

## INTRODUCTION

This is the first of three factsheets, which will present the diverse facets of the ROCK project. In this one, we share with you information concerning how co-creation contributes to heritage-led urban regeneration, in particular through the **ROCK Living Labs**.

Living Labs support cities in addressing social, economic and environmental

challenges. They are **sites to collaboratively design and test innovations**, whether social or technical. They foster learning and experimentation between different urban actors.

These laboratories are **tailored to their local socio-cultural environments** and **link co-creative methods with new technologies** to make cultural heritage a driving force for urban regeneration processes.

Living Labs have been set up in all **three replicator cities** (Bologna, Skopje and Lisbon) and benefit from the expertise of the **role model cities** (Lyon, Athens, Cluj-Napoca, Eindhoven, Turin, Vilnius and Liverpool).

## REPLICATOR CITIES



The **ROCK Living Lab in Lisbon** is based in the **Marvila district** and develops temporary projects that foster new local dynamics of transformation, creativity and innovation. It aims to support the revitalization, renovation and re-qualification of this historical area, which has become socially and geographically isolated.



The **ROCK Living Lab in Skopje** aims to collaboratively explore the potential of the city's **Old Bazaar area** to act as a catalyst for social and cultural engagement, which underpins the transition towards a smart and creative urban environment.



The **ROCK Living Lab in Bologna** develops new ideas to promote the **university district** and to experiment new ways of living within the district. It aims to create, prototype, validate and test products, services, systems and technologies to be applied in this area.

## WHAT IS ROCK

**ROCK** focuses on historic city centres as extraordinary laboratories to demonstrate how cultural heritage can be a unique and powerful engine of regeneration, sustainable development and economic growth for the whole city.

### ROCK VISION

ROCK aims to support the transformation of historic city centres afflicted by physical decay, social conflicts and poor life quality into creative and sustainable districts through the shared generation of new sustainable environmental, social, economic processes.



### ROCK AMBITION

ROCK aims to develop an innovative, collaborative and systemic approach to promote the effective regeneration and adaptive reuse of historic city centres by implementing a repertoire of successful heritage-led regeneration initiatives related to 7 role model selected cities: **Athens, Cluj-Napoca, Eindhoven, Liverpool, Lyon, Turin and Vilnius**.

The replicability and effectiveness of the approach and of the related models in addressing the specific needs of historic city centres and in integrating site management plans with associated financing mechanisms will be tested in 3 replicator cities: **Bologna, Lisbon and Skopje**.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730280.





The Lisbon Living Lab (LLL) is hosted in partnership with the Marvila Municipal Library and is located at the heart of the **Marvila district**.

Marvila is a former industrial, historical territory tucked away between two prominent neighbourhoods, but separated from both by a river and railway belt line. This situation has lessened its connections to the rest of the city, especially Lisbon's historical city centre.

Over time, Marvila's geographical barriers have evolved into socio-spatial barriers, which the LLL seeks to address through **four core topics: urban voids, ecological networks, territories of continuity and local communities versus gentrification**.

The LLL aims to raise local communities' awareness of their shared heritage and its importance, whether tangible or intangible, natural or cultural.

Local communities and stakeholders, as well as associations working in Marvila are all involved in the LLL. Together, they will develop temporary projects, fostering new dynamics of transformation, creativity and innovation.

This participatory approach makes it possible to identify and strengthen the district's social, economic and environmental values, which underpin sustainable urban development.

Through community involvement, **the LLL will bridge Marvila's history and spatial identity with the memories and experiences of communities of various origins**.

## Lisbon Living Lab (LLL)



### ACTIVITIES

The LLL seeks to transform local residents into prosumers – both consumers and producers – of cultural heritage by supporting local start-up actions. It will contribute to a **dynamic and open cultural area by making local heritage more accessible** through guided tours, exhibitions and other events. This promotes the regeneration of the territory, as well as the development of its tourism potential.

In addition to local stakeholders such as the parish councils, socio-cultural associations, residents, schools and representatives of other local cultural facilities, the LLL is supported by external strategic consultants such as the Trienal de Arquitectura de Lisboa and Rés-do-Chão.

Already in 2018, the LLL activities include a hackathon, a city-branding workshop, an international culture forum, the "Marvila days", a collaborative technology and game-based event, the "Bibliogamers", as well as several exhibitions. These will continue throughout the duration of the ROCK project

### IMPACTS

The LLL will:

- attract new talents in the creative industries;
- develop the ICT infrastructure to promote synergies;
- create programs to bridge generational gaps;
- spur the growth of the "creative economy" and its institutional long-term incentive.

More broadly, the LLL aims to develop the **local communities' critical awareness** of issues related to the preservation of built and environmental heritage. In so doing, it will promote the adoption of **good practices** and **values** for the **protection** of this heritage.





## Skopje Urban Living Lab (SkULLab )

Skopje's Old Bazaar represents one of the oldest urban fragments of the city.

Through the Skopje Living Lab (SkULLab), Skopje aims to explore **the potential of the Old Bazaar to create new social and economic possibilities** through its cultural and historic heritage.

The lab convenes diverse stakeholders, including policy makers, researchers, artists, business owners and citizens.

SkULLab makes use of the Old Bazaar's position as a traditional place of cultural heritage and commerce to introduce **contemporary crafts** through the use of ICT incubators, collaborative workspaces, as well as a new network of creative industry collectives, suppliers and the promotion of new products and services.

The lab seeks to reverse the area's primary dependence on touristic consumption by renewing its role as a creative socio-economic role through craftsmanship.

### ACTIVITIES

SkULLab will be a hub of activity with the potential to generate economic and technology-driven models for smart and creative urban environments.

It will provide a space for the development of **environmentally sound solutions** at the local level, while also creating opportunities for **social learning** and **innovation**.

SkULLab will invite members of the Old Bazaar's local community who are capable of establishing **novel creative industries and reversing the decline of artisans** through new and innovative services that meet contemporary urban requirements.

The local stakeholders will collaboratively create a network of stakeholders involved and responsible for the revitalization of the Old Bazaar.

More specifically, SkULLab will:

- test use scenarios for the creative industries;
- increase the level of activity, especially in passive areas of the Old Bazaar;
- foster modern age craftsmanship;
- explore the potential of the Old Bazaar through its cultural heritage to create new social and economic possibilities;
- revive not only the Old Bazaar, but also its neighbouring areas.



### IMPACTS

SkULLab will instigate a broad range of activities that will test different use scenarios in the **creative industries sector**. The lab will also provide a range of programmatic and spatial possibilities for heritage-led regeneration in the Old Bazaar area.

The lab in Skopje will accelerate the intensity of activities especially in passive areas of the Old Bazaar, promoting new initiatives by delivering them on site.

It will provide a framework for the area's continuous improvement by developing a network of local stakeholders, as well as data infrastructure.

Together, these will enable processes of **co-creation, joint decision-making and shared responsibility** for the sustained value of cultural heritage.







The ROCK Living Lab (U-Lab) in Bologna aims to ease the transformation of the university area, located in the historical city centre, into the **Zamboni Sustainable Cultural and Creative District** by attracting visitors, tourists, entrepreneurs and private investments, improving safety, and mitigating social conflicts between the different communities living the area.

U-Lab should be considered as a set of cross-cutting activities whose main goal is **to create, prototype, validate and test products, services, systems and technologies** to be applied in the university district around Via Zamboni.

U-Lab involves a wide range of stakeholders, such as social and cultural associations, the business sector, and academia. The Urban Center Bologna, through its Office for Civic Imagination, promotes this multi-actor engagement process.

U-Lab's ultimate goal is to **develop new ideas to promote the area** and to experiment new ways of living the district.

This includes a set of **heritage led regeneration initiatives in public spaces**, both closed, such as the Municipal Theatre, or open, such as the Piazza Verdi, Piazza Scaravilli and the porticoes.

## Bologna U-Lab

Launched in December 2017, U-Lab will develop across three phases: observation, ideation and experimentation. Throughout, U-Lab will offer a programme of open meetings for stakeholders focusing on three themes:

- accessibility to pedestrians and cyclists; to cultural and educational contents; to open technological tools;
- sustainability as an environmental, social and economical means for heritage-led regeneration;
- collaboration for new ways of perceiving the city, such as an organism requiring citizen care.

U-Lab has also published a **call for proposals** aiming to promote the involvement of local communities in generating transformative visions for the university area. Of the **47 proposals received, 16 will receive funding** for diverse projects.



## ACTIVITIES

U-Lab will develop co-designed cultural and sustainable initiatives in this area to **increase pedestrian flows and slow mobility** with new cultural routes, to **enhance porticoes** as unique spatial experiences offered by the city, and to adopt digital and **innovative lighting solutions** to improve communication and knowledge sharing.



## IMPACTS

U-Lab will:

- foster the involvement of local communities in the governance of the Zamboni area, and **empower students and residents to regenerate the area** through their shared cultural heritage;
- build a systemic approach to connecting cultural initiatives in the Zamboni area, in collaboration with other initiatives previously developed by the city or independent actors;
- identify, develop, diversify and engage audiences.