscapes and b) the selection-criteria to evaluate landscape projects defined with PAYS.MED.URBAN in order to improve the management of sustainable urban policies, widening networking environment, exchange good practices from other relevant projects, improving the participation of different public, private actors, associations and citizens in the development of the landscape.

The different organizational and participative instrument to support partnership, agreements and contracts can improve the capability of different actors to dialogue and to carry out and implement complex projects.

#### 4. Result evaluation

According to your own criteria, which are the main strong points of your result? Which are the weak ones? (300 words aprox.) *(Describe the strengths and weaknesses of the result to be capitalized in Urban Empathy)*

##### Strong points

- Enhancement of creativity in the improvement of urban and peri-urban landscapes, with different results in the various regions involved, in a period of low supply of financial resources;
- stimulus for all the actors involved (not only the ones who have been selected in the last phases of the project), increasing their awareness, gratification and good reputation;
- involvement of all the clusters of actors, not only the technicians or experts (but PA, associations, private, population) in the development of projects;
- translation and use of the guide-lines and the other operation tools developed with the project in ordinary public management of landscape and improvement of the competences and knowledge of the public technicians in the enhancement of the landscape with an more global point of view;
- release of the projects from a very local and isolated point of view, linked to private or special concentrated interests, opening to international visions;
- Direct output (operational tools) but also indirect results with regard to the increasing of a cultural positive atmosphere for the enhancement of the landscape.
- Innovative organizational methods to build and carry out projects involving different actors.

##### Weak points

- The economic crisis brought to a lower involvement in the more affected areas, but at the same time (as a positive outcome) it improved the participation of very resolute, young and “visionary” projects
- difficulty to explain the meaning of peri-urban spaces to all the actors since it was a not well diffused concept in all the areas.
- The participation processes promoted by the public administrations to involve local communities and select best practices raise expectations between different actors. For this reason, the process need to be well organised in order not to betray the anticipations of different stakeholders and not to disperse the efforts (i.e. on one side, the private subjects and the citizens, after the time dedicated to public confrontations would have a tangible, verifiable and measurable outcome on the environment of the city, on the other side, politicians could have more immaterial expectations in terms of vision of the city or electorate interests).

How do you think your result can affect the main aspects to be considered in a sustainable urban model? (300 words approx.) (*Describe the capacity of the result to fulfil the sustainable urban model main principles*)

*Cross - cutting aspects*

- *Territorial management and urban design*

The consideration of the importance of high quality of peri-urban landscape in the territorial planning processes can positively affect the sustainable urban model. It has also improved the capability to read and manage the territorial transformations of the territories.

Furthermore the guide-lines and methodologies to evaluate landscape projects and the recommendations defined can improve urban sustainability, against the sprawl tendencies, thus favouring the compact city.

- *Social and Economic cohesion*

The participation processes have brought to the reconnaissance of the “use value” of the periurban landscapes, more opened to collective and social objective (such as the collective vegetable gardens, the multifunctional agriculture, the bio-markets and exchange of products,...)

*Sectorial aspects*

- *Sustainable mobility*

Although it was not a direct topic of PAYS.MED.URBAN project, the sustainable mobility is, at the same time, a prerequisite and an indirect effect of high quality peri-urban landscape.

- *Energy efficiency*

The impact of alternative fonts on the landscape is high because the diffused use of photovoltaic and thermal panels and bio-masses are much diffused in periurban areas.

Now it is possible to observe some increasing convergences between the holistic approach to high quality landscapes and the increasing multidisciplinary of the energy efficiency policies, including high quality landscape perspectives. Anyway, energy efficiency, as well, was not a direct of the project.



What influence do you consider that your project result could have on environmental governance and what could be its impact on urban policies? At which level? (Local, regional, national, MED or European level...) (300 words approx.) *(Describe the level of influence of the result and its applicability on EU policies)*

The methodology adopted for the selection of landscape best practices could influence the environmental governance since it supports the diffusion of the culture of evaluation on a multicriteria basis (cultural, artistic, innovation, participation, impact,...) of the projects by the public administrations through the selection criteria defined by the Award (at a local level and MED level). The organizational and participative instrument to support partnerships, agreements and contracts is also a governance tool of this result.

The methodology of selecting good practices is also a tool to enhance the more innovative initiatives and to increase their knowledge at different levels, breaking the informative gaps between technicians and communities that often create conflicts in the perception of the quality of the territory.

The final impact should be the improvement of the quality of peri-urban landscapes. These unstable in-between spaces, these internal and external borders, where decisions are extremely delicate. In the design of its borders, a city can gain or lose identity, coherence, wealth, a sense of scene; it is where the city stakes its name and runs the risk of being transformed into a poor neighbourhood. or suburb. As such, it is these spaces that most require action. Landscape intervention, which has never been a purely cosmetic operation, here becomes even more profound because it is more intimately related to the integration between new and existing forms and the concentration on this issue can increase the excellence of the entire city.

The multiplicity of territories and projects considered in PAYS.MED.URBAN project can also offer the materials to evaluate the changes and transformations of the territories after some years. In this way, it can also support the decision-making actors while building up a vision for the territory and its future development having a virtual observatory of the recent transformations.

Furthermore, the enhancement of the more innovative projects is in line with the objectives of Start-cities European Initiative and it can offer inspirations and stimulations to improve the role of peri-urban high quality landscapes in the Operational Programmes of the Regions and in European Co-operation projects in the next programming period 2014-2020, also supporting the creation of a new Landscape Award in the future period.

What is the main target group the result is addressing to? (public administration, public sector, private sector, research groups, ...) How does it enhance public participation? (200 words approx.) *(Describe the target audience that could use the result and if citizen participation processes have been considered)*

The target groups involved are mixed, but all of them participate in a collective way in the process:

- regional and local public decision-makers involved in town planning processes, at a political and technical level, for the definition of the evaluation criteria and selection of best practices, after having proposed the vision of the future peri-urban landscape;
- project developers, planners, technicians for the presentation of projects, but also in the creation of the vision of the landscape;
- research groups while defining the evaluation criteria and selecting best practices;
- Local associations and citizens in the definition of the vision of the desired urban landscape.

The participation of local communities of citizens, associations, local experts was and will be a main objective and ingredient for the success of the initiatives in order to increase their sustainability. They will be involved in different ways, depending on the nature and dimension of the projects, trying to represent the different groups of the community (for age, specialisation, gender...).

Choosing the most adequate listening methodology (direct such as bar camp, metaplans, Open Space Technology, Appreciative Inquiry,...) or indirect techniques (questionnaire, telephonic interviews,...) cannot be taken for granted to ensuring the involvement of people and organisations. The various stakeholders need to be in a position to express useful contributions since their expertise of a certain place, space or territory could contribute to resolve the real problem of a specific area.

Furthermore, involving local associations is a way to include parts of the society that often do not participate, due to disinterest or distrust or lack of time (such as workers, old people with no influence in the decision processes, people temporarily living in a city,...)

At the same time, it will be important to maintain a strong connection between the local and more global dimension, in order to exchange experiences between different levels of knowledge and scale.

Is the result currently in use in the Europe/MED area? (150 words aprox.) *(Please provide further information on the usability of the result, pointing out if it has already been implemented or in use)*

PAYS.MED.URBAN project kept the website on-line. It represents the most comprehensive and visited database on Mediterranean landscapes, with more than 57.000 visits from different locations.

The Mediterranean Landscape Prize is acquiring reputation and was used as a reference by the Council of Europe when designing the Landscape Award of the Council of Europe.

The operational tools are in use in different ways, p.e., in Italy. Most of them are results from the operational tools of the European projects, adapted to the needs of the Regional administrations involved:

- Umbria Region has adopted the selection methodology of the Landscape Observatory to build the Atlas of Landscapes (in particular Umbria used the structure of the sheets defined to evaluate the different territories, the analysis of the visuals and perception of the landscape, cultural and social characteristics of the territory,...) in the definition of the Landscape Regional Plan, during the implementation of the European project;

- Emilia-Romagna Region too, has used the criteria of the Observatory to define the Atlas of Landscape Goods, as part of the Revision of the Landscape Regional Plan, during the development of the European project. Furthermore the Management guidelines for periurban landscape have been used to develop a new guidelines in rural areas during the development of the European project, and it has driven also to a further guidelines in the earthquake territories, after the conclusion of the project.

- Lombardy Region has developed its territorial planning plan adopting also the Management guide-lines for periurban landscapes (in particular the recommendations developed to assure the quality and the identity of the landscapes) during the implementation of the European project;

Furthermore, some projects selected in the Award were developed and improved after the conclusion of the project:

- Lazio Region has developed further the project of "Enhancement of Tor Fiscale", after the conclusion of the European Project;
- Other small local private association projects, such as "Monuments in the sand. The refuge caves in Forlì", which was another project selected, have seen improvements after the conclusion of the project, also thanks to the visibility given by the European Award.

According to your own criteria, what are the main innovative aspects of the result?  
(150 words approx.) *(Please provide further information on the level of innovation achieved by the result to be capitalized in URBAN EMPATHY: new methodologies, etc...)*

- Multiple and different utilisation of participation methods from all the partners involved and their ability to choose in a critical way the most adapted to the different situations (example: definition of concrete topics in order to involve also the most peripheral subjects, creation of links between intentions and actions,...);
- Capability to increase the sensitivity of local actors in the role of periurban landscape as a factor of attraction, which is a territorial and cultural capital that cannot be moved elsewhere, but which can be easily trivialised and deprived of its natural and cultural values;
- Giving value to both material and also to immaterial projects, which were linked to wishes and desired of the local communities difficult to be enhanced in more formal architectural awards.
- Possibility, by the partners involved, of defining guidelines, recommendations and partnership contracts, not obligatory, but that can influence the definition of regulatory instruments.

How do you think your result could be implemented? Through which means? Do you think it is easily transferable? Estimated costs, resources, time needed for implementation, key actors involved... Please include any other relevant criteria you may consider important (300 words approx.) *(Please provide further information on implementation and transferability requirements of the result)*

With Urban Empathy, the methodology adopted to select landscape's best practices could be evaluated by the new partners for their transferability. The phases might be similar to the one defined in the PAYS.MED.URBAN project and it includes also the methodology for the definition of selection/evaluation criteria, the mapping of the projects received, the definition of a common call for tender, the enlargement of the list of possible beneficiaries. The organisation of a best practices landscape selection need an availability of about 5.000-10.000 euro per each partner who would choose to organise it. The grandness and importance of local events to launch the project depends on the availability of resources and on the actors involved. It is a very transferable result. The means to implement partnership agreements are easily transferable (keeping in mind the different contexts and differences) and they need the involvement of different and diverse roles.

The time needed is about one year, in order to promote an award, if a partner would do it, and involve the larger arenas as possible.

The selection of best practices and their prize-giving is a way to support the most innovative and less known initiatives and give them visibility.

The time for participation, in order to make the process inclusive, is not infinite. It needs, such as it is often wrongly supposed, but it is sufficient to assign a few months of work (6-12 months) to organise and carry out a few structured meetings (4-6) and to establish the necessary economic, human, creative, resources.