

CLIQ

Interreg IVC Good Practice Fair

Krakow, 24 November 2011

Laura Ahonen



CREATING LOCAL INNOVATION THROUGH A QUADRUPLE HELIX



KANGAS – inclusion of civil society in city planning

Please contact:

Laura Ahonen, City of Jyväskylä, PL 193, 40101 JYVÄSKYLÄ, Finland

Tel. +358 50 595 3911

email: laura.ahonen@jkl.fi

Regional development challenge

27 hectares of land next to the city centre, a former paper mill with a history of 140 years, owned by the city, to be developed into a high-class residential & work place area of the future

- Investment of 13 million € - return on investment?
- A NATURA reservation area (a river base) in the middle of it
- Historic buildings to be maintained & conserved
- New industrial buildings to be torn down
- 2 gigantic paper machines to be removed
- General plan & detailed plan incl. traffic, buildings, streets, environment, services to the 3000 future residents etc.



KANGAS

Good Practice Description

- The CLIQ Pilot project: questions to be investigated
 - How can we improve the relations between the (4) Quadruple Helix actors?
 - Will improvement of 1 relationship trigger others?
- Kangas case: to test the methods of engaging civil society with the local authority in planning issues as early as possible. From mandatory hearing to genuine citizen participation.
 - Provide citizens' ideas for the forthcoming architectural competition and planning process.
- What impact will this have on the planning process & beyond?

Concrete steps to implement GP

Guided participation: 14 workshops, varying methodology

- Digital Storytelling
- Dream blocks - wikipanning method (co-creation)
- Graphic facilitation

Independent planning & visions

- “Kangas around the clock” – imagined story
- “A day at Kangas”: fill-in the gap storyboard
- Online toolkit: idea circle, treasure map, role plays...

Low-threshold idea invitation – User Forum “Uservoice”

Street approach: invitation to participate (in a shopping centre)

Final seminar to show the results

Visibility



Ideajakson satoa A-salilla 7.4.

Kutsumme kaikki Jyväskylän Kankaan alueesta kiinnostuneet kaupunkilaiset Aalto-salille (Väinönkatu 7) to 7.4.2011 klo 12 alkaen tutustumaan Kankaan alueen ideoihin. Seminaariin on vapaa pääsy, lue lisää ja ilmoittaudu!

Lue koko artikkeli [Comments Off](#)

LOPPURAPORTIN JULKAISU 12.5.2011

MINÄ voin olla **OPISKELIJA**, opiskelija
voi olla **ÄITI**, äiti voi olla poliisi, **POLIISI** voi olla
koripalloilija, **KORIPALLOILIJA** voi olla **KOIRANOMISTAJA**,
koiranomistaja voi olla **YRITTÄJÄ**, yrittäjä voi olla allergikko,
allergikko voi olla **VIKKAMIES**, virkamies voi olla hiihtosuunnistaja,
HIIHTOSUUNNISTAJA voi olla työtön, **TYÖTÖN** voi olla **POLITIKKO**, poliitikko
voi olla **ELÄKELÄINEN**, eläkeläinen voi olla **TURISTI**, turisti voi
olla **ISO-ISA**, iso-isä voi olla **TAITEILIJA**, taiteilija voi olla Kankaan
alueen suunnittelusta kiinnostunut, **KANKAAN ALUEEN
SUUNNITTELUSTA KIINNOSTUNUT**
voit olla
SINÄ.



Kaupungin Kangas - Loppuraportti 12.5.2011



CLiQ



Tutustu [Kaupungin Kangas -ideointijakson loppuraporttiin](#) ja lataa osallistavan kaupunkisuunnittelupilotin aikana kerätyt ideamateriaalit.

IDEATUOTOKSET

[SELAA IDEOITA »](#)



Kankaan yritysvaikutukset



Kankaan kirppari



Tulevaisuuden kangas



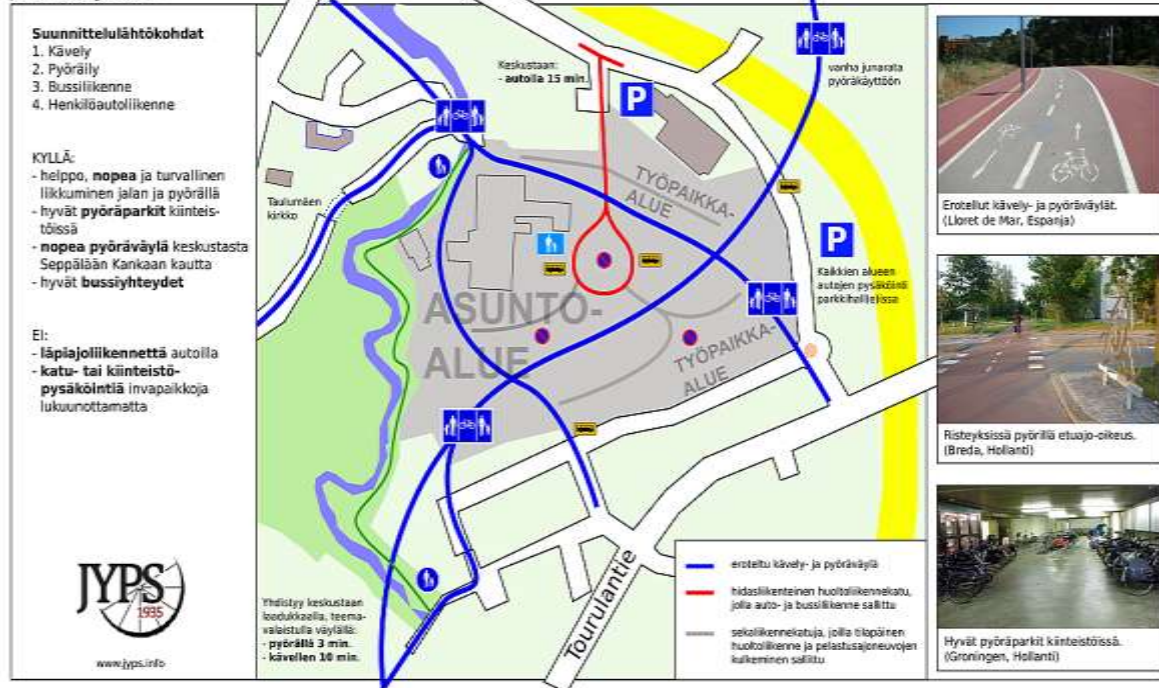
Results/Effects/Impact

- **Immediate results:** 600 people participated: 150 people in organised workshops, 200 in private ones; 96 stories, 31 visions, 240 users, 166 comments & 63 ideas on the “Userveice” webforum, 15.000 visits on the website in 2 months
- **Immediate effects:** most important themes included in the guidelines of the architectural competition, the whole material collected was attached to it.
- **Long-term impact:** 32 entries to the competition, detailed planning to follow it. The same approach disseminated to other areas, also outside city planning. Developed 'ownership' of the city & city space. Change in the planning culture?

One example of 31 visions - Jyväskylä Biking Association: traffic plan, visualisation, painting...

Kestävän liikenteen kaupunginosa

JYPS:in Kangas-visio



GH



Co-Financed by European Regional Development Fund

Conclusions

Key success factors:

- a topic that interests both citizens and the media
- **good media coverage**: visibility, visibility, visibility!
- great variety of methods to attract & include different people and user groups: politicians, schools, universities, entrepreneurs' associations, immigrants, 3rd sector associations, neighbourhood associations, local authorities...
- A good coordinator
- Direct contacts, easy to participate
- A rewarding scheme: show the results!

CLiQ

CREATING LOCAL INNOVATION THROUGH A QUADRUPLE HELIX

Thank you for your attention!



Made possible by the INTERREG IVC Programme



Co-Financed by
European Regional
Development Fund