

Making Places Profitable – public and private open spaces (MP4)

Interreg IVB



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Making Places Profitable – public and private open spaces

Priority 4 : Promoting sustainable and competitive communities: creating attractive places to live and work.

Intervention 4.2 : Promoting sustainable growth solution for expanding areas. Also influences 4.1 – Tackling the needs of areas in decline

Key NSR challenges

- Need to offer **high quality of life** to attract (and retain) skilled employees in global knowledge economy in order to be **competitive**.
- Resources often available for regeneration but not for long term management.

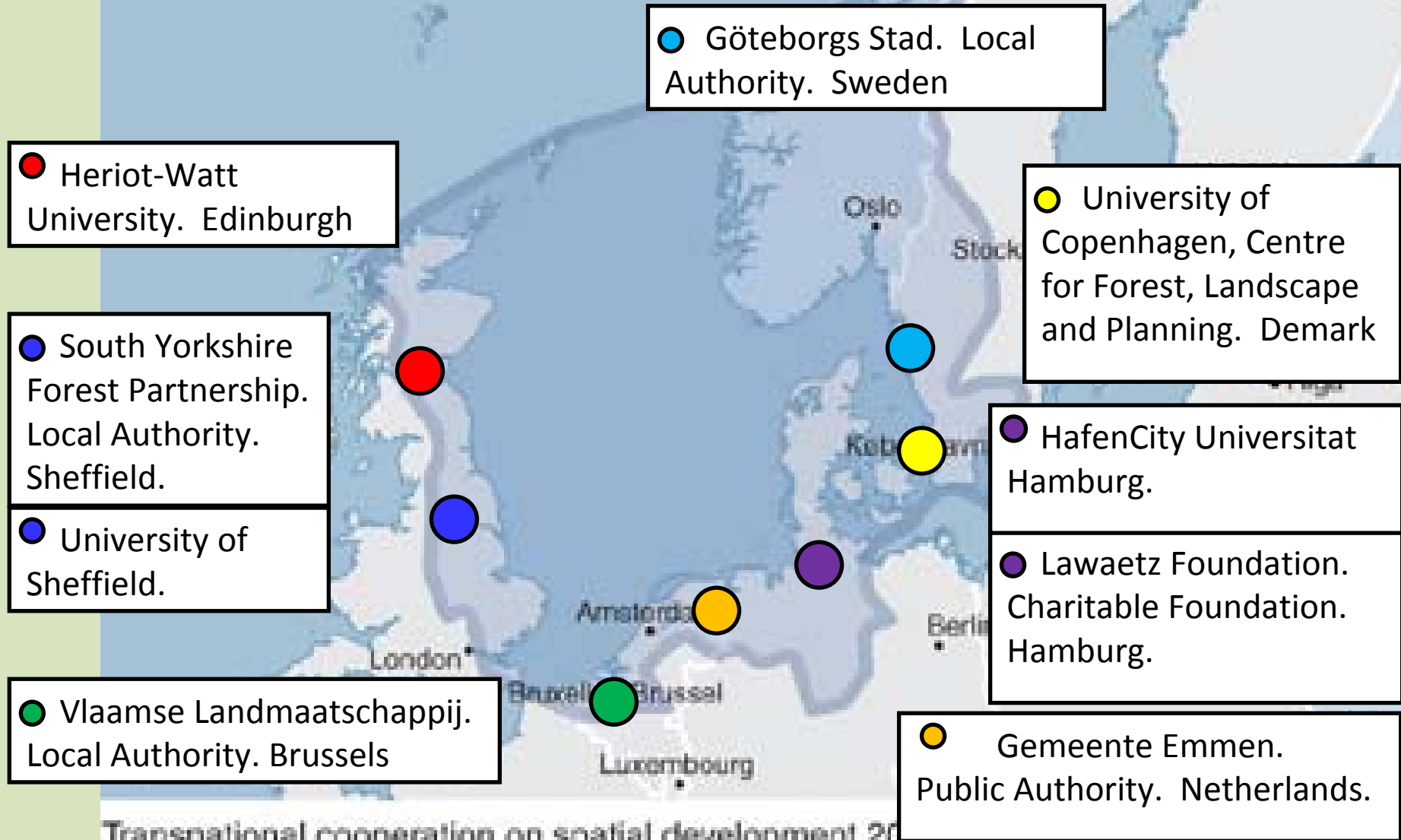
How to sustain long term benefits of these regeneration projects?

Sustainable long term management is essential component of sustainable development.

MP4 Aims

- Demonstrate how the positive socio-economic impacts of open space improvements can be maintained in the long run by promoting innovative partnership approaches involving private enterprises, communities and government.
- Provide workable solutions to address maintenance and management requirements and to mainstream best practice in place-keeping across the whole of the NSR.
- Embed place-keeping innovations into improved policies at every level.
- Develop a shared agenda for the long-term improvement of open spaces and bring about a major shift in EU cohesion policy towards the long-term security of its investments.

9 MP4 Project Partners



Activities

- **Information sharing** – research, staff exchanges, workshops, peer review.
- **Demonstration** – on the ground practical implementation projects. Provide real experiences and data.
- **Promotion and influence** – Knowledge management, dissemination strategy, mainstreaming ‘best practice’, place-keeping policy, EU-level agenda for place-keeping

Communication



Need a plan!

- Internal - within and between partners (transnational learning)
- External – dissemination to wider audience – stakeholders and practitioners
- Needs to be a carefully managed and proactive process

Internal communication

Transnational Learning?

WHY

- Facilitates internal communication
- Common understanding through learning
- Builds capacity for knowledge transfer within and without partnership

WHAT

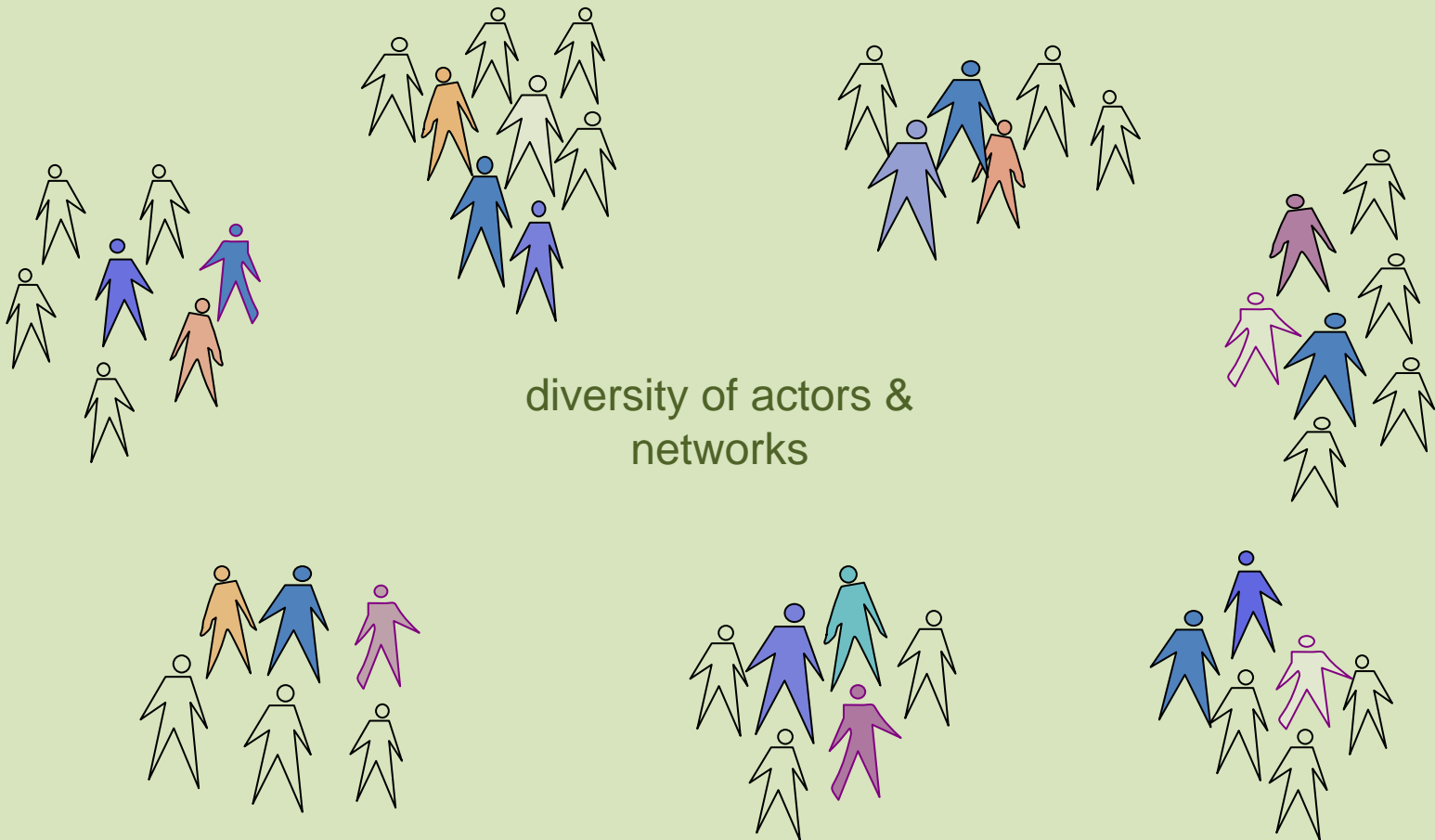
Learning as

“an interactive process of **individually and collaboratively making sense of knowledge transfer** by means of **adapting routines, rules and practices**, with **each actor acting from a specific socio-cultural, professional, institutional and organisational background**”.

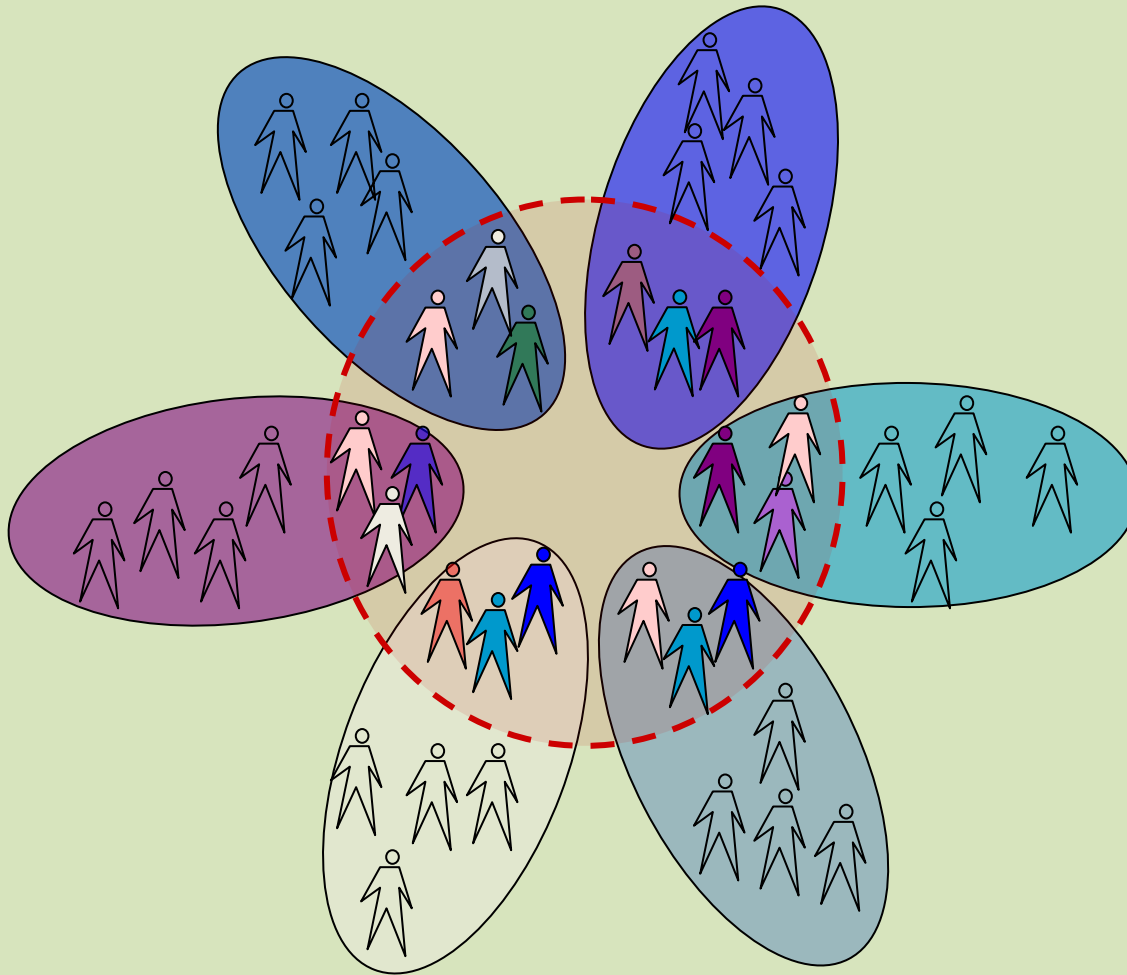
Healey, 1997

The Context

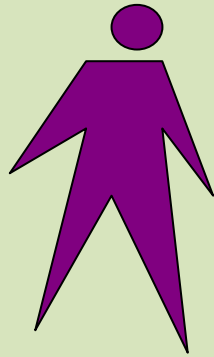
INTERREG Projects



Transnational Learning



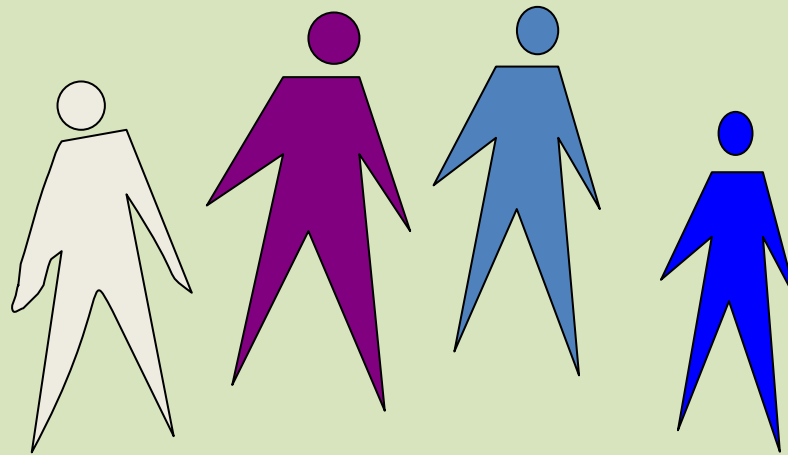
Individual Learning



reflective practice

tools: journals (learning logs)

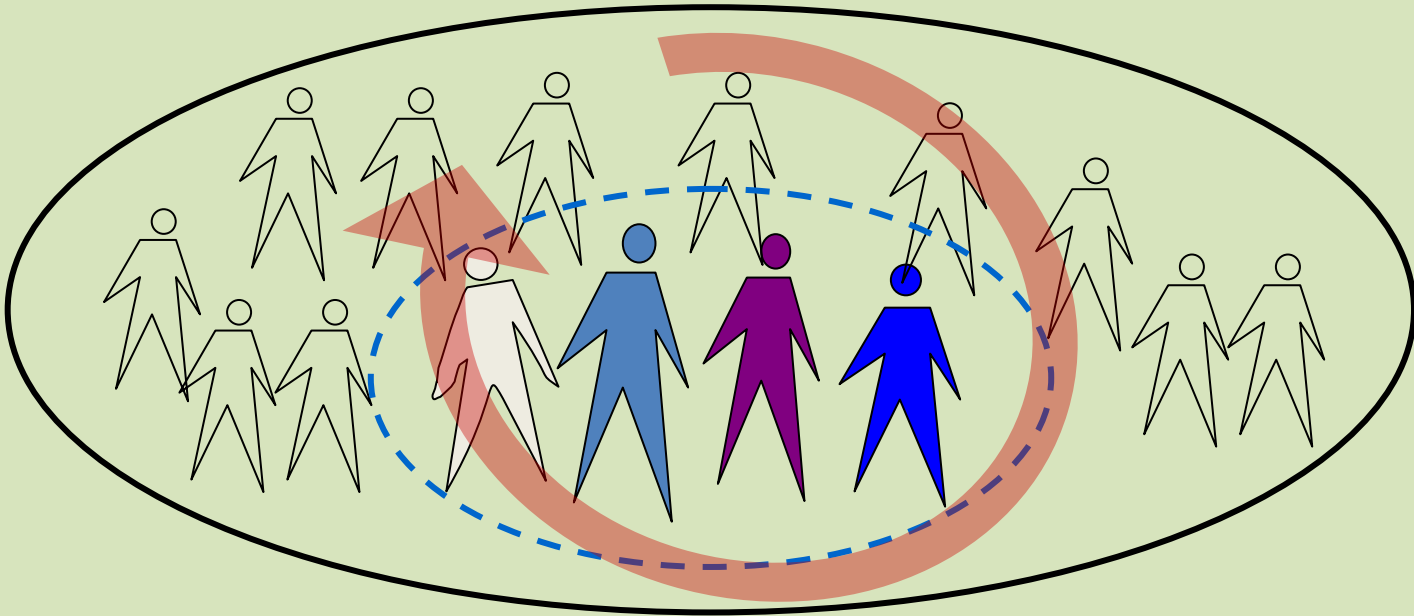
Project Team <in each institution>



collaborative reflection

tools: meetings, own discussion groups, collaborative synthesis
formulation, knowledge transfer (e.g. wiki area)

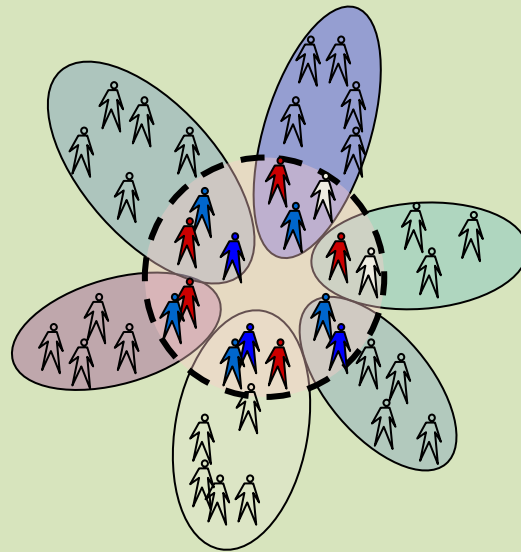
Organisational Learning <in each institution>



collaborative reflection within the organisational context

tools: organisations' communication strategies – e.g. internal e-newsletters

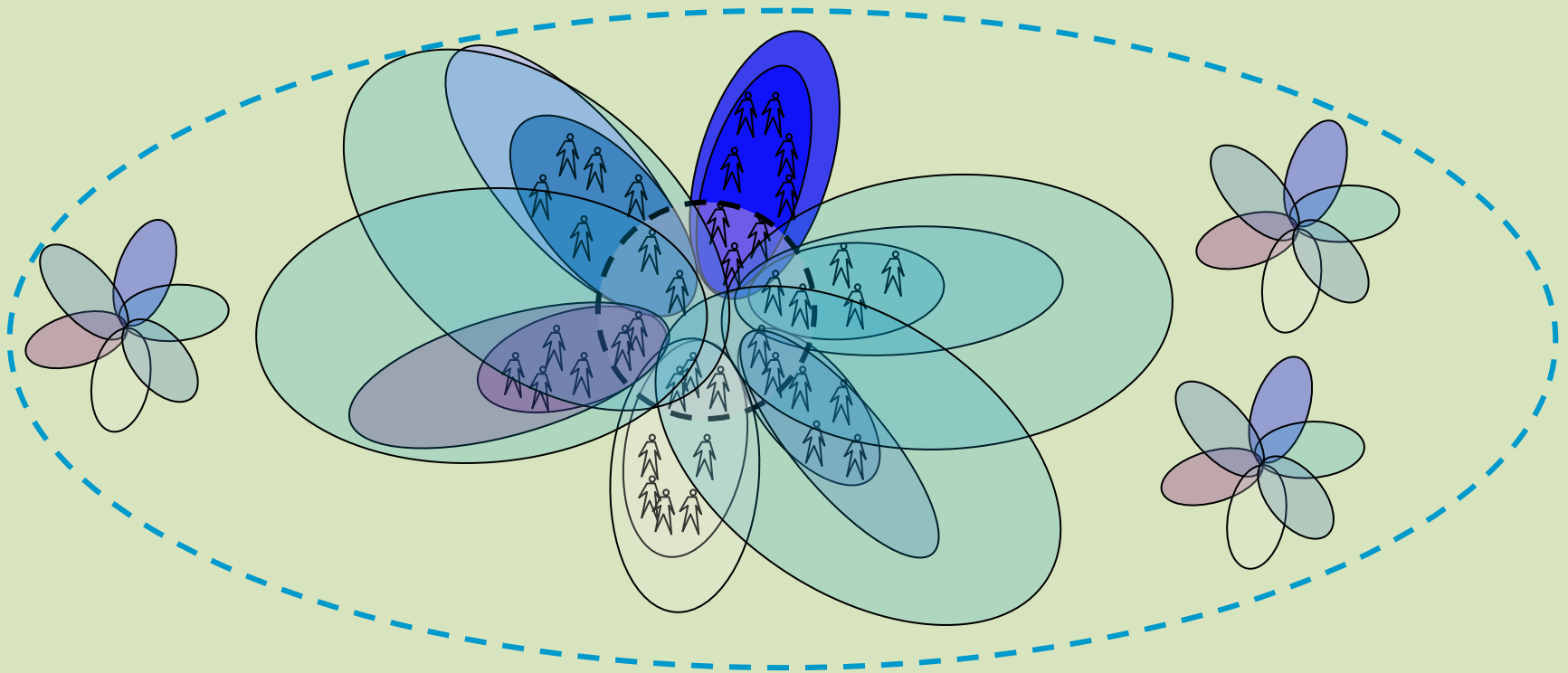
Transnational Learning inter-organisational team



collaborative reflection within the overall team

tools: f2f meetings, online environment (learning lab) – e.g. online discussion groups, e-newsletters – activities to develop common understanding.

Transnational Learning inter-organisation+regional context



exchange among institutions & extension of the discussion to other regional networks and regional stakeholders

tools: conferences, project newsletters, participation in local, regional & international events (dissemination).

How to achieve

- Dedicated partner to manage
- Processes in place early in project
- Agreed and signed up to by all project partners
- Continuous throughout project lifetime
- Ensure transnational benefits and project legacy

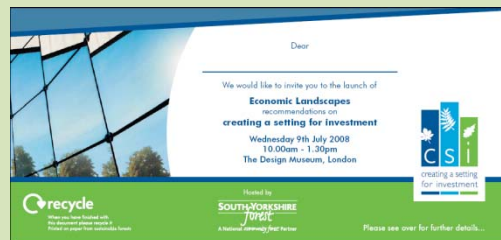
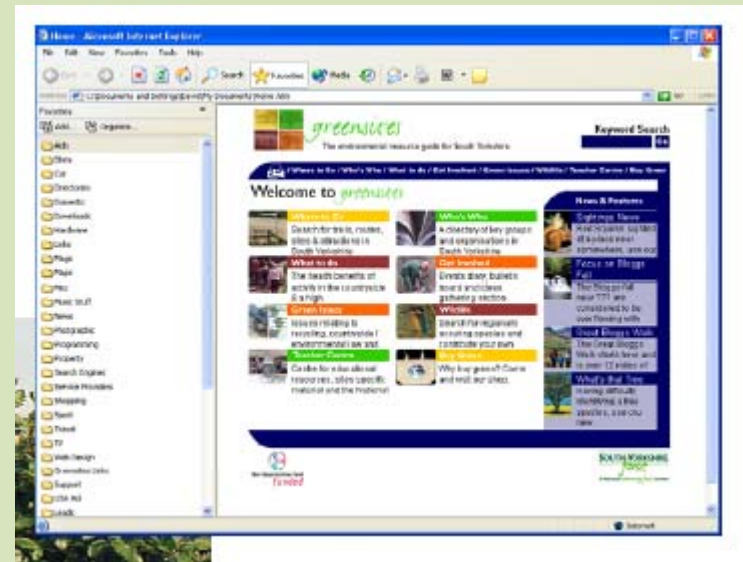
External Communication

- Project and programme
- Partnerships
- Communities
- Events
- Policy and practice

Dissemination

Dissemination and publicity - communication tools

- Workshops
- Seminars
- Leaflets
- Newsletters
- Website
- Training courses



Stakeholder network

engaging actors at every level

- Spatial planners
- Policy makers
- Communities and private enterprises
- Regional development agencies
- EU and National networks

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Thankyou for listening

Contact details

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