PLAY/ACT
Placemaking as Youth Activism

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How can we make our cities better places to live?

Placemaking is an approach to urban planning and design that focuses on the people who use a space, rather than just the physical structures or buildings. The idea is to create places that are not just functional, but also beautiful and meaningful to the people who live, work, and play there.

Budapest

Évora

Mérida

Matera

WHO ARE WE?

6 partners

KÉK
(urban regeneration)

Community Impact
(impact evaluation)

University of Extremadura
(communication)

University of Évora
(coordinator)

Junta de Extremadura
(entrepreneurship)

Matera Hub
(community based practices)

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KORTÁRS ÉPÍTÉSZETI KÖZPONT

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WHO ARE WE?

6 partners
2+1 universities

University of Évora

University of Extremadura

University of Basilicata

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WHO ARE WE?

6 partners
2+1 universities
25 university students

Budapest
(open call)

Évora
(University of Évora)

Mérida/Badajoz
(University of Extremadura)

Matera
(University of Basilicata)

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MAIN GOALS

1. **Train** university students to develop placemaking projects

2. Test a model for a transdisciplinary **lifelong learning course on placemaking**

3. **Develop and prototype placemaking projects** in Évora, Mérida, Matera and Budapest

ERASMUS PLUS KA2

TRANSNATIONAL PROJECT MEETINGS

(5) Évora, Badajoz, Matera, Budapest, Évora

LEARNING, TEACHING AND TRAINING ACTIVITIES

(4) Évora, Badajoz/Mérida, Matera, Budapest

PROJECT RESULTS

(5) Toolkit, 2 Training schemes, Pilot Course, Handbook

MULTIPLIER EVENTS

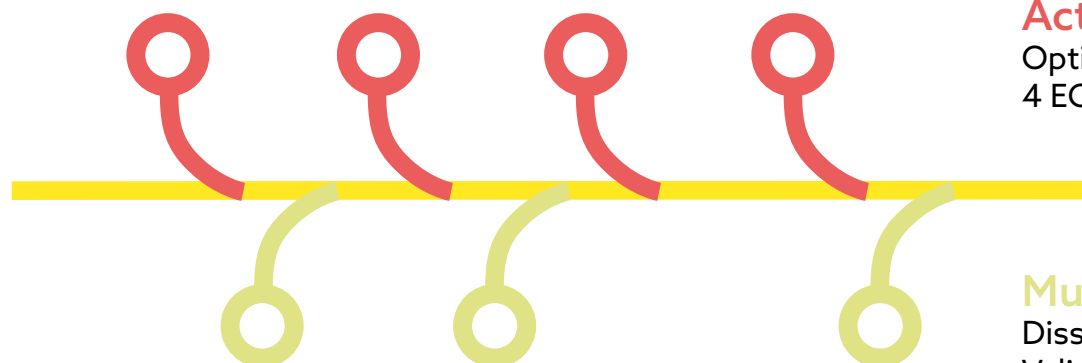(12) 3 local events in each city

(1) International Conference on Placemaking

RESEARCH **IDEATION** **IMPLEMENTATION**

International Learning Activities
Optional CUs
4 ECTS

Development of Local Project
Mandatory CUs
(3 semesters)
10 ECTS

Multiplier Events
Dissemination of results
Validation with the communities

TOTAL
45 weeks (3 semesters)
468 hours
14 ECTS

INTERNATIONAL CERTIFICATE
University of Évora
University of Extremadura
University of Basilicata

RESEARCH **IDEATION** **IMPLEMENTATION**

UEv MHub KÉK UEx
(Uex, JEx, CImp) (UEv)

International Learning Activities

Development of Local Project
UEv - Évora
UEx, JEx - Mérida
MHub - Matera
KÉK - Budapest

Multiplier Events
UEv - Évora
UEx, JEx - Mérida
MHub - Matera
KÉK - Budapest

Evaluation
CImp

Communication
UEx
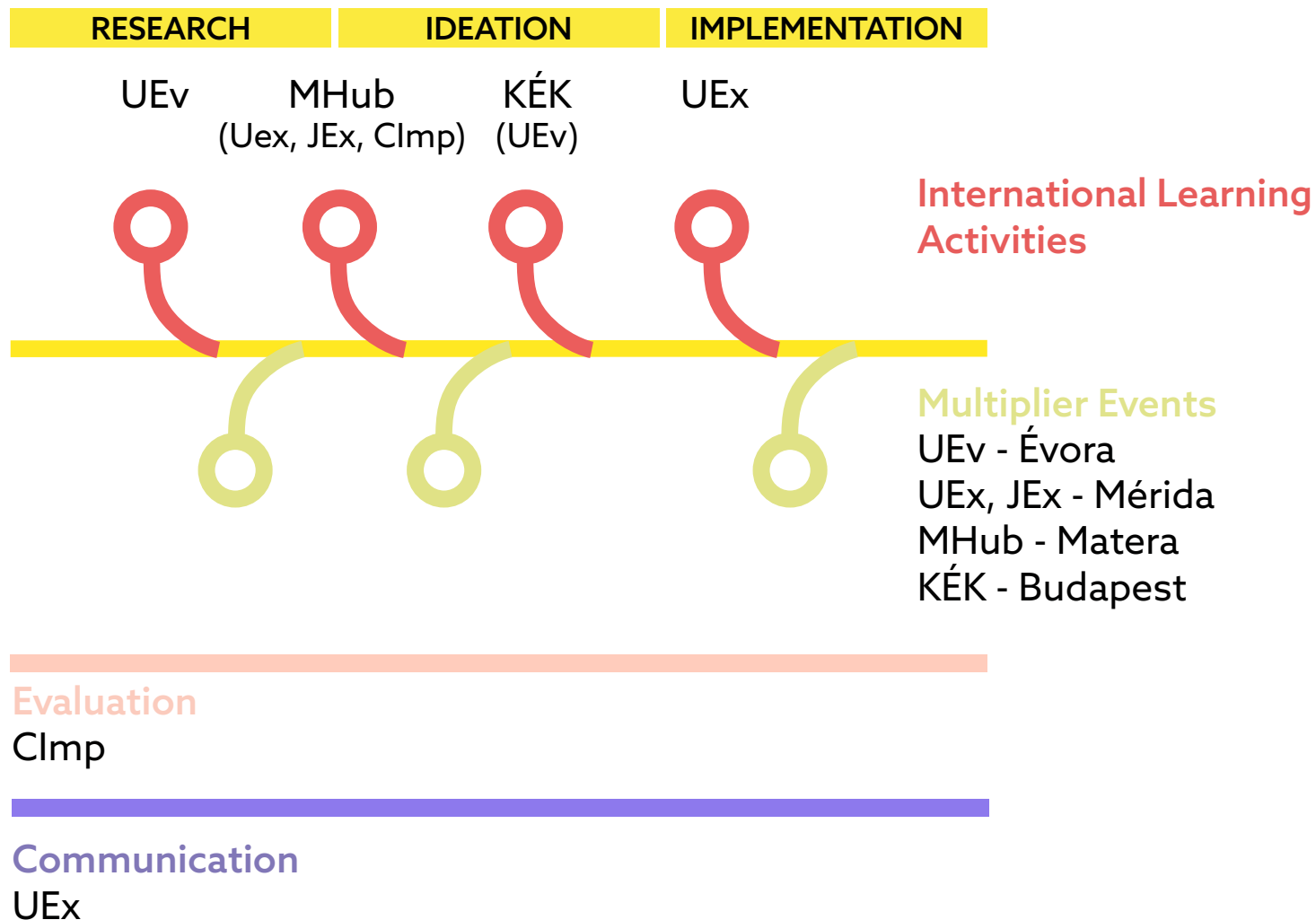
BUDGET

Budget items	Total grant (Eur)
Project Management and Implementation	47 250.00
Transnational Project Meetings	28 960.00
Project Results	107 935.00
Multiplier Events	33 050.00
Learning/Teaching/Training Activities	43 724.00
Exceptional costs	14 676.80
Total grant	**275 595.80**

Partner	Grant (Eur)
University of Évora	78 452.80
Matera Hub	57 012.00
University of Extremadura	45 504.00
Community Impact	25 350.00
KÈK	42 519.00
Junta de Extremadura	26 758.00
Total grant	**275 595.80**

LTT
MAPPING AND
ENGAGEMENT
ÉVORA, PORTUGAL

INTERNATIONAL LEARNING ACTIVITY 1
MAPPING AND ENGAGEMENT
## ÉVORA, PORTUGAL

Aesthetic dimension of cartography
Finding place attached meaning
Mapping affordances, behaviours, emotions and needs
Considering more than humans
Diagonal thinking
Design innovation processes

INTERNATIONAL LEARNING ACTIVITY 1
MAPPING AND ENGAGEMENT
ÉVORA, PORTUGAL

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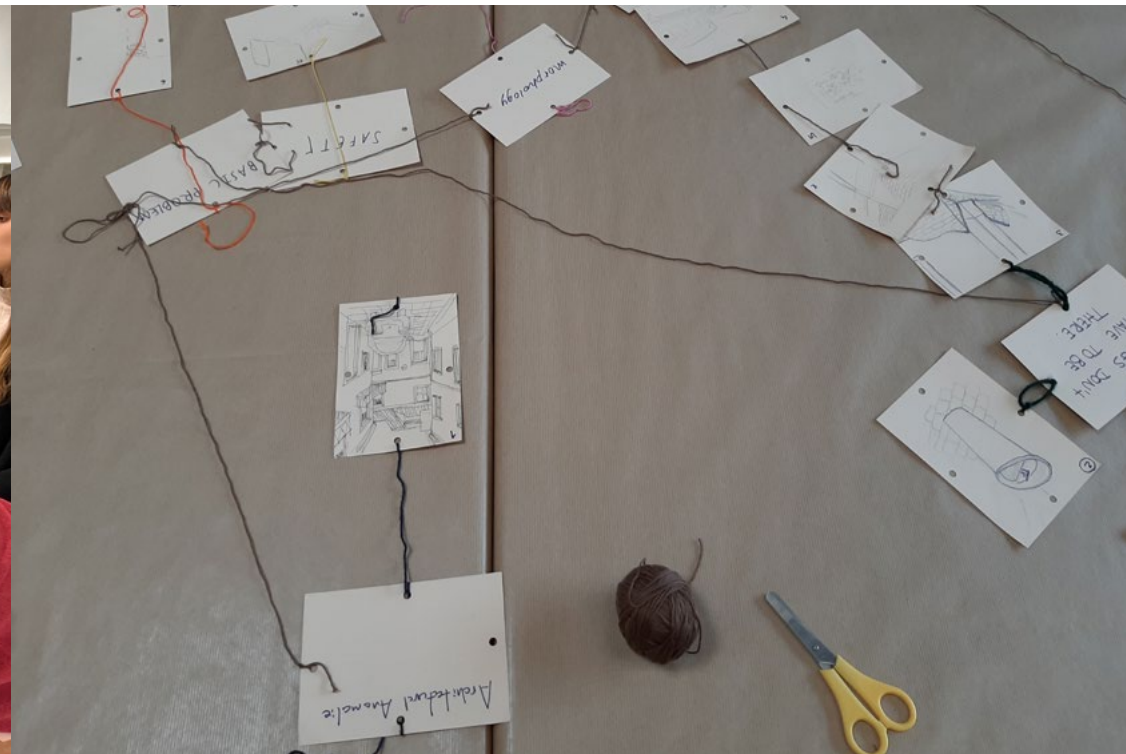
LOCAL MULTIPLIER EVENTS
MAPPING AND ENGAGEMENT

Budapest

Mérida

Évora

Matera

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CAPACITATION
ON PLACEMAKING

MATERA, ITALY

INTERNATIONAL LEARNING ACTIVITY 2

CAPACITATION ON PLACEMAKING
MATERA, ITALY

Creative project canvas
Community development and civic engagement
Entrepreneurial and negotiation skills
Funding opportunities
Placemaking and Human Rights
Communication and pitching an idea
Visits to local placemaking projects

INTERNATIONAL LEARNING ACTIVITY 2

CAPACITATION ON PLACEMAKING
MATERA, ITALY

Creative project canvas
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CAPACITATION ON PLACEMAKING
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CAPACITATION ON PLACEMAKING
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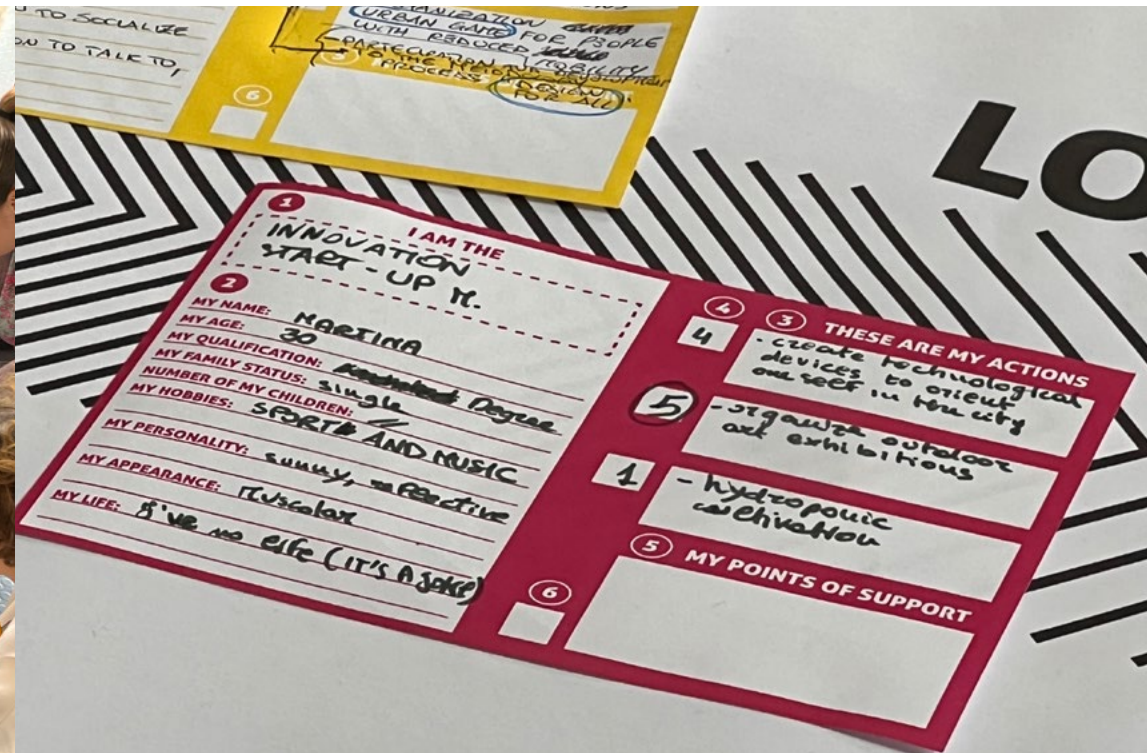
LOCAL MULTIPLIER EVENTS
IDEATION

Budapest

Mérida

Évora

Matera

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EXPERIENCE DESIGN
BUDAPEST, HUNGARY

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INTERNATIONAL LEARNING ACTIVITY 3
EXPERIENCE DESIGN
BUDAPEST, HUNGARY

Impact of placemaking projects
Gamification and placemaking
Sensing the city
Urban development case studies
Participation for social change
Prototyping

INTERNATIONAL LEARNING ACTIVITY 3
EXPERIENCE DESIGN
BUDAPEST, HUNGARY

Impact of placemaking projects
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Participation for social change
Prototyping

LOCAL MULTIPLIER EVENTS
PROTOTYPING

Budapest

Mérida

Évora

Matera

ONDE ESTÃO OS VIZINHOS?

COMMUNICATION AND VIDEONARRATIVES

BADAJOZ/MÉRIDA, SPAIN

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INTERNATIONAL LEARNING ACTIVITY 4

COMMUNICATION AND VIDEONARRATIVES
BADAJOZ/MÉRIDA, SPAIN

Skills and emotional management for public speaking
Digital Storytelling and Transmedia Narrative
Video creation from photographic images
Stop-motion and time lapse
Creation of content for social network
Visit to placemaking projects

INTERNATIONAL LEARNING ACTIVITY 4

COMMUNICATION AND VIDEONARRATIVES
BADAJOZ/MÉRIDA, SPAIN

Skills and emotional management for public speaking
Digital Storytelling and Transmedia Narrative
Video creation from photographic images
Stop-motion and time lapse
Creation of content for social network
Visit to placemaking projects

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PROS

- international visibility for the project and it's results

- international visibility for the partners (credibility)

- enlarged network

- future colaborations

- new applications

Pros and Cons

CONS

Larger workload than foreseen in the application
Difficulties in engaging with the community
Delay in delivering results
Overly ambitious goals for a KA2?

PROS

Flexibility in managing the activities
Simple and flexible budget management

OBRIGADO!