

Version 1

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PopUpUrbanSpaces

Curriculum and Training Materials of Interactive Capacity Building Sessions

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1. The PopUpUrbanSpaces Project

The PopUpUrbanSpaces project is a transnational initiative co-financed by the Interreg Central Europe Programme. The common challenge of the high rate of car ownership and traffic in cities leads to a multitude of major problems – including congestion, air pollution, high level of CO2 emission, harming not just the urban environment, but also the health of people. A key challenge that hinders making urban mobility systems is that most people are not willing to abandon cars and shift to a combination of public transport, micro-mobility, and active forms of transport. One of the main causes is that neither many local decision-makers nor most citizens are even aware of the problems and grave consequences of car-oriented urban mobility. In addition, poor image of public transport, reluctance to abandon the convenience and flexibility offered by cars are also important factors. There’s an urgent need to raise awareness and to change the travel attitude and behaviour of people.

The overall objective of the project is to enable the public sector and related entities in functional urban areas to encourage changes in the travel behaviour of citizens and to trigger shifts towards smart and sustainable forms of urban mobility by actively involving citizens in testing innovative green approaches as well as digital technologies, using tactical urbanism approaches.

The PopUpUrbanSpaces approach is based on the concept of “Show and Tell”:

the project enables cities to apply innovative methods based on tactical urbanism/placemaking practices to SHOW citizens (and decision-makers) through pop-up interventions what it would be like to have streets, public spaces not dominated by cars;

the project develops innovative digital campaigning tools/methods to TELL (explain) people the risks of car-oriented urban mobility.

The specific objectives of the project fit the process above: first of all, each partner has to have capacity and knowledge necessary for testing tactical urbanism and digital campaign solutions, and after delivering transnational demonstration actions, solutions and recommendations can be formulated together to upscale and disseminate the results of the project in the Central European region.

1. Purpose and structure of the Interactive Capacity Building Sessions

Several steps preceded the preparation of the content and delivery of the Interactive Capacity Building Sessions:

To understand existing competencies, knowledge and any improvements, new knowledge and competencies needed, a Training Needs Analysis was delivered in each partner cities. The analysis followed a standard methodology, and its results provided inputs to the Capacity Building Strategy.

A 1,5-day interactive co-creation sprint workshop was organised involving all partners to design the concept and main elements of the Capacity Building Strategy.

As a key output of the project is the Capacity Building Strategy that presents the needs, goals, competencies and knowledge that enable public sector (mainly local authority) staff members to use tactical urbanism and digital campaigning methods effectively to trigger a shift towards more sustainable forms of urban mobility and influence the travel behaviour of citizens.

Based on the outcomes of these previous steps, this activity focuses on the capacity building of territorial partners in order to transfer knowledge and develop competencies in tactical urbanism, tactical transit, placemaking, and digital campaigning. The purpose is to prepare representatives of the partner cities to design and deliver demonstration actions. At the end of the training, the participants have an exam for receiving the title “PopUP Mobility Ambassadors”. The training includes the following elements.

|  | **Start** | **End** | **Topic** |
| --- | --- | --- | --- |
| DAY 1 10:30 – 17:00 |  |  |  |
| Introduction | 10:30 | 11:00 | Objectives and methodology of the training |
| Coffee break | 11:00 | 11:15 |  |
| SESSION 1 Theoretical foundation: deep dive in urban mobility, public spaces, tactical urbanism and tactical transit | 11:15 | 11:50 | Keynote speech on innovations in sustainable urban mobility and public space |
| 11:50 | 12:25 | Tactical urbanism: definition, approach and process |
| 12:25 | 13:00 | Tactical transit: methods and good practices |
| Lunch break | 13:00 | 14:00 |  |
| SESSION 2 Interactive session: practice and testing together | 14:00 | 15:30 | Interactive session about tactical urbanism and tactical transit |
| Coffee break | 15:30 | 15:45 |  |
| SESSION 3 Placemaking: theory & practice | 15:45 | 16:05 | Placemaking: why, what and how |
| 16:05 | 16:20 | Citizen engagement and participation in placemaking |
| 16:20 | 17:00 | Interactive session about placemaking |
| DAY 2 9:05 - 10:30 |  |  |  |
| SESSION 4 Digital communication: an essential tool for involvement in and information on tactical urbanism | 9:05 | 10:05 | Digital urban campaigning: aims and good practices |
| 10:05 | 10:30 | Closing the training |

1. Description of the interactive sessions
   1. SESSION 1 – Theoretical foundation: deep dive in urban mobility, public spaces, tactical urbanism and tactical transit

The first session is about delving into key concepts and approaches focusing on innovations in sustainable urban mobility and public space. By the end of the session, participants have a comprehensive understanding of how to create more liveable, accessible, and vibrant urban environments.

Keynote speech on innovations in sustainable urban mobility and public space

The general framework is **shifting towards accessibility**: The training emphasizes the importance of shifting the spotlight from mobility to accessibility in urban planning by designing compact cities, prioritizing inclusive transport modes, and using public space efficiently.

One key strategy highlighted is pedestrian priority. By liberating city streets from cars, cities can reduce air pollution, GHG emissions, and create safer, more thriving public spaces for communities.

The preference for pedestrians also appears in the concept of the 15-minute city, where residents have access to all daily needs within a 15-minute walk or bike ride. This approach promotes proximity, diversity, and density to enhance the liveability of neighbourhoods.

The session highlights various sustainable mobility initiatives such as

* + Tempo 30 as a complex solution that reduces pedestrian injuries and eliminates fatalities,
  + parking management that does not intend to increase the number of parking spaces,
  + promoting cycling that is highly regarded today as a solution to many urban problems.

During the session, the participants can learn about a number of tools that serve the transformation, multifunctionality, vibrancy and safety of public spaces:

* + implementation of traffic calming measures in school areas to ensure safety for children,
  + creating a network of calmed-down places as a system of pedestrian-priority squares and streets,
  + reviving city centres by attractive shopping streets,
  + using superblock concept to reconfigure the city's grid by grouping several blocks together and limiting traffic within them, effectively creating large pedestrian-friendly zones.

These initiatives build on and complement each other. They can be adapted in a modular way, and by proceeding step by step, gradually testing and constantly monitoring public feedback, significant changes can be achieved at a relatively low cost – this is how tactical urbanism works.

Tactical urbanism: definition, approach and process

The content of this session mainly builds on the detailed information collected in the Baseline Study of the project:

Introduction to tactical urbanism – definition, relevance, and main features of tactical urbanism as a playful testing of potential spatial measures,

Quick presentation of types and diverse good practice examples,

The WHY of tactical urbanism – the goal, benefits and outcomes of popup interventions,

The HOW of Tactical Urbanism – the process, participation and execution.

This session also emphasizes the importance of measuring data before, during and after implementation – this can be used for both justifying the actions and convincing the affected population. During the presentation, the participants will be engaged and involved by various Mentimeter questions.

* + 1. Tactical transit: methods and good practices

This part starts with a quick test about the participants feel for the subject by Mentimeter:

tag cloud: partners are asked to tap words/phrases which are (in their opinion) connected with “tactical transit” (5 min.),

pictures: about 10 photos with good practices of tactical transit and/or tactical urbanism are shown to the participants to decide which term better describes the picture – that will show whether they see the difference between those two things.

The presentation focuses on

(shortly) definition matters,

history of the term and the movement,

aims of tactical transit,

good practices – before and after intervention,

methods used in tactical transit projects,

tools and materials which can be useful in tactical transit activities.

* 1. SESSION 2 - Interactive session: practice and testing together

During this session, partners participate in a joint outdoor activity: a walkshop is organised focusing on tactical urbanism and tactical transit combining the methods of participatory mapping and SWOT analysis. It can be a powerful technique for engaging participants in exploring their surroundings, identifying opportunities for intervention, and collectively analysing the strengths, weaknesses, opportunities, and threats associated with potential projects or initiatives – visiting relevant sites in Varaždin. During the groupwork, small teams focus on the following topics, questions, and methods:

Evaluating the sites from a child’s perspective,

SWOT analysis,

Measure spatial split of the street,

Measure modal split of the street,

Mapping and planning.

* 1. SESSION 3 - Placemaking: theory & practice

The opening presentation in this session focuses on placemaking, urban regeneration, and community engagement to enhance public spaces. It emphasizes the importance of revitalizing public areas to create vibrant, inclusive destinations for people. Key points and statements:

Placemaking involves improving public spaces through community participation.

Benefits of placemaking are economic development, community identity, and local democracy.

By creating a great place, cities build physical, social, cultural, and economic capital.

Characteristics of a great place incorporate sociability, diverse activities, comfort, and accessibility.

Placemaking principles emphasize community expertise, functionality over design, and continuous evolution.

Initiating placemaking involves starting small, testing in symbolic areas, and learning from other cities.

Key challenges are convincing politicians, engaging the community, and navigating regulations.

Tips for starting the placemaking journey: invest city budget, go hyperlocal, and connect with other cities.

The presentation also lists resources for further learning (e.g. guidelines, tools, and examples of successful placemaking projects). During the presentation, different interactive elements are used by mentimeter.com. Overall, the presentation advocates for a people-centric approach to urban development, emphasizing the transformative power of placemaking in creating vibrant, inclusive, and sustainable public spaces.

This overall introduction is followed by a more practice-oriented part: citizen engagement and participation placemaking “quality of places by assessing representative ecosystem services”. Given the late time in the afternoon, this session starts with an energizer, then sitting in a circle (no powerpoint presentation) with the aim of introduction into the concepts of placemaking and participation. Handouts will be provided – already focusing on the place in front of the workshop location (Ulica Julia Merica, Solarni Park Varaždin).

During the outdoor activity, every participant is asked to bring a small colourful towel to sit on it, an umbrella and rain-trousers in case it rains, as mobility is about moving around regardless of the weather conditions. Structure of the session:

introduction (20 minutes),

individual work applying an assessment sheet (Green Infrastructure) (20 minutes),

exchange of results to show each other the most favourable places (20 minutes).

* 1. SESSION 4 - Digital communication: an essential tool for involvement in and information on tactical urbanism

The digital communication session is about the “SHOW” element of the PopUpUrbanSpaces project. It provides insights into campaign planning, content creation, and digital campaigning tools. The participants get to know the key steps of

identifying and understanding the target audience,

crafting engaging messaging,

creating visual content, and

selecting appropriate social media channels for promotion.

Tools like iMovie, Lightworks, Shotcut, and Hitfilm Express are recommended for video creation. Additionally, platforms such as Animaker, Moovly, Powtoon, Renderforest, Biteable, and Animatron are suggested for animation production.

The importance of capacity building in digital campaigning is highlighted, whether through in-house execution or outsourcing to professional agencies. The planned presentation also touches on creating infographics using Canva and utilizing Facebook for advertising campaigns. Furthermore, specific best practices and campaigns are mentioned like the Walk to School campaign in the UK and the New York Bike Awareness Campaign. Overall, the session underscores the significance of strategic planning, goal setting, and data analysis in successful campaign execution.

EXAM for PopUp Mobility Ambassadors

Dear future PopUp Mobility Ambassador!

After these intensive capacity building sessions of the PopUpUrbanSpaces project, you can get to know a lot of new information, sustainable approaches, applicable tools in connection with tactical urbanism, tactical transit and digital communication. In order to receive the title of PopUp Mobility Ambassador, you must complete a short, practice-oriented test based on the knowledge presented. Each topic has several multiple-choice questions and a short explanatory question.

Good luck and be the catalyst for popup interventions and effective urban communication in your hometown!

Innovations in sustainable urban mobility and public space

1. **Choose the correct sentences!**

* Pedestrian priority means a totally car-free city.
* Tempo30 provides a complex solution to reduce pedestrian injuries and eliminating fatalities.
* Some of the approaches in connection with sustainable urban mobility (e.g. Tempo30, parking management, school streets) may cause resistance and dissatisfaction among the users of the city.
* School streets only means that cars are permanently banned from around schools.
* Sustainable parking management is about providing enough parking spaces for cars.

1. **Mark the statements that are valid for the 15-minute city concept!**

* It is aimed at mitigating monofunctionality.
* It is about access to all daily needs within a 15-minute travel by public transport.
* It focuses on accelerating trip speeds to get to as many places as possible within the time travel budget.
* It encourages diversity: land uses must be mixed to provide a wide variety of urban amenities nearby.
* It makes the use of public space more efficient.

1. **What are the key problems of the car-oriented cities? Mention some solutions from your city to tackle these challenges!**

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Tactical urbanism

1. **What are the benefits of tactical urbanism?**

* Permanent transformation of spaces
* Cost-effective testing of potential spatial measures
* Lengthy bureaucratic processes
* Community engagement
* Minimization of political risks
* Complex modification to the traffic system
* Enhancing municipal collaboration

1. **Who are the crucial partners in the process of implementing a tactical urbanism intervention?**

* Department of Urban Planning
* Technology and Innovation Division
* Inhabitants and local actors (NGOs)
* Traffic Planning Department
* Communication and/or PR Department
* Environmental Protection Agency
* Relevant decision-makers

1. **What factors support the choice of the intervention location?**

* High pedestrian flows
* Little or no community presence
* Recently renovated public spaces
* Proximity to schools and libraries
* Presence of significant historical landmarks
* Mixed-use streets
* Streets and squares awaiting reconstruction

1. **Describe what are the ingredients of a successful tactical urbanism project. How would you identify and measure the impact of a tactical urbanism intervention?**

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Tactical transit

1. **Choose the correct sentences!**

* The term tactical transit derives from tactical urbanism.
* The term tactical transit derives from placemaking.
* Tactical transit solutions improve pedestrian/rider safety.
* Tactical transit refers only to solutions for cyclists.
* Tactical transit activities were used for the first time in USA.

1. **Choose the examples of tactical transit activities!**

* Temporary bulb-outs
* Pop-up cafes
* Tactical transit lanes
* Separated bike lanes
* Weed-bombing

1. **Choose the tools/materials which are COMMONLY used in tactical transit activities!**

* Traffic cones
* City bench
* Plastic/concrete barriers
* Parking stops
* Cardboard

1. **How tactical transit activities can positively change the lives of its citizens?**

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Placemaking

1. **Placemaking is a well-established initiative, used in the context of:**

* Empowering citizens
* Picnicking on streets
* Spreading responsibilities among more people
* Eco-environmental town planning
* Walkability studies

1. **What are the benefits of placemaking?**

* Contributing to stronger community identity
* Building better streets for cars
* Helping deepen understanding of different user’s needs at the site
* Facilitating large-scale commercial development
* Building intergenerational, interethnic, intercultural bridges

1. **Choose the statement(s) that are true for placemaking!**

* Placemaking is only about designing public spaces
* The most critical pre-condition of successful placemaking is having secured financial resources.
* Start with simple, cheap, short-term actions to create momentum.

1. **Think of a public space in your own city that is currently underused or needs significant improvement. It could be a square, a street or street section or even an unused building.**
   1. Identify (name) the public space
   2. List the most important challenges, problems related to the selected public space. Be specific!
   3. List the most important stakeholders that should be involved in a placemaking project to improve the selected site.
   4. Recommend at least five new uses that could be added to the site. Be specific!

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Digital communication

1. **Which of the following is** NOT **part of a solid campaign plan?**

* Clear, realistic goals that you can be confident of hitting
* The best strategy to achieve these goals against your competition
* Sufficient details of the tactics and actions needed to translate the strategy into action
* A method to check you are on track with your plans
* Placing billboards to bus-stops

1. **Which of the following is considered a bad campaign message?**

* Interesting
* Creative
* Easy-to-understand
* Framed into the target group’s needs
* Long

1. **Typically, which social media platform do older citizens regularly use?**

* TikTok
* Instagram
* Facebook
* X
* LinkedIn

1. **Please provide three key performance indicators (KPIs) that may be suitable for measuring the success of a digital campaign associated with one of the pilots of the PopUpUrbanSpaces project.**

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