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	PROVINCE OF LUCCA
Type of institution (city, region, agency, tech institute…)	Local Government NUTS III
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2. Project description
(Summary information of the project corresponding to the result)

Name of the project	Sha.p.e.s. – Sharing prior excellence and support for the MED creative asset
Acronym of the project	SHA.P.E.S.
Starting date	01/07/2013
Ending date	31/12/2014
Project status (finished, execution…)	Finished
Project type (standard, targeted, strategic, …)	Capitalisation project
Lead partner of the project	ANCI Lazio (Regional seat of the National

Programme cofinancé par le Fonds Européen de Développement Régional
Programme cofinanced by the European Regional Development Fund

	Association of Italian Municipalities)
Project website	www.shapes-project.eu
Programme (MED, Interreg…)	MED
Programme Priority	Axe 1: Strengthening innovation capacities
Programme Objective	Objective 1-2
EU 2020 Strategy (choose the most suitable one from the following options)	☐X Smart growth ☐ Inclusive growth ☐ Sustainable growth ☐ Economic governance

Description of the PROJECT. Main topic and objectives. (300 words aprox.) (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).

SHAPES focuses on Knowledge/Creative Economy in the MEDarea.

The assumption is that INNOVATION and CREATIVENESS are deeply conditioned by the context; a territory is not just innovative because local enterprises produce innovative products or adopt innovative processes, but because the whole context is ready for "changes", it offers adequate conditions to facilitate creative enterprises to arise.

As a consequence, SHAPES has shared a previous project approach defined within IN-EUR according to which several variables contribute to make a territory more or less innovative. The social, spatial and economic dimension enables a territory to form a "creative ecosystem" that can be attractive and supportive for developing creative enterprises.

SHAPES model is in fact the result of a real capitalization process starting from the main final products elaborated within two previous projects: IN-EUR, financed within the INTERREG IVC Programme and INFLOWENCE, financed within MED Programme.

ALBI model (defined within IN-EUR project) is based on an economic approach. Its starting point has been the identification of Key actors whose activities help to create innovation. The identification of these actors has led to the definition of four area of investigation in which ALBI model is structured. For each Area of Investigation, a number of indicators have been identified.

The QLE model developed within In.Flow.ence is based on a social approach; the project takes into consideration that different environments can offer different possibilities to different people (or companies) with different economic possibilities and quality of life (living and working environment).

SHAPES model is thus the result of the combination of both ALBI and QLE model based on the assumption that innovation potentials can be explored only considering both economic and social variables.
The target identified is represented by:

1. public institutions and social parts
2. private economic actors belonging to the following sectors:
   Arts and Culture, Design and Media

In all these sectors and in decision-making processes, the partnership implements actions of: knowledge /technology sharing and capacity and awareness rise.

3. Result description

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

Name of the result to be capitalized in URBAN EMPATHY	SHAPES MODEL
Type of result (operational tool, recommendations, good practices, guideline, …)	OPERATIONAL TOOL (indicators)
Current status of the result (under development, completed, not started…)	COMPLETED
Type of deliverable (document, website, database, …)	DOCUMENT
Specific URL link	The model is part of the Final Publication of SHAPES project that is going to be completed within January 2015. It will be charged on the project website www.shapes-project.eu/ The model will be available also by accessing to the TOOL BOX 's Community of SHAPES (activities area): www.shapes.cnr.it There is a video on SHAPES MODEL. For the

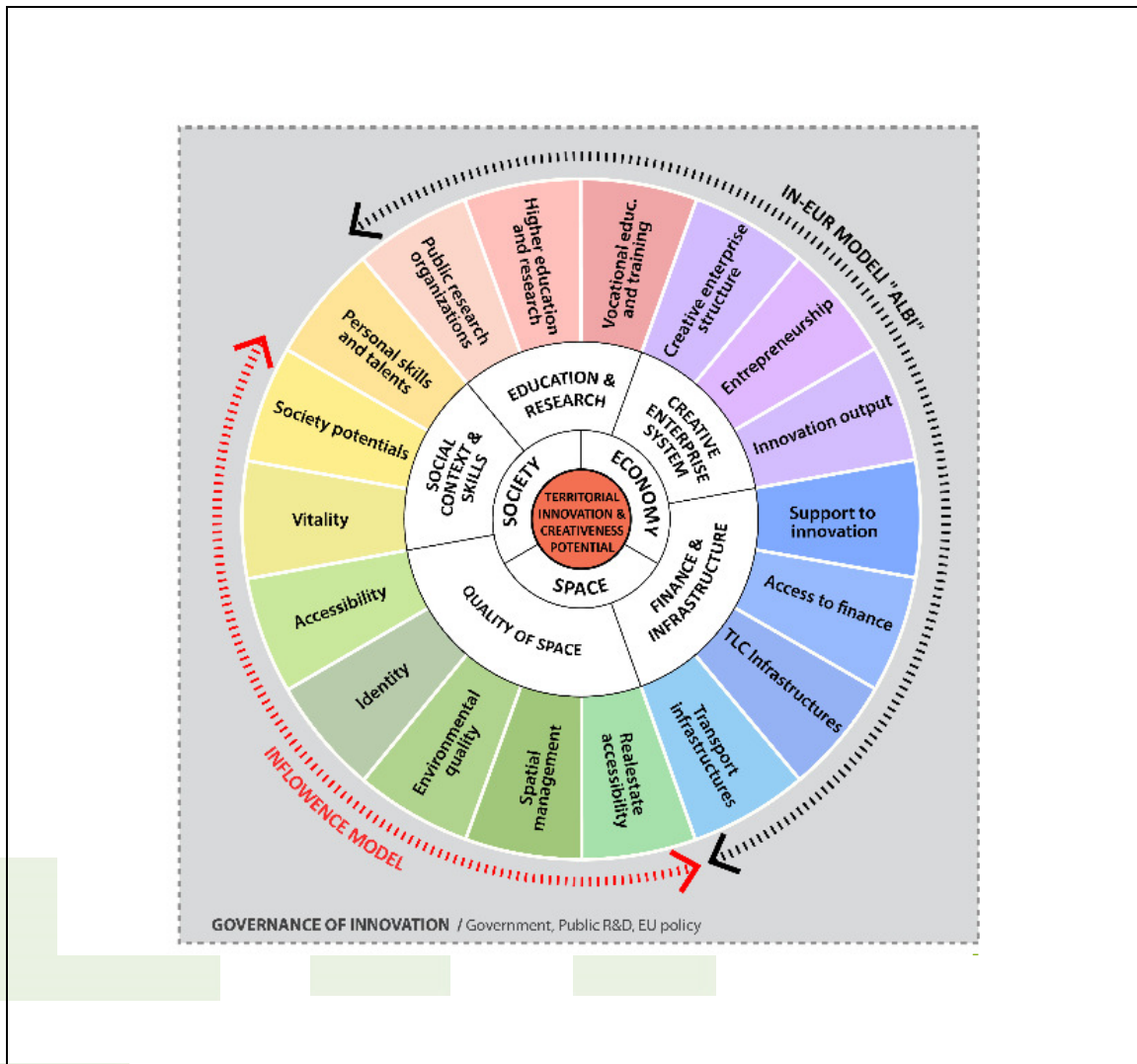|	download: www.shapes-project.eu or https://www.youtube.com/watch?v=rzbV1HqWR2o
Publication date	JANUARY 2015
Language	ENGLISH

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

The model developed within SHAPES project is a tool for assessing territorial potentials for innovation and creativeness and boosting the promotion of innovation and creativeness at NUTS3 and NUTS4 levels. The model helps to understand the complexity of the factors that are important for attracting, supporting and developing innovativeness and creativity within a given area.

On the basis of the indicators defined, the model provides a set of data that can be used for analysing the potentials of innovation in specific local area, showing how strong it is in providing adequate social, economic and spatial conditions for developing enterprises and improving quality of working and living. The results of the model will show weak and strong points and which are the potentials and main aspects that should be considered in a specific area (region, municipalities) to support the innovation processes and creative enterprises to be developed.

The model focus on economic, spatial and social aspects that can be statistically or qualitatively measured and so gives a comprehensive and integral overview and understanding about the situation of a given territory, regarding its innovation and creative activities and considering different economic, social and spatial variables that are usually discussed and developed separately.

It also helps to build a common understanding between public authorities, local communities and creative actors about benefits, potentials, problems, obstacles and priorities for successful and integral future development.

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…)*

Local Innovation, Creative ecosystem, Interaction, Territorial potentials, Economic variables, Social variables, Indicators for innovation and creativeness, Areas of investigation, Drivers, Guidelines

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

The capitalisation process could help to implement SHAPES model by comparing new indicators related to the three investigation areas and the 6 drivers.

New approaches could also emerge and be discussed among partners, technicians and local stakeholders.

The process could help to select the most representative indicators, to enlarge the number of European territories where to apply the model and have a wider number of testing cases where to validate it.

The indicators foreseen by the model could be applied also for making ex-ante, in-itinere and ex post evaluation of different regional programmes related to innovation policies and quality of living.

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)*

Starting from the assumption that SHAPES model has been conceived for giving to politicians a tool that can help them in orienting innovation policy making and it is not specifically referring to urban planning, the strong and weak points of the result to be capitalised in Urban Empathy are described as follows:

Strong points:

- The model is the result of a real capitalization process starting from the main final products elaborated within two previous projects: IN-EUR, financed within the INTERREG IVC Programme and INFLOWENCE, financed within MED Programme;
- The model has been tested in the territories partner of SHAPES project in order to verify on the field if the structure and the methodology capitalized could be applied and how the model could be useful for better understanding the potentials of innovation.

- For each investigation area, specific questions were identified in order to help the final end user to have a clear idea of the issues treated and the kind of data that can be collected. For example, concerning the driver called " Education, Knowledge and Research", the model provides the following questions:
    o Have your territory adequate professional skills for supporting CI innovation/ internationalization?
    o Is the local professional training system focused on innovation? And how supportive is the education and research system for the development of creativity and innovation?
    o Are there high education institutions, Universities or research centres? Do they match with CI needs?
    o Is there a strict connection between research centres/Universities and CI or local authorities?

- It helps to build up a scenario about existing innovation and creativeness potentials in a territory;
- It gives the possibility of comparing two territories according to their quality of living;
- It gives a base of information for decision making not only in the field of innovation, but also of sustainable urban planning both at local and regional level;

- It gives to any user a methodology for collecting data indicating precisely the statistical source where to find the information for updating the model;
- It gives the opportunity of collecting several indicators that can be used for evaluating sustainable urban planning within regional programmes also financed with European Regional Development Fund;
- Availability of a toolbox accessible through SHAPES website where users can find explanations about the model and its application;
- Possibility, through the website, to propose different approaches, methodologies and possible applications of the model;
- It can be used as a base of knowledge for sustainable urban planning
- It can be used as a tool for evaluating the impact of the policies already planned;

Weak points:

- Very difficult subject to be treated by politicians or technicians that are not statistic experts or econometrists;
- Difficulties to be applied by local stakeholders and politicians since it is a tool for planning that implies also a cultural change;
- Its adoption doesn't produce immediately concrete results
- Its application/duration depends on the sensibility of politicians and technicians running the Administration at that specific time and on their capacity of involving the technical staff
- Interest of regional government in applying the model to their planning activity

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

Cross - cutting aspects	*Sectorial aspects*
• *Territorial management and urban design* • *Social and Economic cohesion*	• *Sustainable mobility* • *Energy efficiency*

Although the model has not been conceived for having a direct effect on urban planning, but on innovation policy making, nevertheless it certainly helps to increase all the aspects, both cross cutting and sectorial, of the Urban Empathy approach.

Territorial management and urban design:
SHAPES model includes indicators useful for this aspect. The area of investigation is called "quality of space". The indicators of this area of investigation concern:
- Accessibility
- Identity
- Environmental quality
- Spatial management
- Real estate accessibility

Social and economic cohesion
From this points of view, SHAPEs model provide other two areas of investigation focusing on Society and Economy. The indicators are the following (Social Context and Skills):
- Vitality
- Society Potentials
- Personal Skills and Talents
- Education and research:
- Public research organisation
- Higher education and research
- Vocational education and training

Sustainable mobility
The model includes indicators on mobility. In this case the area of investigation is "Finance and Infrastructure" and the indicators focus in particular on transport infrastructures. Here a list of the indicators:
- Air transport: Number of passengers on board in local airports / Population
- Maritime transport: Number of passengers on board in local ports / Population
- Road transport: Km of motorways in the region / Total km of motorways in

the country
- Railway lines: Km of railway lines in the region / Total km of railway lines in the country

Those indicators are useful to develop mobility policies, they help local government to reflect on the importance of some milestone of the sector that if changed produce positive effect in the local socio-economic system as a whole.

Energy efficiency
Concerning this aspect, Province of Lucca has worked with the aim to integrate SHAPES model with some indicators of the Urban Empathy model, in the framework of the SHAPES project. The indicators that Province of Lucca proposes to add to SHAPES model in order to solve the gap of the energy efficiency are the following:
- Energy consumption = Electricity + Natural gas + Hidrocarbon + LP Gas Consumption / Number of inhabitants

This indicator estimates the urban energy consumption per inhabitant, considering both energy and fuel consumption.

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 aprox.) *(Describe the level of influence of the result and its applicability on EU policies)*

The model could have an impact on environmental governance since, when considering the indicators illustrated above, and defining a sustainable urban planning, it is necessary to build up a working table composed by different stakeholders which can act as strategic actors referring to the indicators themselves: Politicians, Public Administrations, scientific referents, private actors operating in the field of education, training and transport.

All of them can contribute to a better approach, starting from the analysis of the indicators above mentioned, thus contributing to make different urban choices and planning especially at local, regional and national level.

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 aprox.) *(Describe the target audience that could use the result and if citizen participation processes have been considered)*

SHAPES model addresses both to public authorities and economic and private organization and enterprises.

It represents a useful tool both, for planning and invests on innovation. The target is thus represented by Regions, NUTS 3 territories, Chambers of Commerce, Innovation and development agencies, industrial associations, municipalities and any other local stakeholder that need to analyze the potentials and critical points of creativity and innovation being present in its own territory.

The Shapes common model focuses especially on creative enterprises linked to art and culture, design and media but may be also used as an approach for other complex assessments.

It is addressing public authorities and private sector from different levels (national, regional, and local) but is mainly based upon bottom–up approach and intrinsic local dimension, and it may act as a background for decisions policy making and governance on different levels.

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)*

No, the model conceived within SHAPES is the first step; the testing phase has been the occasion to diffuse this tool, but a precise action of mainstreaming with the regional governments has just begun and is going to be implemented beyond the end of the project.

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

The main innovative aspects are in the model itself; this tool is a combination of statistical indicators and new indicators defined through a bottom-up approach.
Of course the model is focusing on innovation; this means that those indicators referring to sustainable urban development have been identified as part of a set of variables that condition the innovation potentials of a territory.

Nevertheless these "urban" indicators can be very interesting for urban planning since they take into consideration the presence of green areas, the quality of infrastructures, the accessibility of places which can be all interesting data for making a good, sustainable and high quality life urban planning.

These indicators have been built through a bottom-up approach; this means that several stakeholders were involved in their definition and construction. The process has thus helped to widespread a new approach in planning and has been addressed to key actors directly or indirectly affected by urban policies and planning (public administrations, citizens, enterprises, Universities, technicians).

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 aprox.) *(Please provide further information on implementation and transferability requirements of the result)*

As illustrated in the previous paragraphs, the transferability of the model is not easy in itself, but the guidelines which have been defined within the project, supported by a graphic representation and a short video translated in all the partners languages, will make the transferability much easier.

As for its implementation, we could operate in two parallel directions:

a) enlarge the number of territories and administrations that apply the model in order to collect other different methodologies and/or indicators;

b) Update, at least, each two years, the data according to the indicators given by the actual model following the guidelines defined within SHAPES project.

In both cases, the action requires a strong engagement of human resources and time and also of key actors involved. It is very difficult to estimate some costs, but it is certainly an investment of a public administration to go into this process even if the quality of its planning both in urban and innovation sector, would be much higher.

For this reason it would be very important that regional government started to apply SHAPES model since they can more easily support such an investment compared to a local administration and the impact of the result should be wider.

New funding opportunities will be also evaluated in order to fulfil the two objectives above mentioned.

Please send this form duly filled to Mercedes Vidal mercedesvidal@bcnecologia.net