

**ECTP-CEU Young Planners Workshop 2017
&
12th Biennial of European Towns and Town Planners
Paris, June 2017**

**Cities, Olympic and Paralympic Games
And other Mega Events
*How to learn from experience***



Creating our futures

ECTP-CEU

European Council of Spatial Planners
Conseil européen des Urbanistes

Young Planners Workshop 2017

ECTP-CEU/ 12th Biennial of European Towns and Town Planners

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I.- INTRODUCTION.

I.1 Young Planners Workshop: an ECTP-CEU project

ECTP-CEU (the European Council of Spatial Planners - Conseil Européen des Urbanistes), founded in 1985, brings together 40 000 spatial planners with 27 professional town planning associations and institutes from 25 European countries.

It is an umbrella association providing its members with a common framework for planning practice, planning education, continuing professional development and the definition of professional responsibilities.

ECTP-CEU sets standards of education and conduct for the planning profession; identifies, celebrates and rewards examples of good planning all over Europe, and engages in dialogue with local, national and European governments.

In accordance with these objectives, the initiative of the Young Planners Workshop seeks to set out young planner's perspectives and experiences in a frame of new European cities paradigms.

I.2.- A project shared with 12th Biennial of European Towns and Town Planners Paris 27th to 29th June 2017

The **Young Planners Workshop 2017** will be concluded at the **12th Biennial of European Towns and Town Planners** -12^e Biennale Européenne des Villes et des Urbanistes- to be held **27- 29 June 2017** in Paris & Plain Commune under the general title *Villes et Jeux Olympiques et Paralympiques, bilans et prospective* – Cities and Olympic and Paralympic Games, feedback and future -.

In the frame of the Biennial, the ECTP Young Planners Workshop is scheduled as a preliminary event of the Biennial in order to encourage debate amongst young planners.

The ECTP-CEU/XII Biennial organization encourages young planners throughout Europe to exchange experiences and ideas about European urban and regional challenges. To encourage their participation, the Biennial organization offers free admission for the Young Planners Workshop participants and the ECTP-CEU contributes to their travel expenses.

The workshop is spread over April-June in an “online” format; giving the opportunity to discuss in depth the projects in order to enrich final presentations in Paris at the Biennial. The final papers will be published in the post-Biennial e-book.

II.- PROJECT DESCRIPTION. Cities and mega events (Olympic and Paralympic Games, Universal exhibitions...): *How to learn from experience*

II.- 1.- Introduction

The workshop focuses on **Cities and Mega events under the perspective on how to learn from experience.**

According to Federica Busa¹, a general definition of *Mega events* can be given as follows:

A mega-event is a large-scale, internationally sponsored, public entrepreneurship activity engaging a long-term multi-sector organization within the host city and nation with the double goal of supporting overall local and regional development and advancing universal values and principles to meet global challenges.

Large international events work as triggers for local development and bring tangible advantages to the host city and country. Olympic and Paralympic Games, Exhibitions and other Mega events can be essential tools for a country to bring out its economy and image of political and social power.

Since more than 40 years, hosting international events such as Olympics and Paralympic Games, EXPOs, World Cups, Cultural Festivals and others is an important mean to stimulate growth and development in the host cities.

The first modern Olympics took place in 1896 in Athens, and featured 280 participants from 13 nations, competing in 43 events. Since 1994, the Summer and Winter Olympic Games have been held separately and have alternated every two years. From the first modern

¹ Shanghai Manual – A Guide for Sustainable Urban Development in the 21st Century.- Chapter 10 - Mega-Events As Catalysts For Urban Transformation.- chapter was authored by Federica Busa, with valuable input and contributions from Zhang Min, Wu Jianzhong, Vicente González Loscertales, Cheng Jian and Tiziana Bertone.

Olympic Games to the last one held in Rio de Janeiro in 2016, many researches have analysed their impacts.

The world exhibitions originated from France's tradition of holding national exhibitions. The first World Expo – *L'exposition publique des produits de l'industrie Française*, (The public exhibition of products from the French industry) – was held in France in 1798 and the "Great Exhibition of the Works of Industry of All Nations", also known as "first World Expo", was held in London's Hyde Park in 1851. The most recent one, Expo 2015, hosted in Milan, explored the theme "Feeding the Planet, Energy for Life" for six months, demonstrating that urban effects and legacy have evolved.

Other Mega events, such as the FIFA World Cup, Cultural capitals, International Exhibitions...etc can be considered and analysed in the same approach as they can also have a strong impact on urban development.

II.- 2.- Olympic and Paralympic Games, one of the most relevant mega events

Amongst all Mega events, the Olympic and Paralympic Games draw a special attention as they are an event like no other taking into account their impacts on cities.

The latest generation of Olympic Games are studied under the perspective of new paradigms such as urban regeneration. Urban regeneration is considered since the Barcelona Olympics of 1992 as it participated in Barcelona's re-development as a modern city.

The Olympic Games organisation has recently evolved and now includes environmental concerns. In 1991, the Olympic Charter was amended to reflect the importance of environment. As such, candidature questionnaires for cities vying to host the 2002 Winter Games revealed questions related to the protection of the environment. Following the adoption of Agenda 21 Sport for Sustainable Development in 1999, the IOC added environment to sport and culture to form the third pillar of the Olympic Movement.

In order to counter the social opposition due to the negative effect of globalization, the strategy of Mega events is also concerned by social effects; and therefore involving socially-disadvantaged communities in innovative ways to secure their engagement. This strategy is essential to align 'city-building' to the human values of 'Olympism'.

The potential short- and long-term impacts in terms of urban transformation can be considerable. Mega-events can be used as a strategy for urban renewal and regeneration of derelict industrial brownfield sites, new airport capacities, new roads and rail links, housing, and tourist accommodation. This strategy can also contribute to a new image and identity ('symbolic capital') for the host city. — New 'social capital' in the form of new skills and organisations.

Amongst their tangible benefits, mega-events are catalysts for economic transformation, upgrading of urban infrastructure,

strengthening the international image of the city and accelerating the implementation of desired urban policies.

But there are also a number of substantial problems, risks and difficulties for establishing a realistic budget a long time in advance. Public expenditure can be used to subsidise private accumulation (increased local taxes); economic impacts can be transitory; other forms of investment can be postponed or eliminated by staging a mega-event and therefore having a 'crowding out' effect (tourists discouraged from visiting) and gentrification.

Recently, negative effects have been underlined such as the processes of "urbanisation" because the homogenization of the architecture and urbanism that these events leave as a legacy to the city. Frances Muñoz has pointed out that this is "Olympic urbanism".

As Frances Muñoz has said, the future of the urban mega-events of the 21st century need to be guided *in terms of urban innovation and creativity, thus escaping the copy & paste urbanism typical of processes of urbanisation.*²

II.- 3.- Challenges; learning from each other

Last researches and academic studies are focused on future challenges for urban strategies of mega events; and in particular on the importance of thinking the future legacy, tangible and not tangible.

In the report of Urban Investment Network titled *The urban Investment Opportunities of Global Events* we read: *An important observation made in many of the reviews of the impact of global events is that a key variable is the capability of the local actors and managers of securing the optimum impact through focussed and careful alignment of the event and its amenities with the long-term development requirements of the city.*

This workshop is about Mega Events and its impact on the cities and how to make a good urban strategy and it is therefore important to learn from each other.

II.- 4.- Six sub-Themes

The target of this workshop takes into account the general approach of the XII Biennial and its six sub-themes: Cities and the Olympic Games & Mega Events, what benefits for the territories and their populations over the long term?

This general topic includes six sub-thematic areas:

a) Urbanity;

² 6.- Part I.- Introduction. Urbanisation and City Mega-events: From Copy&Paste urbanism to urban creativity. Frances Muñoz. Mega-event Cities: Urban Legacies of Global Sports Events.- Ed Routledge 2016 Valerie Viehoff, Gavin Poynter. –

- b) Social cohesion;
- c) Governance;
- d) Values, identity, image;
- e) Environmental awareness;
- f) Economic competitiveness according with the following general approach

Urbanity:

How can Olympic Games and other Mega events transform urban space? What is impact on the neighbourhoods receiving the equipment, the village? Are the Games an opportunity for urban regeneration? A trigger? On what scale does urbanity change?

Social cohesion:

Do Mega events contribute to social cohesion and how? On what scale? What participation of the inhabitants? In what forms?

Governance:

Which governance for which Olympic Games and other Mega events? What participation of the inhabitants? How to articulate the metropolitan and national dimensions of hosting them? Can Games other Mega events trigger institutional reviews and/or issues?

Image, identity, values:

What values can be bequeathed by Games? What can be the interpenetration of cultural themes? What values to transmit? What collective identity? And other Mega events?

Environment:

How to reconcile Mega Events and specially Games and sustainable cities? What objectives? What methods?

Economy:

What economic spin-offs? Which economic model? What positive externalities are driving the Games and other Mega events?

III.-RULES FOR ADMISSIONS/ABSTRACTS

A) Projects are led by young people aged less than 35 years. In the group at least half of the participants must be under 35 years.

B) Projects can be presented by individual submission or by groups of up to five participants maximum.

C) Maximum number of participants: 25 people

D) Submissions must include names of participants, -short CV- e-mails and current professional situation. Abstracts have to be sent along with submissions.

E) Deadline for submissions:

Submissions must be sent before March, 10th 2017 to be selected. (ignaciopeiman@futurnet.es).

F) Deadline for selection of abstracts:

Submissions will be selected by 15TH March 2017

G) Guidelines for abstracts/submissions:

[author's name; short title abstract; font size Arial 10, 1 page/300 words maximum; with no images; all abstract submissions should be made in electronic form, identifying the software format used (pdf compatible); do not use any footnotes; reference format "Harvard style"; language abstracts should be submitted in English; by submission, organization have all authors' rights and full permission to publish abstracts]

IV.- RULES FOR PAPERS/FINAL PRESENTATION

Papers for Final presentations in Paris will have to meet the following requirements:

Author's name; short title paper; font size Arial 10; max 12 pages plus images and abstract; all projects should be made in electronic form, identifying the software format used (pdf compatible); do not use any footnotes; reference format "Harvard style"; papers should be submitted in English at submission, the organization having all authors' rights and full permission to publish selected communications]

V.- FINANCIAL SUPPORT/GRANTS

V.1.- XII Biennial.

Free admission to the 12th Biennial of European Towns and Town Planners.

V.2 ECTP-CEU grants/ For travelling expenses

Financial support will be given according to the following criteria:

- a) First time participants can receive up to 200 Euros per person.
- b) Second time participants can receive up to 125 Euros per person.
- c) Priority: students and long distance visitors

Deadline for distribution of grants: 20th April 2017

VII.- ECTPCEU Young Planners Workshop Staff

Young Planners workshop

Chair/coordinator: Ignacio Pemán ECTP-CEU
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ECTP-CEU Staff

Dominique Lancrenon: ECTP-CEU Secretary General
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E-book graphic-designer:

José Luis de Miguel Aubán

VI.-WORKSHOP FORMAT

VI.1.1 First Phase. Working online

a) Two audio-meetings are foreseen for comments and questions in order to enrich the final presentations and conclusions.

b) The blog will be the main working tool. Abstracts, papers comments and answers will be uploaded after each presentation.

VI.1.2.- Second phase. Final presentations. Conclusions. June, Paris

The Final papers will be presented in Paris on 27th of June 2017. A follow-up session will be held for conclusions.

VI.1.3.-Third phase

The publication of an e-book is foreseen with selected papers.

VIII.- PHASES

VIII.1.- First Audio-meeting

a) Presentations of abstracts

Abstracts will be shared with all participants so that all groups know what the other groups are proposing to facilitate discussions and suggestions.

Meeting: Audio conference (GoToMeeting system)

Date: 3th April 2017

b) Deadline for sending of comments.

Comments are sent by e-mail in order to enrich Papers.

Date: Up to 15th April 2017

VIII.2.-Second Audio-meeting

a).- Presentation of Papers.

Participants will present the first draft of papers/power point.

Meeting: Audio conference (5-10 minutes per group)

Date: 15th May 2017

b).- Sending of comments and suggestions.

In order to improve the Final papers, participants will send comments or suggestions.

Date: Up to 1st of June 2017

VIII.3.- Presentations at the XII Biennial.

Papers will be presented at the 12th Biennial of European Towns and Town Planners

Meeting: Paris

Date: 27th June 2017

VIII.4.- Publication of an e-book

An e-book will be published with papers selected for publication.

(September-October 2017)

IX.- ANNEX.-

1.- Format/audio-meetings

- The online meeting will be organized by using the “GoToMeeting” system.

- You will receive by e-mail an invitation for the audio meeting at the time and date scheduled.

- “GoToMeeting” program will be automatically installed when you click in the link included in the invitation. If not, in GoToMeeting web site clicking joint invitation button at the top of the screen.

2.- First audiomeeting/ Abstracts presentation

A.- Objectives:

a) Introduction of participants, short presentation of abstracts, index of future Papers.

b) Clear up any doubts about workshop format.

B.- Time: Total time: 1 hour maximum

-Presentations: 5-10 minutes for each presentation

-Comments and questions from other groups after each presentation.

3.- Second audio meeting/Draft of Paper presentations

A.- Objectives:

- a) To explain the draft of Papers and possible conclusions;
- b) Clear up any doubts about the Paris meeting

B.- Time: Total time: 1 hour maximum

-Presentations: 10 minutes maximum for each presentation

-Comments and questions from other groups after each presentation

X.- REFERENCES

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13.- Mega Events and the Urban Economy: What can Olympic Cities learn from each other? Poynter, Gavin (2012): Barcelona : Centre d'Estudis Olímpics (UAB). International Chair in Olympism (IOCUAB).

14.- Creating a Long Term Urban Strategy' World Summit of Olympic Cities, Lausanne Summit 2010, Beijing, October 15-17; post-event report p. 28. Hiller H.

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16.- Olympic Cities: Lessons Learned from Mega-Event Politics. Greg Andranovich, Matthew J. Burbank & Charles H. Heying Published online: 02 Dec 2016

17.- The London Olympics and Urban Development: The Mega-Event City (Regions and Cities). by Gavin Poynter (Editor), Valerie Viehoff (Editor), Yang Li (Editor) Ed. Routledge 2016

January 2017, ECTP-CEU Young Planners Workshop
Ignacio Pemán, ECTP-CEU Chair/ coordinator