







## Making Places Profitable – Public and Private Open Spaces (MP4)



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Aim: To bring about a major shift in EU cohesion policy towards the longterm security of its investments through a shared agenda for the longterm improvement of open spaces











- Who can we influence to bring about change?
- Who will sign up to thinking about placekeeping before planning place-making?
- Which decision-makers can we convince to make place-keeping a part of city masterplans?