Deliverable **8.3**

Outreach Report
v1.0
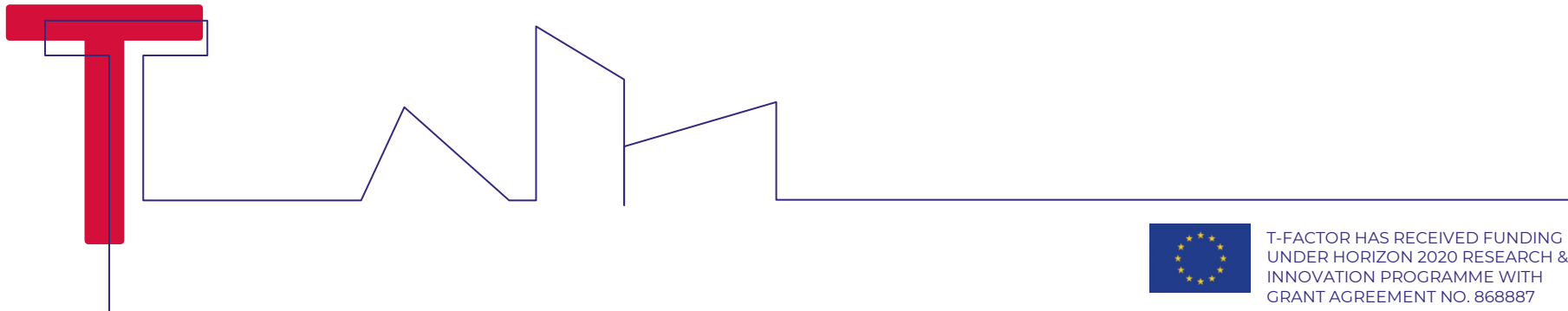
T FACTOR

PARTICIPATORY FUTURES
CO-CREATING CITIES THROUGH
MEANWHILE SPACES

| **DELIVERABLE** TABLE

Deliverable No.	8.3
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Abstract	This report summarizes the results of T-Factor's outreach, dissemination and exploitation activities in the period from M1 to M16. It includes both quantitative data on main KPI's, updates about improvements for the following months as well as a factsheet and a media clipping gathering the project's mentions in press, blogs and corporate sites.
Keywords	Urban Regeneration - Temporary use - Meanwhile use - Communication - Dissemination - Exploitation
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Statement of Originality	*This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.*

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Version	Date	Change
v0	21.06.2021	Structure of the document and key content
v1	14.09.2021	First draft ready for internal review
v1.1	28.09.2021	Second version after peer review
v1.2	29.09.2021	Final version

LIST OF **ABBREVIATIONS**

Acronym	Full Text
WP	*Work-Package*
EC	*European Commission*
WPL	*Work-Package Lead*
NEB	*New European Bauhaus*
KPI	*Key Performance Indicator*

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ABOUT **THIS** DOCUMENT

This document reports on **communication, dissemination and exploitation activities** implemented in the context of the T-Factor project during the period **M1-M16** (June 2020 - September 2021). It also provides a thorough description of **results achieved to date**, as well as of the core **exploitation paths** that have emerged and that will be further explored in the upcoming period.

The following document is structured around Communication, Dissemination and Exploitation, as defined in the European Commission's Funding and Tenders portal[1]:

Communication means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole and in particular to some specific audiences while demonstrating how EU funding contributes to tackling societal challenges.

Dissemination is the public disclosure of the results of the project in any medium. Disclosure may sound passive, like a shop opening up, but it is an activity, like a shopkeeper attracting customers. It is a process of promotion and awareness-raising right from the beginning of a project. It makes research results known to various stakeholder groups (like research peers, industry and other commercial actors, professional organisations, policymakers) in a targeted way, to enable them to use the results in their own work. This process must be planned and organised at the beginning of each project, usually in a dissemination plan.

Exploitation is the use of the results during and after the project's implementation. It can be for commercial purposes but also for improving policies, and for tackling economic and societal problems.

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[1] Source: https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/faq;keywords=/933

Communication and dissemination in the M1-M16 period have been focussed on **building the communication infrastructure** and **spreading our key messages** around temporary use as a viable tool to increase challenge-based innovation in urban regeneration processes. Besides, an important aspect of our storytelling strategy has been to **give active voice** to meanwhile practitioners, as a fundamental means to create a **challenge-based narrative** that uncovers concrete issues and opportunities around temporary urbanism and participatory practices of placemaking. Furthermore, dissemination has been undertaken actively during the period of reference, especially by means of dissemination events and specific outputs, to spread the key insights and discoveries stemming from the research work implemented by the project in its first year.

Even though the **Covid-19 pandemic** has largely absorbed media and general public attention during the period covered in this report, making it even harder to get any message not directly related to Covid in the news, we can nonetheless state that T-Factor has already achieved some positive results. Dedicated articles and news have appeared in **8 national newspapers** and **14 corporate websites** relevant to our stakeholder mix. Furthermore, T-Factor has been presented in the context of **11 EU level and international events and two print publications. Three scientific papers** have also been submitted on the subject**.** Moreover, we have widely disseminated, also through a dedicated event, **the two core research reports produced at the beginning of Summer 2021 - D2.1 Advanced Cases Portfolio and D2.2 Pilots Report -** which document a variety of insights stemming from the research activities implemented in the first year of the project. The T-Factor team also contributed to the general debate around the **New European Bauhaus** initiative, co-writing the article "**Tomorrow's Heritage**" in collaboration with sister projects **HUB-IN and CENTRINNO**.

At this moment, our overall reach through the different channels is above 67,8 thousand people.[2] At this stage, the initial assessment of our performance highlights a promising achievement: **the diversity of audiences and target-groups** addressed so far, as well as **the diversity in scale** - from the *local level* of grassroots movements and actors daily active in temporary initiatives, to the *global level* of European institutions and international networks that, from different perspectives and with different lenses, work on urban regeneration processes and its wide constellation of themes. Especially by means of events organised, strategic connections pursued and 'media push' developed so far, we have attempted to create a ground of participatory conversation, inviting and involving representatives from European institutions, real estate investors, decision-makers at city levels, meanwhile use practitioners, artists and creative people and communities, academics.

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[2] When calculating the overall citizen reach, this first report only takes in account the data from direct digital channels with quantitative data retrieving tools. The next reports will also include datastreams from other sources such as local coalitions own websites and content hosted in partners sites, as well as an estimation of the impact/reach created by the project's media appearances following industry standard evaluation metrics such as daily readers and advertising budget equivalent. The overall reach number for the M1-M16 period will later on be updated to reflect the impact with the according methodology, making this number significantly higher.

Although major effort will be needed in the coming period to transform outreach into active engagement and to further expand this diversity, we believe this achievement is an important milestone for uncovering new and shared narratives on placemaking and urban regeneration that can be more inclusive and accessible. As T-Factor increasingly enters into full implementation with activities at pilot sites and growing collaborations among the partners, we expect these numbers to grow and diversity in audiences to be consolidated, **with a key objective to bring the project closer to our stakeholder mix and create shared value for the different interests, motivations and agendas that are at stake in urban regeneration.**

1. Communication

1.1 Communication Objectives

The key mission of T-Factor is to demonstrate the role that temporary use can play in making urban regeneration's trajectories more inclusive, participatory and sustainable for the people and planet. As stated in our **Advanced Cases Portfolio (D2.1)**:

> *'Temporary uses help build location, creating better conditions for higher quality spaces. They can accommodate more effective forms of public engagement, supporting direct dialogue between the different actors at stake and hence more opportunities for creating trust and social capital. They can address existing and emerging needs, and mitigate disruptions stemming from construction periods. Furthermore, meanwhile uses can catalyse creative talent and innovative entrepreneurship, hence contrasting isolation and cultural and economic deprivation. By unlocking new partnerships and alliances, they can enable wide collaboration and support pooling of resources around shared objectives. Above all, meanwhile uses hold the potential to change perceptions and feelings relatively quickly, therefore speaking directly to the DNA of decisions around where to live, work, spend free time, educate children or get healthcare - when these decisions can still be made.'*
> *(Martelloni, Galli, Ribera Fumaz & al., 2020).*

In this context, key to the communication strategy of T-Factor is the adoption of engaging, accessible and rich narratives that use **the topic of urban regeneration as the ground for stimulating awareness and collective debate around a diversity of correlated topics such as urban transformations, gentrification, urban commons, smart cities and digitalisation, resilience and climate change, among others**. From the start of the project, we have dedicated efforts to adopt a communication style that is simple and accessible to different target

groups, as the starting point for more specific narratives tailored to the different audiences we aim to engage over time. By leveraging diversity in the conversation around urban regeneration and the future of our cities, **our ultimate goal is to enrich a sometimes too simplistic conversation between specialists and the general public about urban regeneration and its consequences on the life of millions of citizens, attempting to openly address elephants in the room such as gentrification and commodification of urban heritage**.

T-Factor's communication strategy has been designed and developed according to the **overarching objective of conveying the importance and value of temporary uses across the broad plethora of stakeholders - policy-makers, investors, developers, practitioners, academic staff and citizens - that are at stake in urban regeneration**. Based on this, a number of operational objectives form the backbone of our communication approach:

- To build a **modern and inclusive identity**, accompanied by a clear and measurable communication plan;
- To support the project **visibility** among the different target-groups, by means of engaging **representations, language and visuals** that clearly explain the project's concept, goals and expected results, and that can be adapted to different channels;
- To foster the creation of **communities of interests** across different publics;
- To **prepare the ground for exploitation** of project's results;
- To monitor the **performance of communication** in order to apply corrective actions whenever necessary and identify opportunities that can enhance visibility.

1.2 Communication Structure

Communication in T-Factor is generally structured around 2 levels, each working according to specific procedures and mechanisms of coordination and implementation:

- **The project level**: refers to communication activities managed at central level and that cover the project as a whole, by means of constant communication of its ongoing progress, news and other relevant information. It is therefore the central engine of the project's communication activities, on which specific communication activities (primarily at pilot sites) depend. This level is directly coordinated by T-Factor's Communication & Dissemination Lead within work-package 8.
- **The pilot level**: refers to communication activities that specifically deal with each of the different pilot sites engaged by the project, with their own specific messages, target-groups, local languages and channels. This level is directly coordinated by specific communication leads appointed at pilot site, each referring to WP8 Lead for ongoing indications, support and monitoring of the progress. At the pilots' level, we also adopt communication channels (websites and social networks) that are already in place for the targeted regenerations (i.e. pilot initiatives), while ensuring continuous cross-referencing with T-Factor's central communication channels. Besides, each pilot will take care of local press releases and specific communication materials. They will distribute their first local Press Release in October 2021.

It is worth highlighting that in the period covered by this report, our communication strategy has been focused mainly on the project level, in order to build the infrastructure and coordination system needed to support its development. When it comes to the pilot level, preparatory work began in June 2021 in the context of the Pilots' Kick-off meeting workshop[3], with a dedicated session aimed to identify the specific features and challenges of each pilot narrative and storytelling. Further work consisted in the definition of cross-coordination mechanisms and monitoring tools across pilots, as well as the design and set up of specific pilots' communication and outreach channels, expected to be ready by October 2021.

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[3] The Pilots' KoM was held on June 2021, 21/22. It marked the start of pilot implementation with the beginning of exploring & inquiring activities in each pilot. More information on this is provided within D5.1 Stakeholder Reports.

1.3 Communication at Project Level

1.3.1 Visual Identity: Logo and basic visuals

Developing a strong and recognizable visual identity for T-Factor was considered as a preliminary, fundamental step for the communication of the project, and we have therefore spent efforts on making research and tests before getting to the final choices. This included research on logo typologies and archetypes applied across European and global initiatives such as Urban Innovative Actions, 100 Resilient Cities, C40 Reinventing Cities, Creative Europe, but also on city logos and branding such as the ones used for Amsterdam, Bologna, Melbourne, New York, among many other cities across the globe.

Our final choice was for a relatively simple logo based on the typeface Montserrat and composed of three elements: the 'T' as a reference to the Time/Transformation/Transition concepts; the Skyline to recall the placemaking element; the clock to recall the 'time' and 'meanwhile' elements of the project.
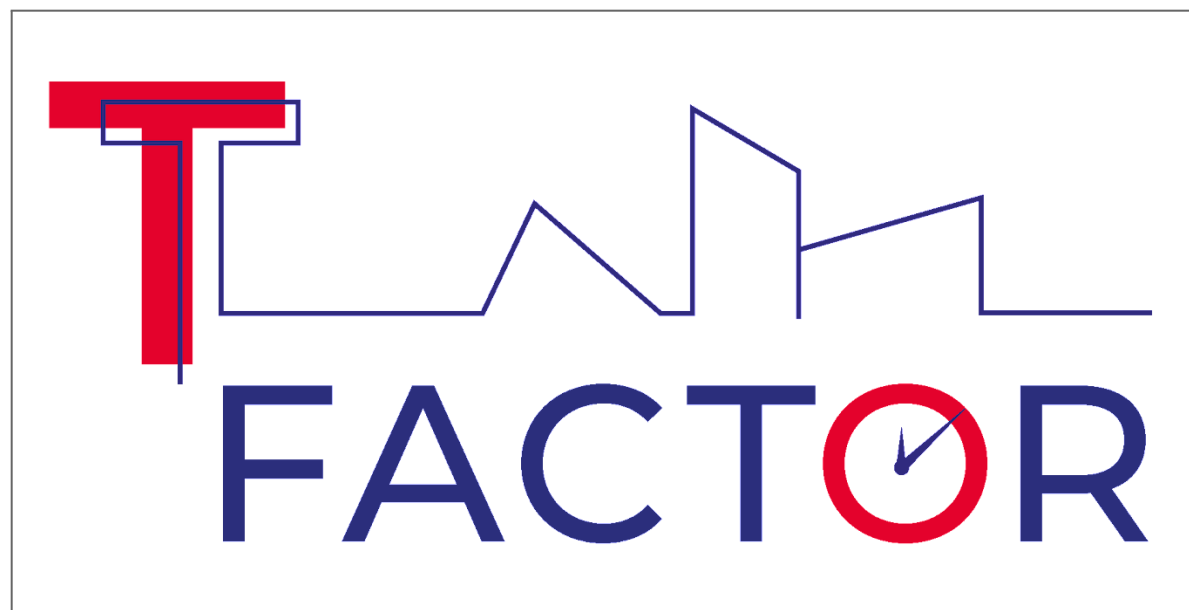
Furthermore, several visuals and applications have been created, in order to ensure consistency across different project's outputs and tools to be used for both external and internal communication (some examples are shown in the figures below). This also included the production of specific communication tools such as:

- **Graphic resources** that help understand the T-Factor approach and its complex ecosystem of international collaboration and knowledge exchange;
- **Visual library** with images from practitioner spaces;
- **Fact Sheet** in different languages;
- Various templates for both public and confidential **deliverables**.

By M3, **branding guidelines** have also been produced and circulated amongst all partners to support correct and consistent applications of the identity and visual approach of the project.

Figure 2: Visual showing T-Factor's Pilots and Advanced Cases

Figure 3: Flyer

Figure 4: Presentation Cover

Figure 5: Standard Deliverable

1.3.2 Communication Channels

As briefly mentioned above, communication at project level covers communication and updating about the project's activities and news. In the period of reference for this report, the following channels are the core ones that have been used:

- **T-Factor central website**
- **Social Media**
- **Press releases and media**
- **Newsletter**

Website

T-Factor's website is the main meeting point for communication related with the T-Factor ecosystem, as well as the main repository of news, events, and public resources produced by the project.
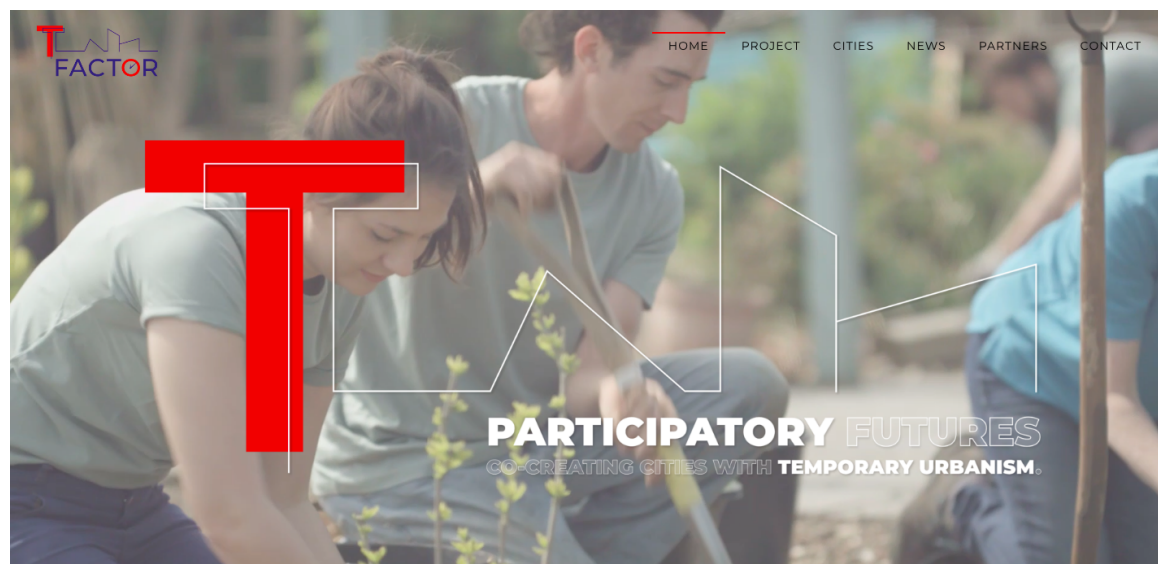
Figure 6: Screenshot of T-Factor's main website

The site was made with Wordpress and hosted in ANCI's web servers. The website was officially launched in October 2020. Its first iteration included the following sections:

- **Homepage**, including a custom-made videoclip by the T-Factor team that allows for immediate grasping and 'look & feel' of temporary use and meanwhile urbanism initiatives.
- **Project** section, that briefly explains the core problems addressed by the project, our key research and innovation missions and the main ''numbers'' of the project (i.e. partners, countries involved, pilot and advanced cases initiatives, stakeholders, etc.)
- **Cities**, where a quick glimpse about the 14 regeneration initiatives of the project (i.e. Pilots and Advanced Cases) is provided.
- **News** section.
- **Partners** section, where we also show the complex ecosystem of partners, pilots and advanced cases and teams through a number of visual maps that are constantly updated.
- **Contact**.
- **Newsletter** subscription.

Future extensions of the site (planned to be ready by October 2021) will include:

- **Six pilot microsites** that will be managed by each Local Coalition according to their own local strategy to achieve local communication and outreach objectives, also in sync with already existing websites for each targeted regeneration.

Figure 7: Screenshot of Bilbao T-factor Local Pilot Site

- **The T-Factor Hub section**, which will include the project's digital platform, which is developed under the lead of Tecnalia within WP3. The platform is an open source, digital suite that functions as a knowledge hub dedicated to meanwhile use in urban regeneration. The hub is meant to offer a comprehensive set of resources, tools, case studies and stories around this emerging field. At the time of writing this report, the hub is under its first iteration, with new designs and wireframes that aim to offer an easier navigation flow and better integration with the main website.
- **A resources section** highlighting collecting public deliverables and outputs produced by the project and relevant for public dissemination.

Social Media

Even if the initial proposal only included two Social media accounts, namely **Facebook** and **Twitter**, we have also adopted two other social media platforms that allow for our content to better reach the targeted audiences:

- **Instagram**, for its popularity among younger generation and design professionals.
- **Youtube**, to fully disseminate the video content created during our public events, which include novel insights, testimonies and first-hand experiences from a diverse set of practitioners.

Our Social Media accounts were activated in M4 . These accounts distribute information and new content published in our News Section in the website, as well as mentions of relevant events and actions happening both in the project and in the urban innovation fields. Special emphasis is put on synergies with other EU funded projects, with cross-communication such as the content highlighting collaboration with our two sister projects **CENTRINNO** and **Hub-in** - as shown in figure 8.

May 2021 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 900 impressions

The **@EU_Commission** has a decisive impact on the future of cities. It supports strategic collaborations and **@CentrinnoEU** and **@EUHUBIN** are our sister projects in the development of new innovations for inclusive and sustainable cities. More in our blog: t-factor.eu/meet-our-siste... pic.twitter.com/ZB5cLJMgbZ

↩ 1   ♺ 5   ♡ 7

View Tweet activity   View all Tweet activity

Top mention earned 27 engagements

NXVA   **NOVA**
@NOVAunl · Apr 30

How can arts, culture and technology rehabilitate our cities?
On May 4, NOVA, the **@UAL** and **@Friche_BDM** from Marseille will discuss the impact of artistic practices in urban transformation, as part of the European research consortium **@t_factor_eu**. **#H2020** pic.twitter.com/WiPe1bln2O

↩ 1   ♺ 1   ♡ 4

MAY 2021 SUMMARY

Tweets	Tweet impressions
4	3,004

Profile visits	Mentions
726	4

New followers
7

Figure 8: Screenshot of Twitter account analytics for may 2021

22

Our social media accounts also allow us to put in circulation the insights and ideas explained by experts and practitioners during our T-Factor events and gatherings.

Figure 9: Screenshot of Facebook T-factor account posts

Press Release and Media

Our media strategy tries to translate the complexity of urban regeneration and temporary urbanism topics into simple texts and concepts that mainstream media can understand and then engage actively in the conversation with the different media and press departments from our project's partners, so as to better coordinate media pitching strategies. The press releases are written with clear language following the recommendations included in the Dissemination and Communication toolkit (D8.1).

A total of two press releases were sent as part of the global project's strategy. Each Press release had a common version and a custom version for each city who was directly involved in the highlights of that press release.

Figure 10: Jornal Do Noticias, sunday edition, May 2021, Portugal

Newsletter

The newsletter approach has been focussing first on attracting interested persons and organisations so that they subscribe through the dedicated section in our main website. Even though our initial plan was to send one every 4 months, we opted to wait in order to have a relevant number of subscribers and to accumulate more relevant content. The first edition was sent in June 2021.
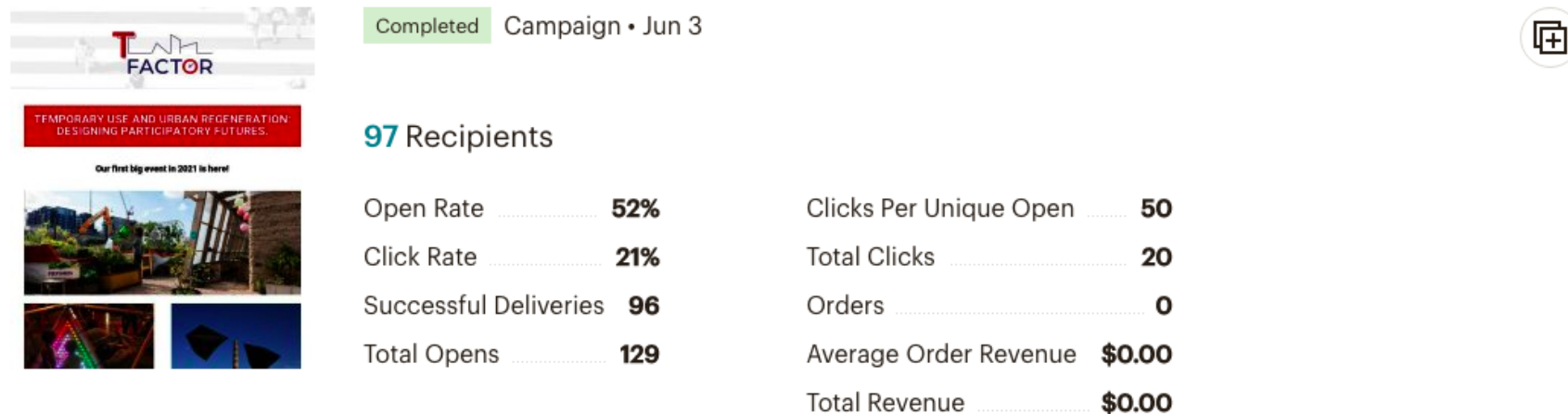
Figure 11: Screenshot of Mailchimp's newsletter analytics. June 2021

1.4 Key Communication Achievements

The following table provides an overview of the progress and key achievements in terms of communication across the different communication channels used to date. Importantly, we chose to document and report on achievements about 'events' within the Dissemination Section, due to the difficulty to consider some of them as pure communication events only.

The project's objectives detailed in the initial proposal include a series of direct, indirect, online and offline communication channels, to effectively reach and deliver the right content to audience groups. Some of the indicators have been complemented with others that are industry standards, such as the global reach in Social Media and direct interactions. In one case, the KPI to keep the track of progress on the local pilot social strategies has been changed by total reach and direct interactions since partners will use already existing social media accounts from their organisations. Thus, tracking the increase in follower numbers cannot be attributed only to the content related with T-Factor and the local communication and dissemination strategies. Column 3 in the following table shows the indicator included in the initial proposal, while Column 5 displays the final set of indicators for each category.

The last column also shows a progress assessment, as follows:

- **Green**: indicators are on the right track to accomplish the stated objectives.
- **Orange**: additional effort and improvements are needed to accomplish the objectives.

1	2	3	4	5	6	7
Channel	Public	Indicators at the outset	Target	Final indicator	M1-M16 period	Progress assessment
Central Website	General	N° of visitors Average duration of visits	300.000 2 mins	Users Pageviews Average visit	4,95 K 18,7 K 1:58 mins	[ORANGE]
Central social networks (FB, Twitter, etc.)	General	N° of followers N° of posts	2000 1/per week	Global Reach Direct interactions Followers N° of posts	88,9 K 4,9 K 292 116	[GREEN]

Press releases and Media	General	N° of press releases issued (4 per pilots + 3 in the context of 3 high-level project conferences)	27	N° of mentions in national newspapers	8 National newspapers	
				N° of mentions in blogs and corporate sites	14 Blogs & corporate sites	
				N° of press releases	2 Press Releases	
Project Newsletters	General	N° of NL published N° of subscriptions	3 per year 3000	N° of newsletters sent Number of subscribers Opening rate	1 240 52,5%	
Pilots' websites	Local	N° of visitors (aggregated) Average duration of visits	500.000 4 mins	Not active in this period		
Pilots' social networks (FB, Twitter, etc.)	Local	N° of followers (aggregated) N° of posts (aggregated)	10.000 2/per week	Combined mentions from all partner's social media accounts.	54 posts 41,5K reach 843 direct interactions.	

Local media (TV, radio, magazines, etc.)	General	N° of appearances	6 per pilot + other 10 at Consortium level	Local mentions	**1** Radio at consortium level. Local pilot media strategies will start in M17.	
Leaflets, brochures, local newsletters	General	N° of stakeholders reached	10.000	Not under tracking during this reporting period		

Table 1: Key Communication Achievements

At the time of writing this report, our **overall reach** through the different channels is above **93,8 thousand persons**. When calculating the overall citizen reach, this first report only takes in account the data from direct digital channels such as website traffic and social media reach. The next reports will also include datastreams from other sources such as local coalitions own websites and content hosted in partners sites, as well as an estimation of the impact/reach created by the project's media appearances following industry standard evaluation metrics such as daily readers and advertising budget equivalent. The overall reach number for the M1-M16 period will later on be updated to reflect the impact with the according methodology, making this number significantly higher.

In the sections below, we provide a quick overview of main achievements and progress across the different channels.

Website traffic

The user traffic from the M1-M16 period is **lower than expected** but still in line with what usually happens at the beginning of the communication strategy, when many efforts are less in growth and more on building and testing the infrastructure. For the following months, as a reinforcing measure, we will develop a **Search Engine Optimisation (SEO)** strategy in order to attain growth numbers that will show a relevant increase in website traffic.

Social Media KPIs

As of September 2021, T-Factor has accounts in Facebook (133 followers), Twitter (86), Instagram (72) and Youtube (1,6K views), with plans in place to extend its activity to another relevant social media, LinkedIn. The following chart shows our data for the M1-M16 period.

	T-factor Social Media accounts			Partner's Social Media Accounts			TOTAL		
	Publications	Impressions	Interactions	Publications	Impressions	Interactions	Publications	Impressions	Interactions
Twitter	25	18.351	2.980	14	10.660	175	**39**	**29.011**	**3.155**
Facebook	28	27.491	930	16	12.853	366	**44**	**40.344**	**1.296**
Linkedin	0	0	0	16	10.909	248	**16**	**10.909**	**248**
YouTube	9	1.600	203				**9**	**1.600**	**203**
Instagram	0	0	0	8	7.123	54	**8**	**7.123**	**54**
TOTAL	**62**	**47.442**	**4.113**	**54**	**41.545**	**843**	**116**	**88.987**	**4.956**

Table 2: Social Media stats

Media highlights

T-Factor has been mentioned in a total of **8 National Media**, as well as in **14 digital blogs and corporate sites**. For full perspective on the media milestones for the M1-M16 period, please refer to the Clipping annexed to this document.

Newsletter KPIs

The first edition was sent to subscribers in June 2021. The Newsletter was opened with a 50% success rate. As of september 2021, it has **a total of 240 subscribers**. For the following months we will keep the every 4 months rhythm as planned, with three additional special newsletters who will be sent to reinforce engagement around important milestones such as conferences or publications.

2. Dissemination

2.1 Dissemination Objectives

The T-Factor project deploys its dissemination plan as a strategic tool to steer the innovation potential of temporary use and meanwhile urbanism in the public and private agendas. Dissemination in T-Factor shall ensure that the project's results reach the targeted audiences in an effective and timely way, so as to sustain the envisaged exploitation paths, and create additional opportunities for engagement and exploitation. Our consortium aims to implement an intensive yet clear strategy, and conduct effective dissemination and exploitation activities from the early stages of the project. All partners are committed to mobilize the appropriate stakeholders and channels to multiply the effects of dissemination and exploitation activities. T-Factor addresses a variety of actors and stakeholders at different geographical scales: the main challenge is thus to ensure that we effectively reach each of them with tailored messages and appropriate channels.

Key objectives in our dissemination strategy are as follows:

- To **timely diffuse the knowledge and opportunities generated** by the project within and beyond our consortium;
- To **establish liaisons with other projects and initiatives** for knowledge and innovation transfer;
- To **engage the targeted audiences to get feedback, validate and ensure broad applicability** of the project results;
- To **attract potential adopters**, foster concrete adoption of the project's outcomes, and stimulate the stakeholders to follow up on the envisaged exploitation plans and to open new ones;
- To encourage the development of further outcomes in new initiatives.

Dissemination objectives are articulated and pursued according to the following main phases:
- *Make 'noise' and instil curiosity*: in this period, our dissemination strategy has been mainly developed in close relation with communication, spreading the key messages of T-Factor, providing basic information about it, and establishing synergies and contacts with relevant external projects and initiatives.

- ***Engage and support wide participation***: this phase goes hand in hand with the development of the pilots and - at the time of writing this report - has just started. It will target a broad audience, with the overall goal to sustain engagement and interaction at the pilots' level, while contributing to the growth of the T-Factor's Community.
- ***Sustain impact:*** this phase starts at the beginning of the third year and proceeds until the end of the project, keeping focus on the widespread dissemination of major project deliverables, facilitating knowledge transfer and pinpointing exploitation and sustainability paths.
- ***Exploit towards sustainability***: lastly, this phase begins in the fourth year, to explore opportunities for follow up and channel them into concrete sustainability plans, focussing on city mayors and officials, developers, regeneration practitioners and investors. Key attention will be dedicated to the creation of an international think tank specialized in transformative waiting times driven by heritage, culture and creativity.

The following chart shows our different stakeholder clusters and target groups.

Cluster	Target-groups
A. EU Policy makers	H2020 Policy makers, Urban Agenda Partnerships, UIA, URBACT, High-level groups for Urban Innovation, Cultural Heritage and Strategic R&I Agenda on Cities
	EU relevant projects
B. Cities	Policy makers, officers and technical staff in urban regeneration, territorial development and innovation
C. Property Developers	Public and private developers
D. Investment funds	Banks, Impact Investors, Bank Foundations
E. Research and Educational Institutions	University professors, researchers, students
	Schools teachers and students
F. Consultancies	Consulting companies

G. Enterprises	Large Corporations
	Small Medium Enterprises
	Social Economy organisations
	Start-ups
	Incubators, accelerators, co-working spaces and makerspaces
H. Cultural and creative actors	Associations, artists' groups and communities Free-lancers in cultural and creative industries
I. Citizens	Young people
	Community-groups and associations
	Groups at risk of exclusion and segregation such as unemployed people, migrants, minorities, NEETs, LGBTQ+
	Women
	Families
	Senior citizens

Table 3: Key Stakeholders for T-Factor

2.2 Dissemination Structure

The dissemination plan for the M1-M16 period has been mainly structured around three different paths: organising our own T-factor events, contribution to publications and media coverage around temporary use and participating in external events. The goal was to build expectations around the opportunities in this emerging field, also by sharing our first research insights and organising public events with relevant stakeholders. As the research and innovation outcomes start gaining traction and the local pilots begin their own local strategies,

we expect more intensity and outreach for the second year. Years 3 and 4 will focus on presenting the project's results, with the aim of preparing proper conditions for meaningful impact (phase 3) and exploitation towards valuable legacy and sustainability (phase 4).

2.3 Key Dissemination Achievements

The table below shows the progress on the different KPIs who are relevant to this reporting period.

T-Factor Dissemination Plan	Phase 1 Inform and instil curiosity (year 1) Intensity: medium	Phase 2 Engage and support wide participation (Pilots period) Intensity: medium	Phase 3 Sustain impact (year 3-4) Intensity: medium-high	Phase 4 Exploit towards sustainability (year 4) Intensity: high	M-1 M-16 period	Progress Assessment
Presentations in external events (local and international level)	Project presentation	Project's results presentation	Project's results presentation	Project's results presentation	**11** EU and international events	
KPI: presentations in at least 80 external events, out of which at least 60 to present results. Impact: Ideas and knowledge exchange with relevant communities, new opportunities for joint cooperation in new initiatives						
Own workshops and small-scale events	Workshops in relevant events and exhibitions	Thematic workshops organized in pilot sites	Workshops and events to share results and get feedback	Workshops and conferences to identify follow up plans	Does not apply in this period	
KPI: organization of 3 international conferences, 24 thematic workshops (4*pilot involving T-Labs) Impact: Wide outreach and dissemination of results, validation of project's concept and methodology, new collaboration patterns at both local and international level						
	Establishment of contact points, liaison with communities and	Ongoing feedback by target-groups and stakeholders,	Validation of project's results,	Creation of sustainability paths,	**2** webinars created and **1** co-created online event.	

Community building and stakeholder engagement	networks, promotion of T-Factor communication material	interaction with communities and networks, invitation to project's events	interaction with communities and networks, invitation to project's events	promotion of T-Factor stories through a final video and storytelling articles	Data on stakeholders actively engaged will be provided within **D5.1 Stakeholder Reports**. Other metrics do not apply in this period.
KPIs: 5000 contact points, 5000 persons registered in the IT Platform, 8 webinars created, 230 active stakeholders in the Local Coalitions (aggregated), 1 final video produced, 24 storytelling articles produced by the T-Labs (4*Lab). Impact: Wide engagement and active contribution to local city-making actions, creation of a community of interest around our community of practice (CoP), validation of project's concept and methodology, new collaborations.					
Media articles and Scientific Publications	Media articles in national journals	Submission of abstracts in selected journals/conferences	Publication of project's results in journals and magazines	Participation to international scientific conferences	**3** papers submitted for international conferences **8** national newspapers **2** publications **1** New European Bauhaus contribution
KPIs: at least 6 scientific papers/articles produced and published in high-level journals and magazines, at least 34 articles published in national media. Impact: validation of project's concept and methodology, promotion of results in scientific communities, new scientific collaborations.					
Covenant of Cities	Participation in relevant existing working groups	Transnational networking	Transnational networking	Active exploration of opportunities for city-twinning	Does not apply in this period

KPIs: Interaction created between at least 40 city officers across Europe (including at least 10 Mayors), 4 mayors signing official twinning for meanwhile strategies in urban regeneration. Impact: increased awareness on the project's key topics, creation of a community of interest around our CoP, validation of the project's concept and methodology, new collaborations.						
Internal dissemination in Partners' networks	Links and news in partners and associates' websites, social media and Newsletters.	Links and news in partners and associates' websites, social media and Newsletters.	Partners and Associates' events	Demonstration of results in partners and Associates premises	**14** mentions in digital media and corporate sites	
KPI: 30 invitations to participate to and/or co-produce awareness-raising and knowledge transfer events Impact: wide outreach of project's results, new collaborations, validation of project's concept and methodology.						
T-Factor's Roadshow				Validation and exploitation Workshops	Does not apply in this period	
KPI: 10 workshops implemented in 10 cities and involving at least 200 between city officials, developers and regeneration practitioners and stakeholders Impact: wide outreach of project's results, new collaborations, further validation of project's concept and methodology						
International Conferences		Conference 1	Conference 2	Final conference	Does not apply in this period	
KPI: 3 conferences involving 500 people between city officials, developers, regeneration practitioners and stakeholders, cultural, social and economic actors. Impact: wide outreach of project's results, new collaborations, validation of project's method and results						

Table 4: Key Dissemination Achievements

2.4 Presentations in EU and International Events

The Covid-19 pandemic has affected this part of the strategy. T-Factor officially started in June 2020, thus in a situation of prolonged lockdowns and severe restriction measures undertaken all across Europe. Until now (September 2021), the large majority of the project's activities have been run online (including public events), and the same occurred to other European projects and initiatives directly connected to T-Factor and to which we are contributing.

However, this particular situation has not prevented T-Factor from organising dissemination events and activities, and we have dedicated special effort on this aspect. In the period reported in this document, T-Factor has organised two main webinars, with the overall goal of **presenting the project** and **creating the basis for a wide, plural and rich conversational platform** on the core topics we address through the project. More in detail:

- **Meanwhile spaces. Making Cities in the Age of uncertainty.** November 2020. (**115 participants**). This event marked the first public appearance of the project, and it has been conceived as a combination of inspirational speeches, meanwhile use stories (mostly not directly addressed by T-Factor) and a roundtable for discussion specifically dedicated to the topic of **finance and innovative business models in urban regeneration**. Panelists included world-known representatives from top Universities such as **Bartlett School of Architecture** and **Carnegie-Mellon**, large European Institutions such as the **European Commission** and the **European Investment Bank**, **real estate investors**, meanwhile **practitioners** and local **policy-makers**.

- **Temporary Use and Urban Regeneration: Participatory Futures**. June 2021 (78 participants). This second event marked the completion of the research phase developed by the project in the first year, which led to the production of two research reports, namely the **Advanced Cases Portfolio** (D2.1), and the **Pilots Report** (D2.2). During this event, we shared and discussed the core insights and learnings contained in the Advanced Cases Portfolio, and also invited meanwhile use practitioners to share their stories. It is worth highlighting that panelists included citymakers from the T-Factor's Advanced Cases, as well as from some of the most pioneering temporary initiatives across Europe such as **Les Grand Voisins in Paris**, **Communa in Belgium**, **Floating University in Berlin** and **See U in Brussels**.

For both projects, we have particularly targeted the local networks of the Consortium partners, as well as the two sister projects of T-Factor, namely **CENTRINNO** and **HUB-IN**. Furthermore, we have actively engaged with other European projects such as **Reflow, CLIC, Siscode** and **Designscapes**.

The T-factor team also co-created an online event during Marseille Digital Art Biennale Chronique: **Art extends the field of what's possible: Meanwhile spaces and urban innovation**. The event, celebrated in the ecosystem of La Friche La Belle de Mai, project partner, was co-created with Chronique's curatorial team and included perspectives from T-factor partners in Amsterdam, London and Marseille that highlighted the role art and culture play in urban transformation scenarios.

Regarding the participation to external events, we have been active on this front as well, presenting the T-Factor project in **11 international events** relevant to our stakeholder's mix:

- **Smes in Europe and Open innovation for the post-covid 19 digital society**. July 2020 (42 participants)
- **H2020 project Hub-in Kick-off**. September 2020 (120 participants).
- **H2020 project Centrinno Kick-off**. October 2020. (60 participants).
- **Maker Faire Girona**. October 2020. (392 views).
- **OECD-EC Webinar: Culture & jobs: Rescue, support and unleash**. January 2021 (100 participants).
- **H2020 project SISCODE Final Conference**. (10 participants).
- **"Fuori dagli Spazi" Blended Event in Spoleto, Italy**. (50 participants).
- **"Urban challenges and meanwhile uses", Society, Sustainable Development and Organization Course at HEC Montréal**. (25 participants)
- **Together in Europe: Creative Communities for Change**, organised within the context of the UAL London Design Festival 2021. September 2021
- **H2020 project CLIC - Final Conference**. September 2021.
- **Xornadas de Arte Urbana,** Vigo City Council, (20 participants) September 2021.

2.5 Scientific Papers & Publications

The project has been showcased in **2 high level publications that put forward** the important innovation potential temporary use can bring to complement existing city-making procedures with new approaches that can catalyse different civic actions and transform them into concrete innovations.

- [Springer Handbook of Smart Cities - Future Urban Smartness: Connectivity Zones with Disposable Identities.](#)

  The article, co-authored by project partner Marta Arniani from Futuribile, uses the characterizations of hot spots / cold spots from the T-Lab "Citizens-led Smartness".

  "Cold spots are geographically delimited public areas. The cold zone digital infrastructure minimizes data collection and anonymises it through disposable identities. The infrastructure encodes a secure, public-owned open access regime. Hence, the "coldness" attribute derives from the lack of normalized data-extraction practices. From an urban planning point of view, the zones are seen as restorative areas. They can be landscapes where nature is prevalent (parks, as well as "third landscapes" as Gilles Clément describes natural spaces of our cities that are yet to be encoded) or could be indoor areas (public libraries, recess spaces). Citizens can rest, wander, and organize collective activities. Security within the cold spot is not delegated to technology, but to municipal and national laws."

- [Distributed Design 2021 - Make Your City! Distributed design and urban regeneration.](#) (upcoming)

  The article, authored by project partner Karim Asry from Espacio Open, explains the innovation-based approach to city-making shared by H2020 sister projects HUB-IN, CENTRINNO and T-Factor.

  "The European Commission plays a decisive role in the future of cities. Whether by funding cutting-edge research that extends the field of what's possible in our urban environments or by financing infrastructure and large-scale renovations, the European institutions are actively supporting the emergence of innovative solutions in addressing key challenges in urban regeneration.

  The Commission is using some of its most significant R+D funding mechanisms to explore new approaches to urban generation that can help cities fulfill the promise of a better future they were originally invented for. (…) In these projects, standard approaches to urban regeneration based purely on 'hard' infrastructure and top-down decision-making and delivery are being complemented with a set of solutions that give an important role to emerging cultures such as Fab Labs, the maker movement and other innovation communities that use the whole city as a canvas for open, participatory and distributed design."

2.6 Sistering, Clustering & Cross-Projects Activities

Seeking synergies and collaborations with relevant Horizon and EU projects has been part of our dissemination strategy from the very beginning. Following the guidance and through the facilitation of the related EU officers, a working group has been created involving several representatives (mainly Project Coordinators, Project Managers and Dissemination Leads) from the **T-Factor, CENTRINNO, and HUB-IN projects**, all funded under the SC5-20 Topic. The first meeting of the working group was held in December 2020, in order to discuss the work and start defining a common Action Plan. On average, the working group has met monthly until now.

Key achievements in the sistering activities have been the production of a common **Manifesto and Action Plan**, delivered in April 2021 (**D8.2 Clustering Action Plan**), and the organisation of a **joint workshop** in late April 2021 (involving all partners and key stakeholders across the three Consortia) on the topic of 'Exploring Local Ecosystems' through the showcasing of exploration and mapping tools and approaches applied by the three projects.

Furthermore, upon the invitation of the European Commission, T-Factor attended an exploratory meeting in July 2021, aimed at discussing possible synergies with projects funded under the **SC5 14 Topic**. A new meeting within this cluster is planned for Autumn 2021, in order to define more concrete opportunities and paths of collaboration.

A specific mention can also be made for the collaboration between T-Factor and the **Erasmus + Eureka Project**. This is a Knowledge Alliance started in November 2020, whose goal is to to design an innovative training that bridges practice with theory and addresses current challenges of urban regeneration. Some of the T-Factor partners are also involved in Eureka, and we are currently exploring the possibilities to create joint events and training opportunities. Moreover, in its initial research, Eureka considered some of the insights documented in the Advanced Cases Portfolio (D2.1) in order to build the curriculum. Lastly, within the scope of the activities planned for the Zorrotzaurre Bilbao pilot, both teams will participate in **Zorrozaurre's Open Day** at the end of October 2021.

Lastly, we shall also mention a strategic conversation currently in place with the **Social Temporary Use Network STUN**, a European platform that brings together experiences and practitioners of temporary urbanism across Europe. In this case, as we further explain in the Exploitation session, our goal is to create opportunities for T-Factor to sustain this network which can be a unique asset to access specific expertise which may be needed by the T-Factor pilots.

3. Exploitation

3.1 Emerging Exploitation Paths

Even though the exploitation efforts on the research and innovation actions of T-Factor will increase significantly in the following years, we can say that a number of valuable exploitation paths are already emerging.

- City officials are mentioning T-Factor in their press interviews. In the Spanish newspaper El Correo, (8th largest in Spain, with 445.000 daily readers, mostly concentrated in the Basque country region) Xabier Ochandiano, Councillor for Economic Development, was quoted specifically on the subject, giving the headline of the second piece in an in-depth report on Zorrozaurre to the T-Factor project and approach.

  "What happens in Zorrozaurre happens in many other places, generating the same question. What happens in an area that is in the middle of a transformation, but that transformation will take years to happen?. This is what is called the meanwhile concept, very known already in the island and reminded by Xabier Ochandiano, Councillor for Economic Development, Trade and Employment. To give an answer to this question, the City of Bilbao is integrated in the European project T-factor." More broadly, the topic of temporary uses as a viable response to the aftermath of the Covid-19 pandemic is increasingly permeating the policy-making debate, as also demonstrated by a recent report published by ARUP for the Greater London Authority[4]. This momentum can help create enabling conditions for

Una guía europea para afrontar transformaciones que duran años

L. LÓPEZ

BILBAO. Lo que pasa en Zorrozaurre pasa en muchos otros sitios y genera la misma pregunta: ¿Qué ocurre en una zona que está en pleno proceso de transformación, pero esa transformación va a durar años? Es lo que viene a ser el «concepto del 'mientras tanto'», tan conocido en la isla y que recuerda Xabier Ochandiano, concejal de Desarrollo Económico, Comercio y Empleo. Para dar respuesta a esa pregunta Bilbao se acaba de integrar en el proyecto europeo 'T Factor'. «Se trata de generar información y documentos junto con otras ciudades de la UE» que ayuden a articular «mejores prácticas» en lo que en inglés se llama el 'meanwhile'.

De lo que se trata es de estudiar y poner en práctica actividades transitorias en espacios en desuso de zonas postindustriales. Luego, se evalúa su impacto y se elaboran recomendaciones

para la Comisión Europea. Junto con Bilbao, que presenta el caso de Zorrozaurre, participan como ciudades piloto Milán, Lisboa, Londres, Amsterdam y Kaunas.

Eso, ahora. Para el futuro Ochandiano menciona como elemento clave el parque tecnológico urbano que constará de dos polos, en la punta norte y en la punta sur de la isla. Ya se ha retocado el Master Plan inicial para que la tipología constructiva de los edificios esté más de acuer-

LA FRASE

Xabier Ochandiano
Concejal

«Este verano se conocerá el primer desarrollo para el parque tecnológico de la punta sur de la isla»

do con las necesidades actuales de las empresas: plantas más extensas y menos alturas.

Servicios avanzados

«Este año será clave para definir el modelo de parque urbano», apunta el concejal. El verano próximo, avanza, se presentará el plan estratégico de la Red de Parques Tecnológicos de Euskadi, en el que se integrará el de Bilbao, aunque en un modelo aún por definir. «Ahí se contemplará un primer desarrollo para el parque de Zorrozaurre que estará en la punta sur». Es el momento de ir moviendo estas cosas porque la urbanización de punta norte está en marcha, y en la punta sur arrancará durante el verano.

Pero lo esencial será atraer empresas de servicios avanzados para la industria, y aquí se piensa en desarrollos público-privado «en ciertas parcelas». Habla Ochandiano de «concesiones a largo plazo, cesiones de suelo...».

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[4] Available at: https://www.london.gov.uk/sites/default/files/meanwhile_use_for_london_final.pdf

temporary uses to scale up across European redevelopments as well as in the daily management of vacant spaces and assets in cities; therefore, T-Factor is well positioned to make the case for viable **regulatory frameworks, governance models and capital deployment mechanisms** that can support this achievement.

- The T-Factor project has started to establish relationships with the **Social Temporary Use Network**, which wishes to gather all practitioners in the meanwhile use field with social perspective at the European level. Exploitation paths that can emerge from this strategic collaboration are many, including in terms of giving **more visibility to temporary uses with social impact**, creating **opportunities of work and experimentation for meanwhile practitioners** across Europe (especially by relying on this platform to access specific expertise and knowledge that might not be available within the T-Factor's consortium), but also to **jointly develop tools and methods for meanwhile uses**.

- As mentioned above, T-Factor has also started conversations and collaborations with the Erasmus+ Eureka project. This collaboration can turn out to be key when it comes to **new curricula and learning methods** that prepare the next generation of urban innovators. Training prototypes and workshops delivered by Eureka may find in some of the T-Factor's pilots the proper 'labs' where to test them and assess their relevance against existing urban challenges.

- Clustering and sistering activities with HUB-IN and CENTRINNO offer the opportunity to exchange **tools, methods and approaches** to the regeneration of urban settings, while feeding outreach to a large number of cities across Europe. Moreover, joint events to be organised are meant towards the identification of new policy measures that can foster the innovations tested by the three projects.

- Lastly, T-Factor is already involved in the discourse around the **New European Bauhaus Initiative**, and we have been recently invited to present the project in the context of an international event which will be held in Brussels in November 2021. In this case, our aspiration is quite high, as we believe T-Factor is well positioned to become one of the lighthouse projects which will work as flagships of the NEB.

Conclusions

Overall, our Dissemination and Communication Objectives are on the right track and reflect the priorities that have been set by the Project Board upon discussion and confrontation with all partners.

All the communication tools needed to properly spread T-Factor's key messages are in place or will be soon finalised to accompany and support the implementation and development of the pilot activities. Similarly, dissemination has already supported active exchange and confrontation with different publics and audiences and this may represent a valuable baseline to further boost awareness-raising and create better conditions for impact. Furthermore, the strategic collaborations we are currently pursuing with other EU projects and initiatives - including with the sister projects - can open to the possibility of leveraging and pooling resources and assets on common objectives, thus allowing smarter use of the EU budget.

In the coming period, communication and dissemination shall intensify and improve along the following aspects:

- Strengthened focus and effort over the dissemination of already available deliverables and outputs produced by the project, particularly by means of social media management, dedicated events and synergies with partners' communication channels.

- Improved integration and navigation flows between the website and the T-Factor's Hub, so as to facilitate the different users in quickly retrieving and accessing content that is relevant to them (e.g. research content, practical tools, stories, etc.).

- Full activation of communication and outreach processes at pilot sites, with the introduction of new channels such as pilots' micro websites and social media strategies.

- Further boost to synergies with EU projects and relevant initiatives, in sync with strategic directions defined by the Project Board.

Next to the activities at pilot sites, the next months of the project will see many important milestones and opportunities for outreach, including for example the Transformation Camp (which will hopefully see all partners convening together for the first time after the months of lockdowns and restrictions to travels), and a joint conference currently under planning with our two sister projects. Moreover, the next period will see a more official launch of the T-Factor Hub, which can further boost the positioning of the project and raise interest across a growing number of stakeholders across Europe.

Annex 1 | Factsheets

Available for separate download [here](#).

Annex 2 | Media Clipping

Available for separate download [here](#).

T-FACTOR OUTREACH REPORT FACTSHEETS

More information
T-FACTOR.EU

QUANTITATIVE DATA / KPIS (1)

Digital reach

4,5K users
18K page views

40,3K impressions
1,2K interactions
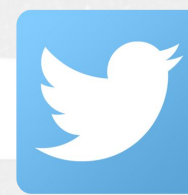
29K impressions
3,1K interactions

7,1K impressions
54 interactions

240 subscribers
50% open rate

1,6K impressions
203 interactions

WEBSITE

Website

New vs. Returning Visitors

- ● New — 56%
- ● Returning — 44%

Device Breakdown

- ● Desktop — 70%
- ● Tablet — 1%
- ● Mobile — 29%
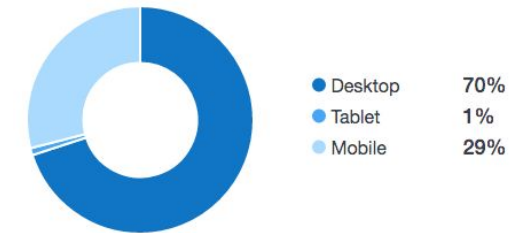
Top 10 Countries

1.	🇮🇹	Italy	1,296
2.	🇪🇸	Spain	726
3.	🇬🇧	United Kingdom	530
4.	🇵🇹	Portugal	530
5.	🇫🇷	France	486
6.	🇩🇪	Germany	350
7.	🇺🇸	United States	321
8.	🇱🇹	Lithuania	266
9.	🇵🇱	Poland	197
10.	🇳🇱	Netherlands	178

Top 10 Referrals

1.	f	m.facebook.com	244
2.	f	l.facebook.com	118
3.	🐦	t.co	102
4.	L	landsrl.com	93
5.	in	linkedin.com	79
6.	✷	makery.info	67
7.	tu	sowi.tu-dortmund.de	51
8.	sfs	sfs.tu-dortmund.de	38
9.	f	facebook.com	30
10.	🌐	canvas.arts.ac.uk	28

WEBSITE

Demographics & Interests

Gender
100% of total sessions

45.85% Female

54.15% Male

Age
100% of total sessions

27.50%	33.50%	15.50%	12.50%	5.50%	5.50%
18-24	25-34	35-44	45-54	55-64	65+
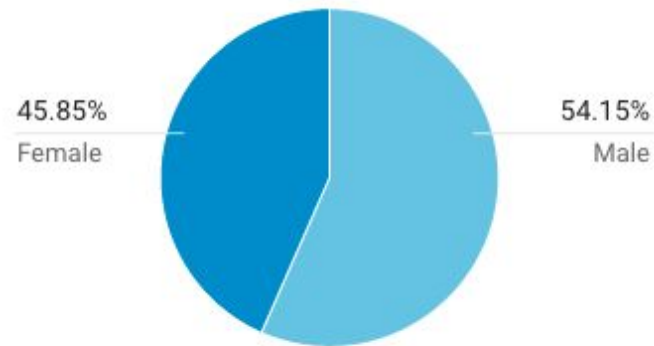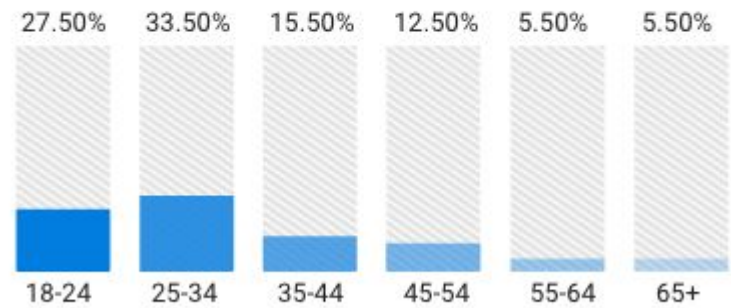
Interest Category
100% of total sessions

5.49%	Sports/ Individual Sports/ Running & Walking
3.94%	Computers & Electronics/ Consumer Electronics/ Electronic Accessories
3.05%	Sports/ Individual Sports/ Cycling
2.96%	Food & Drinks/ Cooking & Recipe/ Soups & Stews
2.45%	Travel/ Tourist Destinations/ Historical Sites & Buildings

SOCIAL MEDIA

f *Facebook*

Todas las publicaciones realizadas

Crear publicación

🟧 Alcance: orgánico/pagado 🟦 Clics en publicaciones 🟥 Reacciones, comentarios y veces que se ha compartido ⓘ

Fecha de publicación	Publicación	Tipo	Segmentación	Alcance	Interacción	Promoción
07/06/2021 16:20	If you believe	🔗	🌐	43	5 3	Promocionar publicación
01/06/2021 11:18	Tempo rary	🗐	🌐	83	9 5	Promocionar publicación
31/05/2021 6:47	Next Tuesd	🔗	🌐	19,4K	504 49	↻ Ver promoción
28/05/2021 12:51	Our colleag	🔗	🌐	57	2 5	Promocionar publicación
20/05/2021 8:26	The Europe	🗐	🌐	1,2K	16 12	Promocionar publicación
06/05/2021 11:56	Our colleag	🗐	🌐	71	7 5	Promocionar publicación
03/05/2021 17:58	Join us tomorr	🗐	🌐	56	9 4	Promocionar publicación
26/04/2021 15:05	How can we	🔗	🌐	66	6 7	Promocionar publicación
20/04/2021 15:54	A better	🗐	🌐	58	3 2	Promocionar publicación
12/04/2021 11:19	One of our	🔗	🌐	48	2 3	Promocionar publicación
14/01/2021 12:29	What's changi	🗐	🌐	3,1K	47 20	Promocionar publicación

T-factor
Publicado por Karim Asry ❓ · 20 de mayo · 🌐
···

The European Commission has a decisive impact on the future of cities. It actively supports strategic synergies and collaborations across different projects, and Centrinno EU Project and HUB IN are our sister projects in the development of new portfolios of ... **Ver más**

INDUSTRIAL AREAS AS ENGINES FOR INNOVATI

1185
Personas alcanzadas

28
Interacciones

Promocionar publicación

👍 8   1 vez compartido

👍 Me gusta   💬 Comentar   ↪ Compartir

SOCIAL MEDIA

Twitter

Tweet Analytics

T-factor project @t_factor_eu

If you believe urban regeneration needs new tools to deal with the unexpected, don't forget about us tomorrow! We'll be presenting Europe's best temporary use cases with concrete examples from the most forward-thinking cities. Register now and join us: https://www.t-factor.eu/temporary-use-and-urban-regeneration-designing-participatory-futures-2/ ...

Impressions — 183
times people saw this Tweet on Twitter

Total engagements — 8
times people interacted with this Tweet

T-factor project @t_factor_eu

If you believe urban regeneration needs new tools to deal with the unexpected, don't forget about us tomorrow! We'll be presenting Europe's best temporary use cases with concrete examples from the most forward-thinking cities. Register now and join us:

Temporary Use and Urban Regeneration: Designing Participatory Futures | T-FA...
Performing arts during Happening! in Manifattura Tabacchi Florence – Giovanni Sagi The European Commission is paying attention to new urban regeneration ...
🔗 t-factor.eu

4:19 PM · Jun 7, 2021 · Twitter Web App

SOCIAL MEDIA

 Instagram
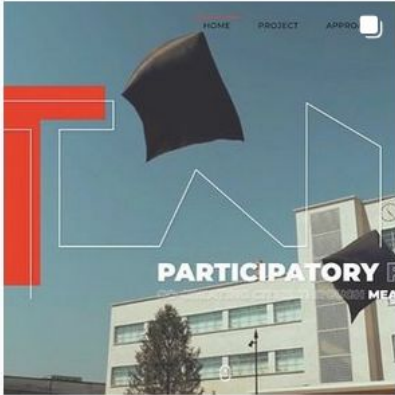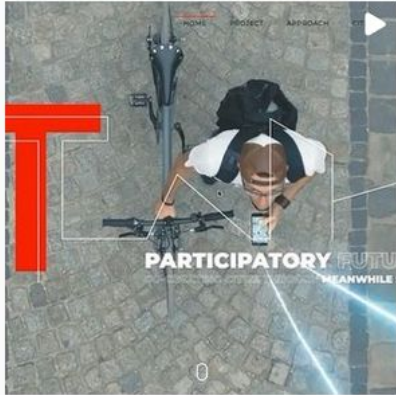
MEDIA

Overview

- **8 National European newspapers**

- **1 Radio**

- **14 Blogs & Corporate Sites**
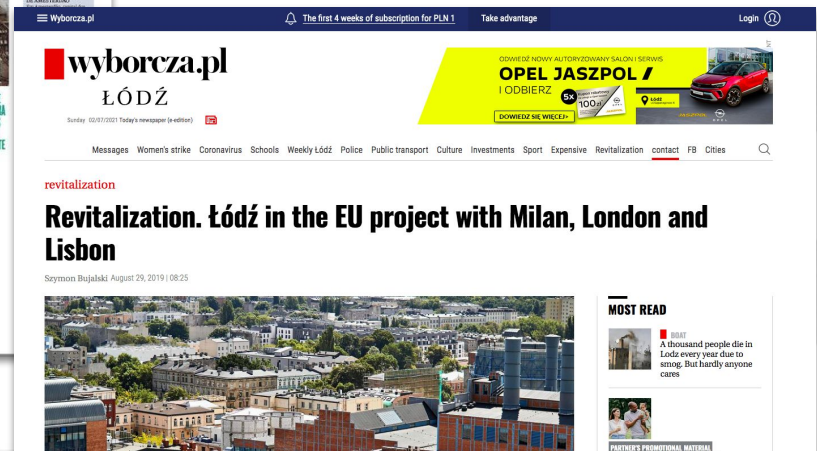
MAKERY — le média de tous les labs — EN

#SKIPGARDEN

Avec le projet T-Factor, l'Europe ~~nouvelles formes de~~ de nouvelles formes de ~~tion des villes~~

URBANO | CAPA

Cultura para dar vida a edifícios ao abandono

wyborcza.pl
ŁÓDŹ

revitalization

Revitalization. Łódź in the EU project with Milan, London and Lisbon

Szymon Bujalski   August 29, 2019 | 08:25

MOST READ

A thousand people die in Lodz every year due to smog. But hardly anyone cares

T-Factor events:
building-blocks for narrative

As it usually happens with emerging fields of practice, key knowledge and insights are still not documented and therefore, not available for analyzing. Our events with different stakeholder groups are key to connect the diverse agents that converge in the urban regeneration process, gather insightful perspectives from players who usually do not speak on the record about their practice.

These points of view will be included in our narrative as building blocks to increase the *autoritas* around this emerging field and point to new challenges for the future of the project.

"We, as investors, are willing to accept less profit if it's a more quality one"

Giovanni Manfredi, CEO, MT Firenze SPA

T FACTOR

Credits: John Sturrock,

"Meanwhile uses can boost economic opportunities and mobilise for entrepreneurial activities parts of the society that are not used"

Jonas Bystrom, Urban Development Division, European Investment Bank
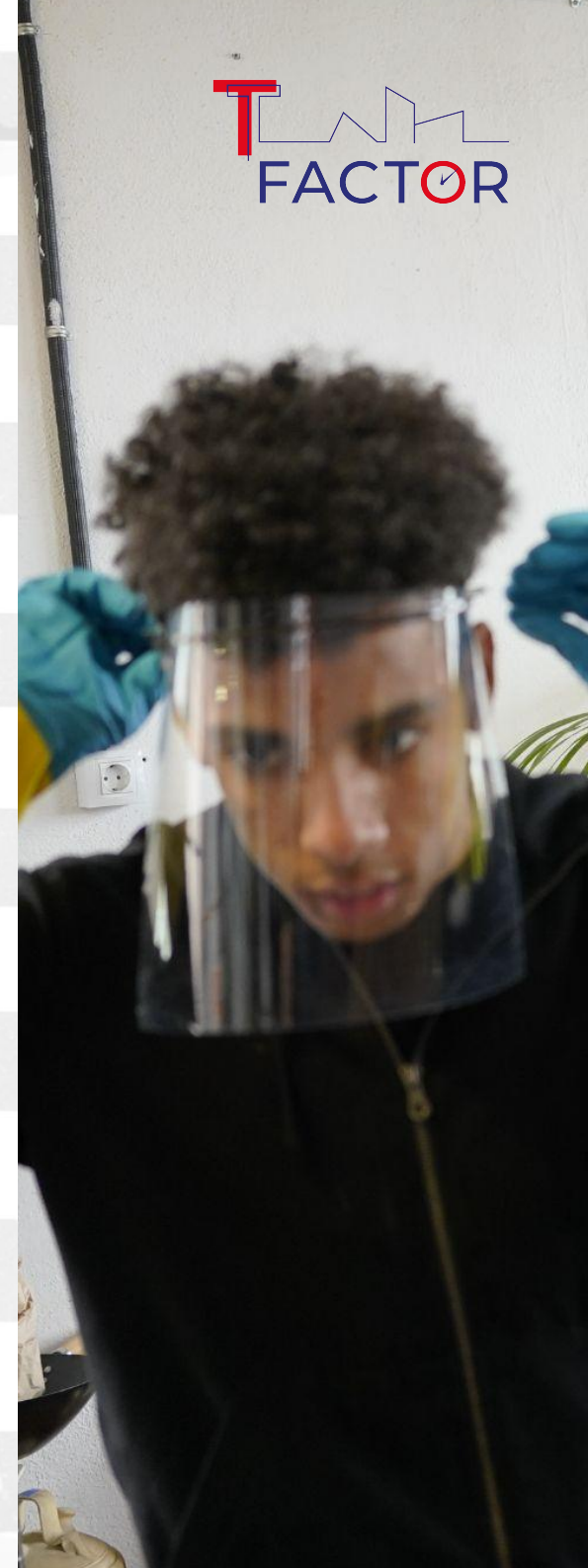
"We need to simplify administrative processes. A 2 year occupation shouldn't fulfill the same requirements as a building made to last 100 years"

Gilly Kajevsky, activist, Floating Berlin

"We have refugees living onsite accommodated by the City of Amsterdam. We had fierce discussions about but it's going pretty well and it actually helped us de-risk a security problem in the area in the weekends and nights"

Erik Boer, Startup Village, University of Amsterdam

T FACTOR

"It makes no sense to have thousands of apartments, offices and spaces empty. Putting them back into the system must be a priority"

Maxime Zeit, grassroots activist, Communa Belgium
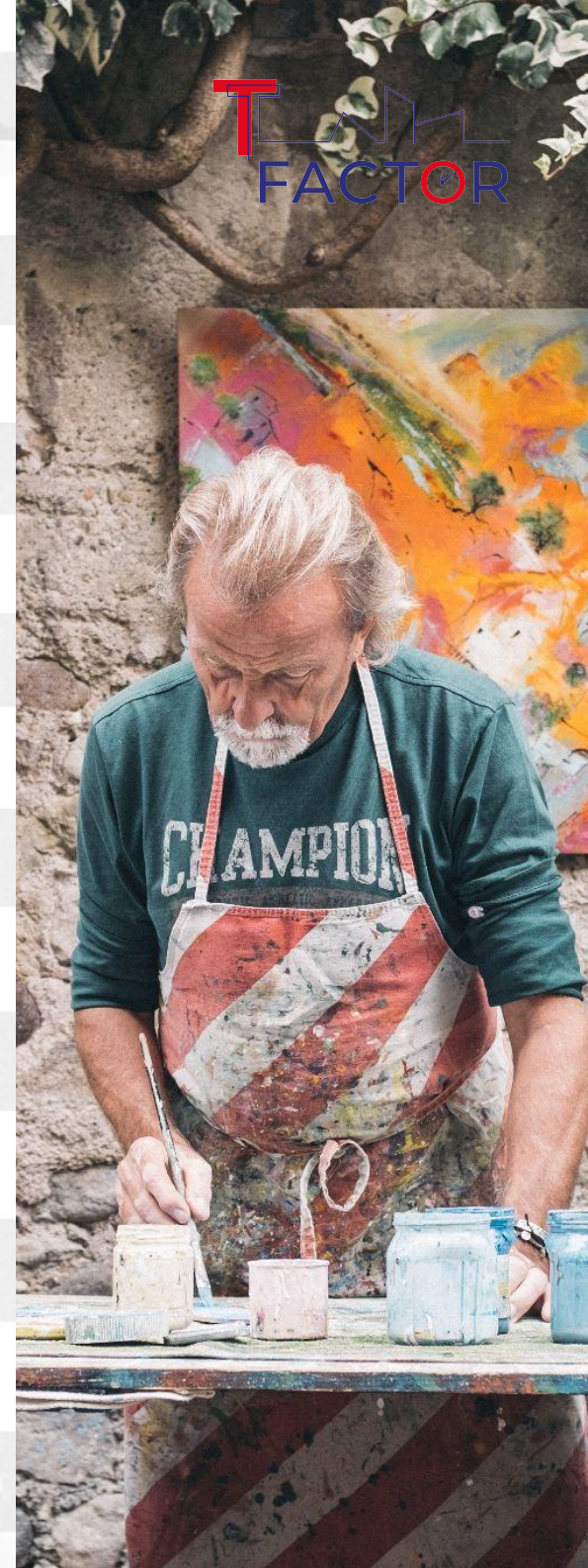
New European Bauhaus: Tomorrow's Heritage

Contribution to the NEB co-design process with sister projects HUB-IN and CENTRINNO

"Heritage preservation mainstream approach remains focused on physical quality and visual memory preservation that do not as such take account of more "soft" factors that include the cultural component as a strategic asset to transform areas in decay into vibrant hubs that foster inspiring and practical solutions to today's problems."

Distributed Design Book: Make Your city!

Publication in upcoming book financed by the Creative Europe Programme

"The European Commission plays a decisive role in the future of cities. Whether by funding cutting-edge research that extends the field of what's possible in our urban environments or by financing infrastructure and large-scale renovations, the European institutions are actively supporting the emergence of innovative solutions in addressing key challenges in urban regeneration.

The Commission is using some of its most significant R+D funding mechanisms to explore new approaches to urban generation that can help cities fulfill the promise of a better future they were originally invented for."

Conclusions

Overall, our Dissemination and Communication Objectives are on the right track and reflect the priorities that have been set..IT-Factor is gathering attention from media and its stakeholder mix. In the coming period, communication and dissemination will put the accent on:

- Strengthened focus and effort over the dissemination of already available deliverables and outputs produced by the project (social media, dedicated events and synergies with partners' communication channels.)

- Improved integration and navigation flows between the website and the T-Factor's Hub.

- Full activation of communication and outreach processes at pilot sites, with the introduction of new channels such as pilots' micro websites and social media strategies.

- Further boost to synergies with EU projects and relevant initiatives, in sync with strategic directions defined by the Project Board.

- The next months will see many important milestones and opportunities for outreach: the Transformation Camp (first face-to-face meeting post-covid), and a joint conference currently under planning with our two sister projects HUB-IN and CENTRINNO.

September **2021**

GENERAL MEDIA CLIPPING

This report gathers mentions during the M1-M16 period (June 2020 - September 2021).

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Sunday 02/07/2021 Today's newspaper (e-edition) 🔳

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Szymon Bujalski August 29, 2019 | 08:25

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Łódź has joined the "T-Factor" research project

Author: PAP

Added:
22-12-2020 14:09

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Łódź has joined the "T-Factor" research project financed by the European Commission. The program, in which participate, among others London, Milan, Barcelona, Florence, New York and Shanghai aims to exchange experiences related to urban regeneration.

"I am very glad that Lodz's many years of regeneration efforts have been noticed and appreciated outside our country. Our rich experience is the capital that we can and want to share with others, so that in the future the revitalization processes will be more efficient everywhere. to get to know even better the good practices of other cities and use them in Łódź "- emphasized the vice president of Łódź Joanna Skrzydlewska.

"T-Factor" is a research project financed by the European Commission from the Horizon 2020 program. As you can read on its website, it aims to create a

Translated from Polish. https://www.wnp.pl/parlamentarny/spoleczenstwo/lodz-dolaczyla-do-projektu-badawczego-t-factor,115065.html

Łódź and EC1 as a model of international revitalization! The city's many years of efforts have been noticed

Author: AS | 2020-12-27 14:23   Updated: 2020-12-27

The city has become a partner of the prestigious European Union program "T-Factor", a research project funded by the European Commission on revitalized areas.

Łódź and EC1 as a model of international revitalization! The city's many years of efforts have been recognized (photo: UML)

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CAT-URBAN PLANNING INVESTIGATION

Barcelona and Bilbao host urban research "meanwhile spaces"

DRAFTING
11/05/2020 4:32 PM

Barcelona, Nov 5. (EFE) .- The cities of Barcelona and Bilbao host the urban research project on "meanwhile spaces" in urban regeneration within the initiative of the European Union Horizon 2020.

The European Commission is paying attention to new approaches to urban regeneration with the T-Factor project, an innovation action funded by the Horizon 2020 program that seeks "urban regeneration".

This week the project carries out its first public meeting with various interest groups and implements various temporary activities in disused spaces in post-industrial areas to assess their impact and draw up a series of recommendations for the European Commission.

The Open University of Catalonia, through the Urban

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Noticias agencias

Barcelona y Bilbao acogen la investigación urbanística "espacios meanwhile"

05-11-2020 / 16:30 h EFE

Las ciudades de Barcelona y Bilbao acogen el proyecto de investigación urbanística sobre "espacios meanwhile" en regeneración urbanística dentro de la iniciativa de la Unión Europea Horizonte 2020.

La Comisión Europea presta atención a los nuevos enfoques sobre la regeneración urbana con el proyecto T-Factor, una acción de innovación financiada por el programa Horizonte 2020 que busca "la regeneración urbana".

El proyecto lleva a cabo esta semana su primera reunión pública con diversos grupos de interés y pone en práctica diversas actividades transitorias en espacios en desuso de zonas post-industriales para evaluar su impacto y elaborar una serie de recomendaciones para la Comisión Europea.

La Universitat Oberta de catalunya, a través del grupo de investigación Urban Transformation and Global Change Laboratory (TURBA) del Internet Interdisciplinary Institute (IN3), será el socio de referencia del proyecto en Barcelona, donde se estudiará la evolución del distrito 22@ en Poblenou.

En Bilbao se llevará uno de los seis proyectos piloto locales en el área post-industrial de Zorrotzaurre, donde participan como socios del proyecto Bilbao Ekintza, agencia de desarrollo económico del Ayuntamiento de Bilbao, Tecnalia y Espacio Open.

Los usos temporales y los "espacios meanwhile" aprovechan edificios vacíos, solares y espacios inutilizados que se utilizan como lugares temporales para la experimentación creativa, lo que permite poner en marcha actividades innovadoras de carácter cultural, social y empresarial.

Anabel Touro (izquierda) y Rosa González (centro) caminan por la Ribera de Zorrozaurre, a la altura del edificio Konsemi.
JORDI ALEMANY

Todo está en Zorrozaurre

Hay tecnología, okupas, trapecistas, centros de formación punteros, pequeños talleres que resisten y 425 vecinos que se conocen por su nombre de pila

LUIS LÓPEZ

BILBAO. Habrá pocos lugares en Europa que sean tan interconectados como Zorrozaurre. Por sus calles –por su calle, más bien, porque esencialmente es una–, caminan jóvenes cuyo aspecto delata inequívocamente que estudian diseño o algo así. Algunas hablan en inglés. Se cruzan con otros jóvenes, artes africanos, que con más suerte buscan un futuro y no breviores 'alquando' edificios ruinosos al fondo de la isla. Hay pequeños talleres polvorientos en ca...

Una guía europea para afrontar transformaciones que duran años

L. LÓPEZ

BILBAO. Lo que pasa en Zorrozaurre pasa en muchos otros sitios y genera la misma pregunta: ¿Qué ocurre en una zona que está en pleno proceso de transformación, pero esa transformación va a durar años? Es lo que viene a ser el «concepto del 'mientras tanto'», tan conocido en la isla y que recuerda Xabier Ochandiano, concejal de Desarrollo Económico, Comercio y Empleo. Para dar respuesta a esa pregunta Bilbao se acaba de integrar en el proyecto europeo 'T Factor'. «Se trata de generar información y documentos junto con otras ciudades de la UE» que ayuden a articular «mejores prácticas» en lo que en inglés se llama el 'meanwhile'.

De lo que se trata es de estudiar y poner en práctica actividades transitorias en espacios en desuso de zonas postindustriales. Luego, se evalúa su impacto y se elaboran recomendaciones para la Comisión Europea. Junto con Bilbao, que presenta el caso de Zorrozaurre, participan como ciudades piloto Milán, Lisboa, Londres, Amsterdam y Kaunas.

Eso, ahora. Para el futuro Ochandiano menciona como elemento clave el parque tecnológico urbano que constará de dos polos, en la punta norte y en la punta sur de la isla. Ya se ha retocado el Master Plan inicial para que la tipología constructiva de los edificios esté más de acuerdo con las necesidades actuales de las empresas: plantas más extensas y menos alturas.

Servicios avanzados

«Este año será clave para definir el modelo de parque urbano», apunta el concejal. El verano próximo, avanza, se presentará el plan estratégico de la Red de Parques Tecnológicos de Euskadi, en el que se integrará el de Bilbao, aunque en un modelo aún por definir. «Ahí se contemplará un primer desarrollo para el parque de Zorrozaurre que estará en la punta sur». Es el momento de ir moviendo estas cosas porque la urbanización de punta norte está en marcha, y en la punta sur arrancará durante el verano.

Pero lo esencial será atraer empresas de servicios avanzados para la industria, y aquí se piensa en desarrollos público-privado «en ciertas parcelas». Habla Ochandiano de «concesiones a largo plazo, cesiones de suelo...».

LA FRASE

Xabier Ochandiano
Concejal

«Este verano se conocerá el primer desarrollo para el parque tecnológico de la punta sur de la isla»

LAS CLAVES

CAMBIO CONSTANTE
La isla convive con restos del pasado y adelantos del futuro en un momento de transición que durará años

INGRESOS MEDIOS
La renta personal es de 16.810 euros al año, 5.000 menos que en el conjunto de Bilbao

MAKERY — le média de tous les labs — EN

Avec le projet T-Factor, l'Europe valorise de nouvelles formes de régénération des villes

Cultura para dar vida a edifícios ao abandono

Velhas fábricas, prédios históricos ou até antigas prisões podem acolher atividades enquanto esperam por nova utilização. Lisboa, Guimarães e Vizela já deram passos para o reúso intermédio destes espaços, mas falta legislação para mais

Zulay Costa
urbano@jn.pt

O que faze uma casa, fábrica, edifício histórico ou outro qualquer imóvel sem atividade no meio de uma cidade enquanto não tem uma nova função? A solução para evitar o abandono pode ser o reuso intermédio, uma tendência que alastra na Europa e que por cá já vai dando alguns passos.

A sociedade e as cidades mudam cada vez mais rápido", pelo que a "fundamental aproveitar os espaços abandonados", defende Pablo Costa, um arquiteto brasileiro a residir em Portugal que se prepara para defender, na Universidade de Lisboa, a tese de doutoramento sobre "O obsoleto e a cidade: o reúso intermédio no planeamento urbano".

Dar uso ao tempo intermédio destes espaços permite três coisas em termos de planeamento urbano: "aproveitar, testar/experimentar ideias e ativos no espaço, de forma a viabilizar o novo projeto de regeneração previsto". As atividades tanto podem ajudar a preservar memórias (de fábricas marcantes, por exemplo) ou a mudar a visão da população sobre um local que tenha uma carga negativa (como as prisões desativadas ou locais onde aconteceram acidentes).

O reúso intermédio, diz Pablo Costa, é uma "ferramenta muito rica, que está subaproveitada e tem um potencial enorme". E aponta o caso de Barreiro, que estudou mais a fundo, onde "30% do território está ao sobre".

Mas esta que podem ser uma nova estratégia de urbanismo em Portugal, emperra "na mentalidade e na legislação". "É difícil a população perceber a importância do intermédio para um grande projeto no futuro". E o temporal. "pode ser um caminho para melhores escolhas na transformação urbana, pois permite testar soluções e possibilidades antes de fazer escolhas difíceis de reverter". Também permite "práticas mais participativas e novas possibilidades imaginadas por inovadores urbanos, artistas, designers e fábricas", considera Finch.

ARTE E TECNOLOGIA EM ANTIGA PRISÃO

Em Almada, a Universidade Nova integra o T-Factor, projeto europeu que tem o objetivo de ocupar espaços vazios com arte, cultura e tecnologia, criando valor público e reabilitando as cidades. A academia tem em mão a reabilitação da antiga prisão militar da Trafaria, ou dark place no Instituto de Arte e Tecnologia.

Enquanto o projeto final não é concluído, estão a ser planeadas para ali atividades como "visitas, poesia, um festival arte digital, documentação, recolha de fotografias e vídeos", enumera o professor Nuno Correia, da Nova de Lisboa. O objetivo, refere, é "acompanhar o tempo de espera com atividades artísticas, tecnologia e cultura, que conduzam aos planos finais". A comunidade é envolvida, "conhecendo e participando no processo", sublinha.

"O impacto do urbanismo temporário é transversal a todos os aspetos da nossa vida nas cidades. Basicamente, pode nos permitir criar e selecionar melhores futuros para as nossas cidades, encontrando novos usos para todos"

renos e edifícios que não poderíamos ter planeado tradicionalmente", explica, ao JN Urbano, Mick Finch, professor da Universidade das Artes de Londres, envolvido no T-Factor.

Este consórcio de investigação europeu tem vindo a detetar que "muitos processos de regeneração urbana permanecem incompletos e criam sérios problemas de exclusão". E o temporal. "pode ser um caminho para melhores escolhas na transformação urbana, pois permite testar soluções e possibilidades antes de fazer escolhas difíceis de reverter". Também permite "práticas mais participativas e novas possibilidades imaginadas por inovadores urbanos, artistas, designers e fábricas". Esta é "provavelmente, uma boa maneira para as cidades tentarem resolver desafios complexos, como mudanças climáticas, aumento da desigualdade e interrupções no trabalho", considera Finch.

Ainda em Lisboa, podem ser apontados como exemplo a La Factory e a fábrica Braço de Prata, antigas unidades fabris que receberam novos usos.

A norte também se encontram casos, ainda que muitos sejam efémeros. Em Guimarães, alguns eventos temporários que assinalaram aquela cidade como Capital Europeia da Cultura, em 2012, ocorreram em imóveis sem uso. Em Vizela, a Casa Azul, por exemplo, abriu portas à comunidade após se estar devoluta há anos.

"Contactou-se a proprietária, pediu-se autorização, fez-se uma limpeza e abriu-se a Casa Azul à comunidade da cidade, para uma festa e exposição de arte durante alguns dias", relembra João Sarmento, investigador da Universidade do Minho, que ajudou a coordenar o projeto "NoVOID - Rotinas e terrenos vagos nas cidades portuguesas: explorando a vida obscura dos espaços urbanos abandonados e propostas de planeamento alternativo para a cidade perfurada".

RISCO DE PERDER PATRIMÓNIO

"Há espaços que estão abandonados e, nesse hiato de tempo, que pode ser mais ou menos longo, muitas coisas poderiam ser feitas de forma temporária e trazer vantagens à comunidade local", refere. Mas "muitas vezes não acontecem porque se está à espera de uma construção, uma alteração do PDM, da abertura de uma estrada ou financiamento", lamenta.

"O maior risco quando não se tem uma visão intermédia – incentivos, leis e normas flexíveis que permitam o uso intermédio – é perder o património", alerta agora Pablo Costa, para quem "a melhor forma de preservar e resgatar" é mesmo "utilizando".

A maneira "como se lida com os espaços que estão abandonados, com legislação rígidas e, por vezes, obsoletas e ultrapassadas, acaba por fomentar o não-uso e o incentivo a certas ilegalidades". Ter uma estratégia para usos intermédios "é perceber que o abandono é uma fase no desenvolvimento do espaço", que pode ser "aproveitada de imediato, preservando e valorizando o património", conclui. ■

> **O TEMPORÁRIO "PODE SER UM CAMINHO PARA MELHORES ESCOLHAS NA TRANSFORMAÇÃO URBANA, POIS PERMITE TESTAR SOLUÇÕES E POSSIBILIDADES ANTES DE FAZER ESCOLHAS DIFÍCEIS DE REVERTER"**

→ Antiga fábrica de Braço de Prata, em Lisboa, está transformada num centro cultural

→ Em Vizela, na Casa Azul, abandonada há anos, houve uma festa e exposição de arte

→ Antigo presídio da Trafaria vai receber visitas, poesia, um festival arte digital, entre outras atividades

Exemplos lá fora

ANTIGA PRISÃO DE AMESTERDÃO
Em Amesterdão, capital dos Países Baixos, enquanto o complexo prisional de Bijlmerbajes não é totalmente reconvertido num novo bairro (está a avançar por fases), uma agência de usos temporários aproveita para fazer atividades. Uma das torres foi transformada num hotel pop-up durante um ano. Também servia como abrigo e postos de trabalho para refugiados.

VELHO HOSPITAL DE PARIS APROVEITADO
O hospital de Saint Vincent de Paul, em Paris, foi desativado em 2012 para dar lugar a um novo projeto e, durante o período de licenciamentos, teve diversos usos. Entre 2015 e 2020, a agência Plateau Urbain utilizou as estruturas como centros de acolhimento para refugiados, ateliês ou restaurantes.

DOCAS DE GHENT RECONVERTIDAS
Durante as obras para a reconversão das três antigas docas da zona portuária em Ghent, na Bélgica, foram realizadas experiências intermédias na DOK (entre 2011 e 2019), que permitiu a criação de um espaço para concertos, exposições, cinemas, restaurantes, mercado e uma praia artificial.

BLOGS & CORPORATE SITES

More information
T-FACTOR.EU

T-factor. Making cities in the age of uncertainty

POLITECNICO MILANO 1863 — DIPARTIMENTO DI DESIGN

DIPARTIMENTO · PERSONE · RICERCA · FORMAZIONE · LABORATORI · INTERNAZIONALIZZAZIONE · SERVIZI ALLE IMPRESE

The European Commission is paying attention to new approaches for urban regeneration through the **T-factor Project**, a Horizon 2020 funded Innovation Action aimed at unlocking the transformative potential of 'meanwhile spaces' in urban regeneration. The project kicked off its first public meeting with global stakeholders this week.

Milan will play a major role in the project hosting one of the six Local Pilots that will apply the project's insights in the Mind area. The project local coalition includes the Design Department of Politecnico di Milano, Plusvalue, LAND Italia and Università Statale di Milano.

Temporary and **'meanwhile spaces'** are on the rise across Europe. More and more vacant buildings, plots and unutilized spaces are serving as temporary sites for co-creative experimentation, unlocking a multitude of innovative cultural, social and entrepreneurial activities. These initiatives typically contribute heavily to building a shared public value to rewire the social, cultural and economic fabrics of an area under regeneration. In many cases, they are well positioned to become permanent fixtures of the local landscape, acting as prototypes of future neighborhoods and areas. The project calls these temporary initiatives 'meanwhile spaces'.

The project consortium has created a coalition with cities, universities, businesses and grassroots organizations with **25 organisations from 12 countries**, committed to contributing knowledge to the inclusive and thriving futures of cities and developing tools & approaches towards temporary urbanism and 'meanwhile use'.

ŁÓDŹ
200 LAT ŁÓDZI PRZEMYSŁOWEJ 1820-2020

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About the city

The heritage of Łódź

T-FACTOR

EXPERIENCES FROM ŁÓDŹ IMPLEMENTED IN CITIES OF THE EUROPEAN COMMUNITY

Łódź with the flagship EC1 investment - the City of Culture, together with such significant urban centers as Barcelona, Dortmund, Florence, London, Marseille, New York and Shanghai became the axis of the European Union research project entitled T-Faktor.

It concerns the so-called "temporary places" in the landscape of urban centers and the role of "temporary urban planning" in the regeneration of urban spaces.
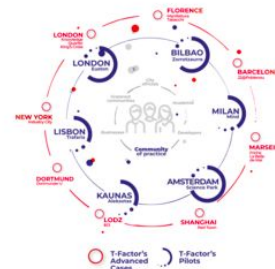
TEMPORARY PLACES? TEMPORARY TOWN PLANNING? WHAT'S THIS?

It may take years, sometimes even decades, from the approval of a land use plan to revitalize a specific area to its actual

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T FACTOR

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Łódź and EC1 as a model for world revitalization

22/12/2020 | 13:52 | EC1
category: **Revitalization**

The city is a partner of the prestigious European Union program "T-Factor"

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Featured news

Changes in the Łódź Civic Budget

February 8, 2021 | 14:10 |
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As every year, we ask the inhabitants of Łódź what should change in ŁBO. Yes and now, after the end of VIII ... more

Another municipal help for an association building a stationary hospice in Łódź

February 8, 2021 | 2:01 pm |
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On February 4, 2021, a notarial deed was signed for the sale of real estate located in Łódź at ... more

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February 8, 2021 | 13:41 |
category: **FLIGHT**, **News**, **For the resident**, **City**, **Łódź connects**

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SPACES

PROJECT OVERVIEW: T-Factor is a Horizon 2020 Innovation Action aimed at unlocking the transformative potential of 'meanwhile spaces' in urban regeneration. We gather together a unique coalition of 25 partners between cities, universities, businesses and grassroot organizations, committed to creating **new knowledge, tools and approaches to "meanwhile" that can contribute to inclusive and thriving futures in cities**. We work across **advanced and early stage regeneration initiatives in Europe and beyond**, making the most of international knowledge exchange and creative collaboration to trigger **strategic policy-making, innovative research and practice** in this emerging field.

MY ROLE: Project partner, in charge of the Transformation Lab "Citizens-led smartness".

WHY IT MATTERS: The Lab challenges the techno-utopian notion of smart city, dominated by surveillance and big tech monopolies. It leverages the waiting time to explore alternative 'smart city' notions grounded on data sovereignty for citizens and community-owned solutions shaped as urban commons.

Check out the project factsheet

Curating Futures

futuribile / curating futures - Issue #35 - Goodbye planning, welcome place-making

By Marta Arniani • Issue #35 • View online

Aloha,

2020 ratified the end of linear planning. The idea of programming as a reassuring navigation exercise between signposts - a certain revenue threshold, clients, project calendars, but also personal calendars, holidays, celebrations, wrecked. Think of 2020 as an accelerate training on non-deterministic and interdisciplinary thinking, with supporting evidence from a global scale pilot. How to navigate 2021?

T-Factor, a recently launched project I am a partner of, had to deal from day 0 with this impossibility to plan as usual, moreover in a context of urban regeneration planning (double discomfort cheese on top, please). The mission across several European cities is to leverage the time in-between the adoption of a regeneration masterplan and its actual realisation ("life", as argued by the project officer during our first public event). This time is used to create meanwhile spaces, means of collective place prototyping and learning in light of stable uses and functions. My role there is to curate the exploration of participatory smart city notions.

Collective place-making stands as a solid answer to a multidimensional planning demand. It creates equality and a sense of belonging on a small scale while aligning them on a broader collective interest. It is something urbanism can do effectively only together with other disciplines, and that it should generously lend to different contexts too. What does place-making look like in the digital classroom? And in the remote office? And in the presence of a hospital room? How to inhabit all the meanwhiles generated by technology?

Aloha,

Marta Arniani

T-Factor

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T-Factor: Unleashing future-facing urban hubs through culture and creativity-led strategies of 'waiting time'.

Project duration: 1 June 2020 - 31 May 2024
Funded by: Horizon 2020 SC5-20-2019 - Transforming historic urban areas and/or cultural landscapes into hubs of entrepreneurship and social and cultural integration

Project summary

T-Factor challenges what is called the 'waiting time' in urban regeneration - i.e. the time in-between the development of the masterplan and the infrastructure being built - to demonstrate how culture, and creative collaboration between academia, government, community and business can unleash inclusive and vibrant urban hubs of (re)generation, social innovation and enterprise.

technische universität dortmund

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sfs Sozialforschungsstelle Dortmund

You are here: TU Dortmund > Fakultät Sozialwissenschaften > Sozialforschungsstelle > news > The power of 'Meanwhile': T-Factor project kicks off to unleash urban regeneration through heritage, culture, and creativity

NEWS

News archive

■ T-Factor | Website
■ T-Factor | Project

THE POWER OF 'MEANWHILE': T-FACTOR PROJECT KICKS OFF TO UNLEASH URBAN REGENERATION THROUGH HERITAGE, CULTURE, AND CREATIVITY

Cultural and creative hubs are redefining the process of place-making. The T-Factor consortium has made it its mission to harness their potential and spark urban regeneration in a variety of historic urban areas across Europe. SFS joins the team to provide expertise on Social Innovation and Social Inclusion, and share how, through culture and creativity, Dortmunder U became one of Dortmund's most iconic places.

"T-Factor: Unleashing future-facing urban hubs through culture and creativity-led strategies of transformative time" is a Horizon 2020 funded Innovation Action aimed at unlocking the transformative potential of 'meanwhile spaces' in urban regeneration. The project kicked off its first public meeting with global stakeholders this week.

Temporary and 'meanwhile spaces' are on the rise across Europe. More and more vacant buildings, plots and unutilized spaces are serving as temporary sites for co-creative experimentation, unlocking a multitude of innovative cultural, social and entrepreneurial activities. These initiatives typically contribute heavily to building a shared public value to rewire the social, cultural and economic fabrics of an area under regeneration. In many cases, they are well positioned to become permanent fixtures of the local landscape, acting as prototypes of future neighborhoods and areas. The project calls these temporary initiatives 'meanwhile spaces'.

The project consortium has created a coalition with cities, universities, businesses and grassroots organizations with 25 organisations from 12 countries, committed to contributing knowledge to the inclusive and thriving futures of cities and developing tools & approaches towards temporary urbanism and 'meanwhile use'.

A transformation agency and thematic transformation laboratories (T-Labs) form the core project structures. The transformation agency develops and manages the specific T-Factor city-making method. The focus is on linking cultural heritage and creativity as a basis for cooperation and participation in shaping future urban development. The seven thematic transformation labs support the pilots through knowledge inspiration and new tools. In this way, the pilots can experiment with the offerings from the T-Labs in their respective innovation orientations. To this end, various T-Labs work decentralised on selected topics. In the project, the Social Research Centre is focusing on the development of two transformation labs on the topics "Digitisation and Urban Production" and "Social Innovation and Inclusion".

The development of new approaches within the framework of T-Factor is complemented by case studies of already implemented projects of an international community. In addition to projects from Florence (Italy), London (UK), Barcelona (Spain), Marseille (France), New York (US), Shanghai (China) and Lodz (Poland), the Social Research Centre is investigating the urban renewal process "Dortmunder U and Union Quarter". The research unit Transformative Governance in Cities and Regions at sfs combines findings of the process of regeneration of a historic urban area using the example of the Dortmunder U with the urban redevelopment process "Rheinische Straße", up to the future developments of the Smart Rhino project. The dimensions of the study are in particular the planning, participation, financing and implementation of urban renewal projects - also with regard to meanwhile use concepts.

PLUSVALUE

T-Factor

Project overview

T- Factor is a Horizon 2020 (H2020) project.

"T" stands for Time and Transformation. T-Factor challenges the waiting time in urban regeneration – i.e. the (often long: 5-10 years on average) time in-between the adoption of the regeneration masterplan, and its actual realization and delivery. It explores and demonstrates how innovation and entrepreneurship conjugated with heritage, culture and creativity can drive collective and collaborative urban transformation in the waiting time and contribute to unleash vibrant urban hubs for inclusive urban regeneration, social innovation and enterprise.

The project targets early stage regenerations in a diversity of historic urban areas in London, Bilbao, Amsterdam, Kaunas, Milan and Lisbon, and provides their PPPs with a unique ecosystem of capacity-building for radically new city-making approaches. Leveraging local coalitions of actors, the project will use the masterplans of the targeted regenerations as the starting point to steer collective inquiry into their meanings and narratives, co-create visions of future spaces, and put them on stage via meanwhile uses and experiences.

Our added value

PlusValue will lead activities in the MIND pilot in Milan, together with other partners: UniMI and PoliMI, LAND, and a broad range of local stakeholders operating in the Health and Life Sciences. Construction works in MIND are expected

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BARCELONA AND BILBAO HOST ONE OF SIX LOCAL PILOTS IN EU RESEARCH PROJECT ON 'MEANWHILE SPACES' AND TEMPORARY URBANISM IN URBAN REGENERATION

FRIDAY, NOVEMBER 13, 2020

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05/11/2020
Editorial department

T-factor, funded by the Horizon 2020 programme, will study advanced-stage cases in Barcelona, Dortmund, Florence, London, Lodz, Marseille, New York and Shanghai

The project will put all acquired knowledge into practice in six local pilots in eu cities: Amsterdam, Bilbao, Kaunas, Lisbon, London and Milan

The European Commission is paying attention to new approaches for urban regeneration through the *T-factor Project*, a Horizon 2020 funded Innovation Action aimed at unlocking the transformative potential of 'meanwhile spaces' in urban regeneration. The project kicked off its first public meeting with global stakeholders this week.

Temporary and 'meanwhile spaces' are on the rise across Europe. More and more vacant buildings, plots and unutilized spaces are serving as temporary sites for co-creative experimentation, unlocking a multitude of innovative cultural, social and entrepreneurial activities. These initiatives typically contribute heavily to building a shared public value to rewire the social, cultural and economic fabrics of an area under regeneration. In many cases, they are well positioned to becom permanent fixtures of the local landscape, acting as prototypes of future neighborhoods and areas. The project calls these temporary initiatives 'meanwhile spaces'.

The project consortium has created a coalition with cities, universities, businesses and grassroots organizations with 25 organisations from 12 countries, committed to contributing knowledge to the inclusive and thriving futures of cities and developing tools & approaches towards temporary urbanism and 'meanwhile use'.

Years, and oftentimes decades, can go by between the approval process of a Masterplan to regenerate an urban area to its actual implementation. During these transitional times, a new generation of spaces to foster cultural, social, and entrepreneurial activities have become a determinant asset to adapt cities to the unknown.

#UOCexperts

Ramon Ribera ⌄
Investigador principal del grup TURBA de la UOC

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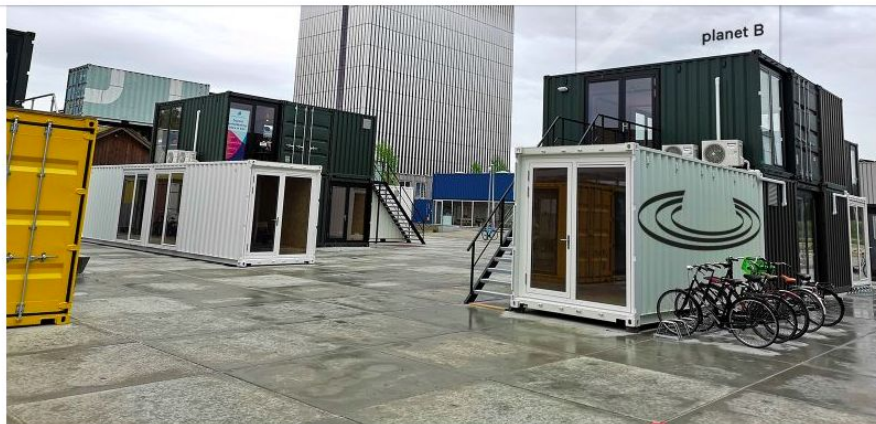
Waag (BY-NC-SA)

T-Factor challenges the waiting time in urban regeneration - the time in-between the adoption of the masterplan and its actual realization - to demonstrate how culture, creative collaboration and wide engagement can unleash vibrant urban hubs of inclusive urban (re)generation, social innovation and enterprise. The project targets regenerations in a diversity of urban areas in London, Bilbao, Amsterdam, Kaunas, Milan and Lisbon, with a unique ecosystem of capacity-building for radically new city-making approaches.

Waag will coordinate the Amsterdam pilot within its planet B efforts. We see creativity

t-factor.eu