



Working group synthesis

CREATIVE CITIES

2019 - 2020

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"Cities of opportunities: bridging culture and innovation" and for the
Africa-France Summit for sustainable cities, June 2020

EDITORIAL

Plan the city to make it a creative, smart and sustainable environment is a goal worth praising. However, such concepts do not cover the same reality - far from it, for all city actors within a same community and, even more, for all cities internationally.

Our working group attempted to define concepts and approaches and to then establish a common ground of recommendations which this booklet synthesizes.

One of the questions that led our reflection was the following: does the city itself create wealth, inequalities, etc., or do interventions from political and professional actors rather generate the conditions of creativity for the men and women who live in the city?

We've tried to identify the active and positive elements that bring the city

closer to the aforementioned objectives, so to list up the strong points of our savoir faire and point out our achievements as well as our mistakes, to avoid replicating them.

Nurtured by the practices of our public, private and NGO actors, both on the domestic territory and abroad, our debates ultimately led to a clarification of our positions and to a type of convergence toward a "European and French approach of creative cities."

We all share these global cities that each day a little more attract new inhabitants around the world, more or less underprivileged. This is why we're trying to pool the most universal solutions, to answer the aspirations of citizens from here and from elsewhere.

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Co-pilots



With contributions from





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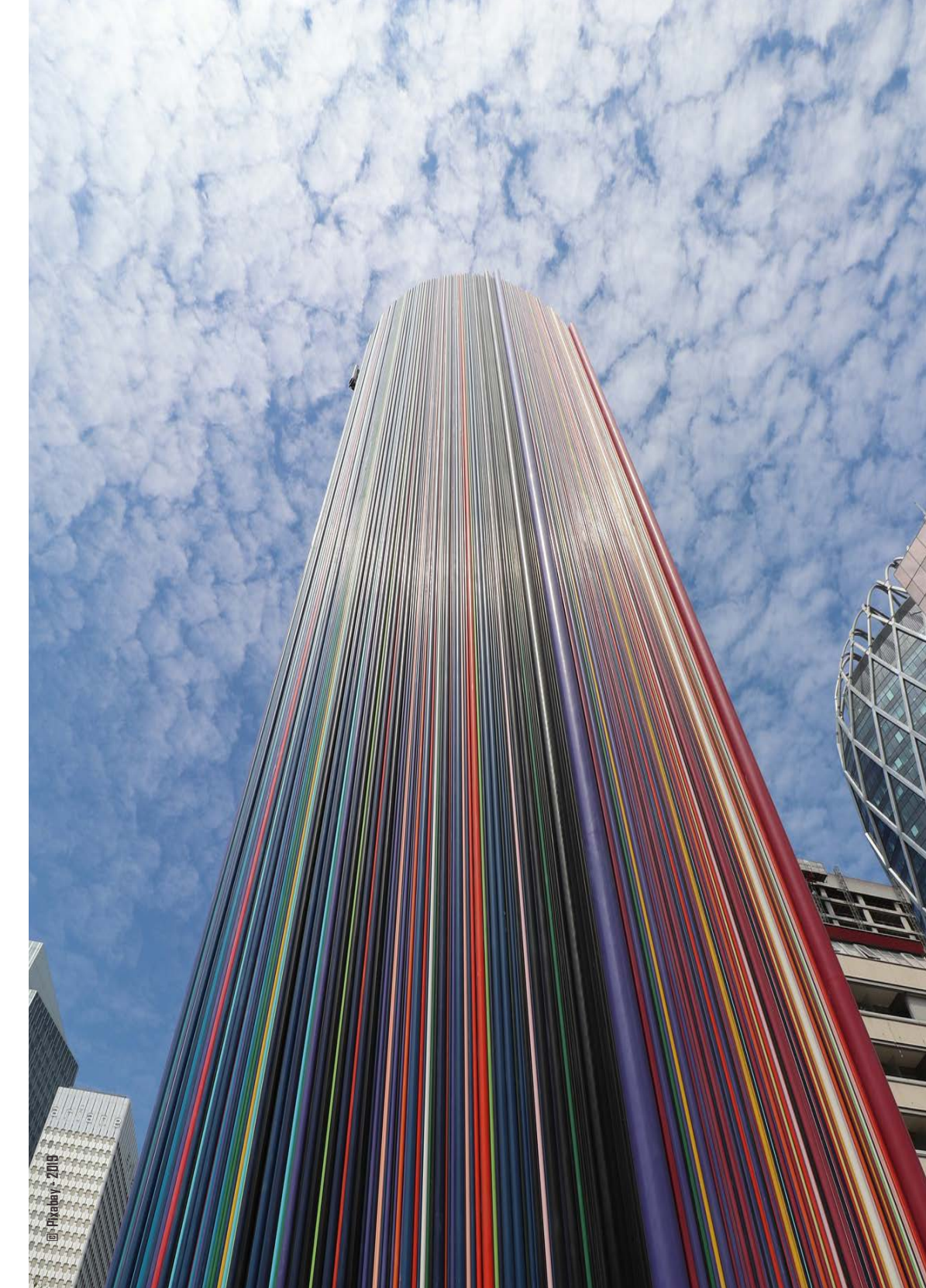
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PART 1

DEFINITION AND APPROACH

The notion of “creative cities” encompasses multiple elements: art, culture, heritage, architecture and landscape, gastronomy ... in fact, all the things that give a city - a territory - their specificity and own identity, and that provides inhabitants with imagination and creativity opportunities. From the outset, cities and societies have been founded relying on such resources, constitutive of cities and territories, which became their toolkits. The creative city is moving, it evolves with its time and is modeled by its inhabitants. The creative city is an inspiring city and a city of opportunities.

Heritage protection and valorization policies manifest in different ways in societies. In the West, after private collections that granted a significant

room to antique culture, heritage protection policies started through the built heritage and through buildings. In France, in 1840, Prosper Mérimée established the first list of historical buildings, which became national common goods. In European countries a corpus for the protection and the conservation of built heritage was developed, progressively extended to landscapes. In America, the valorization of heritage was born from the preservation of exceptional places, with great natural parcs. In Japan, Asia, for example, the heritage preservation finds its source in the regular reconstruction of heritage buildings and in the reproduction of ancestral savoir-faire.

The creation of Unesco in 1960 and the Venice Charter were true turning





points in making the cultural question a global stake. From then on, the idea of a world humanity heritage, of both cultural and natural goods, was widely brought to the heart of international debates, a position reaffirmed in the Unesco Hangzhou declaration in 2013 titled "Placing Culture at the Heart of Sustainable Development Policies". Heritage has become, since the years 2000, a global priority, along with the idea of sustainable development; it is the subject of sustainable development goals, adopted by the Un in 2015, which lists heritage in its 11th Goal.

Cities have their own and evolutive development specificities, largely dependent on their local cultural grounds. Today, taking into account culture and the participation of civil society in the creation of urbanity and of territorial development has become a mandatory condition to avoid the transposition of standardized models. The decentralization trend around the world re-centered the focus on the local level and allowed local authorities to reclaim culture, a leverage of urban policies today. This type of urban planning contributes to the 'smartness' of territories and of cities, defined as 'their own capacities to constantly renew and reinvent themselves under the interaction of their constitutive parties.' ('Urbanisme' review n394, 2014).

Many cities thus supported their territory's smartness by having their

development or urban renewal rely on strategies and cultural equipment and innovation: Lille, Marseille, Barcelona, Bilbao, Kigali, Marrakech, Medellin, San Francisco, Chandigarh, Singapore, Abu Dhabi with Saatiyat...

The creative city is linked to the smartness of the territory, since this concept emanates from a participative vision of urban policies. Richard Florida conceptualized the role of creative classes (artists, academic entrepreneurs, etc.) as pilots of innovating urban policies. The concept also resonates with participative approaches that mobilize local communities.

Support provided to sustainable urban development through public policies and urban planning projects should rely on this creative approach which, planned or informal, but mostly plural, will allow to understand the present and will determine, at least in parts, the future of the cities and of the societies that animate it.

As such, the creative and smart city intends to bring together all participating parties (local authorities, inhabitants, NGO, cultural actors, companies) and to find the tools to facilitate the development of inclusive and sustainable cities.

The creative city thus intends to be a process for livable cities, where culture and innovation act as the favored

supporting tools for the expression of a common local identity. The creative city can be the vector of common capital, around which territorial actors gather. It contributes to the creation of a shared

vision of the city, or of the urban project, of urban planning and prospective, and represents a true incubator to develop innovating systems of multi-level and transversal governance.





PART 2

RECOMMENDATIONS AND EXAMPLES

Recommendation 1

Ensure the adequacy between the projected urban planning model and the specificities of the local territory and governance.

Multi-level and multi-actor governance

Implement public-private partnerships by involving the population, to enable a governance of the urban planning project with multiple actors at multiple levels.

Public policies and planning

Develop technical and support tools for local public authorities, for the implementation of their territorial public policies.



TOOL

Ecoquartiers and Ecocités programs

Started 10 years ago, this process aims to boost the creation of sustainable and innovating neighborhoods in different urban, peri-urban and rural contexts, and targets different actors: local authorities, private companies, citizen-led collectives. It relies on a common toolkit

of 20 commitments promoting sustainability. It is a tool for project creators, which focuses on conception and management processes, uses, territorial development, environment and climate. (Ministries of Territorial Cohesion and of Ecological and Solidary Transition - FRANCE)

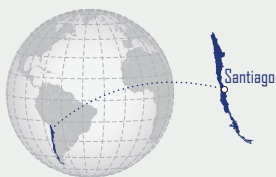
www.cohesion-territoires.gouv.fr



TOOL

Santiago Deseado 3D simulator

Funded by France and elaborated by a consortium of companies led by Artelia, this demonstrator is a simulator of a sustainable



city that gathers in one single tool data meant to understand the strengths, weaknesses and potential of each neighborhood. This project enabled to develop a territorial diagnosis of Santiago, based on reference data of sustainable cities. (Santiago - CHILE)

www.arteliagroup.com/en/

Assistance with the public command of infrastructures, a key challenge

Implement a project management assistance to support the project leaders with operations that remain in coherence with the urban environment. Assistance with project management is a key urban project tool to supply the necessary engineering and to ensure the execution of public service missions.

TOOL

Mixed Economy Companies (SEM - Sociétés d'économie mixte)

Mixed economy companies represent, since the decentralization process, one of the local authorities' main tools for operational development. Thanks to their status, these company allow to ensure combined funding from public and private actors to serve the

general interest, most of their capital being owned by the State or by the local authority. (FRANCE)





Urban planning agencies

In France, urban planning agencies are shared engineering platforms initiated by local authorities, bringing together urban and territorial actors to support territorial planning, urban policies and the preparation of urban projects. They play various roles, among which a role of project management assistance. Urban planning agencies exist around the whole world, like in Morocco

(Majal network), in Mexico (AMIMP network). They're developing in Africa. The global network of urban planning agencies was started during UN-Habitat III in Quito, in 2016.

www.fnau.org/en/
www.mtpa-network.org/en/



Recommendation 2

Build the city in accordance with time and space continuity, thanks to the development of a production chain that also includes the city's creative dimension.

Co-building the city and including its actors

Develop the city's co-production through the realization of integrated and sustainable urban development projects, also based on the inclusion of actors and territories.

Integrate heritage and culture

Use heritage and culture as leverages for public territorial planning policies and rely on them to build integrated and sustainable urban planning strategies.

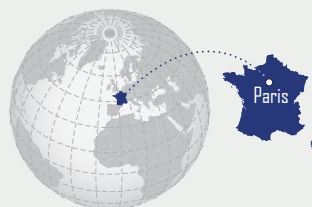


PROJECT

Olympic games heritage, Paris 2024

SOLIDEO (company delivering the Olympic infrastructures) is a public institution in charge of funding, supervising and delivering the construction works and development operations needed for the 2024 Olympic and Paralympic Games in Paris. These projects are designed and conceived as of now as a heritage that will be converted into equipment and housing intended for the inhabitants after the Olympic Games.

This is what we call the games' heritage.
(Paris- FRANCE)



www.ouvrages-olympiques.fr



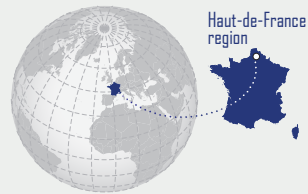


PROJECT

Mining area as heritage

The mining area site is registered on the Unesco world heritage list as 'living evolutive cultural landscape'. This registration, concerning a big territory, is a opportunity to highlight the landscapes and the built heritage of the former production sites, as well as to highlight the habitations and the immaterial culture. It is a vector of social cohesion, thanks to mediation actions. The Louvre Lens museum plays a key role of cultural

infrastructure within the strategy of cultural and social integration of the mining area. (Hauts-de-France region - FRANCE)



www.missionbassinminier.org



Between modernity and ancient heritage

Ensure an adequacy between modernity and ancient heritage through the implementation of heritage policies that include current stakes and dynamics. Conversely, take into consideration of the heritage matters in urban planning projects.

PROJECT

Smart City Mission India

The composite culture of Pondichery is considered unique: antique, medieval, colonial and modern. The French-Tamil culture belongs to the identity of this city. The city



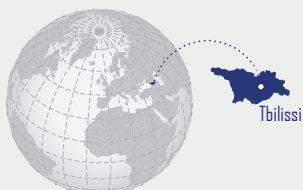
of Pondichery built its Smart City program relying on heritage and culture as leverages of touristic and economic development and of urban planning. In this context, AFD agency provides a technical assistance to the city of Pondichery to contribute to its sustainable urban development, in particular to share France's expertise in the field of sustainable tourism management and of urban planning of heritage sites. (Pondichery - INDIA)

www.afd.fr/en/

PROJECT

Urban planning of heritage sites

Following a demand from the city of Tbilissi, the "Sites et Cités remarquables" association initiated a cooperation with the city around the theme of heritage urban planning, with the main objectives being:



- the implementation of a heritage management document, including an intervention strategy ;
- facilitate the implementation of legal and financial tools to improve the management of the Tbilissi's historical center ;
- to improve the national legislation in favor of old town centers so to ensure that heritage preservation and urban projects align. (Tbilissi - GEORGIA)

www.sites-cites.fr





Make the city greener

Encourage landscape diversity and the greening of public spaces in order to integrate the environmental aspect in urban projects.

Indeed, greening public spaces can answer the negative externalities induced by the urbanization of spaces (absorb urban heat pockets, improve land drainage, promote biodiversity in cities) and to create landscapes so to improve the inhabitants' living conditions.



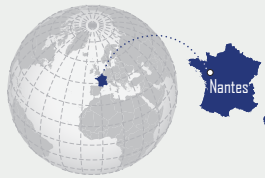
PROJECT

Project of EcoCité

The Metropolitan Pole of Nantes/Saint-Nazaire implemented a strategy of metropolitan development based on various great principles as well as on an important work done on landscape and public space:

- elaborate public policies at the scale of a big territory
- encourage the availability of water as a precious resource to guarantee quality living conditions within the eco-metropole

and build the city around the river.
(Nantes - Saint-Nazaire - FRANCE)



www.nantes-saintnazaire.fr/en/

Recommendation 3

Plan the city as a space of creativity and inclusion.

Include more to plan better

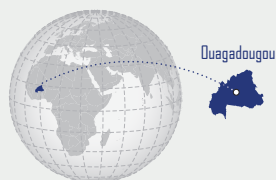
Involve inhabitants in urban planning and space construction processes thanks to a sensible, educational and creative approach of the city, to ensure an adequacy between urban projects and users' effective needs and to include the inhabitants in the ecosystem as active actors of urban design.

PROJECT

Rendez-vous chez nous Festival

Lyon-base theatre group "Là Hors De" is a partner of "Rendez-vous chez nous" festival, which has been taking place for 10 years and is as such a tool of citizen participation to urban development. It contributed to the redevelopment and the renaming of Place de la Femme in the Gounghin neighborhood. During the celebrations, which help with the development many African artists' professional paths, in particular diffusion, artists are in residencies about various topics and produce in situ work. An important work of mediation accompanies the festival in schools and in various villages around Ouagadougou. The festival focusses especially on women's conditions and grants them a special place through the promotion of their various small

businesses during the festival. Participative actions and trainings intended for the youth take place ahead of and after the festival. (Ouagadougou - BURKINA FASO)



www.lahorsde.com



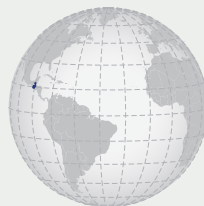


PROJECT

Metropolis Colaborativas 2050

Faced with the emergency that is the sustainable development of Latin-American cities, this project aims to develop an innovative governance for urban development. It intends therefore to create ways to reinvent analysis processes, knowledge production, empowerment, political, social and technical debates, and the implementation of new ways of doing. (GUATEMALA)

www.apoyourbano.org/presentation_en.html



Culture, a leverage of inclusion for the territories

Use culture as a tool of attractivity and inclusion of a territory through the promotion of cultural and creative actions from both civil society and public policies, and by promoting historical and contemporaneous heritage sites.



PROJECT

Le Voyage à Nantes - A Journey to Nantes

The Voyage à Nantes (the Journey to Nantes) is a local public company (SPL – Société Publique Locale) of which the mission, is to claim Nantes' position as a destination, relying on its cultural and touristic offer. The city of Nantes and its metropolis wish to claim their position as a place of art and culture, leverages of touristic, urban and cultural development. Each year, a great cultural creation event is organized on the

territory; by providing culture for all, the VAN helps to give a direction to the city's urban orientations. (Nantes - FRANCE)



www.levoyageanantes.fr/en/







Inclusion and social link

Ensure access for all to cultural goods and services through the planning of cultural spaces that are both inside the city and open to it, and through the creation of cultural events to boost social link.

Integration of transitory and temporary spaces

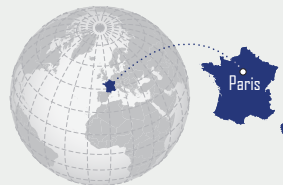
Develop transitory and temporary spaces in the city as spaces for urban production and social dynamics. Ensure their appropriation by inhabitants and the inhabitants' creativity by organizing the management of such spaces by civil society's organizations, with the help of local authorities.



PROJECT

Les Grands Voisins (The Great Neighbors)

The "Grands Voisins" is a project of temporary use started in 2015 and planned until 2020. this transitory urban planning project allows to occupy the former Saint-Vincent-de-Paul hospital, while waiting for its reconversion, and thus welcomes accommodations for people in a precarious situation, and also serve as an incubator for start-ups and as artist residency. (Paris - FRANCE)



lesgrandsvoisins.org





Recommendation 4

Develop a transversal approach of the professions related to the city and to urban planning.

Incorporate a creative dimension

Develop a creative approach of the trainings intended for professionals of the city (architect, urban planners, etc.) with workshops and exchange programs between professionals, to promote transversal and intercultural dialogue.



PROJECT

Hosting programs for international interns

A hosting program for five young urban planners was launched in 2018 by AFEX in order for them to follow a complementary professional training in one of the partnering agencies in France. This program is meant to

deepen cooperation while contributing to the reputation of the French expertise worldwide. It also helps to build dialogue and cultural exchanges about and among city-related professions. (FRANCE)

www.afex.fr

Implemented adapted training programs

Educate people about vernacular techniques of construction and of urban planning to preserve the architecture adapted to each local contexts and to social dynamics, and to preserve urban landscapes.



PROJECT

TyCCAO project

The objective of TyCCAO ("West Africa typha combustible construction") is to contribute to the ecological transition and to the fight against climate change. The goal is to develop the use of renewable combustibles and energetic efficiency in the construction field thanks to the massification and spread of typha-based products, a plant which grows

in humid environments.
(SENEGAL and MAURITANIA)



www.ademe.fr/en/





Recommendation 5

Enhance culture and heritage as opportunities for local development, while avoiding the types of tourism that represent a risk for the sites and for the exclusion of local populations.

Act upon governance of historical sites

Ensure a healthy management of historical sites, considered to be visibility leverages for sustainable tourism.



PROJECT

Mont Saint-Michel project

This site, listed as Unesco World Heritage, is built in a bay with rare landscapes and remarkable ecosystems. Threatened by silting and by the developments needed to host tourists, a project led by the State and by local authorities was initiated to deal with the fluxes incurred by tourism and to reclaim the maritime aspect of the area. The reclaiming of the island part of the site was done through the destruction of the causeway, the development of an overpass, and a new access to the rock which favors public shuttles, walkability and bikes used to cross the Bay. With more than 3 million visitors per year, Mont Saint-Michel, major



pilgrimage and tourism spot, reconnects thanks to this project with the ambition to preserve the “Wonder of the West”, to restore a sustainable touristic development and an economy respectful of the heritage site. (Mont Saint-Michel - FRANCE)

www.projetmontsaintmichel.com/index_uk.html



Strategies of sustainable tourism

Support flux management and implement tourism development strategies in link with territorial stakes to avoid issues related to mass tourism:

- the hazards related to sites deterioration;
- the risk of excessive flux;
- the monopole of the tourism economy and of touristic services (businesses, accommodation, equipment, etc.) at the cost of businesses and services intended for the population;
- the gentrification;
- the land and housing prices' increase.

PROJECT

Brainstorm about touristic mobility

Accenture, a consulting office about international innovation, launched a study about frugal mobility as part of an observatory focused on 25 cities. The challenge in Angkor is to improve the organization and to improve the planning of visitors' movements through the use of data. The size of the parking area is an obstacle to the organization of visitors' movements. The increasing number of tourists and the absence of control leads



to increased accident risks, traffic jams and illegal parking. The project envisions smart planning that relies on visitors data to improve fluxes on the site. (Angkor - CAMBODGE)

www.passerellesnumeriques.org/fr





Recommendation 6

Develop bounds and cooperation to facilitate exchanges about the sustainable and creative city planning.

Challenges of decentralized cooperation

Facilitate decentralized cooperations between local authorities. Create also cooperation networks to guarantee expertise exchanges on urban planning of sustainable and creative cities.



PROJECT

Decentralized cooperation **Ministry of Europ and Foreign Affairs**

Decentralized cooperation establishes long term relations between French and international local authorities (regions, departments, towns and their communities), formalized by partnership conventions. They define the projected cooperation actions and the technical and financial modalities and can benefit from the State's support. Cooperation

can take various forms: development support, institutional support, shared management of goods and services, cross-border or inter-region cooperation. Cités Unies France association, member of the UCLG (United Cities and Local Governments) represents the local authorities involved in the decentralized cooperation.

www.diplomatie.gouv.fr/en/





Actors' networks and cooperation

Create networks of cultural projects to facilitate experience and expertise exchanges and to develop a type of urban planning that answers the challenges faced by inhabitants and by societies.

PROJECT

LUCI network – cooperation between Lyon and Ho-Chi-Minh-City

LUCI international network (Lighting Urban Community International) contributes to light becoming a major tool for life, from architecture to urban planning. It brings together, thanks to an actual communication forum, cities and professionals of all countries, by multiplying information and experience exchanges about city lighting. A cooperation within LUCI network was developed between the city of Lyon and Ho Chi Minh City since the early 1990's, articulated around partnerships

in the urban planning and lighting fields. A similar cooperation was developed with the city of Quito in Ecuador.

(Lyon - FRANCE and Ho Chi Minh City - VIETNAM)



www.luciassociation.org





PART 3

CONTROVERSIES

The growth of standardized models of urban planning development strategies, linked today with the concepts of “smart city”, “green city” or “cultural city”, provided decision-makers and project managers with a red thread to follow. However, those solutions are also widely criticized due to their lack of consideration of the local contexts, which end up having to adapt to projects instead of projects being adapted to them.

The imitation of “good practices” or of tool kits is indeed often applied to impact territorial marketing and to answer attractiveness challenges, instead of trying to answer real needs. Those cities hide behind publicly powered infrastructures’ projects supposed to reflect a territorial “intelligence” and to answer the requirements to build smart, inclusive and sustainable cities. Without creating a truly global and sustainable strategy, and without a real adequacy with the territory, those investments become white elephants that don’t benefit the general interest and reveal instead the illusions of standardized models.

The concept of “creative city” appeared also as a model with generous ambitions, and particularly attractive. Promoted as an incubator for innovation and social inclusion, this concept is sometime instrumentalized to benefit a type of urban planning and an economy solely focused on heritage and culture but distances itself from public policies. This strategy is risky, for various reasons: cities becoming museums (lack of change and transformation), mass tourism, and the uberization of the economy, especially through land and real estate strategies solely focused on short-term rentals and tourist accommodations, leading to a passive and progressive eviction of the inhabitants.

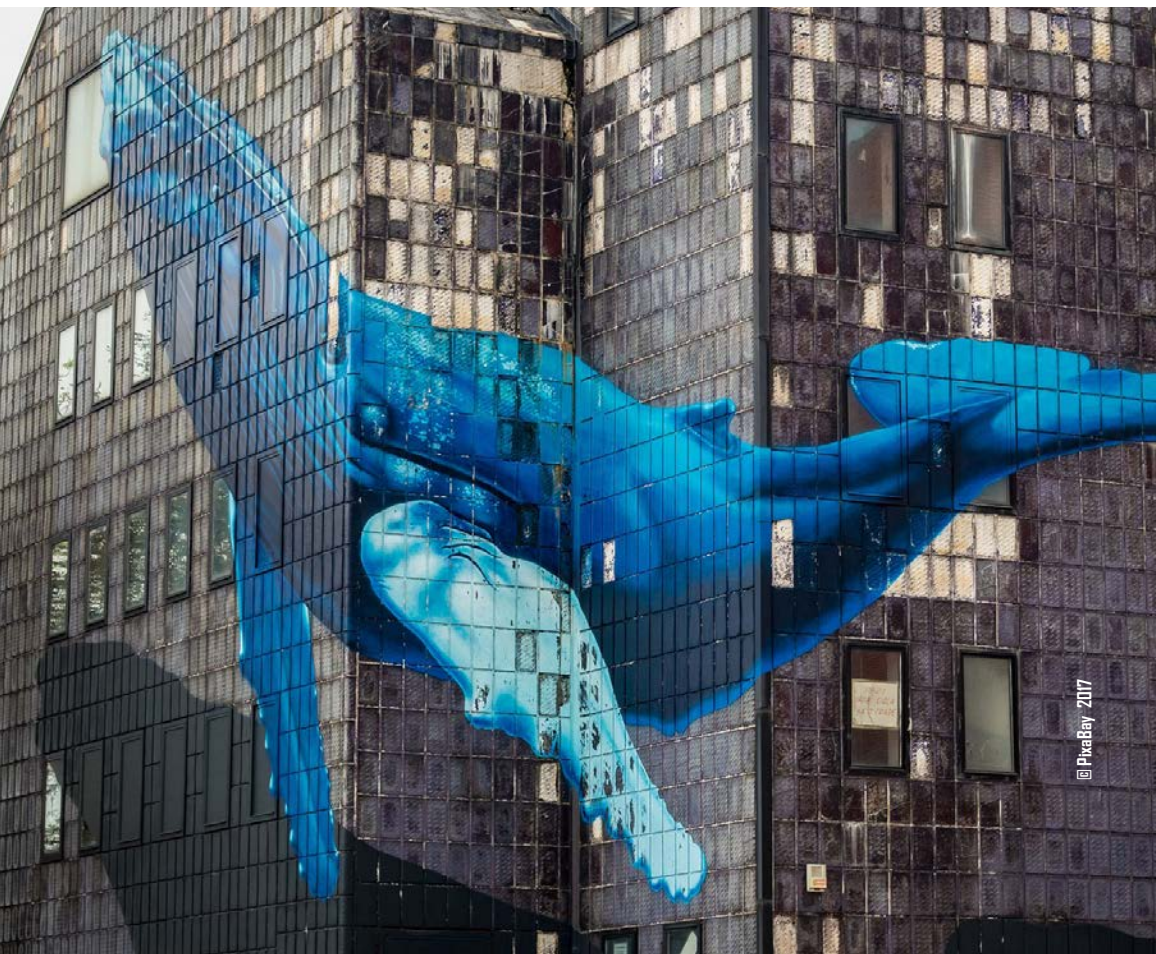
This passive and progressive eviction can also be a consequence of gentrification. Gentrification relies on the classes that approach the cities and appropriate it based on creativity, something Richard Florida theorized as the “creative classes”. The creation of such urban values based on art and culture is very attractive and can lead



to the standardization and planification of this type of “creativity” at the cost of others.

After lights were shed on those obstacles, some cities decided to swim upstream. Movements were born such as that of urban “de-construction” and “slow-cities” (drawn from the Italian concept “cittàslow”), both attempting

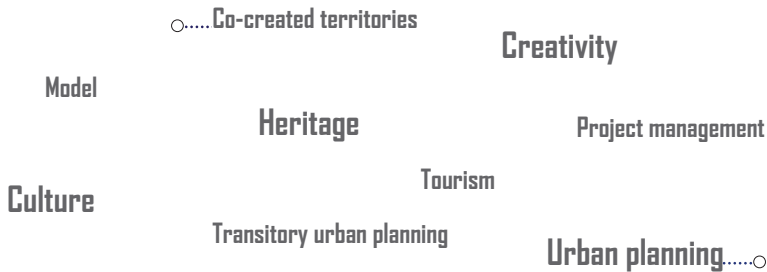
to deconstruct these models and claim the “smart city” as being a city that promotes a low consumption of energy and land, and even as a city with decreasing growth. Smart shrinking, even though controversial, has also come up as a new model for cities that refuse to depend on growth, allowing to rethink public policies with the intent to focus on territorial well-being.





CONCLUSION

Key words



Memo

The creative city and smart urban planning topic is complex, encompassing such diverse ideas and concepts.

The work led by this group led to a breakdown of the topic to shed a light on the stakes and problematics produced by praised models such as that of smart cities, green cities, etc., and to form an opinion about smart urban planning through the lens of urban creativity.

Unlike the models often intended for and focused on territorial attractiveness, it is necessary that actors focus their effort in priority on the inhabitants' well-being to build "livable" cities. It is as such that urban planning can become "smart",

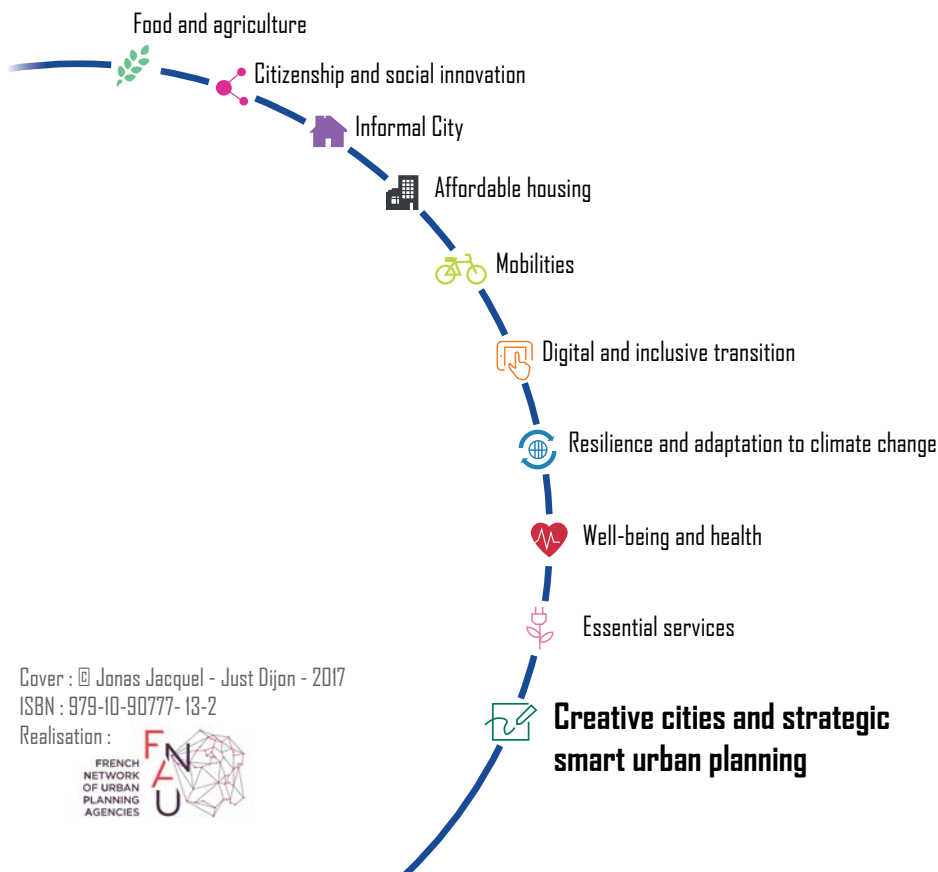
when it brings together the strength of a territory and creates innovating tools to build a shared and sustainable territory.

It remains however difficult to clearly know what a "smart city" is and to know how to plan the city in a smart way. A standardized answer doesn't exist. However, looking at urban planning through the lens of culture and creativity both understood as global notions, allows to deconstruct the standardized city, and forces to reconsider smart urban planning as something inherent to its environment, its actors and its inhabitants who, together, are the grey matter needed to develop sustainable urban planning in adequacy with each territory.





Started in 2011, the **French partnership for cities and territories (PFVT – Partenariat Français pour la Ville et les Territoires)** is a platform meant for the exchange and valorization of the French urban actor's expertise at the international level. It is a multi-actor partnership headed by Hubert Julien-Laferrière, Member of Parliament, supported by the Ministry of Europe and of foreign affairs, the Ministry of territorial cohesion, the Ministry of the ecologic and fair transition, and the Ministry of culture. It brings together close to 200 organizations representing the diversity of the French expertise, contributing to the construction of a shared French vision based on a capitalization of exchanges and of innovative and sustainable experiences.



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Realisation :

