

FORMAT for CASE COLLECTION (WP2)

SECTION 1 (cover page): Introduction (in English)

Name of the Case

VIVÓBAIRRO

Abstract

VIVÓ BAIRRO was an event that occurred in Aveiro in the 4th and 5th of June of 2016. It is a challenge to bring more life to the historical area of the city of Aveiro, through: valuing local resources (memory and memories, knowledge and experiences, interesting buildings and spaces, people); understanding the needs and the collective dreams of the community; collaboratively construct a set of actions that respond to the dreams and resources, taking advantage of the scientific, technological, artistic and civic potential existing in the city and in the university. VIVÓ BAIRRO was developed through a partnership between CORDA (a neighborhood and shop owner association) from the city center of Aveiro, the Erasmus+ Project COMMUNITY PARTICIPATION IN PLANNING promoted by Department of Social, Political and Territorial Sciences of the University of Aveiro and partners from Milan and Belfast. This project resulted in a set of actions that responded to the challenges identified, taking advantage of the scientific, technological, artistic and civic potential existing in the city and in the university. In the end, with no budget, it was possible to organize more than 60 events, with 150 animators, 100 institutions and companies and 800 children involved.

The community involvement in the construction of the project has increased the sense of belonging in the area and showed that it is possible to "bring life to the neighborhood" even in a framework of scarce resources. It had a second edition in 2017, even though it was smaller because it didn't count on the support of the Erasmus+ project, the event occurred in the same structure and objectives than the year before.



social innovation
through knowledge
exchange



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Website

<https://www.facebook.com/vivobairro/>

<http://vivobairro.wixsite.com/aveiro>

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SECTION 2: Case description

VIVÓBAIRRO

Objectives

The main motivation of the project was to create a community involvement for the construction of an urban regeneration strategy for the city center of Aveiro, to revitalize its old and abandoned city center. There were three needs identified: abandoned and misused public and private spaces; lack of civic involvement and awareness of the city center problems; absence of adequate public policies to face city center regeneration;

Because this initiative had a wider conceptual and methodological framework, we wanted also to:

- i) Develop a shared understanding of participation operating in different planning systems across the partnering European countries;
- ii) Explore how communities of interest, place, practice, and learning can be more meaningfully involved in planning processes e.g. Local area planning and community or integrated public service planning;
- iii) Co-design and test novel ways of empowering stakeholders to shape local services and place-making functions, through the learning on the project, in order to deliver better outcomes;
- iv) Share ideas and exchange good practice and learning amongst the range of participants involved in the project – and to share this learning with others; v) Enhance the quality and relevance of the learning offered in higher education modules by informing curriculum development and innovative approaches on engagement in planning processes.

Clients, audience

The beneficiaries of the project were mainly the citizens, shop owners, local associations (cultural, social, sports,...), local Authorities, enterprises, university.

Position along the SI Spiral

- Making the case

During two days, in June of 2016, the initiative Vivó Bairro promoted different activities in Aveiro city involving the community. It was able to create a synergy between the local community, a neighbourhood association (Corda) and the University of Aveiro. This event had a lot of success: it had a second edition in 2017, only organized by association Corda, but nurtured by the previous edition.

Relationship with HEI(s) (High Education Institutions)

The project Vivó Bairro was originated in a collaboration between the association Corda and the University of Aveiro. In the academic context, this project was framed in the European Erasmus+ project “Community Participation in Planning” coordinated by Department of Social, Political and Territorial Sciences. This project benefited from this collaboration in the sense that the association provided insight in a practical and community wise way, while the University contributed from the innovation and academic knowledge to the development of the project. The University benefited from a better relationship with the involving community and from the insights it gathered from the activities and experimentations.

Finance model and resources

No funding for this project, other than the one for the members of the team integrated in the Erasmus + project.

Methodology

Phase 1

- Launching the project and involving a network of stakeholders from the beginning;
- Discussing the concept of participation and defining communities.

Phase 2

- Mapping communities of place, of interest and of practice;
- Mapping local resources (memory and memories, knowledge and experiences, interesting buildings and spaces, people);

- Organizing questionnaires to evaluate the needs and the collective dreams of the community.

Phase 3 - Call for proposals

- Launching a call for projects that answers the wishes and dreams and mobilize the hidden resources of the community, to be developed in the public spaces and built spaces from shop owners.

Phase 4 - the Event

- Building a set of actions that respond to the dreams and resources, taking advantage of the scientific, technological, artistic and civic potential existing in the city and in the university;

Products, results

The results of this project were the 2017', but mostly the 2016' edition, where all the activities came together during two days involving all the participants and local community.

Impact and results

More than 60 events, 150 animators, 100 institutions and companies, 800 children; no budget, only with good will.

Overall impact

- People participate when they are involved and when there is a common goal;
- Tactical interventions (urban acupuncture) have the capacity of transforming the urban landscape;
- Aveiro (and cities in general) have (invisible) resources that aren't always valued;
- The role of the local administration is crucial to support the change;
- It is possible to give (more) life to the neighbourhood;
- The combination of events took a few thousand people to the historic neighbourhood ("it did not look like Aveiro");
- The community involvement in the construction of the project has increased the sense of belonging in the area and showed that it is possible to "give life to the neighbourhood" even in a framework of scarce resources;

- Cooperative work between the associations created the desire to carry out new projects (Bairro à Letra). However, there was no evolution towards an inter-associative organization framework;
- The public organizations felt challenged (the institutional framework evolved);
- There is a willingness to replicate the event but there is some civic and associative wear;
- Evolution and continuation of the project to a second edition in 2017
- The benefits of the project weren't felt equally by everyone.

Images

In attachment

Other resources

<https://www.facebook.com/CommunityParticipationinPlanning>

<http://ec.europa.eu/programmes/erasmus-plus/projects/eplu-project-details-page/?nodeRef=workspace://SpacesStore/3b4249bc-f807-4ffb-92e9-f1a21360db22>