



**PLAYFUL
PARADIGM**

 **URBACT**
Driving change for
better cities



TRANSFERABILITY STUDY

PLAYFUL PARADIGM TRANSFER NETWORK



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Section 1 : The Good Practice

Introduction

European Cities face challenges of ageing, climate change and social exclusion: we need to find enjoyable ways to co-create solutions. Games offer unique opportunities for engaging stakeholders in contemporary cities. The URBACT Playful Paradigm transfer network is based on the use of “games” and “gamification” as innovative concepts for promoting social inclusion, healthy lifestyles and energy awareness, place-making and economic prosperity.

The Municipality of Udine (IT) has developed an urban practice focusing on the use of games as a flexible, innovative place-making paradigm supporting the development of an equitable and democratic society. Games are used as vehicles for addressing healthy lifestyles and energy awareness. Playing fosters social inclusion of vulnerable groups, the involvement of elderly people and promotes better relationships between parents and children, between different ethnic groups and generations.

Among other national and international recognitions, Udine has been awarded the label of Good Practice city by URBACT in 2017 for the Playful Paradigm project. As a result, Udine has become the lead city of an URBACT network aimed at transferring such good practice to other cities across Europe.

“Playful Paradigm” is one of the 25 transfer networks funded by URBACT. It aims to adapt and reuse the good practice of “games for promoting inclusion, health and sustainability” in other 7 European cities: Cork (IE), Esplugues de Llobregat (ES), Katowice (PL), Klaipeda (LT), Larissa (EL), Novigrad (HR) and Viana de Castelo (PT).



fotografia di Maurizio Lubrano

1.1. The European Policy context

The Good Practice (GP) is connected to the challenges faced by contemporary cities in the fields of: integrated urban development, social cohesion, reducing health inequalities and poverty, sustainability and well-being. The Playful Paradigm Good Practice fits within the general framework of the EU 2020 Strategy for smart, sustainable and inclusive growth. It is perfectly consistent with the “strengthened urban dimension” and “territorial cohesion” pursued by the overall strategic framework for EU cohesion policy in the period 2014-2020.

The transfer potential of the Good Practice is mainly focused on the [European Union Thematic Objective of “Promotion of social inclusion” \(TO9\)](#). It intends to particularly address vulnerable groups: children, elderly, people at risk of marginalization, low income people, people with problems of gambling addiction or alcohol and drug abuse, people suffering from stereotype, stigma, prejudice such as migrants or people with dementia or other mental health problems. Leaving no one behind and creating the conditions to increase participation in social, cultural and recreational services is the objective of this Good Practice. The transfer potential will contribute to the Thematic Objective T09 having a focus on reducing inequities and the negative effects of environmental pollution, making communities more sustainable, resilient and inclusive for all, giving dignity to all citizens and improving their holistic well-being.

Defining a transferable package of initiatives and strategies based on the use of “games” as an innovative tool for promoting social inclusion and healthy and sustainable lifestyles is perfectly aligned with the [New Urban Agenda](#). This provides a shared vision for a better and more sustainable future – one in which all people have equal rights and access to the benefits and opportunities that cities can offer. Moreover, the transfer potential of the GP embraces the Urban dimension of the 2030 Agenda in order to achieve the [Sustainable Development Goals](#), with a focus on these Objectives: 1. No poverty, 3. Good health and well-being, 10. Reduced inequalities, 11. Sustainable cities and communities, 13. Climate action, 12. Responsible consumption and production, 16. Peace, justice and strong institutions, 17. Partnerships for the goals.

The International Policy Framework has been the guide for the Municipality of Udine in developing the Playful Paradigm Good Practice. Udine joined the [World Health Organization \(WHO\)- Healthy Cities Network](#) in 1995. Since then it has implemented a unique and comprehensive strategy based on the use of playful approach, inspired by WHO, targeted to the most vulnerable segments of population such as children, young people, women, and senior citizens. In 2009 Udine joined the [European Covenant of Mayors for Energy and Climate Change](#) and in 2016 Udine became a member of the Political board of the European Covenant of Mayors for Climate and Energy and in 2017 took part in the [Urban Agenda for EU partnership on Energy Transition](#). The third commitment of the Covenant of Mayors is that of “Organising Local Energy Days to raise citizens awareness of sustainable development and energy efficiency”. Playful activities, such as Games-labs on Energy, could contribute to achieve the reduction of CO2 and the environment protection, addressing people's behaviours.

1.2. Good Practice Description

Short description of Udine: location, size, key socioeconomic characteristic

Udine is a city in north-eastern Italy, in the Autonomous Region of Friuli Venezia Giulia, located between the Adriatic Sea and the Alps, it is less than 40 km from Slovenia and 90 km from Austria. Udine has a population of 99.518, in an area of 56,81 square kilometres. Ruled by Romans, Lombards and subsequently by Venetians, it became a major economic and trading centre in the medieval period. Most of its historic monuments date back to that era: Piazza Libertà, the city's main square, the Loggia del Lionello, a Venetian-Gothic style palace resembling that of Venice's Piazza San Marco, the Clock Tower, a 16th century Venetian castle which houses one of the most ancient Parliament Halls of Europe, the city museum and a 12th century church.



Located in an area that combines industry with agriculture and forestry, Udine has been one of the more fortunate cities after the post-2008 crisis. Unemployment levels in 2012—at around 8% in total and 21% for young people (under 25s) respectively—were both well below the national average. Much of the city's industrial and logistics activity is based in an industrial zone that hosts 115 companies. This area is famous for being a European centre for chair production, a speciality dating back more than a hundred years. More than 1,000 companies produce some 30 million chairs a year.

Taking account of the industry, agriculture and services provision sectors, Udine's business profile is mainly characterised by small and medium-sized enterprises; the province has one company for every nine inhabitants.

The population profile in Udine has undergone a constant demographic ageing trend in the past decade. In 2017 the population over 65 was 26,1 %. Moreover, there are 49,000 families, of which 34,000 are single component families and 8,800 of them are over 65, mostly women. The most rapidly growing age group is "80 and over"; this is accompanied by a decline in birth rate. This is only marginally compensated by an increase in younger immigrants, often with heterogeneous cultural backgrounds. These demographic changes, aligned with the trend of all European cities, are creating a new society: ever fewer young people and young adults, ever more older workers, pensioners and very elderly people.

General strategic framework and relevant policy priorities relating the Good Practice itself

The Playful approach has been developed by Udine in the comprehensive framework of an umbrella of policies dealing with the promotion of urban health and environmental protection, with special attention on the reduction of CO2 emissions to counteract the problem of climate change.

The city of Udine joined the World Health Organization (WHO) - Healthy Cities Network in 1995. In 2008 Udine became the lead city of the WHO Healthy and Active Ageing Task Force and a member of the political vision group of the WHO European Healthy Cities Network, supporting the UN Sustainable Development Goals, and thus committing to developing inclusive, healthy and supportive places, such as age-child-dementia-friendly environments. Playful activities have been utilized extensively to achieve the goal of increasing healthy life expectancy and enhancing urban health.

As far as the issue of climate change is concerned, in 2009 Udine joined the European Covenant of Mayors for Energy and Climate Change together with other 8000 European cities. In 2016 Udine became a member of the Political board of the European Covenant of Mayors for Climate and Energy and since 2017 is part of the Urban Agenda for EU partnership on Energy Transition. Udine through the [Sustainable Energy Action Plan](#) decreased its CO2 emissions from fossil fuels by 18% in 2017 with respect to the 2006 baseline of 700.000 tons of CO2, by almost achieving the goal of reducing by 20% the CO2 emissions by 2020. Among these [actions](#), the most significant are:

- “North-West district heating”: private buildings, schools, University, the city hospital, a swimming pool and all other buildings located in the north-western district of Udine’s have been connected to a district Heating station;
- “Refitting public buildings”: Solar and photovoltaic panels have been installed on schools, offices, sport facilities and cemeteries roofs;
- “LED project”: All the old traffic lights with incandescent lamps have been removed and substituted with new LED lamps, saving more 80% of energy;
- “Retrofitting Public Residential Buildings”: Retrofitting actions for public residential buildings and social housing have been promoted and realized in partnership with public local partners.
- “Sustainable mobility”: projects of Car and Bike sharing; Creation of slow speed urban areas and Cycle routes have been planned and realized.

The third commitment of the Covenant of Mayors is that of “Organising Local Energy Days to raise citizens awareness of sustainable development and energy efficiency”. The city boosts the role of “playing” within these events, creating “games labs”, where people can learn about energy saving, RES, circular economy, recycling, and help them to adopt new behaviours at work, at school, at home.

At international level, the City of Udine signed the Charter for Multilevel Governance in Europe, the Milan Urban Food Policy Pact, the Age-Friendly Cities and Communities Declaration, the Covenant on Demographic Change, the Urban Diabetes Charter.

Since 2010 the City of Udine has been the lead city of the [Italian Playful Cities Movement called GIONA](#), coordinating and sharing knowledge and experience with about 30 cities in Italy willing to implement gamification strategies. Udine is also a member of the national association “[Ali per Giocare](#)”, which gathers cooperatives of activity educators at national level.

Summary of the Good Practice

Easy tools such as “games” can help cities to face contemporary challenges. An ageing population, migration, social exclusion and climate change are the main challenges tackled every day by Cities worldwide. Cities need to define enjoyable and easy tools for engaging citizens and stakeholders.

The Playful Paradigm Good Practice is based on the use of “games” and “gamification” as innovative concepts for promoting social inclusion, healthy lifestyles and energy awareness, as well as place-making and economic prosperity.

Cities defined by WHO (1948) as the places where people live, work, play, and love are one of the greatest inventions of Mankind. But for them to be truly healthy, successful and inclusive, all the above components need to be taken into account because they mutually reinforce each other. Exploring how to make “the healthy and sustainable way also the easy and enjoyable way” is the purpose of the present Good Practice.



Games support the promotion of well-being. They are essential for child development and are also important for elderly people because they contribute to maintaining physical and cognitive activity and prevent mental cognitive decay. The municipality of Udine promotes the use of games also in connection with active ageing and healthy lifestyles, re-thinking the concept of community-welfare, engaging local communities, enhancing their cohesion and resilience.

Playing activities contribute to the promotion of environmental sustainability. The Good Practice contributes to counteract climate change effects, addressing population towards green behaviours. Thanks to that, Udine decreased its CO2 emissions from fossil fuels by 18% in 2016 with respect to the 2006 baseline.

The Playful approach is a powerful tool when applied in cities. It could open opportunities for urban renewal. Games can be used also for working in deprived neighbourhoods with local communities, ensuring a wider participation because games, for their nature, overcome frailty and inequities. They can trigger the participation of civil society, engaging citizens and local associations.

This is why the Udine Administration uses “games” as a flexible co-created place-making paradigm. This innovative gaming approach leverages on participation to stimulate responsible change, and promote a healthy environment, by turning urban settings into incubators of sustainability and wellbeing (physical, mental and social/relational).

In Italy the importance of games was recognized by the National Law 328/2000 (“[La legge di riforma dei Servizi Sociali - Dal centralismo sociale al federalismo solidale](#)”) which introduced the possibility of launching the Ludobus-initiatives in cities. The “Ludobus” is a van full of games moving through city neighbourhoods and bringing playful activities making games available to local population. This initiative has been a starting point for raising awareness on the value of games and for implementing the first gamification policies and actions in many cities.

In Udine the [Ludobus](#) began as a grass-roots initiative thanks to a voluntary organization and developed into a permanent activity, managed and funded by the Municipality. The Ludobus-initiative has a rich annual calendar, bringing playing activities in parks, squares and neighbourhoods of Udine involving children and families (in 2017, 52 playing activities have been implemented through Ludobus, with 11.520 participants – 5.400 children and youths, 6.078 adults). Its activity is mainly concentrated in the summertime, but it works also in the other seasons matched with other events promoted by the Municipality. The appointed staff engage people through games for youth, urban/traditional games or board games. Games are spread throughout public spaces and staff support children and families in playing. The staff is selected by a public procurement process, where specific skills/abilities are required. The Ludobus-initiative costs per year around 100.000 euro, internal and external staff and equipment included.



In 2012 the Municipality of Udine decided to make the Ludobus-initiative a “permanent experience”, opening a “[public Toy Library](#)” in the city centre. The Toy Library in Udine has been conceived as a hands-on space, taking inspiration by pop-up Museums of science. The idea was to have a meeting space for all including families, elderly people and children. The Toy Library has been a successful initiative and has provided answers to the concrete needs of citizens to be active subjects and not merely passive spectators. The permanent toy library is a true space for empowerment and it improves relationships between parents and children.

Since 2013, 40.000 people have visited this place. It is a fully accessible place and there is no age, gender or language limitation. It has become the emblem of social inclusion, cognitive stimulation, entertainment and lifelong learning.

During these years, the Municipality has invested about EUR 150 000 a year for the maintenance and equipment of the infrastructure and staff. There are 2 people working as permanent staff members plus 3 volunteers and it is open 4 afternoons (Saturday included) and 1 morning. Some evening openings are

facilitated for particular occasions providing specific activities. The toy-library can host 85 people and it is divided over 3 floors specific to age needs: the first floor for smaller children (0-3 years) with touch and simulation games (e.g. kitchen setting, costumes), the second floor for board games (4-12 years) where children and parents can play together, the third floor for adults with a wide number of games from traditional to contemporary ones.

The Ludobus-initiative and the Toy-library are managed by a municipal office with 2 full-time permanent people. Some activities are appointed to external staff through subcontracts.



On 25 November 2017, Udine launched the [Italian National Games Archive](#) with the goal of establishing the first Italian classification of traditional and modern games. The cataloguing activity of the Archive will rely also on crowd-sourcing in the coming years. The National Games Archive has been financed by the Autonomous Region of Friuli Venezia Giulia with an amount of EUR 400 000 (for the period 2016-2020), according to the Regional Law n. 30/2017 “Regulations for promoting the right to play and to engage in play, physical and recreational activities”. It is worth mentioning that the location of the Archive has been meaningfully chosen in the renovated area of an abandoned slaughterhouse of Udine. The Archive is owned by the Municipality and its management has been appointed to an external private company, working in the field of games production. Play events for citizens and for experts have been provided by the company, as a commitment included in its tasks.



Moreover, Udine has a rich annual calendar of **events** where games and gamification strategies are meaningfully put into practice. The events are very popular across the region and bring to Udine many visitors. By way of example we mention:

- [CamminaMenti – Move your minds](#) run in community centres for dementia prevention and inclusion of elderly people. The activities proposed by the project are: Music, storytelling, Maths & logic games, memory games, English words in common use, cards games, mindfulness;
- [Energy in Play annual Fair](#) promotes energy awareness among children, students and citizens through meetings, workshops, games and activities at urban level;
- [World Games Day](#), one day event organized in the centre of Udine, involving more than 50 local organization, where a large number of playing activities are available for children, adults, elderly, promoting civil sense, healthy lifestyle and fun;
- [Pi Day \(March 14th\)](#) promotes scientific knowledge with a playful approach by group activities, school activities, movies, theatre and animation events;
- [The library of living books](#) engages more than 60 stakeholders, including bookshops and libraries, organising activities to promote and enjoy reading, in outdoor and indoor public spaces.



The Municipality of Udine has developed a permanent collaboration with [schools](#) for promoting the use of playing activities as learning tools. Schools are involved in gamification initiatives for youth with a focus on sustainable concepts by Energy-Labs relating to green energy and energy saving and to the opportunity of participating in mathematics by playing scientific games. But, overall, the Municipality of Udine believes in the promotion of games with youth as a vehicle to address a more equitable society because playing teaches

respect for rules and ultimately respect for others. The action of playing doesn't need any specific skill or characteristic. By playing children and young people could be stimulated to be more inclusive and respectful person.

The Municipality of Udine has been also promoting an innovative **project to fight gambling** called "[The smart play](#)" funded by Friuli Venezia Giulia Region. Bars, pubs and restaurants have been engaged by providing a tool-kit of "healthy" games replacing "slot-machines". Unfortunately, the latter are more and more present in public venues, especially in deprived urban areas. Those on a low income are more and more deeply affected by gambling which contributes to further deprivation. The problem of gambling is increasing in particular among youth around Europe. The introduction of healthy games in such areas can therefore be seen as an important means of prevention and a protective factor for the most disadvantaged population groups.

Key stakeholders involved and operational model

Over the years Udine has implemented an integrated and intersectoral strategy for promoting health, sustainability and social inclusion. An operative model based on the concept of the "middle-out approach" has been developed. This approach boosts the impact of traditional top-down actions by capitalizing on spontaneous bottom-up initiatives. The Municipality of Udine does not only act supportively of bottom-up suggestions and initiatives, but as catalyst, social broker, mediator of a broader societal engagement. This ensures that proposals are catered for in a participatory and more empowering and enabling way and networking among stakeholders is facilitated. City diplomacy plays a crucial role in this process negotiating different interests towards a common goal, thus avoiding also the silo-syndrome.

This approach has been applied within the Healthy Cities Movement, of which Udine has been a member since 1995 and where the whole-of-government, whole-of-society and health-in-all-policies are the inspiring principles, together with the triple helix approach (obtained combining local government, university/research and Industry/for-profit and non-profit associations) pursued by the EU Covenant on Demographic Change.

The present Good Practice has been designed and realized using these principles and "modus operandi". To be noticed, for instance, that the Ludobus-initiative has been launched by a voluntary organization. The Municipality used the middle-out approach to facilitate the management of this activity and to guarantee its economic and operative sustainability over the years. In the same way, Udine developed a collaboration with a great number of local stakeholders, who support the implementation of a rich calendar of playful events. Among others: health organizations, games associations and designers/toymakers, schools, regional theatre, cultural, scientific, environmental associations and cooperatives, Regional Energy and Environmental Protection Agency, private companies on renewable energy sources supply, Universities, Italian Energy Services Manager Public Body, International centre for Mechanical sciences, Sport Associations, National Artisan association, Public Libraries and Toy Library, Italian Games Repository, senior trade unions, associations related to place-making processes.

Scope for improvement

In adapting and re-using the "Playful Paradigm" Good Practice the added value will come especially from the lessons to be learnt by working together with the other partners. Each city will bring to the transnational meetings suggestions and insights shared with local stakeholders involved in the project. Cities will be invited to share their best practices in managing specific issues regarding the adaptation of the GP to help the lead

partner and the others to enhance the implementation of specific activities. Moreover, a team of experts will be engaged to support the improvement of the Good Practice.

Room for improvement can be gained mainly in four significant aspects/outputs

1. The first is the acknowledgement and recognition of gamification strategies as a seriously effective approach promoting social inclusion, addressing vulnerable groups and encouraging the adoption of healthy and sustainable lifestyles. This should be achieved both among policy-makers, stakeholders and citizens. A shared ***Manifesto of the playful paradigm*** practice will be promoted and developed by cities with the purpose of enhancing the use of urban games at local level through an integrated urban strategy. The Manifesto will be shared between local decision makers and stakeholders (within the activity of the ULGs) and it will contain challenges to be addressed, actions to be planned and results to be achieved. The Manifesto will be an easy and clear support for Local Administrations to highlight how the Playful Paradigm practice will contribute to the Thematic Objectives of the European Union and the UN Sustainable Development Goals.

Moreover, the Manifesto will be matched to Local Policies on Social Inclusion and Sustainability, emphasising the importance of games as tools for social inclusion, innovation and place-making, leading to the implementation of a comprehensive urban gamification strategy.

2. The second element we expect from the transfer network activity is the improvement of **city branding** and gamification actions as **economic boosts**. New opportunities linked with financing games and playful activities with the purpose of social inclusion will be explored in the urban areas of the EU and shared with project partners. Starting from the different experiences of the different Countries, all partners will be invited to propose financial instruments (private-public collaborations, crowdfunding tools, start-ups) as well as new work and entrepreneurial opportunities connected with gamification activities and **urban place-making** (activities coordinators in nursing homes, training for toy library animators, new economic inputs in urban spaces).
3. The third aspect to be improved will be about the use of **gamification as an innovative tool for urban planning**. It has been recognized that Playful Activities could work properly as place-making boosts. There is a strong need to enhance this aspect of playing, by applying it to urban renewal and planning activities. A set of methodologies based on playful and gamification strategies will be defined, by working with partners. Innovative ways of community involvement and youth engagement (this target group is always difficult to reach and involve) based on urban games will be shared among partners. Experts of games application at urban dimension will be engaged in order to support Municipalities in defining new participative practices using the gaming approach.
4. The fourth aspect is the comprehensive urban gamification strategy with the involvement of as many stakeholders as possible, sharing knowledge, experience but also resources. In this regard, starting from the experiences of partners in appointing non-profit and for-profit organization, private companies and experts, ideas will be shared for the improvement of a **public procurement for urban games** which could serve as a model of implementation for the future.

All the above results are expected to be achieved during the working period of the transfer network with the aim to ensure a long-term involvement of local governments in the implementation of an urban gamification strategy, the engagement of local stakeholders and citizens' participation for the social, economic and urban growth of the communities.

1.3 Overall Transfer Potential

The transfer of the Good Practice arises from the urgent need to address some of the main challenges that cities are facing nowadays: the increase of social exclusion of some population groups and individuals, the huge unexpected health gaps and inequities, the effects of climate and demographic change, the need for participation and citizens' empowerment.

The use of games and gamification strategies has been recognised by all project partners as an innovative and engaging tool for promoting social inclusion of target groups with frailties, ageing people, families, children and migrants. The Playful Paradigm practice can trigger the participation of civil society, engaging citizens and local associations. It can stimulate responsible change and promote a healthy environment, by turning urban settings into incubators of sustainability and wellbeing (physical, mental and social/relational).

This innovative, democratic and equitable approach, aiming at letting nobody behind, is in line with the EU urban policy priorities and with the Goals of the New Urban Agenda. Local Authorities need to define enjoyable ways to co-create solutions with citizens in order to build sustainable and healthy urban places. Urban areas play a key role in achieving the objectives of the European Commission established with the EU Urban Agenda and its articulation in the 2030 17 Sustainable Development Goals.

The relevance of transferring the Good Practice is identified in the promotion of an umbrella of playful activities aimed at stimulating an inclusive urban life and healthy and sustainable lifestyles, under the EU Objectives and UN Goals. To transfer this innovative concept to other European cities could contribute to building a peaceful civic environment and supporting the development of healthy and sustainable urban areas. In the transfer process it is important to consider the strengths and weaknesses of the Good Practice. While the strengthening elements will be taken as the starting point for transferring the GP, a supporting model in the transfer methodology will be provided to overcome the forecasted barriers.

The **strengths** of the GP, to be considered during the transfer process, could be identified as follows:

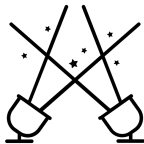
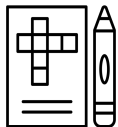

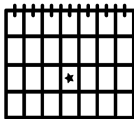

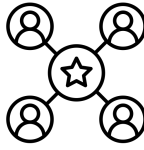
- Playing has a high level of adaptability in different local contexts, because it is an easy and flexible tool known by everyone;
- People don't need to have specific skills for playing. All people of every age, language, ethnic origin, gender can play;
- Games are easy and cheap tools. Playing doesn't have a cost. As an entry level for transferring the GP it could be possible to start with free-games or with self-built urban-traditional games;
- The use of games and gamification is a flexible tool for boosting the participation of citizens.
- Several urban places could be used for playing, both outside and inside public areas. Several locations could be transformed in playgrounds for a day or an afternoon: green areas, squares, open spaces in a deprived neighbourhood, schools, hall of museums, etc.

The **weaknesses** to be taken into account during the transfer process are:

- An inadequate political recognition of the importance of games as innovative tools for promoting health, sustainability and social inclusion. For promoting and implementing an umbrella of activities based on the use of games, the political vision and support is essential. The risk consists in a non-consideration of playing as a serious methodology for addressing the city policy challenges;
- lack of trained and motivated staff for promoting playful activities. The appointed staff is the most important vehicle to launch gaming activities, because it supports the engagement of local population and addresses playful events to specific target groups;

- Insufficient stakeholders engaged. As already explained, the success of the Playful Paradigm is based on the involvement of local stakeholders, who support the development and the implementation of the activities.
- Inadequate Budget allocated. Even if the GP doesn't require high costs for implementation, a minimum budget is necessary in order to guarantee the proper development of playing activities.

In order to assess the transfer potential in each urban context, the Good Practice has been divided in modules. Each module represents a concrete activity to put in practice, thorough which it will be possible for cities to achieve the expected results of triggering participation and engaging citizenship. Indeed, the Playful Paradigm Good Practice is composed by several activities, promoted and implemented during the years by the Municipality of Udine. All the activities are provided under the umbrella of the playful paradigm which means using games as social methodology for boosting health, sustainability and inclusion of vulnerable people. The transfer of the GP modules has been analysed considering its possible adaptation to each local context, including different assets and barriers.

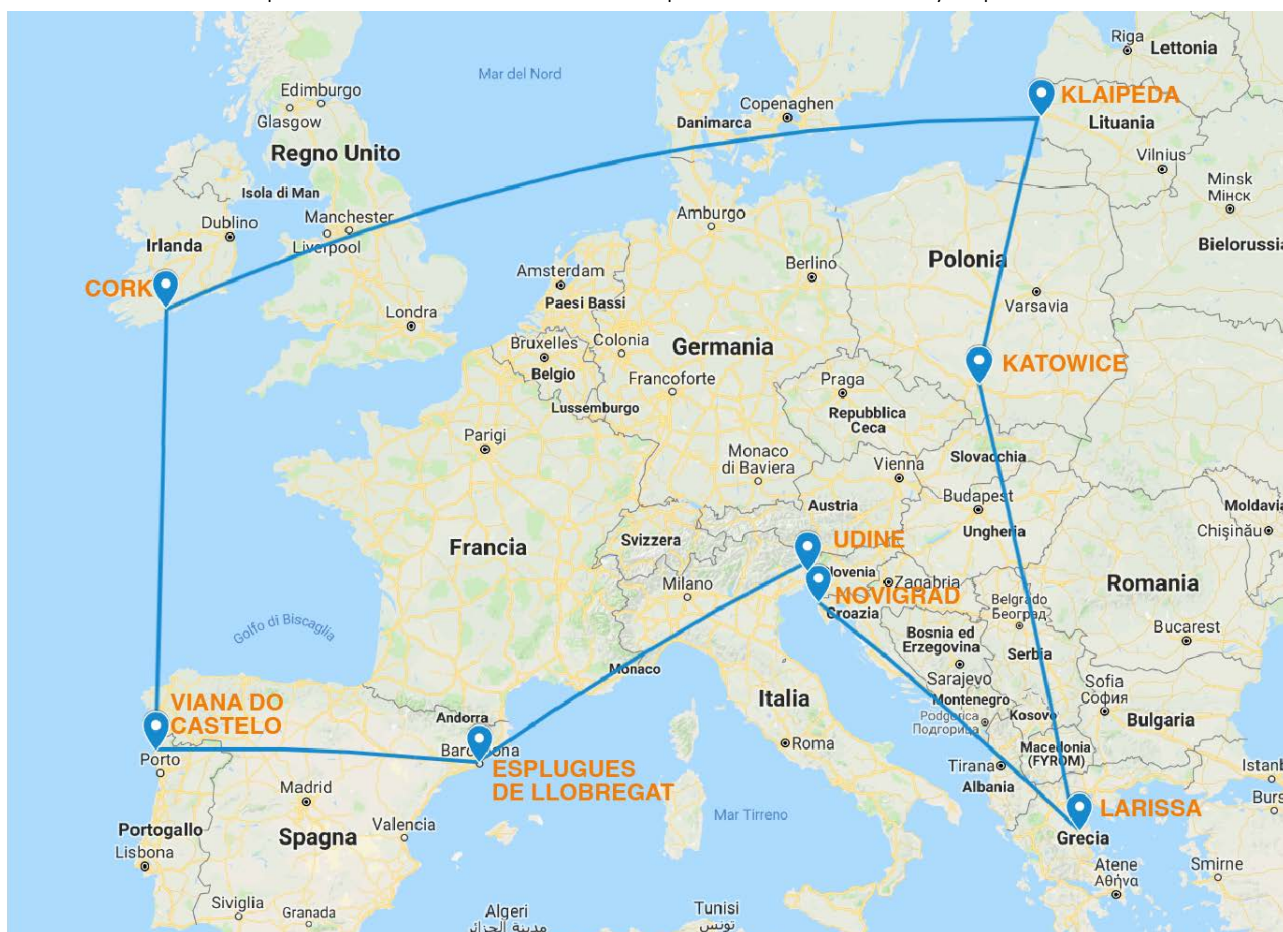
	MODULE	GLOSSARY
	Random games and gamification events	Trial playful events (una tantum) to test at local level the interest of citizens in being engaged in playing activities.
	Involvement of schools in playing activities	Playful activities for primary and secondary schools, where games and gamification are proposed with a fun-learning approach for addressing important messages of well-being and sustainability
	Ludobus-initiatives Play-bus	The Ludobus/playbus is a van full of games moving through city neighbourhoods and bringing playful activities making games available to local population.
	Annual program of games events and activities	Playful event and activities inserted in an annual Municipal calendar of engaging events for local communities.
	Toy Library	Toy-library is a meeting space for families, elderly people, children, for all, where playing simulation games, board games, traditional games, etc.
	Playful projects for local communities	Playful activities for local communities for triggering citizens participation and facing local problems. In Udine, the Smart play project has been developed in order to counteract the problem of gambling.

Section 2 : Partners Profiles

Introduction

The partners proposed for the second phase project of Playful Paradigm Transfer Network have been selected considering several common factors. All partner cities have a social inclusion local policy promoting well-being for their communities. Almost all of them are members of the WHO Healthy Cities Network, have signed the Covenant of Mayors of the reduction of CO2 emissions and are partners of the UNESCO Learning Cities Network. Some of them have already worked together in transnational projects.

All partner cities have been already developing educational, playful or innovative practices aimed at promoting the citizens involvement and local community participation. They are used to involve local organizations and stakeholders in the implementation of engaging activities. So that, the playful paradigm will be innovative but could not being considered as a completed new process for those local communities. This is an important factor for the transfer process which boosts a better adaptation and successfully implementation of the GP.



The city dimension was another criterion for partner inclusion. Six cities partners belonging to this network are medium size cities. The same city dimension between the Ld partner and cities partners could facilitate the transferability of the GP. While two cities are: a bigger city compared to others and one other is a small community. These two cities have been included in the partnership in order to have the opportunity of testing the scaling up of the GP in EU cities with different number of inhabitants and city size.

Moreover, the partnership has been enlarged considering a good balance between cities in developed and low developed regions and their belonging at different EU States.

The Playful Paradigm transfer network will contribute to fine-tuning the decision-making processes and strategies for increasing the inclusive dimension of partner’s urban setting. The Playful approach will increase the capacities of cities partners to answer to local challenges, promoting new forms of solidarity between the generations as well as a smart integrated urban development.

Partner	Population	Country	Regrouping	Joined the network
Udine	99.518	Italy	EU More developed regions	Initial partner – lead partner
Cork	125.622	Ireland	EU More developed regions	Initial partner
Esplugues de Llobregat	46.932	Spain	EU More developed regions	Phase 2 partner
Katovice	281.953	Poland	EU Less developed regions	Phase 2 partner
Klaipeda	148.908	Lithuania	EU Less developed regions	Initial partner
Larissa	144.651	Greece	EU Less developed regions	Phase 2 partner
Novigrad	4.345	Croatia	EU Less developed regions	Phase 2 partner
Viana do Castelo	89.000	Portugal	EU Less developed regions	Phase 2 partner



2.1 Cork

Country: Ireland

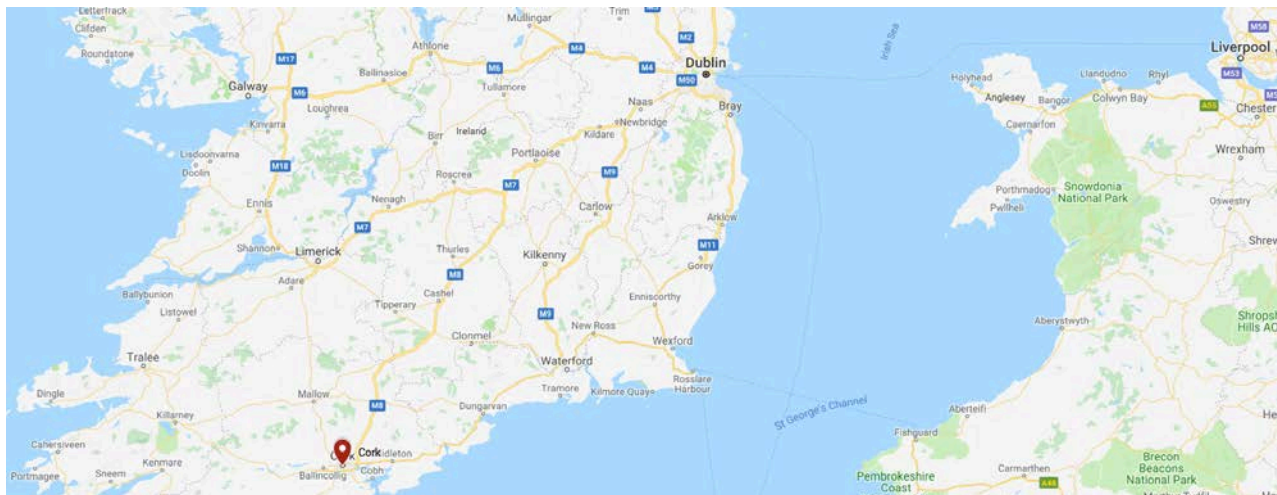
inhabitants: 125.622

Size: 39,6 KM²

Developed Region

European and international networking membership: Covenant of Mayors, UNESCO Learning Cities Network, WHO Healthy Cities Network

An overview



Cork is the Second State City of Ireland, with a population of 125.622 inhabitants. In 2019 It is expected that the city will be extended with new a city boundary and the estimated population will be about 210.177. The population over 65 years old is 15,69%.

The unemployment rate is 15% (Census 2016). For the Census period 2011 to 2016 male unemployment saw a large fall from 26.4% to 16.9%, whilst the female rate fell from 17.0% to 12.9%. Just 1% of the 9.3% job growth occurred in the City Centre itself. Most of the jobs, over 86%, (5,774) were created in the City's South West and South East Sectors and employment on the north side of the city increased by 740 jobs.

The largest employment sector in the City is 'Human health and Social Work Activities' (17%) followed by Retail (13%) Administrative and Support Service Activities (11%) and in joint 5th position are Education and Professional, and Scientific and Technical Activities (9%). 'Administrative and support Service Activities' saw the greatest expansion in employment from 2011 to 2016 with new businesses emerging and existing ones expanding in this Sector.

Since 2011, 636 new businesses have started to trade in the City and most of these are in the Retail and Accommodation/Food service sectors. The industries associated with the highest job numbers created however have been in Information and Communication and Professional, Scientific and Technical sectors.

Policy framework referring to the GP Transfer

The two main policy references for promoting social inclusion in Cork are: The Cork City Local Economic & Community Plan (LECP) and the Healthy Ireland Policy. The LECP (2016 – 2021) sets out the objectives and actions which will guide the economic and community development of Cork City. These actions are delivered by a range of economic and community development stakeholders. The LECP is very much based on a multi-

agency approach with cross-sector input and ownership.

Healthy Ireland (2013) is a national framework for improved health and well-being in Ireland. It aims to create an Irish society where everyone can enjoy physical and mental health, and where wellbeing is valued and supported at every level of society.

Moreover, in Cork the reforms under Better Local Government (1996) created a series of co-ordinating structures which charged local authorities to engage with communities in a consultative manner to enhance participatory democracy and promote social inclusion. The Most relevant for the GP transfer are:

- *Cork City Public Participation Network*: a network of 130 community and voluntary, social inclusion and environmental groups and organisations from across Cork city. Each local authority in Ireland is required to facilitate the establishment of a PPN which will support the relationship between the third sector and local government. The network supports representatives from the community to become involved in decision and policy making by the local authority and provides training and representative opportunities on committees, projects and programmes locally and nationally;
- *EcCoWeLL* is about integrating strategies across ecology & economy (Ec), community & culture (Co) well-being & lifelong learning (Well). The concept has been developed on lifelong learning. The approach provides a platform for integrating strategies such as Healthy City, Green City, Learning City and Sustainable Economic Development to create a blueprint that fosters quality of life and wellbeing for people in the Cork region.

Cork has the status as a WHO Healthy City since 2010 and a UNESCO Learning City since 2015. Cork’s Lifelong Learning Festival is internationally renowned. Cork was European Capital of Culture in 2005. Finally, as concerns energy efficiency strategies, Cork signed the Covenant of Mayors for Climate and Energy to reduce by 40% its CO2 emissions by 2030.



A description of the Good Practice challenges in the city

In Cork, deprivation and social exclusion are the major challenges to be addressed and inequalities have to be tackled. Employment, education and income levels vary widely throughout the city, as do levels of opportunity, social inclusion and overall health. There is a number of localities where this inequality is much more concentrated and a variety of groups that are excluded from mainstream society.

In transferring the GP the city of Cork wants to:

- boost a reuse of larger parks on the edge of the city because there is a lack of central green space in the city centre;

- promote playful activities in hard urban adapting and reusing the GP;
- identify urban areas to be regenerated, where gamification and place-making activities will be promoted.;
- involve communities of disadvantaged neighbourhood to be more proactive.

City experiences connected to the use of games and gamification

As far as gaming strategies are concerned, Cork hosts 30 Festival (176 days) festivals annually. These Festivals will be developed to offer socialization and inclusion opportunities and greater opportunities for play and games. *Cork's Lifelong Learning Festival* is an annual event which takes place in Cork each springtime. The festival promotes and celebrates learning of all kinds, across all ages, interests and abilities. The festival's motto is 'Investigate, Participate, Celebrate', and the public can do that by taking part in workshops or classes, watching demonstrations, trying out new skills, and seeing others; from the young to the old, show off what they are learning

Foróige, a youth group in Cork City has had previous experience of using a Games Van in Cork City. This will be re-introduced as a Citywide *Ludobus* which will be expanded to offer games for all citizens and not just with a focus on young people.

Cork City has a strong experience of inter-agency cooperation in addition to an inter-agency action plan the Local Economic and Community Plan (LECP). This Plan and experience will be capitalised upon for the development of an Inter-Agency Play Policy across the city.

Cork offers an early intervention and infant mental health project and has delivered a wide variety of play-based intervention to support positive early life experiences for children to build communication skills and cognitive development.

The city stakeholders

The URBACT Support Group of Cork city is composed of a core/steering committee who will manage the transfer activities and will be responsible for the project implementation. Moreover, based on the sound city experience in involving relevant stakeholders and local communities, a wider Play Forum will be established, in order to implement some of the specific activities forecasted by the project.

The ULG core membership will includes representatives of: Healthy Cities (ULG Coordinator); Public Participation Network; Learning Cities; Planning Cork City Council; Environment & Recreation Directorate Cork City Council; Cork Local Sports Partnership; Social Inclusion Cork City Council.

The Playful Paradigm Forum is made up of individuals and agencies with a keen interest in play.

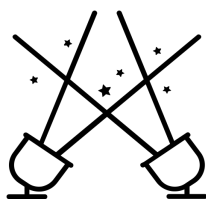
The role of the Forum will be to provide inputs and information to the ULG, among others:

- Represent the interests of various agencies with an interest in play in Cork City;
- Act as a body to seek feedback on actions proposed and put forward suggestions for improvement;
- Provide information about testing ideas for the Playful Paradigm re-use;
- Advise the ULG on measures that can be taken to improve public consultation on developing play in Cork City
- Bring issues of concern or potential risk to the attention of the steering group.



GP Modules to be transferred

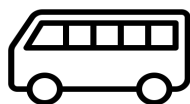
The Municipality of Cork decided to transfer the modules:



Random games and gamification events or activities

Cork committed to organize a Street Play event to test the interest and the participation of local population. These activities will be organized in the framework of the events: Urban October in collaboration with Residents Groups, EcCoWeLL Seminar And the Lifelong Learning Festival.

The EcCoWeLL Seminar will explore ideas for the development of play in Cork and will be a first step in the development of an Inter-Agency Play Strategy for Cork City. This seminar will support the development of a Playful Paradigm Forum in Cork City with whom the Playful Paradigm ULG will consult and engage for actions into the future. The Lifelong Learning Festival (Spring 2019) will commence with a day dedicated to Play Events across Cork City to promote the concept of play in all City Festivals.

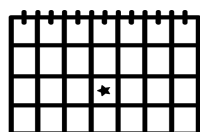


Ludobus-initiative / Playbus

The Municipality of Cork, in partnership with Youth Work Ireland and Foróige organization will determine areas of the city where a need is identified for such a resource. Foróige have extensive experience in a similar project. In previous years, this organisation had a well-established Resource Van which travelled to areas of the City and County bringing games, leaders and resources to summer schemes and youth groups. The LudoBus-initiative will build on the experience of these workers and volunteers. Children and families will be able to access toys and games in their communities. Training and support for parents, grandparents and carers will also be put in place to encourage 'play skills' amongst the families and community networks. There will be a focus on encouraging inter-generational play and inclusion.

The LudoBus will also serve as a mechanism to allow families and communities to get to know areas of their city they may not have accessed before. An audit of underused and inaccessible green spaces and hard surfaced public spaces in the city will be undertaken and the timetable of LudoBus visits will include these spaces, where they are suitable for play and games to take place. This will open up areas of the city to communities, families and newcomers to Cork. During the planning stage, emphasis will be placed on mechanisms to improve the sustainability of this project.

A *Play Resource booklet* can be developed and used to resource activities with the bus also.



Annual program of games events and activities

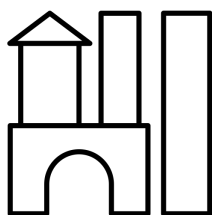
Cork City already benefits from a wealth of festivals, themed events and family activities in city parks and city centre. For this reason, rather than initiating a stand-alone Play focussed event in the city, the city of Cork decided to draw a plan called "Play in events". The Plan will suggest how working closely with existing events to build an understanding of play and the added value which play could bring to these events.

A commitment to this action will be formalised in the Play Strategy (Transferability Plan) drafted by Cork.

A Play training and guidelines will be made available to events managers, Arts officers and other stakeholders to increase capacity and understanding around the importance of incorporating play.

This strand of the project may also present an opportunity to focus play-based interventions on minority or marginalised communities and populations. In this way, specific social inclusion objectives could be addressed, for example, play for adults with

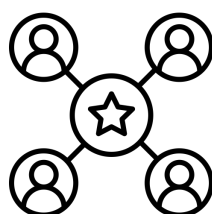
dementia or learning disabilities, play focusing on integration of migrants and persons of migrant origin, etc.



Toy Library

As the Ludobus, the Toy Library will have a similar basis in social inclusion, intergenerational play and catering to under-privileged communities, but will have a fixed location in the City's Central Library. In collaboration with the Healthy Ireland in Your Library initiative, this work will draw on the desire of Cork City Libraries to open up their premises and facilities to use for diverse usage. Toys provided in the library will be educational in nature and will be sourced from ethical and sustainable toy suppliers. Training will be provided to library staff to support parents and children to play collaboratively. As an extension of this initiative games will be developed to support the work of the City of Sanctuary work for primary schools (aged 5yrs – 13 yrs) across the city. These toys will be designed to support cultural awareness among children in the city.

This initiative will also be designed to attract older children also who currently lack an obvious space to play and enjoy games. Given its city centre location, it is envisaged that the Games Library may be developed into an afterschool resource for school students.



Playful projects for local communities

Play Streets

The premise of play streets is to begin a process of reclaiming streets, particularly in residential areas, for play and games for all. A pilot street will be selected to trial this initiative, closing the street to vehicular traffic for a set period of time, and facilitating and encouraging play of all kinds on the street during this time. Building on the pilot project, Play Streets can be extended to areas whose residents nominate themselves for inclusion and support on the scheme. Play Street champions from early adopter streets and areas will promote the idea to other areas of the city, and a strong emphasis will be placed on communicating learning points from communities and groups across the city, to encourage informed take up of the scheme. There is a proposal to pilot this initiative with schools that particularly have traffic congestion issues at the gates.

Assets and Barriers the city brings to the transfer process

The City of Cork in adapting and re-using the GP will build on the several assets already outlined. They are based on a clear and well-structured policy which promotes and develops the active participation of local stakeholders both public and private.

Among others, the assets are: a strong political support through the Local Economic & Community Plan Departments; the inclusion of local stakeholders used working together and managed at municipal level (Cork Healthy Cities, Public Participation Network, Cork Learning Cities & Neighbourhood Network, Cork Local Sports Partnership, Young Knocknaheeny Infant Mental Health); the engagement with multiple internal departments of Cork City Council; expertise in play of local stakeholders; existing Festivals and events in Cork City where playful activities could be trialled promoting play and gamification; expertise in providing shared plans built by a participative approach.

The barriers to be considered during the project implementation can be identified in: lack of financial support for realizing all the forecast activities; the sustainability of the project over the years which needs to engage stakeholders and trained staff; public liability and insurance issues for using urban public spaces (e.g. play streets).

2.2 Esplugues de Llobregat

Country: Spain

inhabitants: 46.932

City size: 4,6 KM²

Developed Region

European and international networking member: Covenant of Mayors; Spanish Network of Healthy Cities;

International Association of Educating Cities; International Association of Educating Cities; [URBACT Good](#)

[Practice city](#)

An overview



The Municipality of Esplugues is located in the Region of Baix Llobregat, with an area of 4,6 Km². It borders with Barcelona and has 46.932 inhabitants, distributed in 10 districts. Esplugues de Llobregat has seen its demographic composition modified, as a consequence of the migration phenomenon. In Esplugues there are 65 different nationalities, among them: 10% came from Bolivia; 9% from Morocco; 8% from Ecuador.

The city economic development is closely connected of the development of Barcelona, Hospitalet and other municipalities of Baix Llobregat. There is a consolidated commercial activity, promoting small and medium-sized local trade. Since 2008, when the economic crisis began, Esplugues has had to face difficult years. Despite that, the city has promoted and implemented important projects about community welfare to counteract social-economic problems and has provided the Pact for Economic Reactivation and Employment.

Several measures for boosting the economic reactivation and the creation of qualitative employment have been included in the Pact with an horizon of 2016-2019. In this framework the Municipality has been committed in supporting the development of entrepreneurship and the creation of new companies, attracting innovative, sustainable and high value companies.

Currently, the unemployment rate is 10.13% and the city has been starting a period of economic growth.

Policy framework referring to the GP Transfer

The Municipality of Esplugues de Llobregat has developed a Strategic Plan, aimed at facing the impacts of the economic crisis began in 2008. The social inclusion policy has been included in the Strategic Plan, which

combines solutions for the reactivation of the economic development and actions for promoting the social cohesion in the city. The provision of quality social services for all citizens has been guaranteed by the Municipality, enhancing the quality city. In particular, the social inclusion policy has been developed for: families, by a program activity that support specific family as managing family-work conciliation; Childhood and Adolescence, encouraging civic participation, awareness and training; Youths, establishing transversal policies that generate opportunities for young people; Older people, applying policies that promote autonomy, participation in community life, active aging; Groups at risk of social exclusion, as migrants, isolated people, people living in irregular situations.

The fields of the social policy implementation are:

- Health, promoting sport and physical activity as tool of integration, cohesion and well-being;
- Education, guaranteeing a qualitative and equal opportunities educational system;
- Culture, fostering participation, sense of belonging and respect of cultural diversities;
- Social services, creating facilities conditions for combatting urban poverty and social exclusion;
- Housing, promoting policies to guarantee the housing rights and to face lack of social housing;
- Employment, promoting programmes and trainings that facilitate people inclusion in the labour market.

Moreover, in 2017 Esplugues has been labelled as URBACT Good Practice city for the project “Children's council and public youth audience” aimed at encouraging young citizens' participation at local level. This practice focuses on building a forum of children, who has the possibility to learn, reflect, discuss and share proposals related to their environment and the city transformation. The work plan produced within the youth’s forum is developed in collaboration with schools, contributing to enhance the attitude of young people to citizen participation.



A description of the Good Practice challenges in the city

In Esplugues de Llobregat, lack of social cohesion due to the high number of migrant people and opportunities of employment are the main challenges to be addressed. The Municipality is committed in identifying innovative tools to ensure the participation of all age citizens and to provide training and opportunities to boost city employment. Special attention has to be given to the engagement with vulnerable people, migrants and young and older people.

In transferring the GP the city of Esplugues wants to:

- improve citizen participation, through a playful approach, building inclusive and innovative processes for triggering a participative approach for urban planning;

- involve communities of deprived neighbourhood focusing the attention on place-making and neighbourhoods renewal;
- develop new skills and knowledge;
- trigger a responsible change for a more sustainable and healthy life-style;
- invest in new playful technological games for promoting gamification as tool for supporting the decision making at city level.

City experiences connected to the use of games and gamification

In terms of the adaptation of playful approach and gamification in the city of Esplugues, the focus has been on an educational project for students focusing the attention on children with learning problems or at risk of school leaving.

Moreover, Esplugues has promoted and organized several city events which already used games as involvement tool for citizens. Among others: Jugateca Ambiental – Environmental Education laboratory; sport event; gaming events for families; Memory game event for elderly people.

The city stakeholders and the URBACT Local Group

The ULG of Esplugues will be composed by representatives of: City Council (Mayor, Councilor for citizen participation); Departments of Municipality (city team management, technologies and innovation, Social and citizens inclusion, economy, financial management); educational centres (8 primary schools, 3 secondary schools); local organizations (Culture, sports, solidarity, education, Youth, women); and Children's council and public youth Forum; paediatric hospital of Esplugues.

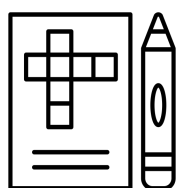
The ULG will be charged with understanding the GP and analysing how to re-use it at local level. The ULG will support the local administration in the implementation process of transferring the GP.

It has the objectives to:

- exchange experiences on participative democracy already implemented in the municipality and learn from those experiences how to use games as an innovative inclusive tool;
- trial at local level playing activities;
- engage local communities through the use of games;
- promote a new vision of the city more inclusive and equal by using the playful paradigm practice;
- contribute to the improvement of the GP starting for the long-term experience in life-long learning and youth involvement.

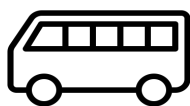
GP Modules to be transferred

The Municipality of Esplugues de Llobregat will transfer:



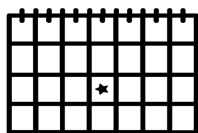
Involvement of schools in playing activities

The Municipality of Esplugues will involve 8 primary schools and 3 secondary schools for promoting gamification and playing activities.



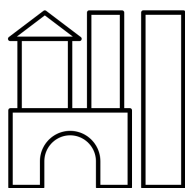
Ludobus-initiative / Playbus

For launching this activity, Esplugues will provide a collaborative mapping of city neighbourhoods and urban spaces where play activities could be brought. A collaboration with schools and with Children's council and public youth Forum will be provided in order to better implement this activity.



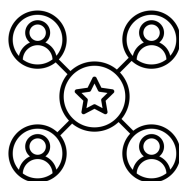
Annual program of games events and activities

Esplugues already benefits from a wealth of events and family activities. The playful approach will be used during the existing events, enriched by games and gamification activities. Playing events will be organized in collaboration with local stakeholders (educational centres, local organizations, voluntaries) for boosting the citizens participation and promoting the inclusion of all people.



Toy Library

The location has to be defined, but there is a strong interest in the realization of a toy library. The events of the Environmental Education Laboratory and classroom will be a starting point for launching the hand-on toy library.



Playful projects for local communities

Esplugues will explore the possibility to activate playful projects for local communities, aiming at improving the participation and the citizen engagement.

The assets and barriers of GP transferring

The City of Esplugues has a long tradition on promoting education and life-long learning and has a strong political support in implementing innovative methodologies for promoting social inclusion.

In transferring the GP Esplugues could count on the following assets:

- a clear vision of the benefits of the GP connected with the city strategy plan;
- a strong political support. The City Council, with the Mayor in the first line, believes in citizens participation for taking better political decisions and for promoting the social cohesion of a city with a large number of migrants;
- the Forum of Children's council and public youth which fosters the inclusion of young people in the decision-making process;
- the existing educational and learning events which already use some playful approaches;
- a good collaboration with Educational Centres;
- a committed municipal staff.

The barriers to be considered during the project implementation can be identified in: lack of financial support for realizing all the forecasted activities; the sustainability of the project over the years which needs to engage stakeholders and trained staff; lack of human resources with suitable skills; the location for the Toy library to be identified.

2.3 Katowice

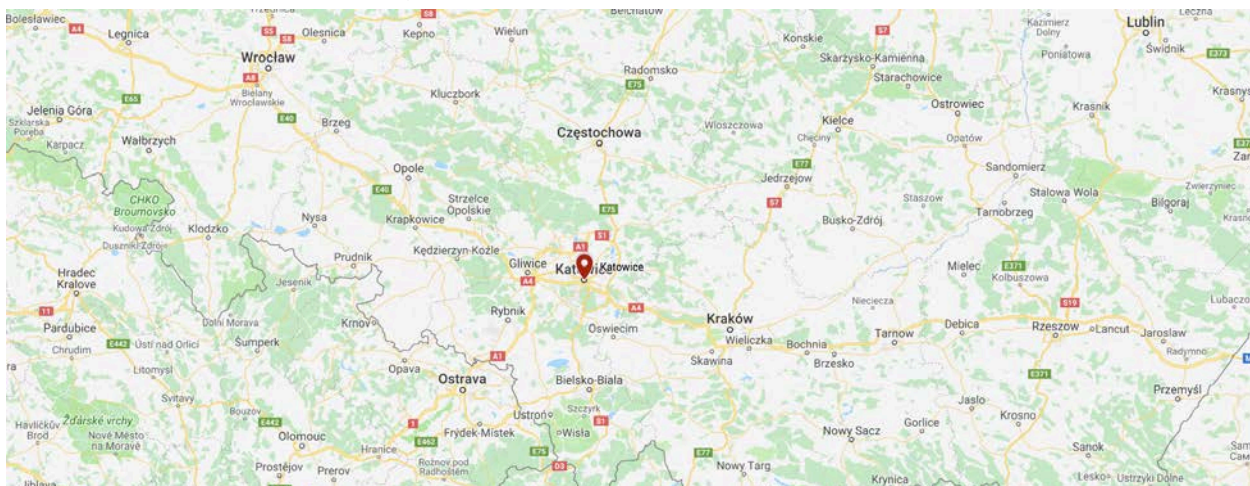
Country: Poland

inhabitants: 281.953

Size: 165 KM²

Less Developed Region

European and international networking membership: International Association of Educating Cities (IAEC); EUROCITIES; UNESCO-Creative City of Music



An overview

Katowice is capital of the Silesian Voivodeship and the main city of the Upper Silesian Agglomeration. The region of Upper Silesia is located in southern Poland, at the crossroads of trans-European routes linking Poland with the Czech Republic, Slovakia, Germany and the Ukraine.

The historically working-class area has been renowned for its coal and steel production since the 19th century. The labour market of Katowice is characterised by its low unemployment rate, currently amounting to 1.9%. There is a decreasing tendency in terms of numbers of the registered unemployed and the unemployment rate. The geographical location of Katowice, in the centre of the Silesian agglomeration, spurs the development of business services sector with regional, national and international outreach. The city creates convenient development opportunities for small and medium enterprises through subsidies to set up a new enterprise. The population over 60 years old is 29,44%.

Policy framework referring to the GP Transfer

In order to counteract social exclusion and facilitate effectively the involvement of vulnerable people, the city of Katowice has designed and adopted "The Strategy Plan for Solving Social Problems" for years 2016 - 2021". Katowice has also introduced other social programmes addressed to specific target groups: "Community support programme for families," "Programme for the development of foster family care" and the "Municipal Programme for the Protection and Prevention of Domestic Violence against women."

Moreover, the city of Katowice has been promoting the "Local Revitalization Programme" for the period 2016-2022. Urban areas to be regenerated and needs of local population will be identified in order to provide the city renewal. Unemployed people, including long-term ones, disabled people, vulnerable families, children and youth, homeless and drug and alcohol addicted people are the target groups to address the social policies.

Participatory processes and innovative tools for the engagement with local communities at districts level are at the top of local political agenda for triggering the social and urban revitalization. The main tool used by the City of Katowice to activate the local population is called "local community organizing method." It works at individual and community level. It aims at supporting people in restoring the control of their life, identifying strengths and skills, and building community solidarity. 13 Community Centres have been set up for implementing this project, among them, 6 are dedicated to elderly people and 1 to disable people. Local organizations are involved in the project delivery fostering mutual support and enhancing the abilities of individuals.

Katowice is also committed in reducing CO2 production by addressing local population in changing their life habits about energy consumption and mobility. To address these issues, the city organizes awareness days and laboratories for families, children and students on environmental protection and clean energy.



A description of the Good Practice challenges in the city

Adapting and reusing the Playful Paradigm practice, the city of Katowice wants to build better relationship between the Municipality and citizens, fostering citizen participation through a playful approach.

People at risk of exclusion (elderly people, youths, vulnerable) and the lack of interest on civic participation are the main challenges to address by the innovative approach of the practice. The use of the Playful Paradigm can increase the capabilities of urban areas to answer to local challenges, promoting intergenerational solidarity and fair behaviours as well as a smart integrated urban development.

The GP transfer could also contribute to the improvement of urban places and to raise-awareness citizens about health, energy and sustainability. In transferring the GP, Katowice wants to:

- promote the civic participation at city and district level;
- provide high level social activities in city districts for older people, youth and people with fragility;
- improve citizens abilities by using gamification strategies and games;
- raise awareness by playing on healthy and sustainable life style;
- foster the intergenerational solidarity in local communities;
- revitalize the urban public spaces through games activities.

City experiences connected to the use of games and gamification

In terms of a playful approach and gamification, the city of Katowice has implemented these approaches in

events at district and city level. Among others: the “Time Machine”, an urban game for activating districts and their local communities in discovering the neighbourhood history and architecture, and one-day urban game about the city participatory budget. These urban games aim at strengthening the community sense of belonging and the civic participation. Moreover, Katowice promotes events and activities for engaging elderly people and families, as the “Family Picnic Day in the Forest”, fostering the environment responsibility of parents and children, and “Katowice Active Senior Day”, offering to elderly people theatre, cultural and music activities in the market square of the city.

The city stakeholders

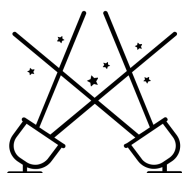
The ULG of Katowice will be composed by representatives of: Municipal Departments (Social Welfare Centre, Social Policy, Social Communication); Communities Centres; local NGOs; local activists interested in games and gamification; Local community leaders, local EU project coordinators; local organizations (Local Factory Association, Association for Prevention and Psychotherapy, etc).

The ULG will have the responsibility to analyse how to re-use the GP at local level. It will support the local administration in the implementation process of transferring the GP. It has the objectives to:

- transfer the GP considering the needs and the abilities of the local population;
- plan and implement project activities involving stakeholders and local communities in the organization of playful events at district level;
- spread the positive concepts about social and educational of the GP to local stakeholders and communities in order to engage them in participating at new playing activities.

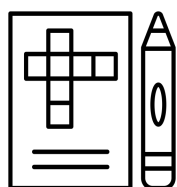
GP Modules to be transferred

The Municipality of Katowice will transfer:



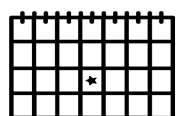
Random games and gamification events or activities

Katowice wants to test the interest of local communities on playful tools by organizing urban games for children and families. One trial playing activity will be about the environmental education (waste separation and recollection, water and energy saving, CO2 reduction, planting trees). Another activity called “Neighbours Day” will be organized at neighbourhood level, involving local activists and communities. This playful activity will support the community involvement, analysing potential, resources and needs.



Involvement of schools in playing activities

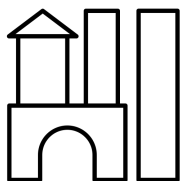
The Municipality of Katowice will purchase and deliver board games for schools. “Pavement Games”, games drawn on the ground, will be provided to foster the opportunity of playing in schools and to make the school-buildings friendlier and more enjoyable. Traditional games, sports activities (indoor and outdoor) will be organized with schools, involving youth and children.



Annual program of games events and activities

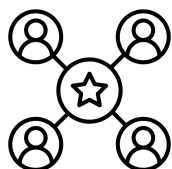
Katowice wants to incorporate playing activities and event in the city programmes “Summer in City” and “Winter City”. The aim is to promote games for children and adults during summer and winter holidays, in order to avoid isolation and loneliness.

Moreover, the Municipality will organize a playful annual festival in selected districts of Katowice. Urban games about history and local traditions will be organized in those districts, involving families and local communities.



Toy Library

The ULG will be committed in understanding this GP Module and exploring the possibility to plan and transfer in the future a Toy Library. A wide number of stakeholders will be involved in order to co-design the idea of the Toy Library adapting the concept at local level. Community Centres could be chosen as district locations for setting-up the Toy Library.



Playful projects for local communities

Katowice will explore the possibility to activate playful projects for local communities, aiming at improving the participation and the citizen engagement.

The assets and barriers of GP transferring

The assets for GP transferring in Katowice are:

- a good policy framework supported by Local Strategies plans;
- experience in organizing urban games at neighbourhood level and city events;
- good cooperation between local authorities and local organizations;
- experience in promoting inclusive projects for communities and individuals in Katowice districts by Community Centres facilities.

When transferring the good practices, the main obstacles could be:

- difficulties in engagement citizens through playing activities due to social status, age, prejudice;
- lack habit in participation of inhabitants at participatory activities promoted by the Municipality;
- space for Toy-library not clearly identified;
- lack of trained staff to launch playful activities.



2.4 Klaipeda

Country: Lithuania

inhabitants: 148.908

Size: 98 KM²

Less Developed Region

European and international networking membership: World Health Organization – Healthy Cities Network



An overview

Klaipėda city is located on the Baltic sea coast in the Western Lithuania. It has a population of 148.908 inhabitants. The population over 60 years old is 26.1 %. The unemployment rate is 5.4 %.

Klaipeda is the third largest city, capital of Klaipeda County and the only sea port in Lithuania. Klaipeda is an educational centre of Western Lithuania with 2 universities and 5 colleges.

The city economy is highly influenced by the activity of the Port of Klaipėda which is a very important transport hub. In Klaipeda there are located: the first Geothermal Demonstration Plant in the Baltic States, which supplies the city with geothermal heating, and the Fortum Klaipeda Combined Heat and Power Plant, which uses biomass and waste to produce energy. Since 2014, Klaipeda has developed a liquefied natural gas floating storage and regasification unit terminal in the Port. Thanks to that Lithuania became the fifth Country in the world using the technology for liquefied natural gas.

In the eastern part of the city there is Klaipeda Free Economic Zone (FEZ) offering 0 percent tax, as an incentive for the first 6 years to companies which decide to install their activities there. Klaipeda FEZ plays a key role in the regional and national economy, creating an amounting value with a range of 2% - 5% of Lithuania's annual GDP. In the FEZ there are more than 100 industrial businesses dealing with several fields, among others: Plastics & PET, food, metal processing, automotive electronics, logistics & packaging and oil & gas industries.

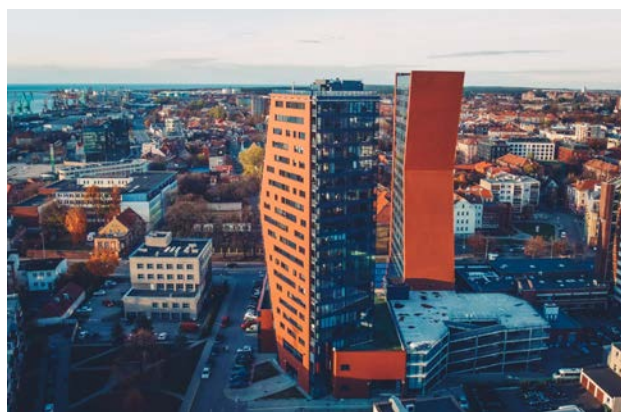
Policy framework referring to the GP Transfer

Policies and urban strategies towards active and healthy ageing have been carried out since the late 90's by Klaipeda Municipality. In 2011 Klaipeda joined the WHO Healthy Cities Network and thanks to that it started to promote significant policies for the well-being of citizens and the active ageing of elderly people. The city has focused on three main aspects: low risk of disease, high mental and physical ability, and active engagement

in the community.

Since 2014 Klaipeda has adopted relevant policy plans which could be a good framework for the implementation of the GP transfer:

- *Healthy Ageing Action Plan in Lithuania* (2014-2030) which aims at improving the health of older people by focusing on disease prevention, early diagnosis, health promotion and by providing social support for families at social risk and for people living alone;
- *Health Inequalities Reduction Action Plan in Lithuania Region* (2014 – 2023), which refers to the National Plan mentioned above and aims at reducing the health care inequalities and at improve prevention and health promotion for specific target groups;
- *Development Plan of Klaipeda Region* (2014-2020), which promotes healthy, happy and safe communities, the sustainable development of urban areas and improve the capacity of the city to be more competitive at National and international level;
- *Klaipeda City Strategic Development Plan* (2018-2020), aimed at promoting a sustainable and integrated economic development and high quality of life in the city. This plan contains measures to improve air quality in Klaipeda city by creating more green spaces in the city, adapting more public spaces for pedestrians, renewing street cleaning technologies in order to reduce particulate matter re-suspension



A description of the Good Practice challenges in the city

Ageing population and social exclusion, especially among older people, in Klaipeda are serious challenges.

Adapting and reusing the Playful Paradigm practice, the city of Klaipeda wants to:

- Improve the engagement of local population and the participation of families and elderly people at city's events and activities;
- Tackle the problem of isolation among older people offering innovative and high-quality initiatives;
- Enforce the cooperation within local communities, in particular the intergenerational learning and mutual support between different ages;
- Promote the awareness about the reduction of CO2 emissions and air pollution in general and to boost the user's behaviours in adopting a sustainable life-style.

City experiences connected to the use of games and gamification

As far as gaming strategies are concerned, Klaipeda has already implemented some actions using games as

flexible tools in an integrated urban strategy. An event which uses a playful approach is the “Interactive Library week”, where library spaces and Klaipeda squares are organized to host playing activities and a “travelling library”.

Moreover, the city has already implemented some playful and creative activities with schools, as “The Most Active Class” or “The Healthiest Schools”.

The city stakeholders

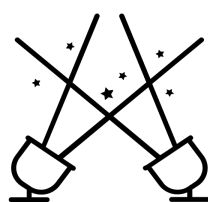
The ULG of Klaipeda will be composed by representatives of: Municipal Departments (Health Care, Public Health, international Relations and Economic Development); University; Third Age University; Library; Local NGOs; Youth organization; elderly people associations.

The ULG will have the responsibility to analyse how to re-use the GP at local level. It will support the local administration in the implementation process of transferring the GP. It has the objectives to:

- transfer the GP considering the local context;
- share the vision among communities of the GP for ensuring a successful transfer.

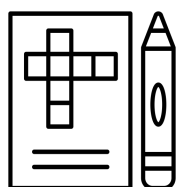
GP Modules to be transferred

The Municipality of Klaipeda will transfer:



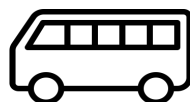
Random games and gamification events or activities

Klaipeda wants to test the interest of local communities on playful tools by organizing playful events for families and elderly people. These events could be organized in cooperation with existing city initiatives. These activities could be inserted in the Free Activity Calendar prepared by Klaipeda City Public Health Bureau or promoted in cooperation with the Interactive Library Event. If these playing activities reach the expected success, the city will include them permanently in the city calendar event.



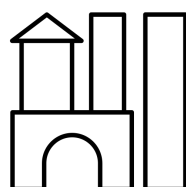
Involvement of schools in playing activities

The Municipality wants to engage students in playing activities in schools. A gamification approach will be used for promoting healthy and sustainable life-styles. Specialists on Public Health will be invited to participate for sharing practices and information.



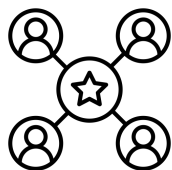
Ludobus-initiative / Playbus

For launching this activity, Klaipeda wants to cooperate with the Klaipeda County I. Simonaityte Public Library. A closely co-operation with the “Travelling Library Project” has been required for mapping neighbourhoods and squares where implementing this activity.



Toy Library

As the Ludobus, for developing the Toy Library, Klaipeda requires a collaboration with Klaipeda County I. Simonaityte Public Library. The venue has to be defined as well as the financial support has to be allocated.



Playful projects for local communities

Klaipeda will explore the possibility to activate playful projects for local communities, aiming at improving the participation and the citizen engagement.

The assets and barriers of GP transferring

The assets for GP transferring in Klaipeda are:

- a good policy framework supported by Local Strategies plans;
- experience in organizing city events;
- experience in the engagement with elderly people;
- experience in organizing playful and creative activities in schools;
- experience in transferring good practices at local level (Klaipeda has been a transfer city of the project “Healthy ageing Transfer network” funded by URBACT II and lead by Udine Municipality);
- good collaboration with Public Library staff and Klaipeda County.

When transferring the good practices, the main barriers could be:

- lack of interest of target population in participating at gaming activities;
- lack of financial support for set up the Ludobus-initiative and the Toy-library;
- lack of interest and support from school staff in implementing playful activities.

2.5 Larissa

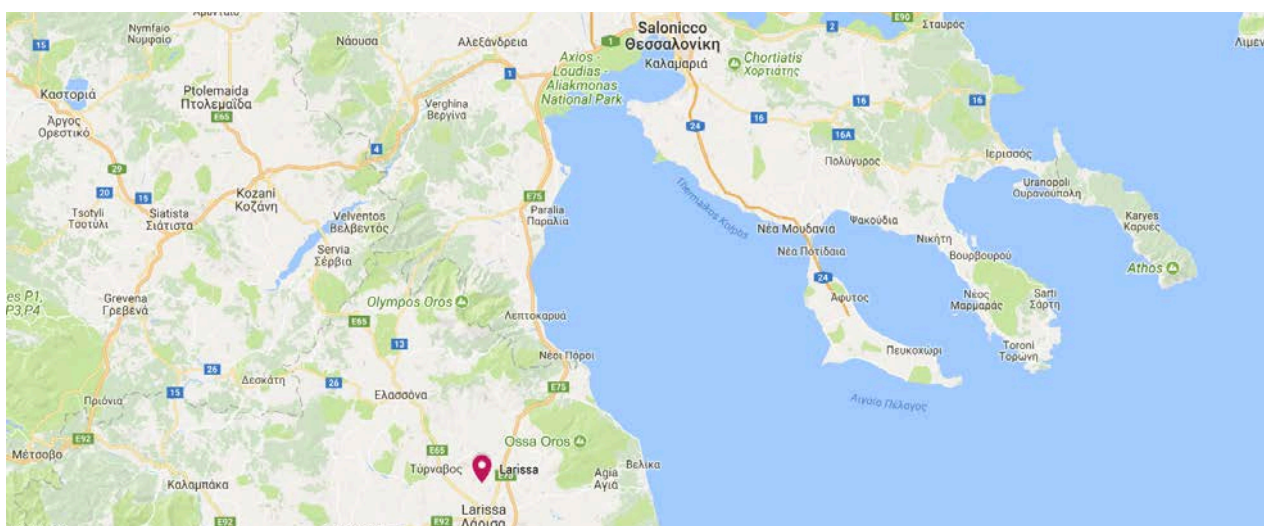
Country: Greece

inhabitants: 144.651

Size: 122,58 KM²

Less Developed Region

European and international networking membership: Covenant of Mayors, UNESCO Learning Cities Network, CIVITAS Forum, ICLEI, Major Cities of Europe – IT Users Group, River Cities.



An overview

Larissa is the largest city in central Greece and capital of the Region of Thessaly. Larissa holds a central position in the Country, since it's situated on the main transport axis of Greece, connecting Athens and Thessaloniki.

The demographic profile of Larissa can be characterized as youthful, since the representation of the age group of 0-29 in the general population is 36.33% while the over 60 is less than 20%. The percentage of the ages 20-59 is 57.31%, which is higher than both Greece's and Thessaly's percentages showing the positive dynamic of the Municipality.

It is an economic, service, educational, administrative, cultural and commercial center with a significant agricultural hinterland. The city's economy is connected to the agricultural sector, with several agro-food industries, and to the services sector (financial and insurance institutions, legal services, commercial market, food/recreation businesses, health, education and culture services and construction sector). According to the available data for 2001 Larissa had an unemployment rate of 4.45%. That percentage has climbed to 18.47% in 2011, 23.30% in 2015 and was 21.57% in 2017.

The city of Larissa has a history of 8.000 years, with two ancient theaters within its urban structure. In Larissa there are relevant cultural venues, among them: the first Municipal Theatre of the Regional Theaters' institution, the Municipal Art Gallery of Larissa - G.I. Katsigras Museum, with a significant art collection and art workshops for children, the Ethnographical Historical Museum of Larissa, the Diachronic Museum of Larissa and the Municipal Conservatory. Moreover, Larissa is very active in promoting cultural events, as the

International Film Festival of Larissa and the Pinios River Festival.



Policy framework referring to the GP Transfer

The Municipality of Larissa has been promoting the urban policy strategy through the Operational Programme for 2015-2019. The GP Transfer finds concrete connections within the axes included in that programme:

- Axis 1: Quality of Life and Environment, dealing with urban and natural environment, urban mobility, energy efficiency, urban planning, resource management, sustainability
- Axis 2: Social Policy, Education, Culture, Sport dealing with social inclusion, health, vulnerable groups, school community, youth, cooperation with local stakeholders, activities, events, networking.

In 2015 Larissa became the first Greek city joined the UNESCO Network of Learning Cities and in 2017 received the Learning City Award. Thanks to that, projects for children and adults, festivals, conferences, music events has been promoted and organized. A Steering committee has been created for implementing the learning activities and a great number of local stakeholders has been involved. A public call for applicants was launched and almost seventy organizations expressed the interest in being engaged in the project realization. In September of 2018 Larissa launched the “University of Citizens”, offering 10 thematic cycles of learning (1. education of educators, 2. science, 3. job placing for unemployed people, 4. local heritage, 5. art and education, 6. education of vulnerable, 7. public awareness for people with disabilities, 8. health problems prevention, 9. Roma population, 10. Contemporary Democracy).

The city of Larissa is also involved in the “Second Chance Schools”, a social programme that supports adults to get a school certificate, including prisoner population and ROMA people.

Moreover, the Municipality is also active in promoting policies of environment protection and climate change mitigation and promote several project activities on waste recollection and reduction, in collaboration with private and public companies.

A description of the Good Practice challenges in the city

The involvement of adults and children in participative initiatives using a fun/enjoyable approach is the main challenge for Larissa. The big number of information that everyone gets from media and social media creates difficulties to focus on the importance of participating in public consultations and awareness events. The use of games and gamification could be a solution to address important issues such as climate change, energy efficiency, social inclusion, nutrition, cultural heritage, mobility, health, democracy, human rights, etc.

Adapting and reusing the Playful Paradigm practice, the city of Larissa wants to:

- Promote a life-long education for adults and children;
- Define innovative and creative ways to engage citizens, fostering a better citizenship participation in public consultation on the future of the city;
- Promote the concept of healthy games among sports associations, currently mainly focused on sport competition;
- Improve local stakeholders' capacities by training them on playful practice;
- Enhance the relationship between citizens and the Municipality of Larissa by a playful innovative approach.

City experiences connected to the use of games and gamification

As far as the use of games is limited as a tool to address the change of habits, there is a tradition of playing in Larissa. Public and private venues are places where is possible to play board games (e.g. backgammon) or urban games (e.g. chess). Bars and pubs usually provide their customers with the opportunity to play board games, directed generally to children, families, students or adults. Moreover, the Municipality of Larissa organize events or promote educational projects, where interactive and enjoyable activities are an important core. The most "fun-in-learning" project is the "Camp in the City" project, which involves in the summertime more than 1400 school-children, providing support to working parents when schools are closed. Art and craft projects, sports, city discovery-walks, theatre activities and educational projects are organized with the collaboration of city museums and cultural organizations. There are also educational urban Festivals, such as the Pinios River Festival and the Eco-Fest, where more 30 local stakeholders are involved providing playful activities and games about cultural and environmental aspects.

The city stakeholders

The URBACT Local Group of Larissa will have a core group (steering committee) and a wider group of stakeholders, who will be involved by an open call for participants. The public call has been already used by Larissa and it has had a big and unexpected success, involving stakeholders also from the surroundings and not just from the city. The core group will be responsible for the project delivery, while the wider group will support the core ULG on specific issues and activities.

In the core ULG the stakeholders are members of: Departments of Larissa Municipality (Social Policy, Culture, Urban Planning, Environment, Sports, Life-long Learning); University of Thessaly; University of Applied Sciences; Adult Education Association; Regional Department of Education in Thessaly.

In the wider ULG the expected representatives will be members of: Archaeological Service of Larissa; Puppet Doll Museum; Social Enterprises; Technical Chamber of Western Thessaly; Ethnographic and Historic Museum of Larissa; Municipal Planetarium; Libraries; Local Organizations.

The objects of the core ULG will be to:

- Share the knowledge of the GP and to assess the local situation for understanding the possibility of adaptation;
- Map local stakeholders to involve and promote the call for participants to constitute wider ULG;
- Incorporate the use of games in activities already existing;
- Promote the use of games and gamification to raise awareness citizens on city issues connected to

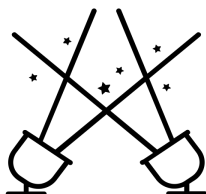


Global and European challenges and policies;

- Build capacities about the promotion of games and gamification of Municipality staff and local organizations.

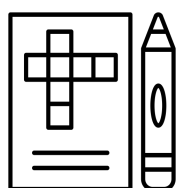
GP Modules to be transferred

The Municipality of Larissa will transfer:



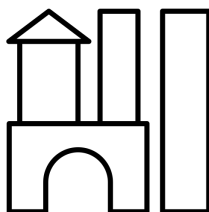
Random games and gamification events or activities

Larissa wants to explore the possibility to organize city events based on the playful paradigm concept. Children and Adults have to be engaged promoting intergenerational activity, socialization and team-working. The events could be organized in city public spaces, aiming at reinforcing the citizens' sense of belonging.



Involvement of schools in playing activities

The Municipality wants to continue working on learning projects, making that more enjoyable for students. All public and private schools could be involved, in order to promote active citizenship among children and youths. This activity will be planned in connection with the existing learning ones and will enforce the messages of awareness by using games and gamification tools.



Toy Library

Larissa will explore the possibility of setting-up a toy library. The Municipal Library and the Public Library of Larissa have already participated in national campaigns about the use of "fun-in-learning" tools. The interest in setting a toy-library has been already expressed. It could be as a new facility or incorporated in an existing one. The venue has to be defined as well as the financial support has to be allocated.

The assets and barriers of GP transferring

The assets for GP transferring in Larissa are:

- Good level of political support;
- Experience in organizing city events;
- Experience in organizing fun-learning activities for students, children and adults;
- Good collaboration with public and private schools;
- Good capacity in stakeholder's engagement as demonstrated with the Learning city projects;
- Good collaboration with Cultural Institutions and associations;
- Habit of playing in public or private venues (pubs, bars, squares, etc).

When transferring the good practices, the main barriers could be:

- Lack of financial resources;
- Citizens motivation;
- Bureaucracy for launching playful activities in schools and public spaces;
- Motivated and trained municipal staff.



2.6 Novigrad

Country: Croatia

inhabitants: 4.345

Size: 27 KM²

Less Developed Region

European and international networking membership: Covenant of Mayors, TAFISA World Challenge Day, Walled Town Friendship Circle.



An overview

Novigrad is a small city situated in the north western part of Istrian peninsula on the coast of the Adriatic Sea just 20 km from the Slovenian border. The Municipality has a surface of 27 KM² and five settlements with a total of 4.345 inhabitants. The city is very close to Trieste – Italy, 57 km, and it is officially a bilingual city, where the city administration issues its documents in both languages, street signs and public display of information are bilingual, and most inhabitants speak both Croatian and Italian.

The city economy is mainly based on tourism, services, agriculture and fishing. The unemployment rate registered in 2016 was around 3,05%. During summertime there is a great variation in the number of inhabitants, because Novigrad is a seaside tourist destination. In 2017. 222.744 tourists visited Novigrad.

The most important agricultural products are wine and high-quality olive oil. Although Novigrad is a small community, the sector of services is well developed, with: 2 kindergartens; 2 elementary schools; 2 museums; 1 library and around 40 associations.

According to the development index calculated at the State level, Novigrad is one of the most economically developed cities in Croatia.

Moreover, the city is very active in promoting and implementing EU projects, which have contributed, among others, at: construction of the sewage system; construction of bike paths; energy efficiency reconstruction of the children kindergarten; energy efficiency reconstruction the public lighting system, energy efficiency reconstruction of the city library and culture center, construction of roads, recycling waste center; education campaigns for the citizens regarding sustainable waste management etc.

Policy framework referring to the GP Transfer

The Municipality of Novigrad – Cittanova has been promoting its urban policy strategy through the City

development programme for 2015-2020. It is a Local Action Plan based on Regional, National and European Development Goals. This programme is a tool for good local governance through the engagement of local community, development of local economy, environment and heritage protection, enhancement of social cohesion and human local resources, development of public infrastructures and ensuring a better quality of life. This programme also supports the implementation of innovative projects (funded by EU and national sources) to reach its objectives.

The GP of this URBACT project will be transferred in the social framework of the partner, and in particular making connections with the following projects already implemented in Novigrad:

- “World Challenge Day” – yearly event organized by TAFISA and local volunteers. It’s a whole day of many different sport activities out in the open. The goal is to include as many citizens as possible into the activities and to compete with another city selected by TAFISA.
- “A little help for a better tomorrow” – project that provides free of charge services for children and their families in terms of psychological and speech therapist support. These services are provided both in Croatian and in Italian language.
- “Centre for Inclusion and community support - Buje” which provides a day care center for adults with mental disabilities. Within the center they have a wide range of activities which help them be more integrated into the community. The center provides services also for users from Novigrad.

The target groups to address the social policy priorities for Novigrad are: families, children, young people, students and elderly people. The city supports and helps economically disadvantaged citizens by financial aid, housing, social services and counselling. Moreover, the city is in the process of becoming a Child friendly city. Novigrad has also joined the Covenant of Mayors with the aim to develop SECAP and to transfer the GP regarding the reduction of the impact of climate change, addressing the behaviour of local population for saving energy, using sustainable energy and promoting green mobility.



A description of the Good Practice challenges in the city

Fostering social cohesion and the interaction between different target groups are the main challenges to address transferring the GP in Novigrad. The city wants to promote a better engagement of local communities for developing a good local governance finds a closed connection with the opportunity to use playful approaches for triggering the citizen participation.

By adapting and implementing the Playful Paradigm good practice, the Municipality of Novigrad - Cittanova

wants to:

- improve the collaboration between the Municipality and local organizations (associations, etc);
- provide innovative opportunities for citizens to have quality free time by engaging in different games activities;
- enhance the feeling of belonging to the local community by using gamification strategies and game activities in urban areas;
- promote volunteering amongst citizens;
- provide innovative playful activities for tourists;
- boost the interaction between tourists and local population by playing.

City experiences connected to the use of games and gamification

Novigrad has been supporting many actions promoted by associations, voluntary organizations and institutions in relation to the theme of the Good Practice. One of the most successful activity is the participation in the World Challenge Day. It is a competition with other cities in the world with the aim of involving as many people of all ages in different sport activities for one day. Each city has its opponent and the goal is to have fun, get involved in sport activities all over the town and to involve as many possible participants. Another one is the Apple Day, where families have a cooking competition and games for parents and children. Moreover, Novigrad promotes theatre and dance performance, educational activities for cultural heritage preservation and learning activities for children. One of the most fun-learning innovative activity is the so called “forest kindergarten”, where children and parents are invited to spend their Saturday mornings with mentors in the forest, playing with natural materials (leaves, fruits, etc) and learning about the nature. This activity wants to promote learning by playing in natural environment without fear.

The city stakeholders

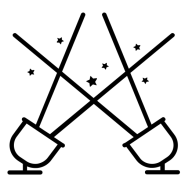
The URBACT Local Group of Novigrad will be composed by representatives of: Municipal employees; elected bodies (Mayor, city councillors); voluntaries organizations organizing the World Challenge day; Schools; Library; Youth Council; Sport associations and associations.

The ULG will have the responsibility to analyse how to re-use the GP at local level. It will support the local administration in the implementation process of transferring the GP. It has the objectives to:

- Participate at the project activities;
- Exchange the local experiences already realized in order to define strengthens and weaknesses for boosting the local participation;
- Launch the project implementation and ensure the engagement with other relevant stakeholders.

GP Modules to be transferred

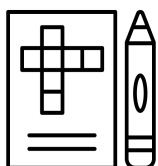
The Municipality of Novigrad will transfer:



Random games and gamification events or activities

Novigrad wants to explore the possibility to organize city events based on the playful paradigm concept. The city would like to involve the local community promoting the trial playing activity called “Games lost in time”: citizens of all ages are invited to play traditional urban games in public open spaces of the city. This activity fosters an intergenerational support between youth and elderly people and the felling of city

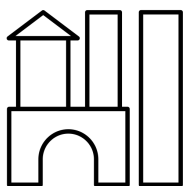
belonging by discovering ancient traditional games to be played in the historical part of the city.



Involvement of schools in playing activities

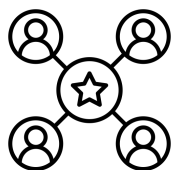
The Municipality wants to involve students in different gaming sessions in collaboration with schools and kindergartens.

Local organizations will be invited to promote and organize playing sessions for pupils in open public spaces with the support of the Municipality, schools and kindergartens. This activity aims to give more value to the role of games, and also during school-time as tool for addressing the goals of the GP transferring (promoting sustainability, health and social cohesion).



Toy Library

Novigrad will explore the possibility to set-up a small space dedicated to toys within the Public Library. The Toy Library project will be designed as a hands-on space where children and parents could spend quality time between them and with other families. The goal is not only to offer quality toys to children but to give to young families an opportunity to interact and share the feelings that parenthood carries (joy, concerns, etc). This Module will not be implemented during the 24 months of phase 2.



Playful projects for local communities

Novigrad will explore the possibility to activate playful projects for local communities, aiming at improving the participation and the citizen engagement.

The assets and barriers of GP transferring

The assets for GP transferring in Novigrad are:

- Political support;
- Clear municipal policy framework thanks to the City development programme for 2015-2020;
- Good collaboration between Municipality and local Stakeholders;
- Experience in organizing playful activity such as World Challenge Day;
- High commitment of associations and Local Authority employees in implementing innovative projects;
- Good experience in managing European programmes and funds.

When transferring the good practices, the main barriers could be:

- Lack of human resources because Novigrad is a small city;
- Lack of financial support for investing in the Toy Library;
- Lack of financial support already available for engaging staff;
- The playful and involvement activities are based on volunteer work.



2.7 Viana do Castelo

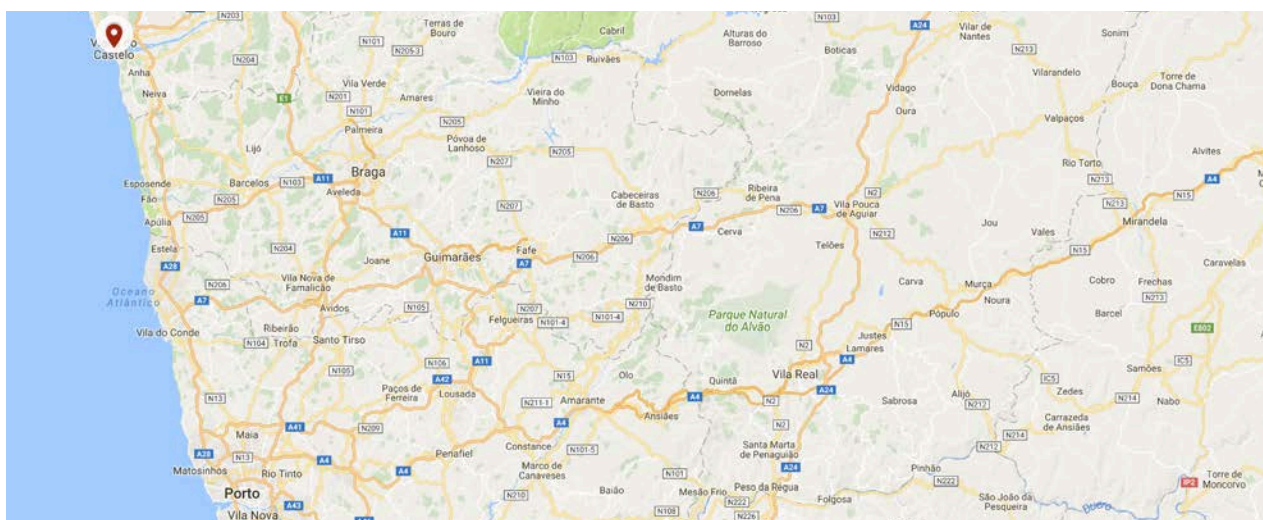
Country: Portugal

inhabitants: 89.000

Size: 314 KM²

Less Developed Region

European and international networking membership: WHO - European Healthy Cities Network, Covenant of Mayors, World Surf Cities Network, RETE international network of Port Cities, European Blue flag Association.



Viana do Castelo is an Atlantic city in the North of Portugal, located about 25 minutes from the Oporto international airport. It is well connected by functional motorways and a seaport, making Viana easy to reach. The presence of a river, mountains and seaside emphasises the beautiful of the city landscape.

The City has a long maritime tradition. It possesses a seaport and five industrial parks. Viana has a growing economic development, also thanks to recent investments, such as the building of a water and sanitation system, modern railways and motor ways and the urban renewal of historical buildings. Viana has also built a city center transport network, mainly based on the use of small electric buses, which facilitates the urban mobility also through medieval streets.

Viana has a Sea Centre and a well-developed nautical sector. The Sea Centre is a service area about Environmental Interpretation and Sea documentation, equipped with a small auditorium and multimedia facilities with the possibility of consulting sessions, entrepreneurial support linked to the nautical economy. In 2015, it was rewarded with the “Bandeira Azul” (Blue Flag), relevant award for boosting the turning into BLUE CENTRE. The city has several nautical sports and related facilities, as the Sailing Centre, Rowing Centre, Canoeing and Surfing Centre.

The city has also an important littoral Geo-park composed by 13 natural monuments and an Environmental Monitoring Centre (CMIA). The Geo-Park aims to preserve nature and promote tourism, visiting it is possible to understand 549 million years of landscape evolution. The CMIA aims at reflecting on emerging environmental issues, promoting seminars, activities of awareness for schools, etc.

Viana boosts the creation of new businesses (9.1 million euros has been invested) settling them within a technological incubator and offering the opportunity for co-working venues.

The unemployment rate is 5,5% and the over 65 years people 19,47%.

Policy framework referring to the GP Transfer

The Municipality of Viana do Castelo joined the “WHO European Healthy Cities Network” in 1997 and it was a founding member of the Healthy Cities Portuguese Network. Thanks to that, Viana has been promoting a new way of thinking and understanding the health and well-being issues, promoting an inclusive approach by involving individuals, communities, voluntary organizations and local institutions. In this framework, the Municipality of Viana adopted a Municipal Strategic Plan for straightening the social development and inclusion. Several important actions have been developing, among others:

- “*Social Network*”, a steering committee, composed by members of public and private entities, with the aim of elaborating concrete social actions to be realized at community level;
- “*Social Accommodations First*”, a social housing programme with counselling, training and financial support for underprivileged families;
- “*Café Memoria – Memory coffee*”, project for people suffering of dementia problems and their families. During these meetings people can share experiences, tackling the problem of social isolation.
- “*Parental & Positive Learning Development*”, a project about healthy relations between parents, children and teachers.

Moreover, the Municipality of Viana joined the Covenant of Mayors and the Network of Portuguese Municipalities about Adaptation and Resilience for fighting the Climate Change. Within those Networks the city has been committed in promoting local concrete actions to address sustainable citizens behaviors and to promote and finance green facilities and infrastructures, as the electric buses for reaching the city center.



A description of the Good Practice challenges in the city

To foster the intergenerational relationship between youth and elderly people, parents and children, the social inclusion and integration of ROMA and disadvantaged people are the main challenges for Viana, to be considered in transferring the GP. Viana doesn’t have uniform population due to historical and migrant issues and it has a huge number of ROMA people living in the city. In order to provide innovative tools for triggering the social cohesion and the sense of belonging are policy priorities for the city.

Adapting and reusing the Playful Paradigm practice, suiting the needs of local population, the city of Viana aims at:

- Ensuring a better quality of life for citizens addressing sustainable and well-being messages through playful activities;

- Fostering city cohesion, including migrants and underprivileged people, by playing activities;
- Promoting games and gamification activities to foster the integration of ROMA people;
- Involving local organizations transferring the methodology of the playful approach.

City experiences connected to the use of games and gamification

As far as the gaming approach has been used occasionally, the importance of playing has been already recognized by Viana in promoting projects which use games in order to compensate disabilities or prevent ageing problems. Among others: *Word memory game*, addressed to older and aimed at preventing early dementia problems; *Games for all*, sport event for all ages and physical condition people who can play different sports having a competition with others; *Generation games*, sport event promoting the mutual help among generations and genders. Viana has also some learning projects to be noticed, as: *Moments M*, project for migrants and hosting community where it is possible sharing knowledge each other in a fun-learning way and *Growing older with quality*, a project for elderly people promoting active ageing and well-being. Moreover, Viana launched the project called *Nautical in Schools* which promotes the collaboration between nautical clubs and schools, involving young students in seaside sports as: surfing, canoeing, sailing, etc.

The city stakeholders

The URBACT Local Group of Viana do Castelo will be set up considering the already existing “Social Network” group working. The Social Network is a concrete participate steering committee, launched by the city within the social inclusion policy framework and it collects public and private entities working in the social sector.

The URBACT Local Group of Viana do Castelo will be composed by representatives of: Municipal Departments; City Deputies Mayors and City Councillors (territorial management, cohesion and sustainability; Sports and local associations; Health; Social cohesion); primary and secondary schools; teachers; sport schools; local organizations.

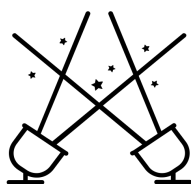
A first ULG already took place focusing on the modules of the GP to transfer and on assets and barriers.

The ULG will have the responsibility to analyse how to suite the GP at local level. It will support the local administration in the implementation process of transferring the GP. It has the objectives to:

- Exchange experiences at transnational and local level;
- Consider different perspectives of stakeholders involved in order to reach policy and activities priorities shared among all;
- Launch the project implementation and plan project activities in order to ensure the engagement with other relevant stakeholders and local communities and to reach the expected results.

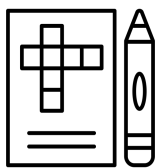
GP Modules to be transferred

The Municipality of Viana de Castelo will transfer:



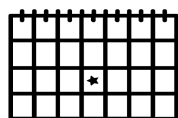
Random games and gamification events or activities

Viana wants to explore the possibility to organize city events based on the playful paradigm concept, in order to test in the local context, the interest of local population and to eventually correct the approach if it doesn't work.



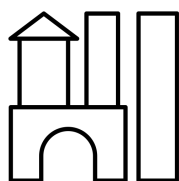
Involvement of schools in playing activities

The Municipality wants to involve students in gaming session in collaboration with schools. The city has already built a good collaboration with schools and teachers when innovative projects have been launched. Local Associations, youth association and youth municipal council will be involved in providing playing activities for children and youths. To start promoting the playful paradigm approach to children and students means to reach families and to prepare the local population to the next forecasted project steps.



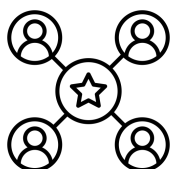
Annual program of games events and activities

Viana de Castelo already benefits from a wealth of events: elderly and family activities and sport events. So that, the city plans to integrate the existing events with playful activities more focused on the use of games and gamification.



Toy Library

Viana has already planned to set up a toy-library. The project called “Play-room” wants to promote the social integration by learning and playing activities. For 2019 the city has already scheduled some activities engaging students for testing the use of game as vehicle of learning. The Play-room will be a meeting point for all citizens, aiming at being a flagship of integration. For that reason, it will be located in an urban area of great population diversity.



Playful projects for local communities

The city will explore the possibility to activate playful projects for local communities, aiming at improving the participation and the citizen engagement.

The assets and barriers of GP transferring

The assets for GP transferring in Viana do Castelo are:

- Political support;
- The existing Social Network already used to work in a participative way aiming at implementing social projects at local level;
- Good collaboration with local organizations and NGOs;
- Good collaboration with schools in promoting learning projects;
- Toy library already planned;
- The existing of youths’ council for a better engagement of young people;
- Expertise in promoting events and activities for children, families and elderly people.

When transferring the good practices, the main barriers could be:

- Difficulties in engaging target groups;
- Resistance of local population in being involved in innovative activities;
- Lack of coordination capacity of schools’ staff;
- Lack of skilled and trained staff to implement the project activities;
- Lack of resources already allocated for implementing the forecasted transfer.

2.8 Transfer Potential

Based on collected information from partners meetings, study visits, questionnaires and webinar conversations, a first assessment of Good Practice transfer potential has been developed for each project partner. The considered timeline is the life-cycle project of the second phase of URBACT Transfer Network, that means 24 months of project development.

Local assets and barriers have been considered in giving the score between A to C, where A highlights the best local condition for the transfer process while C is the minimum one (see the legend below). Moreover, an overall consideration on the city partner context has been drafted to better motivate the attributed value.

In order to analyse the transfer potential, the Good Practice has been divided in Modules, corresponding the different activities implemented under the Playful Paradigm umbrella. Partners have had to decide and evaluate, considering the local dimension, which module of the GP they will be able to transfer in their city. A description of assets and barriers and some consideration on financial resources has been required for each module, in order to have a clear comprehension of the local opportunities for transferring process. Moreover, during the Final meeting, held in Udine on 7 – 8 September 2018, a self-assessment exercise has been done by partners, giving the opportunity to exchange information with the Network expert and Lead partner. The draft version of the final assessment has been shared with all partners and reconsidered where needed.

This transfer potential assessment doesn't represent a fixed evaluation. It tries to give a snap-shot of the present situation of each city partner relating to the concrete possibility to adapt and reuse at local level the Playful Paradigm Practice. In other words, this tool wants to give a realistic idea of the local opportunities and risks for implementing the transfer process within 24 months of the second phase Transfer Network lifelong. So that, if local situations will change the assessment of the transfer potential could be re-adapted during the transfer Journey.

URBACT has created a template to support this assessment process. It will allow the network to predict the extent to which each partner will transfer the Good Practice. Options will include:

Level C: a clear transferability plan will be produced, identifying aspects to be transferred and resources to support the process within a clear future time frame, beyond the 24 months of Phase 2

Level B: the transferability plan will be produced, the good practice will be adapted and partially re-used within the timeframe of the URBACT project

Level A: the plan will be produced, adaptations identified with full-scale reuse of the good practice within the timescale of the project

Summary Table on Transfer Potential – Playful Paradigm TN

Partner	Population	Country	Transfer Assets	Transfer Barriers	Transfer Potential	Comments and Explanation
CORK	125.622	Ireland	The city could count on well-managed multisectoral work at Municipal levels. Participative tools, learning and educational activities are already developed. Local communities and stakeholders are used to be engaged for implementing events or city activities. Expertise in organizing city events	The financial support for realizing the forecast activities have to be allocated in future years. The sustainability of the project over the years have to be planned in order to provide adequate budget and trained staff.	A	Cork city has a long experience in managing engagement and innovative projects, starting from the involvement of local communities and stakeholders. They have already decided to provide a “Playful Plan” connected to the city policy strategy to ensure the implementation of the transfer process in the next two years. They have already identified the Public Library where the Toy-Library will be settled. The ULG has already started to work for planning playful spot events and the set-up of Ludobus-initiative.
ESPLUGUES DE LLOBREGAT	46.932	SPAIN	The city of Esplugues has a strong political support and committed senior politicians involved in the project. It has a long-term experience in implementing innovative learning process and has a good collaboration with schools and educational centres. Esplugues has been labelled URBACT Good Practice city for a learning project on Youth participation.	Esplugues has a limited experience in using playful tools. The city has been driven out the economic crisis, but it still has problems of budget availability. It also has a lack of skilled human resources to be involved in the project implementation.	B	The staff of Esplugues, both political and technical, is very committed and enthusiastic in transferring the Playful Paradigm Good Practice. The city has a long tradition of implementing learning project and seeks to engage citizen participation by transferring the playful approaches. But the economic situation of the Country and the lack of skilled staff cannot ensure a complete realization of the GP transferring.

Partner	Population	Country	Transfer Assets	Transfer Barriers	Transfer Potential	Comments and Explanation
KATOWICE	281.953	POLAND	Katowice has a good policy framework supported by Local Strategies plans. It has experience in organizing urban games at neighbourhood level and city events, involving families and elderly people. The city has an interesting project about community welfare at district level, through Community centres facilities, which could well support the GP transfer.	The Municipality of Katowice currently has difficulties in involving local population in participative projects, due to lack of habit, age, status and prejudice. There is a lack of trained staff for boosting playful activities.	C	The city of Katowice has already developed some positive experience in the use of urban games and it has a good programme for community facilities at district level. But, there are still some obstacles in GP transferring due to the highlighted difficulties in citizens involvement for habit and prejudice about participative processes.
KLAIPEDA	148.908	LITHUANIA	Klaipeda has a good policy framework supported by Local Strategies plans. The city has already some experience in organizing playful city events and activities with schools. Klaipeda has also experience in transferring good practices at local level because it was a transfer city partner of the project "Healthy ageing Transfer network" funded by URBACT II and lead by Udine Municipality.	Lack of interest in the target group population and the lack of financial support for set up the Ludobus-initiative and the Toy-library are the main barriers to be considered during the transferring process. Also, a lack of interest and support from school staff in implementing playful activities with students could be an obstacle.	B	The city of Klaipeda has already experienced the transfer process as city partner in a URBACT Transfer Network project, already known the commitment it requires. Moreover, the city has sound experience in organizing playful activities for children and elderly people. But the insecurity of funds availability and the possibility of lack of interest of target local population represent the main obstacles in a complete transfer of the GP.
LARISSA	144.651	GREECE	Larissa is an UNESCO learning city and it has already used the fun-learning approach in several projects. The Local and Regional Government support the initiative and believe in the promotion of urban policy priorities by using games and gamification	The financial support and the bureaucracy are the main obstacles in realizing the projects activities. Also lack of citizens motivation and trained staff could negatively influence the GP transferring process.	B	In Greece there is the habit of playing in public and private venues. The city of Larissa has already implemented innovative engagement processes, mainly dealing with learning. The Municipality is very committed in using playful approaches for boosting civic participation. But the financial crisis and the bureaucracy could not ensure a complete transfer of the GP.

Partner	Population	Country	Transfer Assets	Transfer Barriers	Transfer Potential	Comments and Explanation
NOVIGRAD	4.345	CROATIA	Novigrad has a good political support and a Clear municipal policy framework thanks to the City development programme (2015-2020). The city has built a good collaboration with local Stakeholders (based on voluntary work) for organizing big playful activities as the World Challenge Day. It has a good experience in managing European programmes and funds.	Lack of human resources due to the city dimension and the Lack of financial support for investing playing activities and for engaging new staff are the main barriers for GP transfer. The city event organization based only to volunteer work could also represent a barrier.	C	Novigrad is strongly interested in promoting innovative approaches for engaging citizens and tourists. The playful paradigm for a small community a Novigrad could work as a catalyst of innovation and city attraction also for the surroundings. Despite the political support and the committed municipal staff and community, the lack of financial support cannot ensure a GP transfer during the 24 months of phase 2.
VIANA DE CASTELO	89.000	PORTUGAL	Viana has the Political support. A “Social Network”, which will be core group for the URBACT Local Group, has been already constituted. The city is used to work in a participative way for implementing innovative projects and it has a good collaboration with local associations and NGOs. Within the Social Network and in the framework of the WHO Healthy City Network, Viana has already decided to set up a Toy Library in a deprived neighbourhood, for fostering the social city integration.	Difficulties in engaging target groups and the resistance of local population in being involved in innovative activities are the main barriers for Viana. A lack of coordination capacity of schools’ staff and of skilled and trained staff to implement the project activities could represent obstacles during the GP transferring. A lack of resources already allocated for implementing the forecasted transfer has to be also seriously considered.	B	Viana has a sound experience in promoting social projects, thanks to the membership to the WHO and to the Social Network working group. The city uses the participative approach for fostering better social project, for promoting social cohesion and taking care of disadvantaged people. The use of games is already recognized as an innovative social inclusion tool and the Toy-library has been already planned. But difficulties in engaging local population and the lack of trained staff, with unsure financial resources, could obstacle the GP transfer process.

Section 3 : Synthesis, Overall Transferability and Methodology outline

Introduction


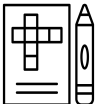

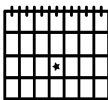
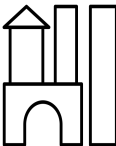
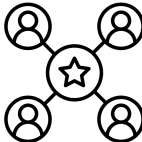
The transfer methodology has been outlined by using all information collected during partners meetings, study visits, interviews and questionnaires. Interactive sessions, during the Final Meeting partners (7-8 September 2018), have been organized in order to clearly define the journey of the transfer process.

The transfer methodology takes into consideration 3 key elements:

- the Modules of the Good Practice willing to be transferred by project partners;
- the needs of the transfer partners;
- Scope for improvement of the Playful Paradigm practice.

As already demonstrated, the GP could be divided into modules. City partners will transfer just some of those module/activities considering their local context, while maintaining entire the overall philosophy of the Playful Paradigm.

Synthetic Modules table matched with cities partners:

MODULE		CITIES	
	Random games and gamification events	CORK KATOWICE KLAIPEDA LARISSA	NOVIGRAD VIANA DO CASTELO
	Involvement of schools in playing activities	ESPLUGUES DE LLOBREGAT KATOWICE KLAIPEDA LARISSA	NOVIGRAD VIANA DO CASTELO
	Ludobus-initiatives Play-bus	CORK ESPLUGUES DE LLOBREGAT KLAIPEDA	
	Annual program of games events and activities	CORK ESPLUGUES DE LLOBREGAT KATOWICE VIANA DO CASTELO	
	Toy Library	CORK ESPLUGUES DE LLOBREGAT KATOWICE KLAIPEDA	LARISSA NOVIGRAD VIANA DO CASTELO
	Playful projects for local communities	CORK KATOWICE KLAIPEDA NOVIGRAD	VIANA DO CASTELO

To ensure a good transfer process the needs of project partners have to be satisfied. The key needs are:

- Defining a **Local Strategy** which could contribute to achieve continuous political support: outlining an Activity Transfer Plan; providing drafts for Memorandum of Understanding (MoU) to be signed between the Municipality and the implementing local stakeholders/partners; advising on the re- definition of Local Strategic Plans including the Playful Strategy.
- Capacity building for **local staff and local stakeholders**: to implement the GP transfer skilled and adequate human resources have to be enrolled. Training and educational support about playful approaches and engaging technics are needed at local level, in order to facilitate the engagement of local stakeholders, local communities and schools.
- Providing/sharing **Tools** for concretely applying at local level the GP Modules: instructions books and guidelines (easy and short) are required by partners for implementing the transfer activities. Suggestions and a list of “things to do” have to be outlined for implementing in a proper way the different modules.
- Mapping adequate **city spaces and neighbourhoods** for playful activities: tools for districts and squares mapping and features to consider for setting up toy -libraries or implementing the Ludobus-initiative are required
- **Communication and city branding**: a communication city plan based on the concept of “Playful city” has to be provided; addressing the positive message of being a city uses games and gamification for citizen engagement.
- Sharing methodologies for **playing in the Nature**: the possibility of involving citizens in playing activities in the nature is another issue. Partners want to explore possibilities of building games with natural resources and using the nature environment as space for playing.

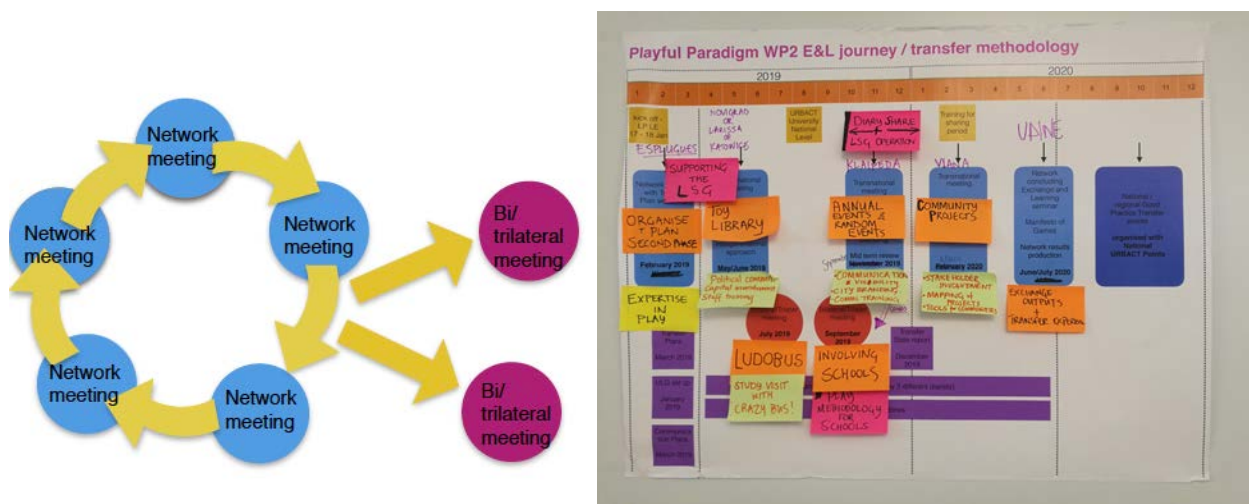


Moreover, the proposed transfer methodology takes account of the needs of the Lead Partner city in improving the Playful Paradigm Good Practice throughout the transnational networking. The areas of expected improvement are (Section 1 of Transferability Study page n. 11):

1. The “**Manifesto of the playful paradigm practice**”, promoted and developed by cities with the purpose of enhancing the use of urban games at local level through an integrated urban strategy.
2. The improvement of **city branding** and gamification actions as **economic boosts**.
3. The use of **gamification as an innovative tool for urban planning**.
4. A shared document for launching a **public procurement for urban games**, aimed at appointing relevant stakeholders.

3.1 Transfer Network Methodology

The transfer Network Methodology has been built considering the needs, concrete possibilities of transfer potential and different levels of knowledge and expertise in the use of playful approach among the project partners. A mixed model of Transfer Methodology has been proposed by working with partners, mainly based on the Carousel Model with some sessions of radial follow-up meetings.



Thanks to a fruitful interactive discussion, the partners decided to organize **5 Transnational Network meetings** and **2 Customised transfer activities**. The **Transnational Network meetings (TNMs)** will deal with topics, needs and GP Modules, of relevance to all partners. The Learning and Exchange process (E&L) will offer the opportunity for partners to share their challenges, implementation actions and good or bad experiences in engaging communities. All partners benefit from knowledge and lessons learnt by others. Transfer partners could learn and exchange the strengths and weaknesses of the implementation process. The lead partner will have the opportunity to focus the discussion on the scope for GP improvement, capitalising on partner experiences. The ULG members will be invited and will have the opportunity to meet other partners and ULG members and exchange local specific issues as well as share ideas and solutions.

The **Customised transfer activities** will specifically address needs pertaining to the relevant city partners. The meetings will be organized taking into consideration these expressed needs and will try to be effective and concrete. Considering the limited number of participants, the meetings will be designed using different methodologies, such as study visits, trainings or follow-up discussion.

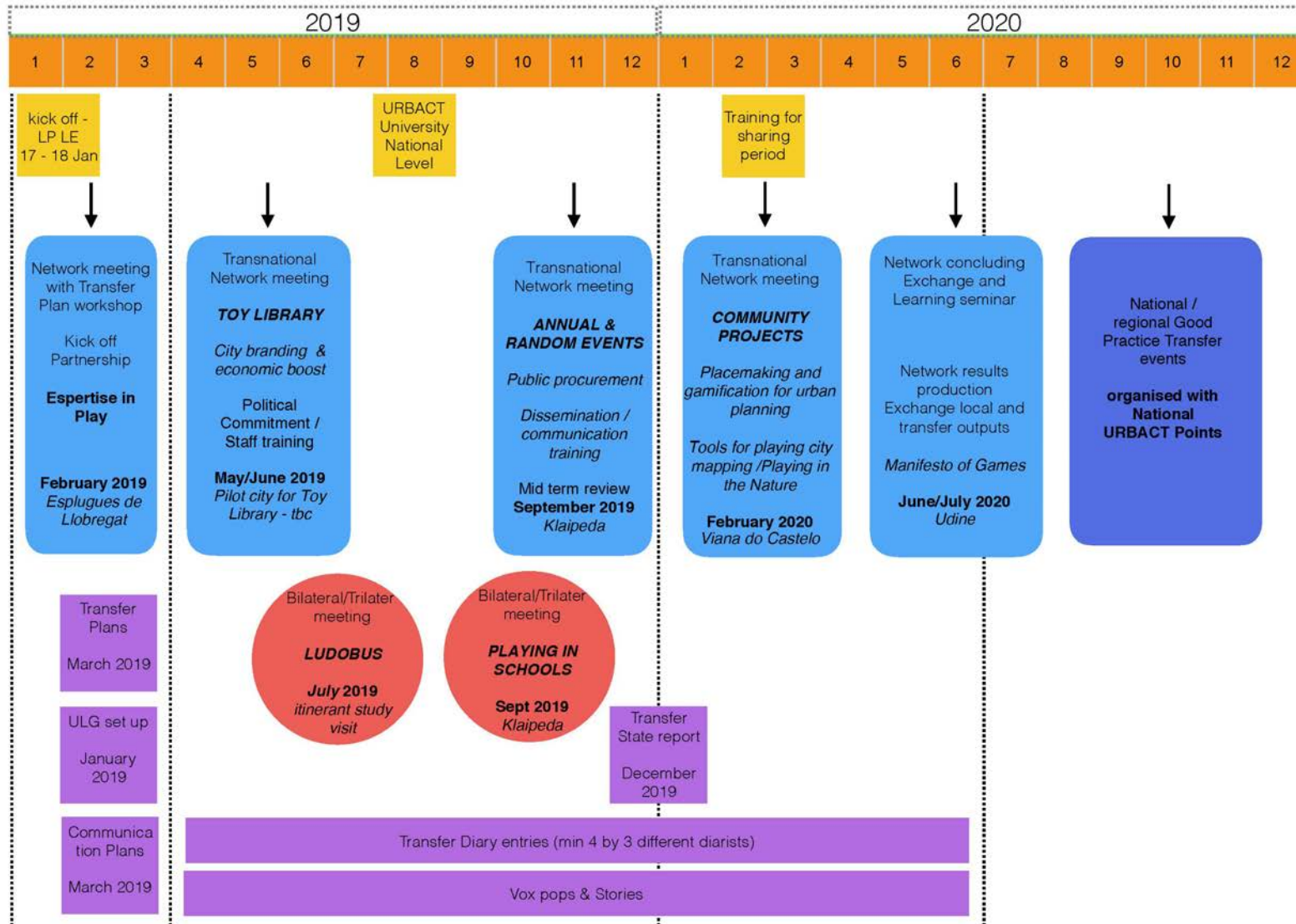
The **Network meetings** will be organized considering:

- all partners will be present and ULG representatives should be present;
- a focus on a GP Module;
- topics on the GP improvement;
- specific issues/needs/challenges interesting for all partners;
- the transfer ongoing will be shared;
- ad hoc experts or external experts will be engaged.

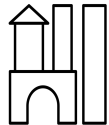

The **Customised transfer activities** (Bi/tri/quadri/lateral meetings) will be organized considering:

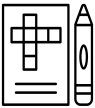
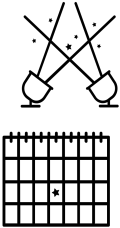
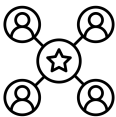
- few partners will be present and ULG representatives/staff administrations should be present;
- a specific issue or Module of the GP to transfer will be analysed;
- ad hoc experts or external experts could be engaged.

SUMMARY TABLE OF THE PLAYFUL PARADIGM TRANSFER METHODOLOGY AND JOURNEY



SUMMARY TABLE OF PLAYFUL PARADIGM TRANSNATIONAL MEETINGS

Date	Location	Meeting type	GP Modules/needs/rooms of improvement	Participants	Expertise /outputs	
February 2019	Esplugues de Llobregat	Network meeting		<p>Kick of meeting</p> <p>Transfer plan workshop</p> <p>Expertise in Play</p>	All partners	<i>Outputs:</i> follow up materials, pre- and post-meeting briefing note, video
May/June 2019	European Pilot City developing a Toy Library (e.g. Issy les Moulineaux) Tbc	Network meeting	 <p>GP Module: TOY LIBRARY GP improvement: City branding and economic boost Partners needs: Political commitment /local strategy /staff training</p> <p>The Toy Library Module will be the first GP module to analyse in order to give adequate time and tools to partners willing to transfer and setting up a toy-library during the 2nd phase project.</p> <p>Having a Toy Library offers opportunities for cities to re-think the city-branding and boosts new economic opportunities. Some tips and insights on training and education for enrolling the staff will be provided.</p> <p>To do that, the political commitment and a playful paradigm local strategy is need. A first interactive session for drafting a Manifesto of Games will be organized.</p>	All partners	<p>External expert of Games</p> <p>Ad hoc URBACT expert on city branding and economy development and/or local governance</p> <p><i>Outputs:</i> follow up materials, pre- and post-meeting briefing note, videos, infographics/tool-kit for setting up a toy library; thematic reports on toy library and city branding.</p>	
July 2019	Itinerary Study visit around Italian cities engaging in Ludobus-initiative	Customised transfer activities. Study Visit	 <p>GP Module: LUDOBUS-INITIATIVE/TOY VAN</p> <p>A roundtrip in Italian cities promoting the Ludobus-initiative will be organized.</p> <p>The best way to experience a travel-van for games is exploring by travelling. So that, a round trip (by van) will be planned in 2-3 Italian cities starting from Udine.</p>	Udine Cork Esplugues de Llobregat Klaipeda	<p>External expert of Games</p> <p><i>Outputs:</i> pre- and post-meeting briefing note, videos, infographics/tool-kit about ludobus; thematic reports on ludobus</p>	

September 2019	Klaipeda	Customised transfer activity: Deep dive activity		<p>GP Module: INVOLVEMENT OF SCHOOLS IN PLAYING ACTIVITIES</p> <p>This meeting will be organized a day before the Network meeting, in order to optimise the presence of partners and the project financial resources.</p> <p>Klaipeda is the selected destination because in that period the city realizes events with schools and for citizens.</p>	Esplugues De Llobregat Katowice Klaipeda Larissa Novigrad Viana Do Castelo	<i>Outputs:</i> pre- and post-meeting briefing note, videos, infographics/tool-kit about playful activities in schools; thematic reports on children and youths engagement by fun-learning activities.
September 2019	Klaipeda	Network meeting		<p>GP Module: RANDOM GAMES AND GAMIFICATION / ANNUAL PROGRAM OF GAMES EVENTS AND ACTIVITIES</p> <p>GP improvement: Public procurement for stakeholders engagement</p> <p>Partners needs: Dissemination and training on communication</p> <p>Good playful events experiences will be shared among partners. Tips and insights on how to organize a good playing event will be provided. A focus on the involvement of local stakeholders and the launching of public procurement will be proposed.</p> <p>The participation of target groups and citizens at city events is straight connected to a good dissemination and communication campaign. A concrete follow-up on that will be organized.</p>	All partners	External or ad hoc URBACT expert on Playful events / local governance <i>Outputs:</i> follow up materials, pre- and post-meeting briefing note, videos, infographics/tool-kit for organizing a playful event; thematic reports on playful events (organization, communication, etc) targeting different group of people; position paper on public procurement for stakeholder engagement for games activities.
February 2020	Viana do Castelo	Network meeting		<p>GP Module: PLAYFUL PROJECTS FOR LOCAL COMMUNITIES</p> <p>GP improvement: Placemaking and gamification for urban planning</p> <p>Partners needs: Tools for playing activities and city mapping, playing in nature</p> <p>Community projects aimed at facing problems and challenges of local context at community level will</p>	All partners	Ad hoc URBACT Expert on placemaking Expert on games creating <i>Outputs:</i> follow up materials, pre- and post-meeting briefing note, videos, infographics/tool-kit for implementing

				<p>be explored. In Udine, a project for counteracting the problem of gambling has been developed as well as in Cork there is the commitment to organize a Street Play project, to begin a process of reclaiming streets, particularly in residential areas, for play and games for all. Moreover, all partners expressed the need to explore the possibility of boosting a better community and citizens engagement.</p> <p>Possibilities of placemaking and gamification strategies for engaging citizens in project of co-designing urban planning will be analysed. A trial game for engaging people with urban planning purpose, (created as final output of Playful Paradigm TN) will be tested. Sessions on tools for planning and implementing playing activities in nature will be delivered. Tools for city mapping, where implementing playful activities, will be shared.</p>		<p>communities project; thematic reports on playful community projects and playing in the nature; position paper on civic participation by using gaming approach; playful paradigm urban game (draft/trial version)</p>
June/July 20120	Udine	Network meeting	<p>Network concluding Exchange and Learning activities</p> <p>Exchange local and transfer outputs /Network results production</p> <p>GP improvement: Manifesto of Games</p> <p>The final Network meeting will have the aims to exchange project partners results achieved at local level.</p> <p>The final draft of “Manifesto of Games” will be shared and project partners will sign it.</p> <p>Game sessions for partners and for local population will be provided. The playful paradigm game produced by TN will be launched at city level. The members of Udine ULG, other relevant stakeholders and citizens will be invited to play.</p>	All partners	<p>External experts involved during transfer process</p> <p><i>Outputs:</i> follow up materials, pre- and post-meeting briefing note, videos, infographics/tool-kit for GP transferring; playful paradigm; urban game (final version); manifesto of games (policy recommendation).</p>	

3.2 Network Outputs

The Playful Paradigm Transfer Network will provide several outputs at city and at network level.

At city level, each partner city, including the lead partner, will be required to produce a series of outputs to describe the transfer journey. The transfer partners will have to provide a story about the adaptation and the reuse of the GP. Additionally, the Lead Partner will record the possibility of improvement of the Playful Paradigm. Local potential, stakeholder involvement, positive local impacts as well as local barriers or negative unexpected situations will be described.

Each **city partner** will produce:

1. *Transfer Plan*
This document will describe the city's starting point in relation to the content of the Playful Paradigm GP, highlighting local assets and barriers and forecasting the extent of transfer expected, including approaches and resources to be used in the adaptation process.
2. *Transfer Diary*
Transfer diaries will be produced by all city partners, by nominating three 'citizen diarists' (ULG coordinator and two other members of the community, i.e. an NGO representative or a politician or a business person) who will record their individual experience in the Playful Paradigm project. Cities have been invited to think about creative ways of building the diaries, through images, sounds, videos, to document the entire journey of the community through the good practice implementation.
3. *Vox pop – recorded*
A story telling video will be recorder by all city partners. Vox-pops are short (maximum 3 minute) video interviews. Each city will produce a set of three interviews with key stakeholders in their city. Like the diaries, these should reflect a range of voices (i.e. Elected Officials, Directors, Project managers, citizens etc.). The videos could be done in local languages with subtitles in English.
4. *Final Learning Log*
All city partners will be asked to produce a Final Learning Log to illustrate the whole transformation that has taken place in the local community and the reflections on the overall network experience. The learning log will gather together all the different items that have been produced before, including the transfer diaries, the transfer stories, the vox-pops and other products that have been developed during the lifespan of the project, both at the individual, institutional and city level.

At Network level, a catalogue of outputs will be provided, in order to register the added value of transnational work. Exchange and Learning activities, follows-up, thematic issues, policy recommendations and innovative outputs connected to the topic of "game" will be produced by the TN.

All forecasted Playful Paradigm Transfer Network Seminars (TNMs, the study visit and the deep dive activity) will produce a series of outputs connected with the issues dealing with GP Modules, partner needs and areas of GP improvement. Some outputs will be for internal use, only with a emphasis on development specifically aimed to support the work of ULG coordinator in sharing the TNM content with the ULG members. Other outputs will be produced for a wider audience (external use) and will boost the Network results dissemination at national and international level.

Among them, the TN will produce:

1. *Follow up materials*
A collection of all the materials, handouts, produced for/at network seminars (PowerPoints, templates, photos, short videos, etc.) will be provided – *only for partners / internal use*
2. *Pre- and post-meeting briefing note*
This tool is used to capture and document the E&L rationale. The pre-briefing note provides a clear understanding of the content to be covered at each network meeting. The post-briefing note

documents the learning from the meeting for each session and lists the tasks to be undertaken before the next meeting. It is useful for ULG coordinators and partners – For *internal use*

3. *Infographics/ Tool-kit on GP Modules*

An Illustration tool-kit for each GP module will be designed, to summarize the main tips to be considered during the implementation of the specific GP modules. – *Internal Use / it could also be used for the external audience.*

4. *Thematic reports:*

These reports will be designed to share thematic content, findings, and transfer recommendations. They will provide a summary of the main topics/issues addressed during the meetings: GP modules, partner needs and challenges and GP rooms of improvement. – *Internal and external use*

5. *Videos*

During the TNMs, the study visit and the deep dive activity, short video stories will be produced, in order to share the seminar content to ULG members. – *Internal Use / Some of them could be also used as an external output.*

6. *Playful Paradigm Urban Game*

An urban interactive game will be produced during the lifelong Network, to support local Administrations in the use of games and gamification as tools for urban planning. The game will be produced and used by project partners, but it could also be an output to be shared with other cities across Europe. – *Internal and external use*

Moreover, the Network will provide some **Special Network outputs**. They are willing to address local administrators in adopting a playful approach to face contemporary cities challenges and will support local authorities with guidelines and policy recommendations on how to put in practice the Playful Paradigm.

These are:

1. *Manifesto of Games*

It will provide suggestions for the improvement of regulatory framework about the use of games as innovative tools for social inclusion, well-being and sustainability. It will contain policy recommendations and commitments for local authorities.

2. *Policy Recommendation on Public Procurement for Games*

A policy paper on the stakeholder engagement for implementing Playful activities will be provided. Recommendations on public procurement for local organizations, NGOs, private companies or voluntary organizations will be described.

3. *Position Papers*

The transfer Network will produce a position paper about the multi-level *governance* as a necessary approach for implementing the GP at local level. The Playful Paradigm GP has been implemented by Udine also thanks to the Regional and National support. A multilevel governance support for promoting the use of games and gamification has been recognized as fundamental to ensure sustainability and transferability.

3.3 Communication and Dissemination

The present Transfer Network will explore the possibility to transfer the Good Practice of Udine Municipality called “Playful paradigm”, as an innovative concept for promoting social inclusion, healthy lifestyles & energy awareness, intergenerational & cultural mediation, place-making & economic prosperity, to other European Cities. The Communication strategy will support cities at local level to achieve the expected transfer results and to disseminate the NT objective activities to local communities, citizens and relevant stakeholder. It will foster the Network at Transnational Level to disseminate the core objectives to other European Cities and urban practitioners.

During the first 3 months the TN will provide a Communication Strategy Plan, which will contain the local and the transnational communication Strategy. It will focus on: clear objectives, key messages, target audience, Activities, Time plan, budget, partners to involve and evaluation. Moreover, a standardised communication kit will be designed to help the cities communicate in a similar, consistent way about the Playful Paradigm TB.

The overall **Objective of the communication Strategy** is to disseminate the Playful approach as powerful tool when applied in cities. Because through games and gamification, cities could address the behaviour of citizens in relation to well-being, social inclusion and sustainability and trigger the civic participation.

Cities at local level should improve the citizen awareness about games and the benefit of playing and the commitment of local stakeholders in promoting play activities with the objective of enhanced well-being, social inclusion and sustainability.

The **Key messages** of the Playful Paradigm TN is:

“Make the healthy and sustainable city the enjoyable city”.

“The city can be a *game board* for everyone and everyone can play games and have fun, respect and fairness”

The first message is directed to Local Administrators and aims to promote the use of games at city level to face contemporary challenges and address positive behaviours and habits.

The second message is more direct to citizens and stakeholders, promoting play as an innovative tool to discover their city, fostering the feeling of belonging, and to promote respect between people, addressing a more equitable society and peaceful environment.

The **target audience**, on the one hand, will be other cities, practitioners and L.A. to spread the key message and to engage more politicians and administrators to promote the Playful approach for social inclusion and sustainability. On the other hand, at local level, city partners want to reach more stakeholders, local communities, schools, local organizations and citizens.

In implementing the communication strategy, city partners wish to play the role of coordinators and mediators, facilitating networking among local stakeholders and negotiating different interests towards a common goal.

The **communication activities** developed by this TN will be connected with the produced output at local level (see WP 3 – Application Form – Partner feeds) and at Network level (see WP 2 – Application Form – Exchange and Learning output). By Social Media, URBACT website, newsletters, articles, tailored events the TN outputs will be disseminated.

3.4 Conclusions and Overall Transfer Assessment

Considering Partners profiles, Transfer Potential assessment, challenges addressed, we can expect to adapt and reuse the overall philosophy of the Playful Paradigm practice in each city partner. All partners have a clear vision on how implementing at local level the playful approach and all of them have the needed political support. All cities are interested in learning and in the application in their communities of the playful paradigm for triggering better citizen participation and for engaging target vulnerable groups in playing activities, addressing the message of inclusion, well-being and environmental protection. Some partners would address the GP transfer more to elderly people, others to families and youth and some of them to migrants and the hosting community.

Moreover, all city partners will match the GP transfer with the Municipal strategy for social inclusion, health and sustainability. So that, the transfer of concepts, objectives and trial activities of games will be expected.

But due to varying financial resources the experience and use of games or fun-learning tools with trained staff, the concrete opportunity to transfer the GP Modules varies from city to city. As explained, the Playful Paradigm is composed of a variety of activities promoting the use of play, trying to reach all citizens by different Modules, for involving schools and others, for families and elderly people (Ludobus, Toy library), etc. The evaluation of assets and barriers in transferring each GP Module has been used to assess the overall transfer potential of each city partner and to give a snap-shot of the present situation relating to the concrete possibility to adapt and reuse at local level the Playful Paradigm Practice. In other words, as showed in the Summary Table on Transfer Potential (pages 51 – 53, Section 2), we expect a variation among the 7 transfer cities from a full GP transfer (A level), a partial transfer (B) and a minimum transfer (C) during the 24 months of the lifespan second phase project.

The city of Cork has an overall positive framework to develop a full transfer of the GP, due to experience in organizing participative activities and city events with political support and a well-organized and trained municipal staff. Cork will provide also an improvement in the adaptation and reuse of the GP practice (*A Level*). Esplugues de Llobregat, Klaipeda, Larissa and Viana de Castelo are committed in providing a medium level of GP transfer. They have similar local features. They have sound experience in promoting social or fun-learning projects, under frameworks of being WHO Healthy cities (Klaipeda and Viana de Castelo), member of UNESCO learning city (Larissa) or very active in promoting youth engagement (Esplugues de Llobregat). All have already implemented playful activities with schools and are committed in promoting the use of games for fostering the civic participation for a better city planning. But the lack of funds available, due to economic crisis or to the situation in each Country, the lack of skilled and trained local staff (Esplugues, Viana), the bureaucracy (Larissa) and the difficulties in involving the local population cannot ensure a full GP transfer (*B Level*).

Katowice and Novigrad are committed in exploring the overall potential of the GP at local level, ensuring to realize the Transfer Plan and some trial activities during the lifespan project. The small dimension of Novigrad and the difficulties of Katowice in involving the local communities, along with lack of financial resources and staff contribute to ensure only a minimum level of GP transfer (*C Level*).

In general, the transfer of the Playful Paradigm GP has the opportunity to be a flexible tool, adaptable to different local contexts, easy and cheap. But there are also some risks to be taken into account during the transfer process. First of all, a non-consideration of playing as a serious methodology for addressing the city policy challenges. It is important to promote “play” in an adequate way to local politicians and stakeholders, as an innovative tool for supporting the social cohesion and citizen participation. Another risk is represented by the lack of trained and motivated staff for promoting playful activities. The appointed staff is the most important vehicle to launch gaming activities, because it supports the engagement of the local population and addresses playful events to specific target groups. Moreover, Municipalities, committed in transferring the GP, have to allocate an adequate budget to implement the project activities. Even if the GP doesn’t require high costs for implementation, a minimum budget is necessary in order to guarantee the proper development of playing activities.

The Playful Paradigm Transfer Network will work to overcome these difficulties and to support all partners in transferring in best way the Good Practice.

Games are pointless and they don’t have ulterior motives, much as music, mathematics, poetry, and love. But can bring forward excellent fruit.

The mission of this network is to make all this happen for the well-being of all our citizens.

