Application Form

2018 Guangzhou International Award for Urban Innovation

Please fill out the form in English and send it to info@guangzhouaward.org before 23:59:59, 31 Aug, 2018 (UTC +8:00).

A. Profile of the Initiative

<table>
<thead>
<tr>
<th>Geographic Region (Please select and tick one):</th>
<th>Africa</th>
<th>Asia-Pacific</th>
<th>East Europe</th>
<th>Latin America and Caribbean</th>
<th>Western Europe and Others</th>
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</thead>
<tbody>
<tr>
<td>Name of Country/Region:</td>
<td>Italy</td>
<td></td>
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<tr>
<td>Name of City/Local Authority:</td>
<td>Bologna</td>
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<td>Name of Organization:</td>
<td>City of Bologna</td>
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<tr>
<td>Title, name and position of person(s) submitting:</td>
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2.

3.

Basic City Data (please use data from the UN Statistical Office):

Population size: 388,361 (31/12/2016)  Population growth rate: + 0.2%
Surface Area: 140.9 km²
Population Density: 2,757.3
GDP per capita: 39,433 USD
GINI Index: 34.7 (2014)
Main source of prosperity (e.g. industry, trade, tourism, creative industry, etc.)
Services, Creative Industries and Tourism are fast growing
Other: (please specify)

URL/Webpage of your city: http://www.comune.bologna.it/
URL/Webpage of your initiative: http://partecipa.comune.bologna.it/

B. Title and Abstract

For a large integrated initiative, please consider submitting up to three initiatives under the same title. For example, you may wish to submit under “Low-carbon urban development for My City” an initiative on public transport, an initiative on energy efficiency in buildings, and an initiative on use of renewable energy.

Title or Tagline of the initiative (25 words max.):

CIVIC IMAGINATION: ENGAGING COMMUNITIES FOR A MORE INCLUSIVE AND SUSTAINABLE CITY
The City of Bologna adopted a strategy aiming at permanently enabling citizens to collaborate, thus making the city government share responsibility with the community in the care and sustainable use of spaces and in a fair allocation of local resources. The milestones of this policy are: a “Regulation on public collaboration between citizens and the city for the care and regeneration of urban commons”; permanent Participation Laboratories in each of the 6 City Districts where individual citizens and groups of them discuss on the use of resources; they also foster networking and are antennas for the needs of their territory. The Municipality launched various public calls for the use of City-owned spaces to be regenerated and animated, thus offering development opportunities to the local community but also a tool to revive certain areas of the city and to create a sense of community.

C. Background Information

Describe the legislative or policy framework under which the initiative is taking place, for example, a public policy document at the central or local government level, a policy statement, a covenant, a compact or internationally recognized agreement including, for example, the Sustainable Development Goals, and/or the New Urban Agenda (80 words max)

The “Regulation on public collaboration between citizens and the city for the care and regeneration of urban commons” was the starting document adopted by the
City. Furthermore, the Mayor gave Deputy Mayor Lepore a specific responsibility on "Civic Imagination". Participation and citizens’ activation was included in the Municipal Planning Document as one of the identified transversal priorities. More than 40 people within the municipal administration work on civic activation specifically or use civic engagement as a key for their activities.

D. Summary of the origins of the initiative:

Describe what sparked the initiative and how the initiative came about and what challenges or issues of sustainable development it is meant to address using the following lead questions as your guide. (350 words max)

1. Describe briefly the reason(s) for undertaking the initiative including social, economic, political or cultural challenge(s) or issues confronting the city/region/community. Include where relevant number of people, enterprises or institutions affected.

The civic imagination policy was developed gradually since 2014 to respond to two different needs. On one hand, citizens – traditionally very active and engaged in Bologna - were asking the city administration to let them improve their neighbourhood by painting a bench or managing an abandoned space, but it was not possible: the municipal regulations didn’t allow citizens to operate on public areas. At the same time, local decision-makers perceived that there was no trust in politics (shown by a 30% drop of vote in 2014 regional elections).

2. Describe the goals of the initiative in terms of desired change or outcome and timeframe for achieving the change or outcome (for example, change in policy, strategy, business model, technology, means of implementation, financing arrangements, human development and empowerment, measuring and evaluating progress and impact, etc.).

The aim was to change the relation with the citizens, to rebuild trust and offer them some tools to be engaged for the benefit of their neighbourhoods, so as to build a more inclusive and sustainable city.

To measure the outcomes, the numbers of participation were analysed. Signing a pact with the City or participating in District Labs meant that the involved actors trusted the administration.

3. Describe whether the innovation involves any partnership (public-public, public-private, public-community, etc.) and if yes, who is or was the leading
partner(s), the role they each played and whether other parties have benefited or are benefiting from your innovation and how?

The work was managed by the Active Citizenship Unit of the City of Bologna, with the Civic Imagination Office, created within the Urban Innovation Foundation, in collaboration with the University of Bologna. The team started with an internal design work for a one-year plan, then intermediate bodies and community leaders were involved to share and co-design the work; new connections were stimulated by sharing information, listening to people, organising public meetings. Then specific actions were co-designed and priorities selected. Also, participatory budgeting was launched in 2017: 84 projects were proposed and 6 selected by the citizens; the vote of 14,584 people decided how to use a share of the municipal budget (1 million). So citizens were put at the centre of the decision-making process and large parts of the city could be improved and regenerated thanks to civic engagement supported by the City.

4. Describe the resources used for implementing the initiative, including funding/financing strategy or arrangements and any significant contributions that are not in cash, for example, in human, technical or managerial resources.

The City invested about 200,000 euros per year for the overall structure and for the organisation of activities. In addition, some small funding was given to support the Collaboration Pacts and public calls for the regeneration of specific spaces. 1 million was made available for the projects voted through the participated budgeting process.

E. Summary of the innovative aspect(s) of the initiative:

Describe the innovation for the initiative using the following lead questions as a guide. (350 words max)

1. Describe whether the initiative should be considered evolutionary or revolutionary. 
   Evolutionary would imply that innovation evolved over time based on lessons learned from experience and that the changes or outcomes are cumulative. Revolutionary would imply something quite new or something that has been borrowed from elsewhere but never been tried before in the sector or context in question and therefore bears a certain degree of risk.
Our initiative is evolutionary, since it started gradually and is now going on and widening up.

2. Describe whether the innovation was inspired or borrowed from other experiences and what the linkage with the other preceding experiences is.

Civic engagement has always been very strong in Bologna – a centre of the Resistance against Nazism and fascism during World War II – the first City in Italy and second in Europe to create a Civic network, Iperbole. It was thus natural that Bologna would be the first in Europe to adopt a Regulation on urban commons. In 2015 there was a City Districts local Reform that identified the Districts as territorial nodes meant to be antennas to detect the local needs and to promote networking by giving value to the relations among people and to the activities of local associations. As a consequence, the District Labs were created as a permanent context for dialogue and project design.

3. Describe where the innovation is being applied, for example, in policy or strategy; planning, design and implementation; business model or financing arrangement; tools and technology; governance and administration; etc.

The civic engagement strategy is changing the way the city administration works: it has created a number of tools – the Regulation, the District Labs, the Comunità web pages, participatory budgeting, public calls for the use of abandoned public spaces – that allow the administration to work for the citizens and with the citizens. The fact that many City Executives participate in the Labs, that the technical staff of the City works on the design of projects with citizens and associations, is bringing the work of the City closer to the needs and wishes of residents and it is also developing a stronger sense of community, since citizens are uniting to propose improvements to their neighbourhood.

4. Describe whether there was or are any obstacles or resistance to the innovation and if so, how were/are they being overcome.

The challenge was to rebuild trust: making the whole path very clear and transparent thanks to the use of the Comunità website and the District Labs themselves, helped us in this. We managed to mobilize a large number of people, but now we need to involve more young people from high school or University and this is our new focus with a project specifically targeted to them.

F. Summary of the desired change or outcome and how it is being
Describe how the initiative, and in particular the innovation, is or will be making a qualitative and/or quantitative change and how that change or outcome is being measured. (350 words max)

1. What change(s) or outcome have you already achieved or hope to achieve? Please describe the nature of the change or outcome in, for example, improved quality of life; new levels of social, economic or environmental sustainability, including new attitudes and behavior; improved efficiency, effectiveness, accountability or transparency, etc. Please describe the scale of the change, for example, primarily local, regional, national or global and where possible, please quantify the changes or outcome being achieved.

Since May 2014 we count 408 implemented collaboration pacts; 15,000m² of city walls were cleaned; in 20 schools, students took care and regenerated annexed green areas and decorated or renovated school walls; 40 green areas were regenerated, also fostering social cohesion with the creation of community gardens. Moreover, a number of refurbishing actions were carried out on the street furniture, like the renovation of 110 public benches. All the implemented actions show how the collaboration between citizens and city administration helps neighbourhoods be nicer and more inclusive places. But results were also the large participation in Laboratories, 2500 people in 2017, as well as the numbers of participatory budgeting: 84 projects proposed and almost 15,000 voters.

2. What indicators or metrics are you using to assess the change? Describe who is doing the measuring, and who is using the measurements and how.

The indicators of our strategy are the number of participants in Labs, Budget vote, etc. and the quality of collaborative projects.
At the same time, the budget that the City made available for citizens to decide how to spend (1 million for participatory budgeting) shows the commitment of the City administration. Bologna University Center for Advanced Studies on Consumption and Communication is in charge of impact measurement and evaluation, with the Civic Imagination Office.

3. Describe any specific tools or methods that were developed or applied to improve the chances to attain the desired outcome or change, for example, new working methods, new data and information, new incentives or disincentives, new means of communications and knowledge, new technology, etc.
Here some examples of the above mentioned tools: “The objects library” and “Re-use with love” were created with two Collaboration Pacts. They both focus on the re-use of objects and clothes for social purposes and they create events to promote re-use. Another pact allowed the repainting of the walls of a kindergarten, in collaboration with an Art Lyceum, by creating a mural representing scenes from a book about nature, an initiative with the further objective to educate to life in the open air. Further examples: the regeneration of Piazza Cavour gardens in collaboration with Bologna traders’ association; the creation of a new service for cyclists with Dynamo, the bike station that promotes green mobility in town. Another tool, the District Labs, allowed to decide with citizens which buildings were going to be refurbished with European Structural Funds the city is receiving.

4. How does the initiative and its intended change(s) or outcomes contribute to a new image or reputation for your city or community?

Trust of residents towards City administration has improved, as shown by the high level of participation in all initiatives.

G. Describe what you think other cities can learn from our initiative and what your city/community is prepared to do to further that learning. (Max 200 words)

Our strategy can be implemented in other cities. Starting from the Regulation on urban commons, up to the district labs and participatory budgeting. Of course each city can adapt it according to the local specific situation. The Regulation has already been adopted by many other Italian cities. We would be happy to support other local administrations around the world to take similar steps. Civic engagement makes the city more inclusive and sustainable: it creates inclusive communities and it grows with practice. For instance, some citizens became promoters themselves: a group from “Via Abba”, a local street, of their own initiative translated the information materials about the vote on participatory budgeting for their district into 5 languages and put them in the lobby of all the buildings in their street, to make sure that everybody was informed about the opportunity and could cast their vote. Furthermore, many of the initiatives that citizens propose often foster sustainability: some of the Pacts allow the recycling of objects, others promote the
H. Relevance of the initiative to the 2030 Agenda for Sustainable Development, commonly referred to as the “Sustainable Development Goals”.

Please tick the most appropriate boxes and provide a brief description of the relevance of your initiative in relation to the relevant goal(s). Please also refer to the complete text of the Sustainable Development Goals at: www.un.org/sustainabledevelopment/sustainable-development-goals/

| Goal 1: End poverty in all of its forms |
| Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture |
| Goal 3: Ensure healthy lives and promote well-being for all ages |
| Goal 4: Ensure inclusive and equitable education and promote life-long learning opportunities for all |
| Goal 5: Achieve gender equality and empower all women and girls |
| Goal 6: Ensure availability and sustainable management of water and sanitation for all |
| Goal 7: Ensure access to affordable, reliable, sustainable and modern energy for all |
| Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all |
| Goal 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation |
| Goal 10: Reduce inequality within and among countries |
| Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable |

All the engagement tools the City is using in general and collaboration pacts are community-based (the Districts) and are thus building solidarity among the residents and are strengthening social cohesion. At the same time, they make neighborhoods safer, more resilient and sustainable since they work on urban commons and urban regeneration of the City.

| Goal 12: Ensure sustainable consumption and production patterns |
| Goal 13: Take urgent action to combat climate change and its impacts |
| Goal 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development |
Goal 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

Goal 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions for all

In addition to strengthening social cohesion as mentioned above, our strategy makes the local institution fully accountable by creating places (virtual and physical) where citizens can express themselves and participate in the co-design of projects for the future of the city. The web tool “Comunità” makes the overall activities and the signed collaboration pacts transparent and known to everybody.

District Labs are fully inclusive: anybody can participate in them, including immigrants and students who are not formally residents of the City; individual citizens or organized groups of them can propose projects and co-design them together with the City officials.

Goal 17: Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development

In the case of Goal 11, please tick the relevant targets:

Target 1: Access for all to adequate, safe and affordable housing and basic services and upgrade slums

Target 2: Access to safe, affordable, accessible and sustainable transport systems for all

X Target 3: Participatory, integrated and sustainable human settlement planning and management

X Target 4: Safeguard cultural and natural heritage

Target 5: Reduce deaths and number of people affected by disasters with particular focus on the poor and people in vulnerable situations

Target 6: Improve air quality and manage municipal and other wastes

X Target 7: Universal access to safe, inclusive and accessible green and public spaces, in particular of women, children older persons and persons with disabilities

Target 8: Support positive economic, social and environmental links between urban, peri-urban and rural areas

Target 9: Improving resource efficiency, mitigation and adaptation to climate change, resilience to disasters and implement holistic disaster risk management

Target 10: Support least developed countries in building sustainable and resilient buildings utilizing local materials
I. Descriptive material in annex to the document

These are materials destined to allow members of the Technical Committee and the Jury to have a better understanding of the context of your initiative which is a very important consideration. Additional material can be submitted in DVD or CD formats. Please do not exceed the specifications below: anything that exceeds these specifications may not be availed to the Technical Committee or the Jury. Please provide, where possible and relevant, the following:

- Up to 5 press clippings or copies of covers and tables of content of reports published on the initiative.
- Up to 5 photos with titles that best illustrate the initiative (.jpeg at 72 dpi, 500 x 700 px max).
- Up to 5 graphics that best illustrate the initiative (.pdf/jpeg format, 72 dpi). These graphics could illustrate for example, trends, ratios or percentages; tools or technologies; etc.
- 1 map that best illustrates the physical context of the initiative (.pdf/jpeg format, 72 dpi)
- 1 chart that best illustrates the initiative (.pdf/jpeg format, 72 dpi)
- 1 technical drawing

I. Additional material

Any additional material such as videos should be submitted by email to the Secretariat of Guangzhou International Award for Urban Innovation.

Secretariat of Guangzhou International Award for Urban Innovation
Room 3511-12, 5 Zhujiang Xilu,
Guangzhou, Guangdong 510623
People’s Republic of China

Tel: +86 20 8735 0999
Fax: +86 20 8735 3488
E-mail: info@guangzhouaward.org
Website: http://www.guangzhouaward.org