

## COVER PAGE

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## Customization of the Desire principles and demonstration plans - DELIVERABLE 3.1

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## ABBREVIATIONS

Mn	Month n
NEB	New European Bauhaus
WP	Work package

## KEYWORDS

- Movement
- Prototyping
- Democratic Engagement and civic participation
- Transformation
- Regenerative
- Aesthetics
- co-creation

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# Methods and processes to support the demonstration sites in customizing the Desire principles

## 1 Introduction

This document is Deliverable 3.1 of Desire – Designing the Irresistible Circular Society, one of six New European Bauhaus (NEB) Lighthouse Demonstrator projects, funded within the Horizon Europe program. It unfolds methods and approaches employed to customize the eight demonstration sites prior knowledge and local contexts with the Desire framework and principles. We understand the Desire framework as the interplay between the principles, manifesto and activities designed by the sites taking into consideration their prior knowledge of their local contexts. The principles have served as guidelines for the design of place-based activities in the first demonstration phase.

WP3 ‘On-site demonstration’ has facilitated, organized, and initiated the experimentation phase of the project where the Desire principles (D2.2) has been tested at the eight demonstration sites (hereafter sites) using their prior knowledge and local context. WP3 has supported the eight sites through a combination of collective formats (online and in-person workshops) as well as individual meetings to ensure the design of eight place-based activity plans, feasible within the timeframe of the project. Through different activities with site representatives and activation of the expert organizations, WP3 has employed co-creation formats and workshops to enable the sites to activate, plan, organize and run local place-based workshops for expert and citizen groups. Fostering sharing and learning opportunities across sites within the frame of activating the Desire principles has been a focal point of the activities in WP3 including the involvement of expert organizations to provide inspiration and expertise for developing representations and methods that would make the invisible visible for workshop participants, as well as to envision their scope of action within their local transformations.

The eight sites are diverse and unique across social, political, cultural, dimensions and are at various stages of maturity in terms of the transformations they were embarking on. The work conducted in WP3 has aimed at establishing relations across the sites grounded within the Desire framework. We will introduce the co-creation methods and techniques employed in the process facilitation in section 2. In section 3 we introduce the sites and their activity plans for the first demonstration phase.

The project can be divided and visualized as four interrelated phases of approximately six months: preparation, experimentation phase 1, experimentation phase 2 and finalization. In this document we introduce phase 1: preparation for the experimentation. This phase focused on establishing links and relations across eight diverse sites, to collect information of the status, identify opportunities and challenges in their local contexts and how the Desire project might support them. All these inputs provided the foundation for tailoring and designing a process that would enable the sites to customize the Desire principles into a feasible plan with activities that could be conducted in the experimentation and demonstration activities.



*Figure 1: Visualization of phases in the project from the perspective of the on-site demonstration. The black line indicates the activities and workshops for the demonstration sites leading up to the first experimentation phase. The yellow star was the point in time of the partner meeting in Amsterdam where the sites co-created experiments from their plans together with peers across sites to ensure different perspectives and knowledge sharing across.*



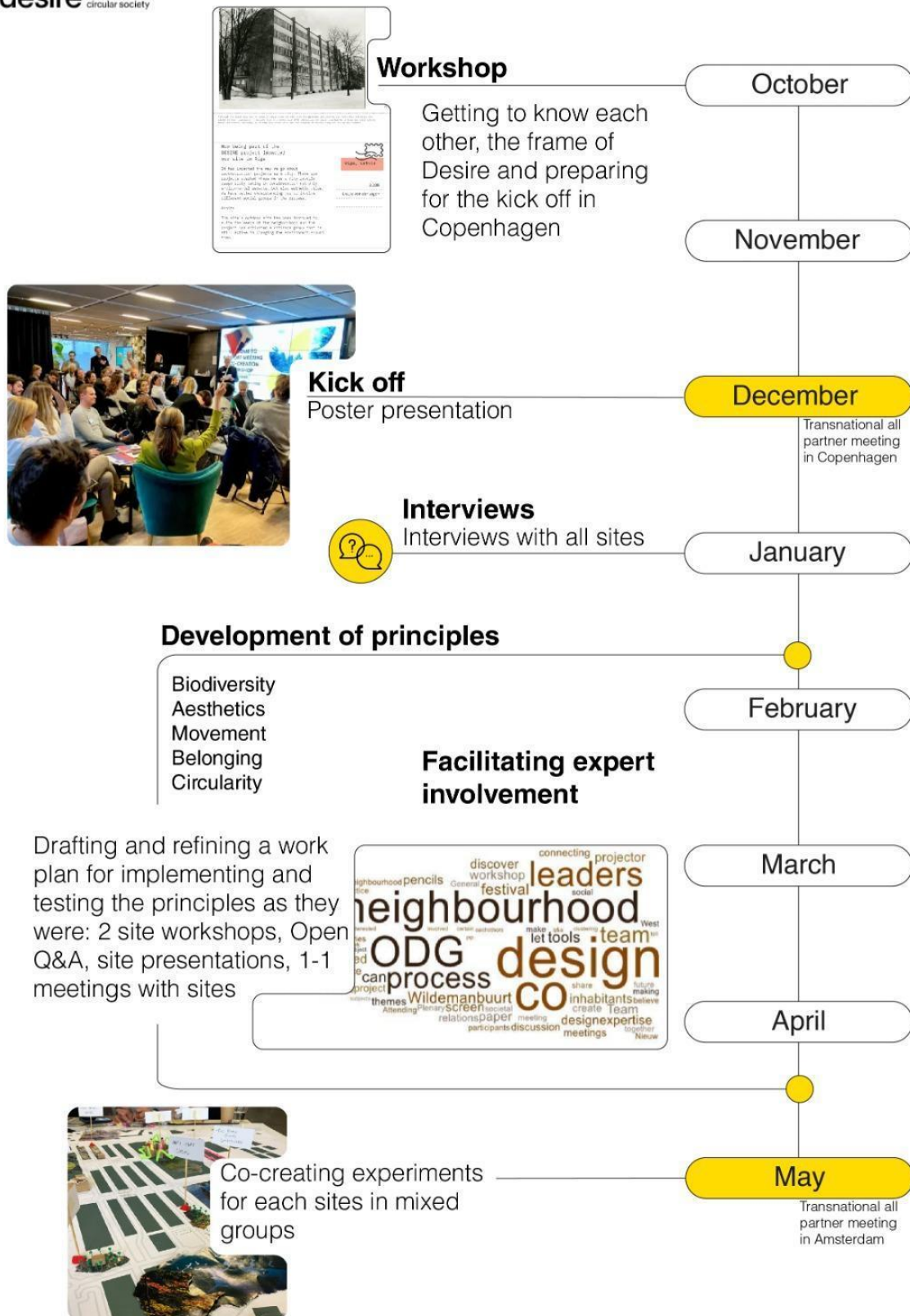
## 1.1 Preparation for the demonstration activities

The aim with WP3's approach has been to communicate and facilitate the framework of Desire in a way that would enable eight diverse sites to plan, design and organize a series of demonstrations to test the Desire principles building on their prior knowledge, characterizations and conditions.

Supporting and enabling the sites to customize the Desire principles to their local contexts involved a series of workshops, individual meetings, interviews, visits to two of the Danish sites, as well as coordination and meetings with the expert organizations. On figure 2 below, we have included a simplified overview of the events and outputs of the activities. The following sections will go into depth with the phase leading up to the kick-off meeting in Copenhagen (M2) including a poster session. The second part of the document will focus on supporting the sites in customizing the first draft of principles that was co-created in the beginning of 2023. The output of such efforts was detailed activity plans from each site as well as a co-creation workshop in Amsterdam in May 2023 (M8), where each site prototyped and experimented with their peers how their ideas for activities could play out. The activities of creating prototypes were intended as a fluid, playful format to enable participants to test ideas in a quick way, with low-risk but the possibility to share ideas and get feedback. There was as such no expectation that the artifacts should be realized following the workshop.

*Figure 2 below visualizes the interplay between the timeline of the project, phases, and activities in the preparation phase.*







## 2 Approach and process

The following section introduces methods and processes for customizing and implementing the framework of Desire with the eight sites. We start by introducing the process leading up to the first partner meeting in Copenhagen, then we introduce how the expert organizations were involved, and lastly, we introduce preparation for and co-creation workshops conducted in person during our 2nd partner meeting in Amsterdam.

### 2.1 Exhibiting diversity and establishing common ground

The first preparation activity, site representatives from the eight sites were invited to partake in was an online workshop in the beginning of November 2022. The goal was to establish relations, communicate the framework and expectations of Desire as well as to establish a common ground for the eight highly diverse sites. The workshop communicated the frame of WP3 as well as introduced the participants to each other, their sites, hopes and dreams as well as next steps. As such, the workshop navigated participants through various levels of abstraction and concretization.

#### 2.1.1 Workshop: establishing common ground and imagining the transformation

To nurture connection amongst the sites and expectations and objectives of work-pages 3 the workshop in the beginning of the project invited participants into an opening ‘digital circle’ where each were invited to share a picture of their site as they perceived it today. This provided foundation and glimpses into the diversity of the sites, perceived by each participant, as well as to further understand the partners and site representatives leading the transformations at each site. For example, a representative from the municipality of Riga, shared a photo of the social housing building at Ziepju Street that will be renovated, commenting that “although the first idea was to share an image from the site with its greenery and amazing old trees that reinforce our vision of lush courtyards, I believe that this photo from 1998 reinforces the basic idea how we in Riga are still seeing these residential buildings as if time has stood still and the urgency of revitalizing our living environment.”



*Figure 3 Picture of Ziepju street site*



Another example shared by the site of Herlev, shows the construction area where the physical construction ‘the Droplet’ will build commenting that “the image represents the many opposites, which currently co-exist on site, e.g., nature vs. construction, wilderness vs. civilization, open space vs closed/fenced area, living things vs. dead things/objects”.



*Figure 4 Picture from Herlev Asphalt Factory*

The two images show the diversity of the sites and the various stages of maturity that the sites were in at the time. Also indicating that the customization of the Desire principles should be site-specific, taking the diversity of the sites into consideration.

Through structured brainwriting techniques we invited participants to do a small imaginary exercise, to help them envision the transformations and visions of their site within the frame of Desire. We asked them: Imagine that it is 2025 and Ursula von der Leyen calls you to ask how being part of the DESIRE project has impacted your site. What do you tell her?

In groups, the participants shared their image of the site today and their vision for 2050, thus facilitating a space where multiple time horizons could co-exist, grounded in the present reality. For example, representatives from BTC City wrote that in 2024:

The DESIRE project have shown how we can work with technical solutions in combination with architecture. We have learned how to work together across sectors. We found ways to connect the industry and the city.

*Figure 5 Post it note from workshop in October 2023*

This exercise enabled creative speculation concerning the futures of the sites and put focus on the steps and the included site-specific potentials and challenges that should support and be set into play in the transformation process.

The final part of the workshop aimed at preparing the participants for the upcoming kick off in Copenhagen, where we asked the partners to share and prepare visual material that would be turned into A1 posters. The purpose with the posters was to support conversations and communicate the diversity, opportunities, and physical settings of the sites for the whole consortium, using a shared format.

### 2.1.3 Kick-off in Copenhagen: exhibiting diversity and identifying potential

The images and 2050 visions created during the first workshop were turned into conversation props for the kickoff in Copenhagen in the end of Nov/beginning of Dec 2022 which gathered all partners and kick-started the co-creation of the Desire framework. See example below in figure 6.



Figure 6 Example of postcard printed for the kick-off meeting in Copenhagen (M2)

Moreover, WP3 prepared 16 A1 posters, 2 for each site. While the sites had been asked to share material using overlapping categories and a shared format, the content and visuals clearly demonstrated the diversity of the sites. The posters showed both data about the sites, including e.g., density, built area in area m2 and demographics. Text described the sites' current state,

history, environment, opportunities, or barriers. Below are two examples; one for the site of Herlev Asphalt Factory and one for the site of Gadehavegaard being presented at the kick-off in Copenhagen.



Figure 7 Example of poster for Herlev Asphalt Factory



Figure 8 Example of poster being presented during kick-off in Copenhagen



## 2.2 Involving expert organizations

Several expert organizations participate in the activities carried out in WP3. Their expertise spans architecture, regenerative place-making, and the use of art in public spaces, design, circularity, and systemic interventions. The organizations are as such specialized in key knowledge domains. The expert organizations can be divided into two groups. The main group include the following organizations (beneficiaries): GXN, Dark Matter Labs (DML), Danske Ark, Really Regenerative Centre (RRC) and CHART<sup>1</sup>. The other group includes subcontracted organisations such as Backscatter and members of Danske Ark (architectural firms). The facilitation of the expert organizations in the period leading up to the first experimentation phase focused on how they might be involved at a local and transnational level, in workshops and on-site demonstrations.

Prior to the kick-off meeting in Copenhagen (M2), the experts were tasked to read and relate to the sites' posters, explained in the above session, and to provide critique and prepare questions for specific sites. During the workshop in Copenhagen in November 2022 and the exhibition of the posters, the perspectives and questions posed by the experts followed each poster presentation, which heightened the conversation and helped shed light on angles and perspectives not covered in the presentations, but crucial to consider for the site's transformations and collective framework of Desire.

To gear the expert involvement towards engagement rather than advisory work, WP3 collaborated with WP1 (the Coordinator) to facilitate workshops and ensure a shared governance framework that would enable the expert organizations to contribute with their perspective through a hands-on role in co-creation activities with the sites. This was developed to support the ambition of disturbing, challenging and qualifying the demonstrations and outcomes. To guide action within the governance framework for involving expert involvement, the priority was decided to lie with the three Danish sites to ensure alignment with the overall ambitions of the project. The European sites could be involved along with the involvement of the Danish sites or subsequently, to extend and adapt learnings from the involvement in the Danish site to a European site. Using the co-produced governance framework as backdrop, the experts were invited to propose a way forward for how they might be involved in the Danish sites. Following the application for the project, the experts were asked to get involved in local Danish sites, but to also consider how the outcomes and involvement might scale at a transnational level in the second experimentation phase. Moreover, WP3 conducted eight semi-structured interviews with the sites in the beginning of 2023 to further understand the challenges, opportunities, and transformations at the sites, to define a baseline of the sites as well as to investigate how Desire could/should play a role. The expert organization GXN took an active part in all interviews. The interviews resulted in creating one-pagers for each site, which Danske Ark used in their process of identifying relevant member organizations to be involved at the Danish sites and to further understand the local contexts of all sites.

## 2.3 Co-creating, designing and planning demonstration activities

This section describes a series of activities and presentations facilitated prior to the meeting in Amsterdam in May 2023. Here the focus was on gearing the sites to design, translate and share

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<sup>1</sup> DML and RRC are involved as associated partners, funded by the UKI guarantee fund.



### 2.3.1 Preparation: Designing initial activity and work plans

1. For the sites to come together and share and reflect on how the Desire principles as they might be implemented and tested their sites and across in the first experimentation phase.
2. To introduce a work plan template as a way of capturing and articulating the sites' preliminary plans in a shared written, visual format and to clarify expectations before the partner meeting in Amsterdam.

The activity plans serve as a planning tool for the site representatives to plan and articulate feasible goals and experiments for testing the Desire framework covering selected principle(s), activity goals, description of tools and approaches, beneficiaries, resources needed, stakeholders and partners as well as inspiration and other sources that was used in planning the activity.

The format of the activity plan is an excel spreadsheet that contains information about activities, principle(s) selected, activity goals, start/end dates, description of tools and approaches, beneficiaries, physical setting, resources needed, stakeholders and inspirational sources utilized. It was developed in close cooperation with WP4 leader, POLIMI. See screenshot of example in figure 10.

Activity Plan											
Activity N°	Activity title in brief	Principle(s) selected for Phase I	Main activity goal(s)	Start	End	Description of tools and approach	Beneficiaries	Setting/physical space explored/leveraged for the activity	Resources needed	Stakeholders and partners	Inspiration/other sources that have been used in planning the activity
Always use your own site code first - Ex. A1, A2, A3, etc.)	Ex. "Biodiversity guided tour", "Co-creation workshop with residents", code first - Ex. etc.	Circularity Belonging Biodiversity Movement/Agency	Describe in short statements, use multiple rows if the activity has more than one objective	(DD/MM /YY)	(DD/MM /YY)	Briefly describe the approach(es), method(s), tool(s) you plan to use for this activity	Main type of beneficiaries of the activity. 1 type=1 row. Ex. "Elderly people, young people, children, etc."	Briefly explain the main types of spaces and settings you will be using and exploring through the activity	Include people, material, expertise, staff, logistics, etc.	Actors that will be actively involved in the organisation/delivery/documentation/follow up of the activity	Add a new folder within your own print general folder in Drive and include there pics, tools, or any other documentation. Name it: Code_Activity Title  Describe knowledge or experience that you found useful in planning the activity. This can both be material such as books, concepts or knowledge from previous work experience
E1	Understand and Prioritize exploring workshop with representation of different target groups	Aesthetics, Movement	Access the current planning experience, looking at 3 main topics: - access and mobility on site - representation mapping - AMB identity and added value Adding Mapping and a variety of parameters and access them.  (Better understand and elaborate encountered daily)	Jan/24	Jan/24	Workshop - on-site - mapping	Patients association, patients family, patients, people with physical disabilities, people working at HMD	For this activity we envisage a better to have separate workshop for each target group	1/2 PM Moderators, AMB, mapping print, material (phones)	Gakweid Hospital	
		Aesthetics, Movement	AMB identity and added value	Jan/24	Jan/24	Distribution and maps	Representation of TOD - consider if better to have separate workshop for each target group	For this activity we envisage a better to have separate workshop for each target group	1/2 PM Moderators	Gakweid Hospital	
		Aesthetics, Movement	Accessibility, identify needs and identify collaboration what worked, where the needs were met, limitations and share examples of planning that worked and what needs to be improved	Jan/24	Jan/24	Simulation	Representation of TOD - consider if better to have separate workshop for each target group	For this activity we envisage a better to have separate workshop for each target group	1/2 PM Moderators	Gakweid Hospital	
		Aesthetics, Movement	Accessibility, identify needs and identify collaboration what worked, where the needs were met, limitations and share examples of planning that worked and what needs to be improved	Jan/24	Jan/24	Simulation	Representation of TOD - consider if better to have separate workshop for each target group	For this activity we envisage a better to have separate workshop for each target group	1/2 PM Moderators	Gakweid Hospital	
		Aesthetics, Movement	Accessibility, identify needs and identify collaboration what worked, where the needs were met, limitations and share examples of planning that worked and what needs to be improved	Jan/24	Jan/24	Simulation	Representation of TOD - consider if better to have separate workshop for each target group	For this activity we envisage a better to have separate workshop for each target group	1/2 PM Moderators	Gakweid Hospital	

Figure 10 Screenshot of activity plan

## 2.3.2 Co-creating experiments in Amsterdam: workshop description

We met in Amsterdam in May 2023 (M8) for the 2nd partner meeting. Prior to the workshop, a presentation was given, where the purpose was explicated as well as to motivate and inspire participants and highlight the potentials of translating ideas and activity plans to physical form using prototyping techniques.

The presentation explained the goals of the workshops: The intention with the workshop was to serve as a platform for prototyping activities, letting these play out in an imaginative space anchored by physical artifacts, to support the sites in prototyping activities in a low-risk format leveraging the knowledge from their peers. Workshop materials were introduced while also touching upon topics like the power of imagination and designerly methods.

For the workshop, participants were mixed across sites to bring new perspectives to each site and promote the exchange of ideas and insights across disciplines. Each group had 1-2 "representatives" from the respective site to explain the challenges and scope of activating the Desire principles and to whom the other members could ask for additional information. The representative possessed a familiarity and local knowledge of the site, along with an overview of the history pertaining to the development of activities. At the midpoint of the workshop, participants would be split up and assigned to new groups except for 2 who would remain in the original group. The physical artifact co-created during the first part of the workshop could then be used to communicate the process and thoughts that went into the making of it, see figure 11 for a close-up picture of one of the artifacts that were produced.





*Figure 11 Close up of physical artifact created during co-creation workshop in May 2023*

The workshop was scheduled in 2 sections;

- Part 1 (approx. 2hr10min + 20 min break): Site representative introduced the planned activity. The group brainstormed and decided upon how to materialize the activity as a physical artifact before capturing the essence of the artifact through short written sentences.
- Part 2 (approx. 1hr5min): The artifact was presented to the new group members. Afterwards relations between artifact, site, activities and the Desire values and principles were discussed.

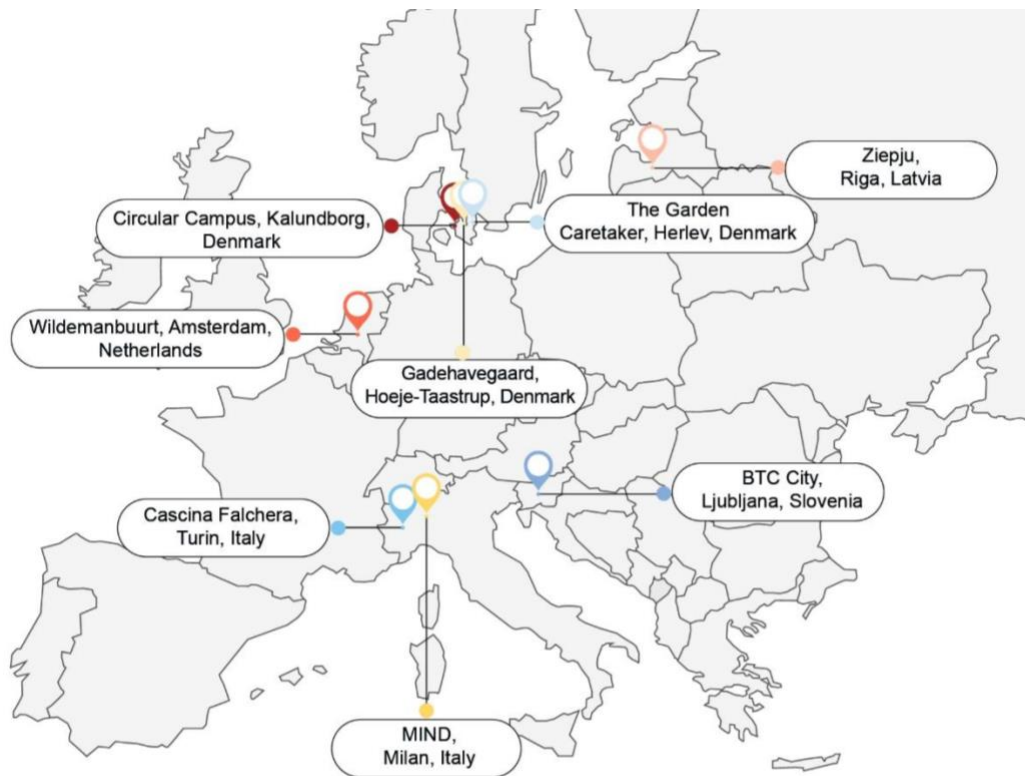
In preparation for the workshop, ready-made elements including maps and building blocks were produced and brought along in addition to other materials such as paper, clay, stickers, pins, and cords. Each group was supplied with a package that included instructions, word clouds and template for brainstorming the purpose, implementation, and outcomes of site activities. Rather than prescribing a true-to-form recreation of the present reality surrounding the individual sites, participants were encouraged to explore and conceive new scenarios prompted by the future application of each site's activity plans. Using the map as a playing field, principles were unfolded and represented through tangible constructs like festival pavilions, green oases, pathways, and landscapes. In the development of the artifacts, participants would render human and more-than-human actors in physical form as well, often accompanied by image-material or written statements.

### 3 The demonstration site's planned activities to test the Desire framework

The principles have provided the backdrop for the eight sites to design, plan, organize and facilitate activities that would enable them to experiment with and test the Desire framework building on their prior knowledge, local context, and transformations. As preparation for initiating the first demonstration phase the sites created and refined activity plans and were invited to select one or more principles. The activity plans convey various strategies for experimenting with the principles. The table below provides an overview of the principles selected by the individual sites for the first demonstration phase. Some sites decided to wait with selecting specific principles, instead focusing on inviting local inhabitants to self-organize within the frame of desire (Kalundborg, Wildemanbuurt). Some chose specific principles as being more prominent and important for the activities (Gadehavegaard) and some chose one principle per activity (Cascina Falchera). In the following we provide a short background on each site and how they designed activities taking into consideration local opportunities and challenges. The descriptions build on data from interviews, onepagers created with GXN, poster material and the activity plans shared by the sites.

<i>SITE</i>	<i>DESIRE PRINCIPLES</i>
BTC City	Belonging, Movement
Cascina Falchera	Biodiversity, Belonging, Aesthetic
Gadehavegård	Circularity, Biodiversity
Herlev	Biodiversity, Belonging, Aesthetic, Movement
Kalundborg	<i>Integrated approach to implementing the Desire framework in the first phase</i>
MIND	Aesthetics, Movement
Wildenmanbuurt	<i>Integrated approach to implementing the Desire framework</i>
Ziepjū Rīga	Aesthetics, Biodiversity, Belonging





*Figure 12 Map showing the geographical location of sites*

### 3.1 Herlev Asphalt Factory - Denmark

A residential area of 445 apartments is concurrently being constructed on this demonstrator site, while the Garden Caretaker process unfolds. From the early phases of this transformation of the site, NXT has implemented the method Being of Place (Stedets Væsen) which asks - what happens when we listen to the place before developing it? Listening from the intersection of circular, multi-species, art, and storytelling. The Garden Caretaker and the related artistic and sensory activities on site seeks to stimulate inhabitants' sense of belonging, to potentially influence the local environment, opening a sensitivity towards the multi-species community, seeking to reconcile this urban area with Nature.

The physical manifestation on site during the one-year territorial inhabitation is the Caretaker's House; a greenhouse, "The Droplet", which will serve as a workshop, a laboratory, community and exhibition space, where the local community is invited to participate. The site will be inhabited by The Garden Caretaker while it is being transformed, turning an otherwise inaccessible construction-site into an inviting cultural space, exploring how an interdisciplinary educational arts-platform can engage citizens into a sense of belonging. Professing a 'multi-species' perspective, the garden caretakers will engage with local flora and fauna seeking to establish new connections between people and the-more-than-human.

The Garden Caretaker works with participatory approaches to invite citizens into their experiments to stimulate their sense of belonging to the place. The Droplet is going to host activities and workshops facilitated by five artists. Those workshops can be seen as a way to

investigate new ways of citizens' engagement, applying the speculative approach from the "being of a place" practice. This will investigate how artistic and regenerative approaches can reconcile cities with nature. With The Garden Caretaker initiative, NXT invites a diverse group of stakeholders into an aesthetic exploration on how we may develop ways of living that care for land and its inhabitants without exploiting and over-consuming resources, considered against the backdrop of the current climate and biodiversity crises. The site experiments with introducing new perspectives into construction sites and processes, raising questions about the levers of influence art can have on a project and how to assess and measure impact.

For the first experimentation phase three garden caretakers have been curated to inhabit the Droplet, through residencies. In total, five artists from different fields have been called to create installations and facilitate workshops for and with citizens. The site is experimenting with and testing principles of Biodiversity, Belonging, Aesthetics and Movement/Agency.

### 3.2 Cascina Falchera - Torino, Italy

Cascina Falchera is a converted farmhouse located within the Falchera neighborhood in north Turin. Consorzio Kairos is the local partner and project manager of the site, working with the City of Turin to establish a blue and green community center bringing social activities to the neighborhood while attracting visitors from wider Turin. In this context, rural traditions will be combined with a more innovative and sustainable vision to develop a social hub for local communities. External stakeholders will be involved in the organization of the different activities to work and engage with young people and citizens through co-design approaches. Specifically, through Desire the project seeks assistance with 'the irresistible cycle', a waterways re-constitution project focusing on the "bealere" system (small streams of water that bordered the farmsteads in Piemonte) and workshop series for citizens, focused on the role of wetlands in Turin's history and their future potential to mitigate the effects of climate change while opening up new development possibilities at Cascina Falchera. Cascina Falchera reopened in May 2023 and the local partner sees this as an opportunity to explore what the renovated farm should become and how to build its new identity together with the local community and ecology. Using a circular approach with a co-design process, Cascina Falchera aims to improve landscaping and quality of life, to support community building and redesign of the spaces in the neighborhood, to support local biodiversity and to improve the connection of the community with water.

The main challenge is to transform the Falchera area under an idea of circularity in terms of social, economic, and environmental sustainability. This includes engaging young people, focusing on restoring the system of "bealere" using nature-based solutions and creative formats, engaging artistic approaches to explore how water might become a social liaison between generations.

To explore above mentioned topics, Cascina Falchera selected principles of Biodiversity, Belonging and Aesthetic from the Desire framework and translated these into three separate but connected activities for the first experimentation phase.

**Biodiversity:** Through nature-based solutions, the aim of the several activities organized is to rediscover the value of water. Thanks to a learning-by-doing approach, the realization of the intervention will be part of the new narrative to be promoted and realized by the project



participants. NGOs and City are working through open workshops targeting 15-29 year olds to redevelop these narratives to include perspectives both on biodiversity and experiences. .

**Belonging:** Through a transdisciplinary creative approach and participatory research, an Urban Exploration of Falchera will enhance citizens' imaginative capacity through the observation of contextual elements. This will make Cascina Falchera more attractive, since Cascina Falchera “feels like an island” and is only connected to Turin via one tram line, it is the hope that redevelopment activities and waterways regeneration can bring more visitors.

**Aesthetic:** To reinforce the identity of Cascina Falchera, creative writing, the use of social language, audio, video and editing, podcasts are going to be explored to create new possibilities for high value activities for all of Turin’s youths.

### 3.3 BTC City - Ljubljana, Slovenia

BTC City is one of the largest business, shopping, culture, and entertainment districts in Slovenia. The vision of BTC City is to become the most innovative and attractive hub to foster a green transition and achieve climate neutrality. BTC project partners are engaging with Desire to understand how to turn this vision into reality, focusing on climate mitigation and adaptation of the district, urban greening and improving microclimates, as well as circular economy and reduction of buildings’ environmental footprints. Business partners are engaged through the BTC initiative ‘Green Star certificate’ via ongoing work with EU Taxonomy and ESG reporting frameworks linked to value creation for the businesses. With the partnership of CER the aim is to prepare the strategy and action plan called green transformation of BTC City Ljubljana which includes the creation of a sustainability hub, green community, and communication plan.

The strategy and action plan will ensure the reaching of:

- the redevelopment and future investments in the district supporting the DESIRE principles, applying BTC's strategic sustainable goals
- the climate mitigation and climate adaptation of the district, through the increase of green spaces, energy efficiency of buildings, renewable energy, sustainable mobility, circular economy, reduction of climate footprint, improvement of the microclimate, the comfort and well-being of visitors, employees, and business partners.

To achieve those, different methods like workshops, interviews, contests, hackathons, and conferences are going to be used based on the principles of Belonging and Movement from the Desire framework starting with workshops that invite multiple stakeholders to co-create the notion of ‘irresistible society’ and embark on co-creation ideas for designing a vision of a sustainable BTC city 2050. The future activities will also be planned based on the measures of BTC City’s current climate footprint as well as based on the ESG evaluation. The focus will be on collaboration with the different stakeholders to develop new innovative and sustainable solutions based on Desire principles.





### 3.4 Kalundborg - Denmark

Kalundborg Circular Campus is the name of a project aimed at the future integration of a new architectural education and research institution in the city of Kalundborg. The site is characterized by a diversity of stakeholders with the presence of a thriving biotech industry in the more than 700-year-old city. Another characteristic is the deep symbiotic relations between private and public stakeholders as embodied by the partnership behind the “Biotech City”.

The ambition and scope of the project lends itself to an interdisciplinary and collaborative approach, where future visions meet existing physical, functional, cultural, and social conditions. Here, stakeholders both at present and in the future have opportunities to engage in co-creative activities to reveal potentials surrounding the visions of an irresistible circular campus. Yet involved parties must also address dilemmas brought to the foreground by the scenarios posed for a new education and research institution.

The site has developed an activity plan detailing a series of workshops. Here, the stated Desire principles included Belonging, Movement, Aesthetics and Circularity. Representatives from the site have pointed to the potential for a citizen-driven approach however, wherein the “power of not choosing” principles upfront but instead harnessing elements of the entire Desire framework might be beneficial, owing to the nature and context of the project. The first workshop centered on the presentation and discussion of three scenarios for the future integration of the new academy and campus in Kalundborg. Here, aspects such as the physical and functional integration have been approached. The second workshop brought in perspectives from youth and minority groups through walk-and-talk sessions and interviews respectively. Moreover, a regenerative place-making approach called Power of Place (taught by the expert organization Really Regenerative Center) would be used continuously as an approach to engage stakeholders and citizens to better understand the potential, and different value systems.

In addition to the workshops being held, a housewarming for the new temporary campus was planned for late September with the arrival of the new students. Here visions of future acupuncture architectural interventions in the urban environment in Kalundborg were presented that were based on a collaboration between Desire partners and the citizen-organized Føniksgruppen (Phoenix Group) and the architectural firm Tredje Natur, subcontracted through Danske Ark.

### 3.5 MIND - Milan, Italy

MIND is developed on the site of EXPO2015. Lendlease, a private developer, has leased the area on a 99-year lease to develop the site. MIND should be designed according to “onehealth” principles, including walkability and innovative mobility; 340,000 m<sup>2</sup> of green and blue areas with shared and connected spaces, transparent ground floors, public amenities to encourage sociability; moreover, a broad variety of technologies are going to be developed to ensure light and thermal comfort, reduction of noise, indoor air quality, as well as resilience face to health threats.

Thus, MIND is a front-runner in the de-carbonization agenda for cities, aiming for: 100% supply for heating and cooling from renewable energy; sustainable materials and timber as a





structural material for office buildings; car-free and electric mobility; circularity with 95% demolition materials to be recycled, 80% excavated material reused and the refurbishment of existing buildings where possible.

In addition to those, a further purpose emerged over time: a city-scale lab to experiment with new solutions for urban living such as driverless public transport with no private cars allowed inside the site, zero CO2 emissions, and local energy production. To become an innovation district that is not separate from the city, but an embedded part of it, MIND is going to integrate the principles of Aesthetic and Movement from the Desire project. In particular, exploratory workshop with representative of different target groups are going to be used during the activity plan to explore the thematics of:

Placemaking – turning a disused expo ground into a new vibrant shared neighborhood requires work on identity and placemaking including in its circular economy and green dimensions.

Accessibility and Inclusion – the aim is to enhance accessibility and social inclusion in the district adopting a good-for-all design approach and making sure people with physical, visual or any type of impairments - can enjoy the site from both a functional and an aesthetic perspective.

Shared space – hosting many different functions and institutions, there is an opportunity to identify models and processes to enhance sharing of spaces and connection between visitors.

### 3.6 Gadehavegård - Denmark

Gadehavegaard denotes a larger residential area comprising social housing, with apartments segmented into 19 four-story housing blocks dating back to 1977. Gadehavegaard is administered by Domea, who provide consultancy and administrative services to public housing companies. The site is covered by a development plan prompted by recent policies surrounding disadvantaged/vulnerable residential areas, stipulating the accommodation of a greater demographic variety.

Initiatives including partial demolition, partial divestment, combining some of the existing apartments and converting others to youth accommodations. Re-housing of residents affected by the changed status of dwellings is prioritized and the remaining apartments are likewise renovated. A campus area, neighborhood house and a larger park are also part of the physical transformation of the environment. These plans prompt considerations as to how stakeholders, both present and future, will be included in processes.

The development plan seeks to enhance existing qualities, promote inclusive processes and steer towards a more environmentally sustainable direction. Maintaining a green identity is a pivotal part of the development plan, expressed in interventions such as converting existing parking lots to green areas. This ambition is mirrored in the selected principles of Circularity and Biodiversity as part of the broader Desire framework. This correspondence of future visions and Desire principles lent itself to the conception of two activities. In activating these principles, inclusion is brought to the fore as a key element, which has shaped the present activities on the site.



Activities center on the inclusion of residents in the creation of a green, communal space with an emphasis on biodiversity and circularity. The activity includes theme-weeks at a local school, with organized workshops designed to engage a younger demographic in the green transition of the site, facilitated by Desire partners GXN/3XN and subcontractor Backscatter and teachers. Eighth-graders at the Ole Rømer School were asked to imagine and develop ideas for green spaces centering around community and inclusion of residents across demographic brackets.

### 3.7 Ziepju - Riga, Latvia

Riga, Ziepju street 11, is a five-story modernist housing block from 1970, fully owned by the Riga Municipality who will redevelop the building into social housing for 120 residents from low-income brackets and/or with mental and physical disabilities. Key question arises around how to renovate the building while also creating welcoming and healthy spaces, inside and out, for the new resident groups.

Specifically, the City of Riga (RCC), will engage with Desire to re-evaluate the qualities of socialist architectural design and its form and function based social programming of both buildings and surrounding edge zones and landscape. With many buildings up for renovation and energy improvements in upcoming years, RCC needs to kickstart a cross-disciplinary reevaluation of existing renovation practices to find an affordable and context-sensitive approach.

In collaboration with the stakeholders, municipality department, politicians, experts and citizens, different activities and workshops are going to be organized to explore and understand the social housing topic. In particular, the aim of the future activity planning, which is still going on, is to use the Aesthetics, Biodiversity, Belonging principles from the Desire framework. On the other hand, the future vision must merge the ideas of local stakeholders, social workers, sensitive groups of future inhabitants and clients with architect, designer, planners, landscape-architects, and artists for cross-disciplinary and innovation.

Up until now there were no scenarios detailed with the landscape taken into consideration, so there is the need to work on incorporating the surrounding landscape with a similar approach.

By looking at housing projects and the surrounding environment as a complex picture, it would be possible to achieve even better the use of materials, compatible solutions for stormwater management and elevate not only living conditions for inhabitants, but also improve the city's green and blue infrastructure.

### 3.8 Wildemanbuurt - Amsterdam, The Netherlands

The Wildemanbuurt neighborhood is situated in the western part of Amsterdam and is home to some 5.000 residents of more than 75 nationalities. The neighborhood shows great cultural variety and is home to many local grassroots organizations – but is also challenged by poverty, crime, disaffection and low trust in government and the housing associations managing the area. Most local government initiatives and investments in the area bypass residents and consequently do not support local civil society and businesses. Wildemanbuurt and two local cooperatives (Samenwonen-Samenleven (SW-SL) and The Beach) are engaging with Desire to understand how to build on existing community engagement to design lasting



local institutions that can support ecological, social, and economic sustainability for the area and its residents.

The vision for the Wildemanbuurt doesn't limit itself to housing and ecological sustainability; it encompasses social and economic sustainability as well and achieves this both through housing and through other programming to make it a better overall living environment. The vision is a neighborhood in which the inhabitants form a close-knit community, they feel ownership over the Wildemanbuurt, they feel agency in the changes happening in the Wildemanbuurt and they work together in making those changes. Thus, the aim is to promote the democratization of public housing policy, city planning and programme making in the neighborhood through co-design.

Challenges faced by the inhabitants, such as loneliness, health issues, unemployment, and lack of biodiversity are tackled by citizen-led and citizen-initiated cooperatives. These cooperatives work from community hubs, through which Wildeman becomes a pedagogic neighborhood in which people can gain the skills needed to give shape to their neighborhood. There are opportunities to transform paved areas and Low-biodiversity greenery into urban farming spaces. The courtyards between buildings would be a great place for this, as they could serve to create communities out of people who live close together. There are good opportunities to transform paved areas and low-biodiversity greenery on the site – particularly the courtyards between buildings – into vibrant urban farming spaces. Additionally, developments for the energy transition are sorely needed in the neighborhood: houses are poorly insulated, largely use natural gas for heating and cooking, and there are still many roofs without solar panels.

The co-creation activities in Wildermanbuurt started even before the Desire principles were co-created and defined. In January 2022, the two local cooperatives and Desire partners, The Beach and SW-SL initiated the forming of a coalition called 'We share' to kickstart community engagement, co-design and a citizen-driven approach where the goals of this site were decided to focus on how community initiatives should be based on co-ownership, bottom up, collectives based on solidarity, deep understanding of the local context and lives. One other outcome of their early efforts resulted in the forming of six self-organized citizen-driven groups called 'Design and do groups' who work on community-based areas of concern (such as a sustainable job garden, green projects) to ensure that the initiatives have a strong anchorage and ownership within the community. Managing and supporting the groups through a continuous focus on building trust is key for the work at The Beach and SW-SL. It is this work that is continued within the Desire project where they further develop and initiate new activities that focus on co-creation and sustainable community building. While we do trace a link to the principle of Movement in the site's activities, the specific connection to the Desire framework was challenging to make for the site, as the principles of Desire were developed at a later stage than the initiation of activities and development of local place-based principles with the community of Wildemanbuurt. The local partners were eager to engage the community early on and kickstarted their experimentation prior to the co-creation of the Desire principles which presented a challenge in connecting their activities to these. Reconciling the Desire timeline and activities (including the experimentation with the principles) with the local dynamics and approaches at the site is a topic of attention for the ongoing work.



## 4 Concluding guidelines from leading the site-specific adaptation of principles

This section will offer concluding guidelines and reflections on the working methods employed in the preparation phase employed to enable eight diverse project teams and urban transformations to adapt and implement the Desire framework of principles into their organization, facilitation and planning of place-based activities. Ensuring a balance between abstraction and concretization when facilitating the implementation of the Desire framework has been vital to the site-specific adaptation of principles.

**Utilizing mixed methods and building rapport.** To facilitate a successful implementation and organization of eight place-based activity plans, it was important to employ a mixed-method approach. This effectively helped to accommodate the preparation and experimentation phase, consider timelines, diversities, and expectations across sites. Moreover, investing time and effort into fostering relationships and getting to know each other played a vital role for the collaboration. This laid the foundation for meaningful discussions about the transformation processes at each site and supported the communication between sites and work packages.

**Balancing divergence and convergence in the process.** The process outlined and the work methods employed were designed to strike a balance between creating spaces for open discussions and co-creation acknowledging the diversity and prior knowledge of the sites, and diving deeply into their processes (e.g., interviews, workshops). We observed that complementing these discussions with structured formats supported in maintaining progression, providing overview and concretization of expectations. For example, for the posters developed for the kick-off meeting in Copenhagen in November 2022, the contextual and visual content were important, but a shared format was selected to establish structure and cross-comparisons. This approach supported in-depth exploration of eight challenges and opportunities while also setting clear expectations by guiding the sites to follow and work within the Desire framework.

