Learning from each other

INTRODUCTION

This is the second of three factsheets, which will present the diverse facets of the ROCK project. After the first one in which we shared how co-creation contributes to heritage-led urban regeneration through the ROCK Living Labs, this second one will refer to the knowledge exchange process among cities that are part of ROCK dealing with similar challenges, or the so-called **ROCK Mentoring process.**

Mentoring is understood as Role Model Cities (Lyon, Athens, Cluj-Napoca, Eindhoven, Turin, Vilnius and Liverpool) **sharing their experience and know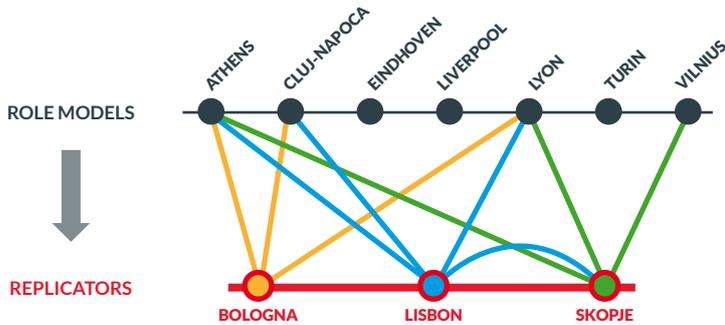-how** with the Replicator cities (Bologna, Lisbon and Skopje). In return, Role Model cities have also received feedback and input on how to further improve their own approach, resulting in a **bilateral peer-to-peer process**. The concrete practice-oriented learning activities that have been set up are of two types: Mentoring visits and Work-shadowing visits.

LEARNING FROM EACH OTHER

MENTORING VISITS

Role model cities visit each Replicator cities during the **MENTORITING VISITS**, where they meet with the administration and other local stakeholders. The aim of these visits is for Role model cities to provide guidance to their peers on the identified issues regarding, among others, organization, decision making, implementation and planning.

The expertise brought by Role Models favors the emergence of locally grounded ideas as imported solutions may not proliferate if not adapted to local circumstances, opportunities and needs.

WORK-SHADOWING VISITS

The **WORK-SHADOWING VISITS** consist in a short period of time spent by a representative from each Replicator city in a Role Model city, to observe first-hand how things are done elsewhere, thus, providing inspiration and new ideas of working methods and their application.

They allow visitors to observe directly, ask promptly and discuss ideas on site with a person of similar responsibilities gaining experience and fresh insights into specific professional roles, actions and methods.

WHEN Between November 2017 and February 2018
Athens, Cluj-Napoca and Lyon visiting BOLOGNA
Athens, Cluj-Napoca, Lyon, Skopje visiting LISBON
Athens, Lyon, Vilnius, vising SKOPJE
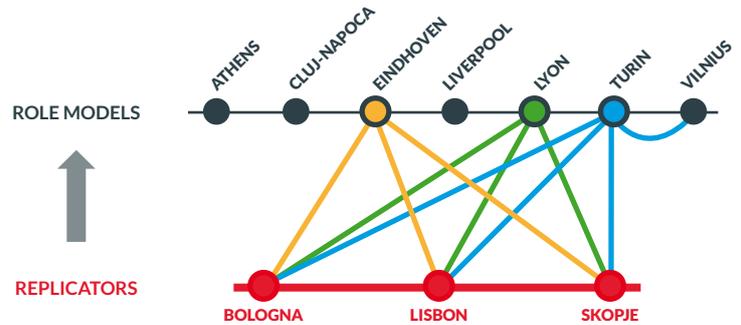
WHEN During last 2 months of 2018
Bologna, Skopje and Lisbon visiting EINDHOVEN
Bologna, Skopje, Lisbon and Vilnius visiting TURIN
Bologna, Skopje, Lisbon visiting LYON

ROCK focuses on historic city centres as extraordinary laboratories to demonstrate how cultural heritage can be a unique and powerful engine of regeneration, sustainable development and economic growth for the whole city.

ROCK VISION
ROCK aims to support the transformation of historic city centres afflicted by physical decay, social conflicts and poor life quality into creative and sustainable districts through the shared generation of new sustainable environmental, social, economic processes.

WHAT IS ROCK

ROCK AMBITION
ROCK aims to develop an innovative, collaborative and systemic approach to promote the effective regeneration and adaptive reuse of historic city centres by implementing a repertoire of successful heritage-led regeneration initiatives related to 7 role model selected cities: **Athens, Cluj-Napoca, Eindhoven, Liverpool, Lyon, Turin** and **Vilnius**.

The replicability and effectiveness of the approach and of the related models in addressing the specific needs of historic city centres and in integrating site management plans with associated financing mechanisms will be tested in 3 replicator cities: **Bologna**, **Lisbon** and **Skopje**.

Learning from each other

The ROCK Role Model cities have provided different kinds of input through the Mentoring process, showcasing their strength areas and sharing the barriers they had to face and how they have overcome them. This could be summarized as follows:

ATHENS

In an environment prone to social tensions due to austerity measures and a gradually more mullticultural and polarised society, Athens Municipality bets on accessibility to cultural heritage and cultural values to embrace all existing diversities into a new narrative for the city, beyond the narrow identity of cradle of civilisation. The municipality perceives itself as a catalyst for cultivating and empowering ideals of inclusion, accessibility, integration and social cohesion. For this purpose different strategies have been designed and tested, highlighting, among others, **synAthina** platform and **local bottom-up initiatives**, which have been shared with ROCK partners during the mentoring process.

SynAthina platform is a social innovation platform for engaging citizens in problem solving and reform. It constitutes a systematic mechanism to facilitate the vibrant civil society emerged in the last decade to improve their communities and find simpler, faster and sustainable solutions for the city.

Athens seeks to extend the methodology of synAthina by developing a systematic approach towards accessibility to culture. This is enhanced through supporting the grass-root cultural capital of the city and at the same time bringing together different players with municipality initiatives and projects, such as the **Social Dynamo**, the **Athens Culture Net** and the **Athens Resilience Office**.

Monastiraki Square in Athens.

LINK
www.synathina.gr
www.socialdynamo.gr
www.athensculturenet.com/en
resilientathens.wordpress.com
OTHER INITIATIVES SHARED BY ATHENS
WITH THE REPLICATOR CITIES:
VICTORIA SQUARE
http://victoriasquareproject.gr
KYPSELI MARKET
https://athens.impacthub.net/en/kypseli-municipal-market

LYON

The Old Town of Lyon has been listed as World Heritage site since 1998. To find the balance between the rapidly developing urban area and the protected historic city, Lyon adopted a **Management Plan** in 2013. The plan constitutes a mechanism of governance that facilitates coordination of all heritage stakeholders at local level.

One of the actions of the Management Plan is the creation of the **Urban Heritage Observatory**. The observatory analyses changes in the urban landscape and the impact of cultural heritage policies on the historic area, establishing key indicators for different topics: built heritage, housing, environment, demographics, etc.

Both instruments the Management Plan and Urban Heritage Observatory were presented in Lyon during the work-shadowing visit in December 2017. Taking advantage of the celebration of the annual Festival of Lights at that date, the replicator cities had also the opportunity to know first-hand Lyon´s **light management strategy** and experience the use of technologies to enhance the city nocturnal landscape. This exchange has resulted in the celebration of the first Light Art Festival in Skopje in October 2018.

Passerelle Palais de Justice in Lyon – ©www.b-rob.com

OTHER INITIATIVES SHARED BY LYON
WITH THE REPLICATOR CITIES:

CHARTER OF CULTURAL COOPERATION:
http://www.polville.lyon.fr/des-quartiers-lechelle-de-la-ville/les-thematiques/culture/la-charte-de-cooperation-culturelle

Strijp-S area in Eindhoven.

OTHER INITIATIVES SHARED BY EINDHOVEN
WITH THE REPLICATOR CITIES:

Experience in event management
DUTCH DESIGN WEEK - www.ddw.nl

Regeneration of industrial area: NRE AREA
www.thisiseindhoven.com/en/locations/1060521819/nre-site

Piazza Castello in Turin - © Enrico Aretini

OTHER INITIATIVES SHARED BY TURIN
WITH THE REPLICATOR CITIES:

CO-CITY New solutions against urban poverty through
collaboration with active citizens
www.uia-initiative.eu/en/uia-cities/turin
VIA BALTEA- LABORATORI DI BARRIERA
Social innovation experience to build open spaces for
residents www.viabaltea.it

EINDHOVEN

After the bankruptcy and leave of the electronics company Philips in the 2000s, Eindhoven addressed the challenge of transforming the former industrial area into a creative and cultural quarter. For that, the city applied the Living Labs approach, which is defined as user-centred, open innovation ecosystems based on systematic user co-creation approach, integrating research and innovation processes in real life communities and settings.

Thus, a Living Lab was generated in **Strijp-S** area with the purpose of covering the entire spectrum of art and technology as well as strengthening the bottom-up cooperation along three lines: experiment, experience and excellence.

Nowadays, a mix of activities and fields makes Strijp-S the high-tech creative and cultural centre of Eindhoven, attracting people, new activities and especially creative industries. It gathers creative talents that connect art, technology and knowledge in a tangible and feasible way. This case and other initiatives were shared with ROCK cities during the work-shadowing visit in Eindhoven in November 2017.

TURIN

After being heavily hit by the industrial crisis in the 1980s, Turin is nowadays a good example of how culture can change the profile of a city, by introducing contemporary art, design and art in the public space as key features of its landscape. Cross-sectorial work and opting for a mix of top-down and bottom-up approaches adapted to the local context are the key features according to the Turin model.

As part of the Work-shadowing visit organized in and by the city, several fruitful initiatives were presented, which explored topics from new partnerships for culture, to innovative financing models. Among others:

- **Abbonamento Musei Torino Piemonte:** The card is intended to be a tool for cultural participation and cultural welfare, by providing free access to several regional cultural heritage sites with one single yearly ticket at accessible price.
- **Officine Grandi Riparazioni**: consists of 20,000 square meters of Cultural and Innovation District renovated by CRT Foundation.

LIVERPOOL

Restoration of grand historic buildings and the development of a catalogue of important collections in order to make them more accessible are two of the practices that the city of Liverpool has been involved over the past years. These examples have contributed to being able to develop **a clear global brand for the city,** which has been accompanied with marketing and communication strategies, making full use of Liverpool cultural strengths.

After being European Capital of Culture in 2008, the city has shared its ten years' experience on city branding and place-marketing strategies with the rest of the ROCK cities during a seminar held in Turin in late October 2018.

Learning from each other

CLUJ-NAPOCA

Cluj is committed to establish itself as an innovative, creative and circular city, clearly advocating for an open and cooperative environment where all stakeholders can get involved. The best example in this regard is the municipal **participatory budgeting** model which enables citizens to be part of the deliberation and decision making phase of the expenditure of public funds.

Together with the initiatives to support participation, ROCK cities have been able to learn during the mentoring process and especially during a cross-fertilization meeting held in the city in June 2018, from the plethora of **adaptive reuse examples** that Cluj-Napoca has implemented for the last years. Cases like the Centrul de Interés, Potaissa Street (main pedestrian street turn into flower flea market gathering workshops and temporary exhibitions) and the social innovation hub of **H33**, reflect the municipality´s commitment with community involvement for sustainable heritage regeneration.

Casino, Urban Culture Center in Cluj

The city of Cluj is also keen on the use of new technologies in the form of open platforms to engage and increase participation of its citizens.
See: My Cluj platform
https://mycluj.e-primariaclujnapoca.ro/

VILNIUS

The city of Vilnius, in the framework of the process of revitalization of its Old Town, has opted for addressing cultural heritage as an effective driver for sustainable growth, transforming underused cultural heritage into a new resource for the city as a whole.

In order to achieve the abovementioned and responding to the challenge of mindful use of data, Vilnius has shared with other ROCK cities the implementation of the **Video Neuroanalytics tool from Vilnius Gediminas Technical University.**

The instrument was showcased during the Mentoring visit in Skopje in February 2018 and has served as an inspiring example for the rest of the cities. This tool rates cultural heritage according to viewers' valence, arousal and emotional states (pleasure, displeasure etc.) and physiological states (temperature, heart rate, breathing rate, etc.). After mapping the emotions, personalized tips can be offered to stakeholder groups to upgrade the demonstration sites for greater efficiency and sustainability.

Christmas Market in Vilnius- © www.vilnius-tourism.lt

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