



# ABCitiEs

Interreg Europe

## International Workshop

# Placemaking and Urban Commons

Athens | 16.05.2019

*Venue: Serafeio Athens Municipality Community Center  
Pireos & P. Ralli Ave., Athens*



Interreg  
Europe



European Union | European Regional Development Fund

## **Workshop Programme**

**10:00** Welcome speech by the City of Athens Vice-Mayor, Lenio Mirivili

**10:15** Welcome speech by the ABCitiEs, Willem van Winden, *Prof. of Urban Economic Innovation, AUAS*

### **10:30 Keynote speeches**

*Moderator: Lenio Mirivili, Athens Vice-Mayor & Asst. Professor, University of the Aegean*

**10:30** "Claiming the Urban Commons: Citizen Participation in Berlin", Ares Kalandides, *Prof. of Place Management, Director of the Institute of Place Management, Manchester Metropolitan University*

### **11:15 Discussion**

**11:45** Skype speech "Rethinking Place Branding: A Participatory View", Mihalis Kavaratzis, *Assoc. Professor. of Management and Marketing, Leicester University*

**12:00** Skype speech "Urban Commons: Towards More Collaborative and Democratic Cities?", Anna Seravalli, *Senior Lecturer, Coordinator of DESIS Lab, Malmo University*

### **12:15 Discussion**

### **12:30 Lunch break**

### **13:30 The views of ABCitiEs: Policy makers**

*Moderator: Steven Millngton, Director, Institute of Place Management, Manchester Metropolitan University*

- Arjen van Nieuwenhuizen, *Spatial Economic Advisor, Economic Affairs, Municipality of Amsterdam*
- Lina Melianienė, *Head of Investment Projects Unit, City of Vilnius*
- Sandra Malenica, *City of Varaždin Vice - Mayor*

### **14:30 Discussion**

### **15:00 Coffee break**

### **15:30 The views of ABCitiEs: Collectives**

*Moderator: Vjeran Strahonja, Professor, Faculty of Organization and Informatics, University of Zagreb*

- Jeroen Jonkers, *Project Manager Renewal, Plein 40-45*
- Maarten Terpstra, *Community Manager, Knowledge Mile*
- Martin Saker and Dave Payne, *Withington Community Regeneration Partnership*
- Dimitris Markantonis, *Aiolou Str.*

### **16:30 Discussion**

## Meeting the workshop's keynote speakers



**Ares Kalandides** is Professor of Place Management at Manchester Metropolitan University and a Senior Fellow and Director of the Institute of Place Management as well as founder and CEO of the Berlin-based consultancy Inpolis Urbanism. He has consulted place managers around the world, and implemented various projects in many different locations. Ares holds a PhD in urban and regional planning from the National Technical University of Athens.

### Claiming the Urban Commons: Citizen Participation in Berlin

In 2016 the Berlin three-party government coalition signed a cooperation contract, in which citizen participation in urban development became a key political goal. In urban planning, tourism management or economic development, the contract defines the mechanisms that will give citizens the possibility to co-determine the city's future. However, beyond such institutional settings, Berlin also has a strong history of urban social movements that claim the urban commons, contesting existing arrangements and pushing formal mechanisms to their limits. The lecture will discuss the importance of 'place' in citizen participation, using examples of such claims in Berlin. It will propose an understanding of participation as a citizenship right and will examine the usefulness as well as the limitations of concepts such as the 'urban commons' and 'placemaking' in this endeavour.

**Mihalis Kavartzis** (Assoc. Professor of Marketing, University of Leicester School of Business) holds a PhD on city marketing from the University of Groningen and has taught marketing and tourism related courses in Budapest and Leicester. His research focuses on place marketing and place branding as well as tourism destination marketing. Mihalis is Founding Board member of the International Place Branding Association and a Senior Fellow of the Institute of Place Management. He has published extensively in various academic journals and he is co-editor of several books.



### Rethinking Place Branding: A participatory view

Place branding is very often – and entirely misleadingly - treated as a promotional mechanism based on the development of logos and slogans that are somehow able to change established perceptions and magically re-image places. This presentation will challenge this misconception and propose an alternative view. The main premise of the presentation is that in order to capture the ways in which place brands operate, it is necessary to enable negotiations of meaning and change. It is also necessary to go beyond external meanings of the place brand and align these with internal meanings of the locality, especially as experienced and lived by the place's residents and other stakeholders.



**Anna Seravalli** is a senior lecturer and design researcher at The School of Arts and Communication Malmö University. She has a background as product and service designer and holds a PhD in Design and Social Innovation. Her research explores questions about participation and democracy in the creation of socially and ecological sustainable cities. Her research builds on the close collaboration with citizens, NGOs, civil servants and small entrepreneurs in exploring approaches and organizational models for sustainable inclusive and democratic cities. She is the coordinator of Malmö University DESIS Lab.

## **Urban commons: Towards more collaborative and democratic cities?**

In urban commons people get together to create, use and manage resources in cities. They are collaborative arrangements that might engage citizens, entrepreneurs, property owners, NGOs as well as city administrations. They entail new ways of caring for cities and citizens' needs that enhance social relationships and can foster participative forms of urban governance. Many cities around Europe are promoting urban commons as means for collaboratively managing the public good and for creating more inclusive and democratic cities. The talk discusses some of the challenges and opportunities of urban commons, focusing on both practical aspects of collaboration as well as broader governance questions.

### ***A brief note about the ABCitiEs project***

Across European cities local entrepreneurs are joining forces in new ways, forming collectives to stimulate business growth and innovation and to create a more attractive business environment. Area Based Collaborative Entrepreneurship (ABCE) means entrepreneurs collaborate by co-investing in facilities or technology, market their urban district collectively, improve shared public space, etc. The value of such collectives is increasingly recognized by local governments and policy measures to stimulate these initiatives are being developed.

Area based collaborative entrepreneurship fosters urban regeneration as the participating firms are most often strongly connected to their neighbourhood and committed to social goals. Neighbourhood liveability and social ties between local stakeholders are enforced. ABCE supports inclusive growth, cooperation and cohesion and helps to address the negative impacts of globalization such as economic restructuring, income inequality and the decline of urban areas.

The current policy instruments of the project partners seek to promote knowledge-based SME innovation and access to funding but they show a lack of attention to the emerging networked and locally anchored types of initiatives that promote inclusive growth, innovation and regeneration. For this reason we intend to develop recommendations for four OPs and one other policy instrument in European regions by capturing local learnings systematically, identifying critical success conditions and sharing them across regions in Europe.

Five European urban regions are involved in this project: Amsterdam, Athens, Manchester, Vilnius, and the conurbation Varazdin-Cakovic (Croatia). All regions currently experiment with ABCE and initiated this project to share experiences and gain deeper insights in order to develop more effective policy instruments.

**Project Partners:** Amsterdam University of Applied Sciences / AUAS (Lead Partner, NL), Municipality of Amsterdam (NL), Mykolas Romeris University (LT), Sunrise Valley Science and Technology Park (LT), Manchester Metropolitan University (UK), Manchester City Council (UK), University of Zagreb - Faculty of Organization and Informatics (CR), City of Varaždin (CR), City of Čakovec (CR), Harokopio University of Athens / HUA (GR), City of Athens (GR)

*\*For additional information please visit the project's website: <https://www.interregeurope.eu/abcities/>.*

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