



*Implementing Public-Private-People Partnerships in practice -
Regeneration of the Inner harbour brownfield site*

Norrköping

Involving citizens in discussing complex brownfield development – case Inner harbour

Fredrik Wallin





New railway station



Using the FAC-model as a frame work

	Forum	Arena	Court
Type of meeting place	Free open meeting place ("old market square")	Organized meeting place ("football field")	The formal meeting place (the contract)
Process pre-requisites	Open dialog	Agenda from forum	Decision making, closing the deal.
Tasks for the process	Vizualisation of the reality from all viewpoints. Set what must be done. Identify the players (pros/cons).	Create plans and strategies. Define roles for all players. Create team-spirit.	Structured decision making according to the rules of the game. Connect the plans to budgets, binding plans, contracts, regulate obligations.

The **Forum, Arena, Court** model helps to understand where You are in a specific planning situation and keeps no phase forgotten



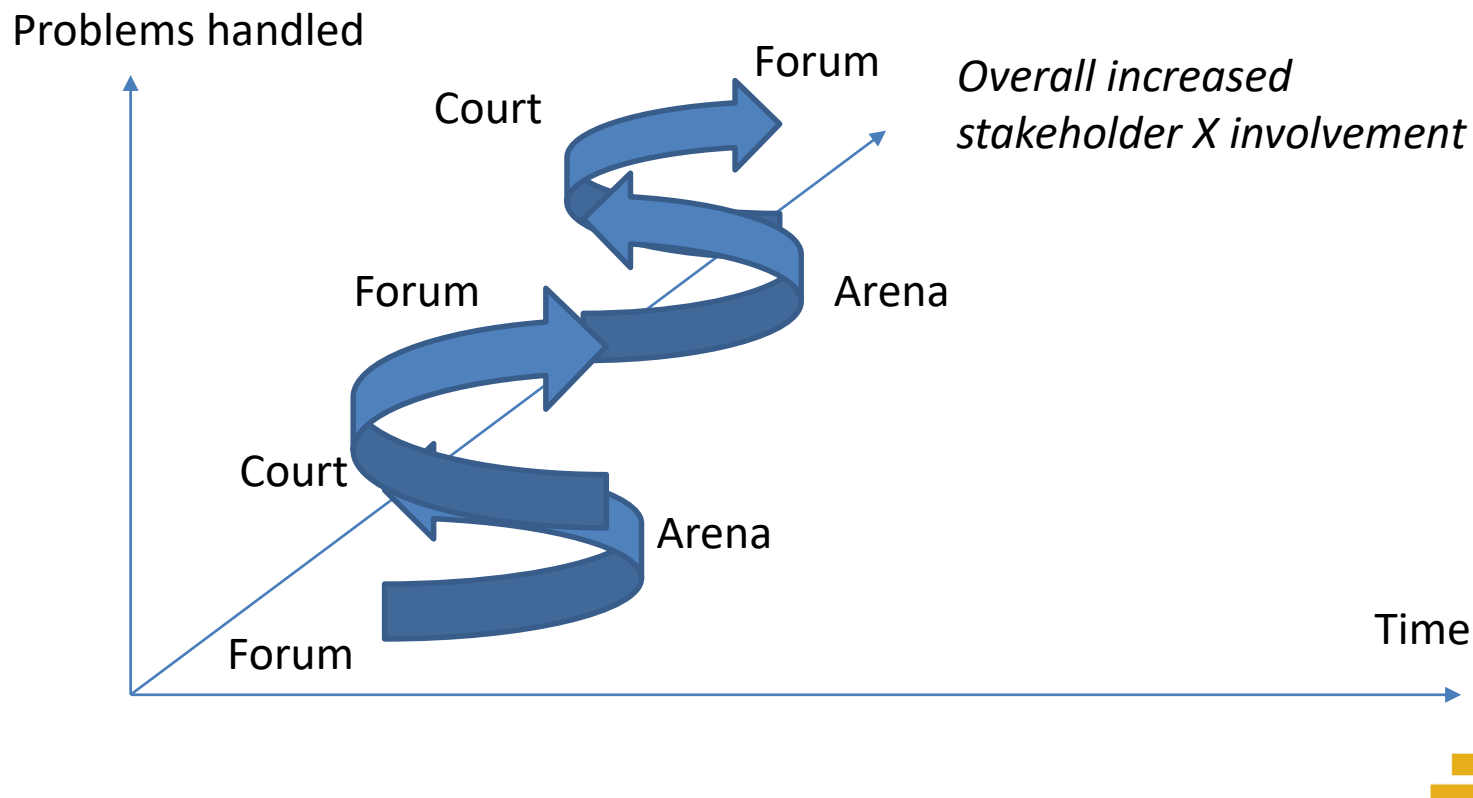


What kind of question should be raised?

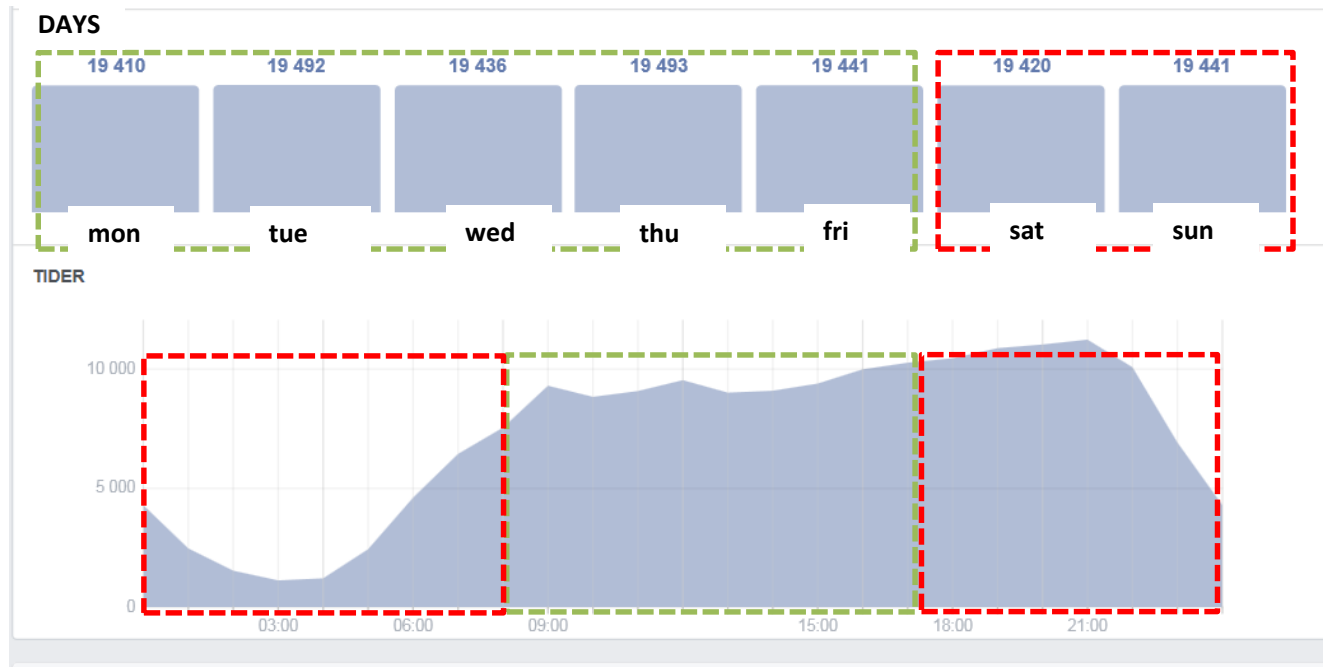
- **Forum:** Who are we? What do we want? What do we want together?
- **Arena:** How could it be done? Who is the best person for solving problem X?
- **Court:** What decision has to be made to secure the solution? What needs to be put in the contract? When exactly does something need to happen and who is responsible for action? What does stakeholder X have to pay?



Seeing planning as an ongoing "circular" process with shifting problems, persons and places

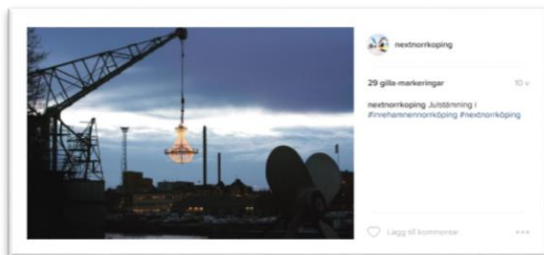


Problem – “citizen availability”





Using social media



nextnorrköping

Redigera profil

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25 inlägg

163 följare

19 följer

Next Norrköping År 2030 kommer Norrköping delvis vara en ny stad. Ostlänken, nytt resecentrum och nya stadsdelen Inre hamnen – resan mot framtiden har börjat. next.norrköping.se





Pros and cons with Social media

- + Easy to share photos and videos
- + Colourful illustrations are perfect for Instagram – visual marketing
- + Hashtags make us visible to even more
- + Cost effective but highly efficient
- + Specific account = positive followers
- + Instant feedback, quick response
- + Makes the planning process understandable and more accessible
- + Easy way of grasping the public's feelings, fears and expectations
- + A great way of reaching younger females
- Not all people use Instagram
- People are quick to respond and expect you to do the same
- Finding Insta-friendly images
- Getting colleagues to use Instagram
- Getting quick responses from all colleagues
- Availability





Newsletter to property owners, neighbours and businesses

- + Some people are online but don't use social media. Newsletter might be a better way of reaching them.
- + Cost effective! Simple newsletters are free to set up and more advanced ones are cheap.
- + Statistics are great – you see what they click on so you can adapt future info accordingly.
- + You can turn your regular news flow into an automatic newsletter = no extra work for you.
- People's email inboxes are generally very full





**But how to create real co-creation -
the 4P approach?**





Open house with free boat ride

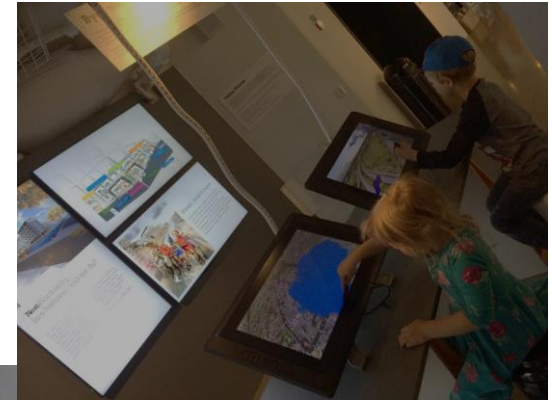
- + Approximately 700 visitors
- + Very positive feedback
- + Reaching new target groups
- + The visitors get to see the actual site
- + Win-win. They get a free boat ride, we get their time and attention
- Costly
- Demands a lot of planning
- Restricted amount of passengers





Exhibitions at the city visualization center

- + A permanent exhibition area that lets us show the public our plans
- + An easy way to reach schools, young people and parents
- + Gives us the young peoples views
- + Makes the planning process understandable and more accessible
- Costly
- Needs constant work



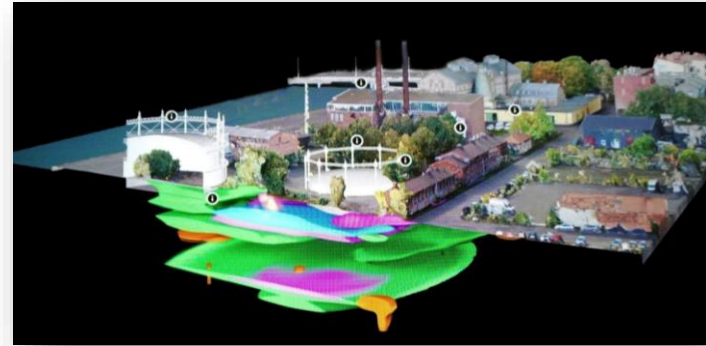
Collaborating with schools and universities

- + An easy way to reach young people (and parents)
- + Win-win. Fits the curriculum, gives us fresh ideas and new input
- + Cost effective but high quality
- + Makes us think outside the box and gives us the young peoples views
- + Makes the planning process understandable and more accessible
- Time consuming for all
- You need to find a flexible teacher (but that's really easy!)



Visualization in 3D

- + A great way to start a dialogue and leave comments
- + Easier than understanding a map
- + Invites the user to touch and try
- + Makes an idea possible to see and understand
- + Makes it possible to see what can't be seen (soil remediation)
- + Available online 24/7
- Demands a big budget and frequent updates
- Not tablet and phone friendly



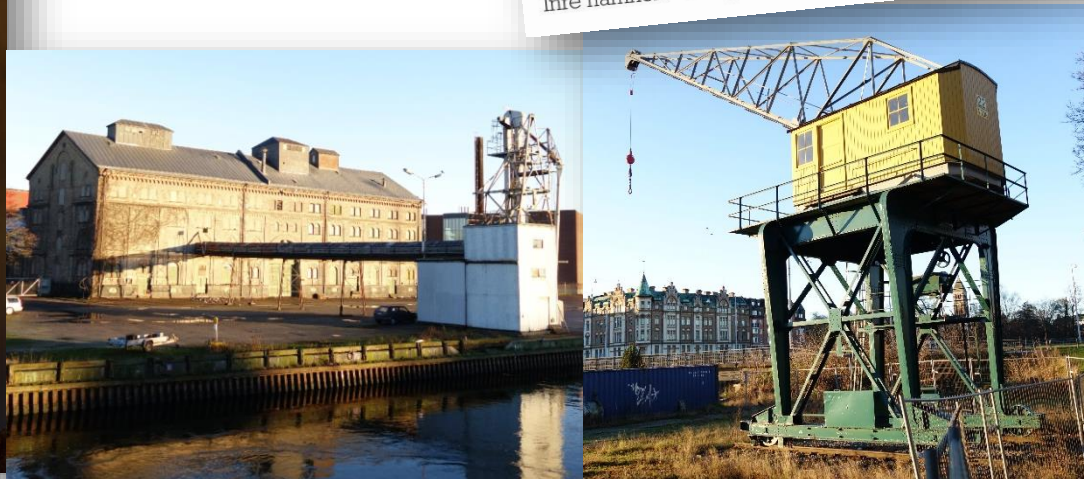
Online surveys and focus groups

- + Available 24/7 – phone, tablet, computer and iPad kiosk
 - + Younger people and women tend to give their opinion more often through surveys than traditional meetings (785 in one week)
 - + Some people prefer expressing themselves through writing
 - + Gives you statistics straight away
 - + Simple surveys are free and more advanced ones are cheap
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- How are you planning to use the answers? Can the public opinion actually change anything?
 - How do you give the public feedback?
 - People are drowning in surveys, how do you get them to fill in yours?



"Value concepts" and "Harbour memories"

- + Open dialogue with architects, developers and the city curator
- + Easy to discuss
- Not legally binding?



Archeological exhibitions

Archeological exhibitions on site open to citizens when possible.

Findings are displayed at the city museum.





Lessons learned

- Take every chance to dialogue. Never say no.
- Dare to try – you'll always learn something new.
- Evaluate – improve and try again.
- Not everything demands a large budget. Social media, collaboration with schools and giving a lecture are highly effective and free!
- Leave the office – go where the public is! Don't expect them to find you.
- Use different channels – give the public more opportunities, not less. That way you get diversity.
- Keep the language simple, a 14 year old should understand.
- Make the information short.
- Make videos! You don't need fancy equipment – Power point or Imovie are good enough to get started!
- People are in general very interested in their city and its history and future. Try to team up with them.





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Thank you!

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