

## EVENT DESCRIPTION SHEET

PROJECT	
<b>Participant:</b>	KORIMAKO - ZAVOD ZA SVETOVANJE IN STRATESKO NACRTOVANJE, GORISKI VRH
<b>PIC number:</b>	891648736
<b>Project name and acronym:</b>	Placemaking for Citizen-led Missions in SE Europe (PLACE)

EVENT DESCRIPTION			
<b>Event number:</b>	5		
<b>Event name:</b>	Community Placemaking Process – Slovenia, Slovenska Bistrica Pestro mesto/Vivid city		
<b>Type:</b>	Mutual Learning		
<b>In situ/online:</b>	In situ		
<b>Location:</b>	Slovenska Bistrica, Slovenia		
<b>Date(s):</b>	September – November 2023 (6)		
<b>Website(s) (if any):</b>	-		
Participants			
Female:	17		
Male:	10		
Non-binary / Not declared	3		
From Slovenia	30		
Total number of participants:	30	From total number of countries:	1
Description			
<i>Provide a short description of the event and its activities.</i>			
Introduction			
<p>PLACE partner Korimako worked with the team from Municipality of Slovenska Bistrica and local NGO Hiša! to test a pilot process for accelerating and supporting locally-led community placemaking actions in Slovenska Bistrica, Slovenia.</p> <p>Municipality of Slovenska Bistrica is working on an initiative to transform and regenerate historic urban areas in the town. They had identified an opportunity to accelerate the urban regeneration of the historic centre through participatory approaches, such as placemaking, community co-creation and tactical urbanism. To achieve this, Municipality of Slovenska Bistrica recognised that they needed strategic support to:</p> <ul style="list-style-type: none"> <li>• Design, test and refine a pilot placemaking process</li> </ul>			

- Engage the community and generate interest in placemaking approaches
- Run training sessions for the local community on placemaking
- Help to promote and generate responses to a call for local placemaking projects, and evaluate responses.
- Provide coaching and advice supporting the planning and implementation of selected placemaking actions.
- Tell good stories about results, benefits and lessons learned from this process.

Through a series of workshops, dubbed the Pestro mesto/Vivid city initiative, making up this overall PLACE project event, there were 30 participants, coming from 1 EU member-state country (Slovenia). Of the participants, 17 identified as female, 10 as male and 3 as non-binary or preferred not to say.

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### **Pestro mesto/Vivid city**

The main goals established for the Pestro mesto/Vivid city process were:

- Implementation of a participatory process of transformation of a public space for the community
- Testing the method of participation of residents of Slovenska Bistrica in the improvement and activation of public spaces
- Activation of stakeholders and the first steps in establishing quality cooperation between sectors
- Implementation of the placemaking process, with a sustainable effect

The process resulted in 4 working groups of citizens creating actions in a carpark area in the central part of town and adjacent to the 'Crouzet' building that the municipality is working to activate as an innovation hub. The actions that emerged were:

1. Outdoor living room (benches to sit)
2. Playful ground (paintings on the floor)
3. Open gallery (panels on the fence)
4. Nice, tidy and green (cleaning of the area, planter with plants, trash bins, recolouring the stand for bikes)

First responses of the locals and users of the interventions in the Crouzet place are very positive

The process involved several activities as follows:

22.9.23	Mapping and communication with stakeholders	We met with the municipality to look at the area where the process could potentially be carried out, including 10 possible micro locations; and selected a preferred location adjacent to the 'Crouzet' building to give the placemaking action greater focus. We workshoped communications approaches to best engage with citizens. Planned next steps
6.10.23	Introductory workshop Pestro Mesto	An initial event was held to introduce the initiative to citizens – covering: stakeholders, history of the Crouzet courtyard location, and a presentation of the concept of placemaking. We then ran a workshop session on sensory perception of space, connecting the experience with the needs of the space, and creation of ideas for improving the space.
12.10.23	Forming ideas Workshop	The mentors prepared and carried out a process for implementation, including: <ul style="list-style-type: none"> <li>- selection of ideas</li> <li>- integration and conceptualization of ideas into a coordinated whole</li> <li>- placement of interventions in the space and verification of the terrain for implementation</li> <li>- verification of the availability of the space in relation to upcoming public events</li> </ul>

		<ul style="list-style-type: none"> <li>- determination and checking already existing possibilities of using urban and other equipment by the local communal service</li> <li>- informing about the condition and status of the plot and the application within the monument-protected area</li> </ul>
11.11.23	Action: Living room preparation	Pre-preparation of materials and preparation of the workspace with the participants.
16.11.23 – 17.11.23	Work action: Greening and Floor painting	Work on greening of the location at the entrance to the yard and the planters, which are now located in the micro-location of the Living Room. The greening took place first, where the participants brought seedlings and soil and planted high planter troughs. Together with the participants, we determined the floor painting area, arranged the groups of participating students and carried out the final clean-up. The painting of the floor was carried out in cooperation with the association Fridina mišnica and the primary school of Pohorski odred Slovenska Bistrica.
11/18/2023	Action: Living room	Arrangement of individual pieces of the intervention (sanding and painting), supply of paints and other small materials, assembly of exhibition frames, painting of the bicycle stand, and cleaning.
24/01/2024	Evaluation meeting	An evaluation session was held with Municipality of Slovenska Bistrica to evaluate the process and lessons learned.

### Results and Learnings

The process of activating residents and recruiting participants took time, as it was necessary to establish an effective strategy of informing them, as such processes have not been carried out in the Municipality of Slovenska Bistrica until now. The process was designed flexibly, so that it could cover the widest possible spectrum of participatory action and allowed some organizational freedom, while at the same time enabling real-time adaptation to changing factors.

#### Learnings:

1. Communication: Constant and above all more accessible and coordinated information to citizens will lead to greater response and participation. Such as using classic word-of-mouth channels, posters and leaflets in locations such as local communities, blocks, bars, locations where people stay in the local environment and where an event or intervention is to be carried out. Also, amongst the flood of information on social networks and emails, a personal address by phone or live is very effective.
2. Continuation of Processes and Connection: During the process it became apparent that work of collecting ideas for placemaking actions had already been done in some ways before, but not so much acted on. The gap in continuity may have made certain stakeholders feel excluded and discouraged from participating in future projects. This highlights the need for sufficient resources to ensure continuity in community development processes.
3. Awards: Could be given to those who were most engaged. Prizes could also be contributed by local businesses. This could have further encouraged participation.
4. Involvement: It is necessary to more actively involve local associations and active groups, and enable them to self-promote as stakeholders within the content of the city.
5. Public Relations: for projects that consist of several phases, it is necessary to establish a public information plan. Since the Municipality of Slovenska Bistrica does not have an established public relations service, this is a challenge for the cultivation of participatory practices.

