

## European ARTIZEN Initiative (EAI)

### CONTEXT

#### From Smart City to Smart Citizens approach

In the context of growing urbanization, European cities have to face an acceleration of urban, social, cultural and economic challenges and fragmentation, reinforced by the economic crisis. More than 70% of European citizens live today in cities, and this share is still growing: prospective studies value that in 2025 more than 2/3 of the world population will live in cities. Mutations are crystalized in European urban territories, representing particularly fertile experimentations fields for new proposals.

In Europe, more and more inhabitants are taking on these transformations, moving deeply the traditional top-down process to a bottom-up approach, calling for new governance models, developing actions on the ground.

In the meantime, notably thanks to artistic projects and interventions, political territorial stakeholders' awareness has been raised on the need to involve citizens and on artistic or creative interventions value in participatory city design processes. They have now strong expectations on developing city making with inhabitants.

This underlines the growing vision that a "smart and sustainable" city is the one that should succeed to achieve a development based on well-being for inhabitants and can support social, economic, environmental and cultural innovations, bringing back citizens at the centre of the process, generating social capital. The BEPA 2011 report on empowerment and social innovation in the context of UE 2020<sup>1</sup> stresses "social innovation is needed because social needs are now more pressing, when resources are limited new solutions must be found. Social challenges are also opportunities innovations that are not only good for society but also enhance society's capacity to act."

There is a need for a fundamental shift in the way we think our cities and urban development, that goes beyond a plea for wider public consultation in the planning process, for a real co-building of the city<sup>2</sup>. But how to broaden this participation, not only involving citizens already more likely to engage within the community? How new and unlikely citizens could be involved, how could they be engaged, to avoid fragmentations?

#### Cultural and creative players: actors of the city co-design

Cultural and creative players (artists, creators, cultural operators) contribute to projects linked to urban development, either by their own initiative, acting as citizens or by request of local authorities. They have a role to play in the shaping process, at different levels, to support, initiate or reinforce it.

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<sup>1</sup> *Empowering people, driving change – Social innovation in the European Union*, BEAP, 2011

<sup>2</sup> *Smart Citizens, Future Everything* publication ; *Here comes the Smart Citizens*, Drew Hemment, Anthony Townsend

Partners gathered for the EAI project have a strong experience on citizens' involvement in urban development, and share the same interest for developing creative projects inspired by artistic and inclusive approaches, integrating citizens, urban planning professionals, local and political stakeholders.

**Dédale**, Paris, FRANCE – Project leader

**Expediatio**, Kotor, MONTENEGRO – Partner

**Prostoroz**, Ljubljana, SLOVENIA – Partner

**Idensitat**, Barcelona, SPAIN – Partner

**AltArt**, Cluj, ROMANIA – Partner

**Transforma**, Torres Vedras, PORTUGAL – Partner

Excepted AltArt, they participated to the cooperation project ECLECTIS (2013-2014) (supported under *Culture*), aiming at reinforcing citizens' empowerment in the city making, focusing on public space. It gave them the opportunity to face different approaches at European level, and to assess that cultural and creative interventions are strong vectors to strengthen citizens' empowerment and the relationships between political decision-makers, urban planners and citizens.

The conclusions of this project deeply prove how cultural and creative intervention have a key role, but also deeply stress the need for cultural and creative sectors to adapt to the new demands and processes of co-building the city, thanks to the development of new skills, of a European and trans-national approach, supported by new narratives about experiences, results and impacts.

That is why they decided to develop an initiative to explore and calibrate a framework for reinforcement of specific skills, with the aim to develop a European professional pool, able to act in a trans-disciplinary and transnational way. Partners asked AltArt to join, because of its complementary approach and decided to plan a medium duration project – 22 months – as it was the most suitable to experiment, calibrate the process and disseminate it before a new step of development.

### **A need for specific skills for the cultural and creative field**

Acting on urban projects by contributing to citizens' empowerment requires a new level of skills: cultural and creative actors have to adapt their practices to answer both inhabitants' and local authorities' needs and social evolution, going from participation to co-design.

They have to develop new skills, abilities and tools, to build sustainable relationships with inhabitants, local associative networks and local authorities, and link them, as well as abilities to work with other fields, in an integrated, transverse and trans-disciplinary approach, crossing culture, urban planning, research and social fields. It also requires abilities to adapt to local context for site-specific approaches. In this perspective, the European dimension is key, enabling to change the approaches, and to develop interpersonal and intercultural skills.

There is a need and a demand to develop these specific skills, in order to participate to the development of cities, linking social, economy, environment and culture; and in this way to participate to the evolution of the society in a more democratic way.

## **Connecting European areas in Transition to create common spaces for co-construction, co-creation, co-design**

Partners have chosen to establish their experimentations on urban areas in transition. They are here conceived as spaces in mutations, with a dynamic of transformation – whether spatial, organizational, social. They are very diverse at European level, and can be fallow lands, abandoned or neglected areas... As interstices, because of their temporary and uncertain status, they give the opportunity to foresee another process of the city making, open and participatory, responsive and transverse. They are particularly relevant stakes and a challenge for urban development managers, architects, urban planners, artists and inhabitants. They are laboratories for new social and cultural practices, trying to create new shared spaces. These approaches are designing new ways of living together<sup>3</sup>.

By linking together European urban areas in transition, partners aim at providing a sustainable framework for strengthening creative and cultural actors' role, by creating a common space of co-building, co-reflection, co-action. Working on this issue at European level will give the opportunity to structure professional approaches and reinforce them.

### **OBJECTIVES**

The EAI project will implement a European pool of cultural and creative players working on intervention with inhabitants on urban areas in transition, with the goal of strengthening artists and creators' abilities to work on inhabitants' capacity to act.

3 general objectives have been identified. For each general objective, specific ones have been designed:

- To link and structure European professionals and territories to create new spaces for cooperation
  - o To create spaces for co-design and opportunities for developing new projects and jobs
  - o To strengthen and disseminate trans-disciplinary approaches
  - o To reinforce synergies between actors to enable them to tackle collectively the stakes and to share good practices
  
- To reinforce cultural and creative players' role in the city making with citizens
  - o To reinforce their skills on site-specific approaches, on working with citizens, and to favor their adaptability to different contexts and stakes
  - o To reduce digital, social and urban fragmentations
  - o To enlarge and diversify the participating citizens
  - o To raise professionals from urban planning and political stakeholders' awareness on the relevance of cultural intervention
  
- To experiment alternative ways of city making
  - o To reinforce artists and cultural operators capacity to exploit the new technologies potential for citizens' empowerment and shift the Smart City paradigm

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<sup>3</sup> Pascal Nicolas-Le Strat , *Expérimentations politiques*

- To take the benefits of artistic approaches and share them, to favor transnational circulation of cultural works and to work on new economic models
- To insert the projects in interaction with the professional, social and territorial milieu
- To create a sustainable on-line platform gathering stakeholders

## ACTIVITIES

Designed in common by the partners, activities will be implemented in Barcelona, Cluj, Kotor, Ljubljana, Paris and Torres Vedras:

- Implementation of 6 European laboratories on 6 Pilot Urban areas in Transition: 3 European artists in each transnational residence, supported by a Local Trans-disciplinary Team, working with citizens
- Open workshops and round tables
- Restitution events to present and disseminate the project results
- European professional workshop organized in common by all the partners
- International professional seminar in China
- Final event of the project: launching of "EAI Professional Pool"
- 1 professional collaborative web platform

## EXPECTED RESULTS: IMPACTS AND BENEFICIARIES

### **A wide range of beneficiaries and target groups**

Specific target groups have been identified:

Direct target groups:

- Artists and creators from various fields, with and without experience on empowerment issues, at local, national and European levels, and in the neighborhood countries
- Cultural operators, at local, national and European levels,
- Local population, with a particular attention to young people,
- Local and national professionals from urban planning and education fields, local authorities.

Indirect target groups: professionals from urban planning at European level, European political stakeholders, European Union, students, researchers

### **Strong impacts at local, national and European levels**

EAI will generate strong impacts on cultural and creative players, but also on citizens, political stakeholders and professionals from city planning, and will contribute to reinforce their skills and ability to work in an trans-disciplinary approach and at European and international levels.

- Impacts on cultural and creative sector: artists, creators, cultural operators
- Development of specific skills for site-specific urban work with citizens
- Internationalization of these practices through the network development
- Bridging cultural and creative sector with other fields, to create spill-over effects, in particular in: urban planning, social innovation, education, regional development and environmental sustainability

- Impacts on citizens:
  - Strengthening their action capacities on cities
  - Reinforcement of access and knowledge on new technologies and urban issues
  - Participation of new categories of citizens, enlargement of their participation
- Impacts on urban planning professionals:
  - Taking into account citizens and their uses in urban projects conception and implementation
  - Awareness of the role of artists and cultural operators in the support for urban projects
- Impacts on political stakeholders:
  - Knowledge and integration of cultural, urban and citizens' stakes in political agendas
  - Integrating new approaches in local, national and European urban and cultural policies

## I / CREATING SUSTAINABLE E.U FRAMEWORK FOR CULTURAL EXPERIMENTATIONS

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### 1. A European framework to reinforce the cultural and creative sector

Partners and artists are gathered to reinforce each other, to build a sustainable platform for implementing artistic projects aiming at involving citizens in all steps of urban projects and reinforcing their capacities, focusing on urban areas in Transition. They will work on all the value chain: from building capacity to mobility and circulation of artists and cultural operators, creating a sustainable framework (political, social, organizational) to reinforce artists and cultural players' role in citizens' empowerment. There is also a real demand from the artists to participate to the projects and to cooperate with artists from other countries to compare and exchange on the approaches.

When building this cooperation project, partners expressed the same expectations regarding their participation:

- Getting inspired by other people and projects,
- Learning more about local contexts in Europe,
- Learning from mechanisms and processes developed by others

To answer these needs, regular partners' meetings and observation will be led throughout the project, to animate the platform, integrating new partners, and to exchange on tools, methods and experiences. Organized during the partners' activities, they will be the opportunity to observe the results and understand the processes, and to exchange on them.

**Working sessions** will thus be organized in 3 steps:

- On-site visit, to present the local contexts and issues
- Exchange with the artists and inhabitants on the project they developed to answer local issues
- Working session to deepen a specific topic, inviting an external expert

Provisional time-table: December 2014 | Kick-off meeting, Paris; March 2015 | Barcelona; July 2015 | Torres Vedras; October 2015 | Beijing; February 2016 | Cluj; April 2016 | Kotor; July 2016 | Ljubljana.

Partners have transverse skills and complementary approaches which will favor mutual enrichment and skills transfer in an intercultural dimension, regarding the project topics, enabling to cross art, new technologies, sustainable development, urban planning, architecture and audiences, with a specific focus on young people. In this perspective, associated partners will be involved in the project. They join the platform, disseminate the activities and results, and have a specific expertise or role to enrich the project:

**Sinapolis**, Beijing, China | agency for studies and resources on Chinese cities | international development, dissemination

**Waag Society**, Amsterdam, Netherlands | Institute for Art, Science and technology | expertise on new technologies and young audience

**Laboratoire Mozaïque**, Paris, France | Pluri-disciplinary research laboratory focusing on urban governance and citizens' participation | Observation

**Institut français**, Paris, France | Agency for France's external cultural action, with a wide European and international coverage | Dissemination to the wide network

**Citoyenneté jeunesse**, Saint-Denis, France | Association working with school-children on educational and cultural projects | Expertise on work with young audience

Local authorities will also be involved as associated partners, supporting local activities, in particular the **Municipalities of Cluj, Herceg Novi, Kotor, Tivat and Paris 14<sup>th</sup> district**.

### **Observation**

Partners will lead observation and analysis of impacts throughout the project, with the support of European researchers: Marie-Hélène Bacqué (FR) and Joan Subirats (ES).

How experimentations led by European intercultural teams on local levels can be the testing ground for ideas that may graduate through successive layers of formality, leading to repeatable experimentations? By testing the possibility to improve cultural and creative players' skills on citizens' empowerment through the laboratories, they will assess the process.

### **Objectives:**

- To improve the work processes, to enable the development of other laboratories in Europe and beyond
- To produce common narratives on the project, aiming at political stakeholders at local, national and European levels, as evidences of the relevance role of art and culture in participatory city making processes.

## **2. Local experimentations to promote new approaches for citizens' involvement**

Six urban areas in transition have been chosen to implement the project. Urban areas in transition refer to many approaches and practices, but can be characterized by the diversion, conversion, rehabilitation, and arise in the context of urban mutations.

## **Objectives:**

- To provide places for capacity building in situ, in action
- To establish permanent dialogue between the selected areas, and between local, national and European levels.

### **France | Paris, 14<sup>th</sup> District**

It is one of the biggest district of Paris in which live people of diverse social origins. There is also an important network of associations involved in culture, social and environment. There is an important panel of urban renewal projects in the different sub-districts, with a focus on new wave of urban betterments

**Stakes:** Inclusive approach and focus attention to young people and to environment. There is a specific challenge that is to reach new communities that are not involved in associations.

**Specific audience:** youth, with the local partner Citoyenneté jeunesse, people not participating to social and cultural networks, associations

### **Montenegro | Boka Kotorska Bay**

It is a multicultural area in which live people of diverse ethnicities, religions and cultures. It makes the space more dynamic and interesting.

**Stakes:** it was observed that there is insufficient regional cooperation among stakeholders in the territory of the Boka Kotorska which is identified as one of the strategic challenge of the area. Local culture development programs of Municipalities Kotor, Tivat and Herceg Novi recognized one of the goals is to support contemporary cultural creativity and attract members of the creative professions from abroad.

**Specific audience:** youth, high school and university students, women, local authorities

### **Slovenia | Ljubljana, Savsko naselje**

It was one of the first neighborhoods that was built in Ljubljana after the Second World War. Residents are mostly students and elderly citizens. In the past decades the neighborhood deteriorated in a social and in a spatial sense. Almost half of Ljubljana's population now lives in such neighborhoods.

**Stakes:** Social community is weak and not able to generate and advocate common interests, and there is a lack of long term mechanisms on a state level that would support resident with the revitalization of their neighborhoods.

**Specific audience:** artists, local NGOs, local decision-makers, active citizens and students, elderly.

### **Spain | Barcelona, Cuitat Vella**

It is the old area of Barcelona and the center of the city. Ciutat Vella is a very diverse area where tourists, migrants and old and new locals live together and define the most characteristic district of Barcelona. Because of that, Ciutat Vella has a very lively social and cultural networks.

**Stakes :** fragmentation and gentrification

**Specific audience:** people not participating to social and cultural networks.

### **Romania | Cluj**

It has one of the most active civil society networks in the country. Activism ranges from eco-awareness through roma integration to direct democracy initiatives.

**Stakes:** civil participation

**Specific audience:** youth, students, artists, cultural producers

### **Portugal | Torres Vedras**

This urban area had an architectural regeneration process, intended to transform it into a highly skilled and attractive environment for a desired social, economic and cultural reactivation and development of the city, but is facing shrinking and emptiness

**Stakes :** Rupture, dissection and dysfunctions of public space use and knowledge

**Specific audience:** elderly, families, artists and cultural operators, small business owners

The project has an important geographical coverage, gathering countries joining the EU at different moment. Actions are implemented from Southern to Eastern Europe and disseminated even beyond, giving a real added value to intercultural dialogue. There is a will to create a strong partnership covering wide European spectrum. Innovative experimentations implemented on other European areas will also be identified and put in perspective.

By linking territories and people at European and International levels, partners will create a new space for co-design and opportunities for developing new projects and jobs. They will structure an international platform of exchange and cooperation for cultural and creative players, able to answer collectively to the main challenges faced by European territories, and will promote the need to have places for experimentations.

### **3. Favoring audience development for inclusive citizens' involvement and transmission to the cultural sector**

#### **Objectives:**

- To enlarge citizens' participation
- To reach the cultural and creative sector

In the EAI project, audience development has two dimensions: from one side, it relates to the work in situ, and to citizens' involvement. Indeed, one of the main stake is linked to the inclusiveness issue of citizens' involvement: in several cities and places, there are already citizens active on urban areas, and there is a need to favor the involvement of new communities of citizens, in order to avoid fragmentation.

Thus, the issue of how to engage with new citizens has to be tackled: who is the population living on the territory? Are there groups already involved in city making? Who are the people not involved at all? How to reach the different groups? All these questions are essential, and artists and cultural operators may play a key role in addressing them.

On the pilot areas, it is aimed to reach all the inhabitants, to support a real citizens democracy and implement a sustainable dynamic. The different audiences will be reached through several adapted approaches and tools, with a particular focus on young people, inside and outside the school framework.

The other dimension of audience development in the project relates to its capacity to have a wide impact on the cultural and creative professional sector. The objective is to create tools and means so that the results can be re-used by other professionals.



For both dimensions, new technologies potential will be valued.

#### **4. Exploiting new technologies potential**

A variety of tools can be mobilized to support audience development; new technologies can be experimented as innovative tools to engage in situ with local audiences, with a double aim: from one side, to contribute to reduce the digital shift on the areas, and from the other to contribute to enlarge citizens' involvement.

To do so, it is necessary to share practices and reinforce cultural players' master of new technologies for this specific purpose: a European workshop co-organized by all the partners will be implemented in on the topic of Art, empowerment and new technologies.

**Objective:** to reinforce the participants' skills, and to encourage dialogue, exchanges and sharing of experiences between artists, professionals, political stakeholders, citizens...

**Targets:** European artists, project partners, as well as national participants (artists, cultural actors...).

**Date:** May 2016, Paris.

It will be organized with the support of Waag Society, who has a strong expertise on new technologies for audience development.

An online platform on the project will also be animated, gathering tools and resources for professionals: tutorials, narratives, artists and areas databases...

## **II / REINFORCING CULTURAL AND CREATIVE ACTORS' ABILITIES TO CO-DESIGN CITY WITH CITIZENS**

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In many places in Europe and in the United States, we observe citizens' initiatives in urban spaces, whether spontaneous or in partnership with local authorities. It has become a major stake for city making and democracy. Cultural and creative players have a main role to play in this process, but to do so, they need to strengthen and adapt their skills and practices. These abilities can be learnt from experimentations but hardly in a formal education context.

### **1. Favoring anchored artistic practices, opened to international dynamics**

6 laboratories will be implemented, in Barcelona, Cluj, Kotor, Ljubljana, Paris and Torres Vedras, on the urban areas in transition selected by the partners. They are designed as on-site abilities accelerators and will be composed by European artists, a local trans-disciplinary team and citizens.

**Objectives:** developing artists and creators' specific skills:

- To take into account local contexts
- To enable their adaptability to different contexts and stakes.

**a) European artists to reinforce**

In each laboratory, 3 inter-disciplinary artists aiming at developing skills to work on citizens' empowerment will be in residence: 2 European artists from 2 different countries will be hosted in a country foreign to them. One artist from the hosting country will join, and will himself participate to the residence exchange. They work with the inhabitants, to develop artistic and creative projects aiming at answering the local issues identified on the area. They will thus face up their artistic practices with specific local context and stakeholders, developing intercultural skills, trans-disciplinary approaches and ability to operate trans-nationally, creating a European mesh.

12 multidisciplinary artists have been selected by the partners: performers, visual and multimedia artists, architects, urban designers, sharing unconventional, offbeat and trans-disciplinary approaches.

### **b) A local trans-disciplinary team support**

Artists in residence will be supported by local trans-disciplinary teams, animated by the project partners, and composed of:

- Artists with a strong experience on citizens' empowerment: they will act as the tutors of the European artists hosted in residence
- Local professional participants: urban planners, researchers, people from the local authority of the area: they will participate punctually to the residence, at specific moments
- Local partners: cultural, social associations, to favor synergies of actions.

The local teams will play a major role in supporting the artists:

- Initiation to the local context, issues and stakeholders
- Mediation: when working outside their origin countries with inhabitants, artists will have to face issues linked to the diversity of the language: how to engage with citizens who don't speak the same language than you?
- Transfer of skills and know-how: by moving in Europe, artists to reinforce make an apprenticeship transmitted by experimented artists.

### **c) Co-designing with inhabitants**

The on-site projects will be co-implemented with inhabitants associations' representatives: for each area, a target group has been identified. Partners will pay a particular attention to young people. The project will benefit of results of Cluj and AltArt experiences, as Cluj is European Youth Capital in 2015.

## **2. Implementing the Laboratories for on-site co-experimentations**

### **a) Composition of the Laboratories**

#### **Barcelona | March 2015**

**European invited artists:** KUNSTrePUBLIK (DE) & Stefan Tiron (RO), transdisciplinary artist

Local Team coordinated by Idensitat:

- **Artists' tutors:** Santiago Cirugeda, social architect and artist & Telenoika, audiovisual experimentation

- **Professionals:** Joan Subirats, sociologist; Teresa Tapada, anthropologist; Francesc Magrinya, Urban planner, Carles Carreras, geographer

**Inhabitants & associations representatives:** TEB, Raval Verd, eix de cultura emergent Moviment Raval Viu

**Local partner:** Arts Santa Monica

**Objective:** how to include new citizens in urban action

### **Ljubljana | June 2015 & July 2016**

**European invited artists:** Nuria Guell installations and performances (ES) & Margaux Vigne, applied arts, design, landscape (FR)

Local Team coordinated by Prostoroz:

- **Artists' tutors:** Matej Andraž Vogrinčič, visual artist & Janja Brodar, architect
- **Professional:** Aidan Cerar, sociologist, working for the Regional development agency of Ljubljana

**Inhabitants & associations representatives:** Mladi hišni prijatelji, Ljiljan

**Pupils** of OŠ Savsko naselje, children from kindergarten Cira Cara

**Objective:** how to revitalize social community around slow mobility and nature stakes

### **Torres Vedras | July 2015**

**European invited artists:** Isabela Matos, visual artists (MT) & Claudiu Cobilnaschi, visual artists (RO)

Local Team coordinated by Transforma:

- **Artists' tutors:** Miguel Verissimo, architect and researcher; Arina Jordao, participatory arts action researcher
- **Professionals:** Escola Superior de Artes e Design

**Students** from the BA environment design

**Objective :** How to initiate a pool of interest and involvement of all stakeholders

### **Paris | September 2015**

**European invited artists:** Tanja Radez, graphic designer (SL); Laia Solé, visual artist and art educator (ES)

Local Team coordinated by Dédale:

- **Artists' tutors:** AAA: a collective who conducts explorations, actions and research concerning urban mutations and cultural, social and political emerging practices in the contemporary city.
- **Professionals:** Marie-Hélène Bacqué, sociologist and urban planner, specialised on citizens' empowerment issues

**Students** from the Camondo School and Special School of Architecture

**Inhabitants associations representatives:** Jardins partagés de l'Aqueduc, Association des Thermophiles

**Objective:** The place of children in the city. How to work with young people for designing urban projects.

### **Cluj | February 2016**

**European invited artists:** Ici-Même, collective crossing theatre, performing arts and sound art (FR) & Simon Daw (UK)

Local Team coordinated by AltArt:

- **Artists' tutors:** Mircea Nicolae, urban interventions, installations, video & Vlad Nanca, installations, urban furniture, photography

- **Professionals:** Superbia, architects; group for social action

**Inhabitants & associations representatives:** Colectiv A Asociation

**Objective:** How to work with collectives of habitants, activists and decision makers

### **Kotor | April 2016**

**European invited artists:** Esther Polak, visual artist (NL); MaisMenos, installations (PT)

Local Team coordinated by Expeditio:

- **Artists' tutors:** Petar Pejakovic, theatre director
- **Professionals:** Joan Subirats, sociologist; Teresa Tapada, anthropologist; Francesc Magrinya, Urban planner, Carles Carreras, geographer; Municipalities of Kotor, Tivat and Herceg Novi
- **Students** from the Faculty of Arts Cetinje

**Inhabitants & associations representatives:** Youth cultural centre Herceg Novi, ANIMA Centre for Women and Peace Education

**Local partners:**

**Objective:** To demonstrate that culture is a lever for integrated local urban development

#### **b) Open workshop to reach new professionals**

Open workshops will be organised for professionals 4 days during the laboratories. Co-animated by the partner, the artists and the local team they aim at other local and national cultural operators, artists, creators, urban planners, local authorities....

**Objectives:**

- To reach new professionals,
- To hand-over the work led in the Laboratories,
- To structure the stakeholders at local and national levels and favour exchange of experience, with the aim of encouraging them to join the pool.

#### **c) Sharing local approaches at European level**

The projects produced during the residences will be of different kinds: artistic installations, mediation tools... answering at different levels according to local issues: co-diagnosis, co-creation, co-experimentations... Narratives will be produced on the approaches and methodology. They will be put in common through the web platform, and shared at European level between the partners.

**Objectives:**

- To understand the processes by which local scales interactions can be shared at European level
- To highlight practices enabling a greater engagement with audiences in the creative process, at all levels
- To experiment artistic processes on other pilot areas, even after the end of the project, articulating contextually appropriated responses at the global level.

It will be an opportunity for partners to lead an internal reflection on economic models of the artistic interventions. For example on co-productions: sharing the costs of the

works, but the work needs to answer to several criteria: ability to be moved quite easily, to be adapted to another context... (other local issues, other languages...)

### **3. Favouring spill-over effects thanks to a trans-disciplinary approach**

The EAI project has a clear trans-disciplinary approach: aiming at reinforcing cultural and creative actors' capacities, it connects cultural, urban planning and social fields, and put in relationship cultural and creative actors with urban planners, citizens, political stakeholders, at local, national and European levels.

One of the main stakes is to transform the experimentations so that they lead to change: accumulation of know-how enabling to structure the practices, their spread and the transformation of professional, administrative and political practices.<sup>4</sup>

This will generate spillover effects with new possibilities for urban and social development and the following objectives:

- To raise awareness of urban planning professional and political stakeholders on the relevance of cultural and creative interventions, leading to the development of new projects,
- To reinforce collaborations in a long-term perspective and create new professional opportunities.

## **III/ NETWORKING TO ENSURE SUSTAINABLE ACTION AND NEW PROFESSIONAL OPPORTUNITIES**

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Dissemination will be led towards inhabitants, professionals and political stakeholders, at local, national, European and international levels.

### **1. Open events to favor transfer and sharing of experiences**

#### **a) Festive public events**

At the end of each laboratory, restitution events will be organized for the general public, national and local political stakeholders. They will be festive and open events.

#### **Objectives:**

- To present on-site the projects developed during the Laboratory, in the form of installations, exhibitions...
- To create a friendly moment for exchanges and strengthen the local community
- To bring closer inhabitants, cultural and creative actors and local authorities, in a long-term perspective, for the development of new collaborations.
- To structure local and national networks to enable their capacity to answer collectively to challenges

Specific communication channels will be used to inform local communities, such as for example the community newspaper Savcan in Slovenia.

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<sup>4</sup> Marie-Hélène Bacqué, Mohamed Mechmache, *Citoyenneté et pouvoir d'agir dans les quartiers populaires*, rapport au Ministre délégué chargé de la Ville, juillet 2013

## **b) Final event**

The project results will be presented in September 2016, in Brussels, with the support of the French Institute. European networks of cultural and creative professionals, of local authorities and regions, permanent representations of European countries, and the European commission will be invited, ensuring a wide audience and visibility at European level.

### **2. A wide common European communication to extend and disseminate the experimentation**

A common communication strategy is established at European, national and local levels, demonstrating that actions in the partner venues are not individual initiatives but part of a European movement. A particular attention will be paid to the European Union support visibility, not only with the logo, but also through an active promotion in interviews, presentations, and also thanks to the European Union participation to activities.

All partners will experiment new technologies potential to reach new audiences and to create interactive communication. More conventional means of communications such as posters, flyers, booklets, programs will also be produced.

#### **a) The project website: a resource center**

A dedicated website will be implemented, to ensure a continuous follow-up of the process, for project partners and targets. Documentation (videos, pictures, texts...) on the project will be collected by the partners, and made available on the project website, which aims at being the virtual place gathering the network members and a resource center, also after the project, ensuring a sustainability of the actions:

- Material on the project topics
- Database on actors: artists et cultural operators
- Call for projects

A particular attention will be paid to promotion through social media: indeed, they have a great potential for cross-promoting and cross-fertilizing audiences.

Targets: city professionals, wide audience, civil society, students, local authorities.

#### **b) Multiplier effects thanks to partners' networks**

Partners are members of local, national and European thematic, professionals and cooperation networks (Culture Action Europe, Social Innovation exchange, South East European Heritage Network, Balkan Express, Civil Scape, Europa Nostra, A Soul for Europe, Imagine 2020...): this will guarantee a wide dissemination on the project, in Europe and beyond, ensuring a multiplier effect. They all have strong trans-national activities.

Project participants will also disseminate the results through intervention in schools or professional organizations, to hand over the experience to future actors of the city.

Project results will also be presented to political stakeholders at local level to pursue the dynamic of partnerships, and at European levels.

### 3. Supporting international networking

#### a) EU-China exchange

EU - China cooperation on urban development has been initiated at political level since 2012 through the Sustainable Urbanization Partnership. When dealing with urban issues, Asia has to be tackled: indeed, in 2025, nearly 2/3 of the world population will live in Asia, and before 2025, China could become the second world economic power<sup>5</sup>.

An international professional seminar will be organized in China, in cooperation with the associated partner Sinapolis, in the framework of the Beijing Design week 2015 (September-October). In 2015, the 40<sup>th</sup> anniversary of the diplomatic relationships between Europe and China will be celebrated, giving a particular visibility in Europe and China to this event.

**Objective:** networking at international level for cultural and creative organizations:

- To favor access to new professional opportunities
- To export of a European approach and know-how
- To settle concrete cooperation on urban development projects between European and Chinese professionals

Participants:

- Europe: EAI partners
- China:
  - o Sinapolis, Beijing
  - o CMODA: first center and incubator in China dedicated to digital arts, Beijing
  - o Textent: students association of the School of Arts of Beijing
  - o Architecture and urban planning school of Huazhong University, Wuhan
  - o Urbanus: architecture and urban planning agency, Shenzhen
  - o Approach Architecture Studio, Beijing

#### b) Engaging with South America

Idensitat has a strong experience in international cooperation with South America: they have developed projects and partnership notably with Brazil and Mexico. They will exchange on their practices, know-how and contacts throughout the project, with partners and artists.

### 4. Creating a sustainable professional pool

The EAI project will have a strong long-term impact, by favoring the creation of the professional *EAI pool* of cultural and creative actors, based on a share charter, capable of developing together projects at European and international scales.

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<sup>5</sup> *The world in 2025*, Report for the DG Research, 2009

The results of EAI project will be based on strong narratives and dissemination towards European networks, in order:

- To convince European local authorities to support new laboratories in the framework of EAI Pool and invest on cultural and creative sectors as a key actors for a territorial development focus on well-being of European societies
- To stimulate other cultural and creative operators to join
- To stimulate development of this European expertise at international level.

They will put in common knowledge, know how and contacts; narratives about projects of EAI; database of creators; new projects opportunities.

It will be animated through:

- An on line collaborative platform;
- An annual meeting;
- Common professional mobility on European or international fairs, networks meetings.