



REGENERATION 4 INTEGRATION

co-design spaces and policies for communities

MAZARA DEL VALLO - Sicily, Italy

[Project Playbook](#)

1. ABOUT YOU CIVIC EUROPE 2020 Application Form Your first and last name will be published together with the application. First name* Last name*	Carlo Roccafiorita
Lead organisation name If you do not yet have a registered organisation, please write the name of your initiative or planned organisation here.	Associazione Corda (Periferica)
Lead organisation status* (1) I am applying on behalf of a registered non-profit organisation, e.g. NGO (2) Registration as a non-profit organisation is planned or is already underway (3) I have a really good idea, but will need help to register a non-profit organisation (4) Other	(1) I am applying on behalf of a registered non-profit organisation, e.g. NGO
Lead organisation details Please provide details about your current status, especially if you selected "Other" (max. 200 characters)	Periferica is a non-profit organisation correctly registered in Italy on Oct. 25th 2015
· Lead organisation website · Lead organisation country · Lead organisation city · Lead organisation email · Year of registration	· www.perifericaproject.org · Italy · Mazara del Vallo · info@perifericaproject.org · 2015
2. PARTNERS Please share the names of your partner organisations here. If you don't have any partner organisations, leave the fields empty. You can update these fields any time before the application deadline.	1. Mazara Public Administration 2. Euro-Arab Institute 3. University of Palermo and Tunis 4. Local Cultural Mediators - Informal Group of 15 5. Local Associations 6. Local Commercial Activities
More information Please use this field if you have more than 3 partner organisations or if you want to tell us more about your partnership arrangements. (max. 200 characters)	Each partner will be involved in a process of community development cured and managed by Periferica. PA refers to public spaces, EAI to cultural partner, LCM + LA to enhance local participation and governance.

3. IDEA Idea title* Give your idea a short and meaningful title (max. 50 characters). Idea subtitle (max. 200 characters)	REGENERATION 4 INTEGRATION co-design spaces and policies for communities
Idea pitch* Share a concise and appealing text that makes the reader curious. Summarise your main challenge, objective, target group, approach or activities, and intended impact in 3-5 sentences. (max. 500 characters)	As European frontier, Mazara has always been a tactical point for commercial and cultural exchanges. Migratory phenomena of goods and people who defined the city identity, history and economy, generating a stratigraphy of diversity reflected in the architectural heritage and urban fabric. With Regeneration 4 Integration (R4I) we want to start a process of empowering cultural patterns through the public space transformation as a lever to involve communities and enhance diversity. 4 strategic places of the ancient Mazara Casbah will be reactivated and animated through an inclusive process for inhabitants, creatives, universities, institutions, public decision-makers and associations, co-designing spaces for culture and co-living policies with a bottom-up strategy.
Visualise your idea* Upload a photo or illustration that visually supports or explains your idea. Make sure that you have the property rights to share this picture. You can upload a .jpg, .png or .gif up to 3 MB in size. The image should be in landscape (not portrait) format and have a width of at least 400 pixels.	illustrazione Giulia + schema Carlo
Topic* Choose 1-2 topics that fit to your idea. Your answer to this question does not influence the selection process. It helps to get a better overview of the ideas.	3) Community development 8) Arts and cultural activities
Other Please specify. (max. 250 characters)	Project Pitch + Corporate Profile available at www.perifericaproject.org/Regeneration4Integration Regeneration 4 Integration shorten in “R4I”

4. LOCAL DIMENSION
Where will your project idea take place? *
We are looking for initiatives that will take place outside of the big urban centres that are attuned to polarisation or have a low density of cohesion in society and with few possibilities for engagement. Which region is mainly affected by your project? Please name city, country and/or region e.g. Teleorman, south Romania. (max.100 characters)

Mazara del Vallo, Sicily – Italy.

Qual è la sfida sociale specifica che deve affrontare la regione in cui si basa la tua idea di progetto? *
Raccontaci di più sulla regione in cui si basa la tua idea di progetto e su quali sfide deve affrontare per quanto riguarda la democrazia e la coesione sociale. Quali problemi stai cercando di risolvere? (massimo 800 caratteri)

—

What is the specific societal challenge faced by the region in which your project idea is based? *
Tell us more about the region your project idea is based in and what challenges it faces regarding democracy and societal cohesion. What problem(s) are you trying to solve? (max. 800 characters)

In che modo la tua idea rafforza la democrazia e la cittadinanza attiva a livello locale e comunitario? Si prega di fare riferimento alla sfida descritta. *
Siamo alla ricerca di idee che rafforzino la democrazia e la cittadinanza attiva nelle comunità locali. In che modo la tua idea migliora l'impegno e la partecipazione dei cittadini? (massimo 800 caratteri)

How does your idea strengthen democracy and active citizenship at a local and community level? Please refer to your described challenge. *
We are looking for ideas that strengthen democracy and active citizenship in local communities. How does your idea enhance citizens' engagement and participation? (max. 800 characters)

Making Mazara an intercultural city. Despite its own cultural, ethnic and religious mosaic, in recent years the issue of integration has become divisive and contradictory, also because of the socio-economic crisis of the fishing sector which in the past united the local and Maghreb community in a common productive process. In the city where 10% of the inhabitants are of foreign origin, the poor integration policies have paved the way for right-wing populism which, exploiting the recent migratory phenomenon, has increased social inequalities, generating direct critical issues (low civic participation, polarization political debate), and indirect (social exclusion, racism, poor working dignity). Marginalized places favors emargination: in the periphery of Europe, more Europe is needed.

Shared spaces promote integration, so we want to build communities through the transformation of new gathering spaces. By regenerating 4 key points of the Casbah of Mazara, we will bring together public and private subjects, inhabitants and creatives, local and foreign communities. In a context with few opportunities for exchange, knowledge, information and promotion of diversity, we have developed a program that sees integration as a tool for mutual enhancement of the local, migrant and foreign community. Participatory regeneration will be preceded by a process of analysis, comparison and design through 4 topics (spaces, policies, cultures, co-living) aimed at producing new solutions for a peaceful, pro-active and collaborative coexistence between the communities and the public body.

Per chi lo fai? *
Siamo alla ricerca di idee che provino a coinvolgere prospettive diverse da tutte le voci locali delle comunità, compresi quelli che si sentono esclusi. Descrivi quali gruppi target, beneficiari o destinatari saranno interessati dalla tua idea. Come includerai l'intera gamma di opinioni sulla questione? Prova ad aggiungere alcune figure chiave sui gruppi di persone con cui lavorerai. (massimo 800 caratteri)

—

Who are you doing it for? *
We are looking for ideas that try to engage different perspectives from all local voices of the communities including those who feel excluded. Please describe what target groups, beneficiaries or audiences will be affected by your idea. How will you include the whole range of opinions on the issue? Try to add some key figures about the groups of people you are going to be working with. (max. 800 characters)

Through 4 interaction tools (civic labs, residences, workshops, events) on 4 areas (spaces, policies, culture, co-living) we will reactivate 4 places where communities involve recognizing themselves, associating each space with a specific theme chosen together with the Participants. The shared space becomes an integration platform for the community: local (inhabitants, associations, commercial activities, public administration), resident foreigners (coming from Tunisia, Serbia, Senegal, Somalia, Romania, Morocco, China...), international creative (university students, professionals and European artists). Each community, together with the cultural mediators, will elect their leaders to meet with Periferica and the project partners at all stages of the process.

Come viene incorporata la tua idea a livello locale? *
Come lavorerai con sostenitori, partner e / o alleati locali? Si prega di fare riferimento a reti stabilite che potresti avere o che desideri stabilire e / o possibili sostenitori istituzionali (organi amministrativi, organizzazioni). (massimo 800 caratteri)

—

How is your idea embedded locally? *
How will you be working with local supporters, partners and/or allies? Please refer to established networks you might have or want to establish and/or possible institutional supporters (administrational bodies, organisations). (max. 800 characters)

The project is developed in partnership with the public administration, a cultural research institute, various organizations and operators belonging to the sector of social services and cultural mediation. Periferica will also coordinate an interdisciplinary group made up of architecture, urban sociology, design and communication professionals. The platform, with almost ten years of experience, has built a network of around 4000 subjects in the context of participatory urban regeneration. Each subject has a specific role but aimed at interdisciplinary collaboration on the issues of policies, comparison and public space. Each phase of the project is expected to be monitored by the coordinators. For the meetings, it will be possible to use public spaces or the Periferica community hub.

Cosa distingue la tua idea nella sua dimensione locale e regionale? * Descrivi quale nicchia la tua iniziativa sta riempiendo nella regione e nel contesto specifici che stai descrivendo sopra. (massimo 800 caratteri)

—

What makes your idea stand apart in its local and regional dimension? *
Please describe what niche your initiative is filling in the specific region and context you are describing above. (max. 800 characters)

In Sicily there are no activities linking urban regeneration to cultural integration, which usually takes place in single-purposed and isolated places, where communities live as enclaves. R4I promotes and stimulates interaction around the topic of common spaces, not only between local communities but also with citizens of the European States, through common forums, intercultural dialogue, workshops, stimulating better co-living conditions in urban environments that favour aggregation and shorten distances. Mazara lacks these conditions, and shared action on spaces in an innovative, hybrid and interdisciplinary way, aims to create the basis for moving from co-existing to co-living. Furthermore, despite being a central district, Casbah experiences a condition of marginality.

5. STRADA ALL'IMPATTO E ALLA MOTIVAZIONE Come pensi di arrivarci? * Descrivi i passaggi specifici, gli interventi, i metodi e / o l'approccio che intraprenderai per attuare la tua idea di progetto. (massimo 800 caratteri) 5. ROAD TO IMPACT & MOTIVATION How do you plan to get there? * Please describe the specific steps, interventions, methods and/or approach you will undertake to implement your project idea. (max. 800 characters) Come raggiungerai gli altri e promuoverai la tua idea di progetto? * Attraverso quali azioni, misure o canali raggiungerai i tuoi gruppi target chiave e altri per i quali la tua idea di progetto è rilevante? (massimo 800 caratteri) How will you be reaching out to others and advocating your project idea? * Through what actions, measures or channels will you be reaching out to your key target groups and others to whom your project idea is relevant? (max. 800 characters) Quali sono i risultati previsti? * Se la tua idea è selezionata, cosa sarà diverso tra un anno? Come sarebbe il successo per te? Ripensa alla sfida che il tuo progetto sta affrontando: cosa sarà cambiato, in parte, grazie al tuo progetto? Come viene rafforzata la comunità locale? (massimo 800 caratteri) What are the expected results? * If your idea is selected, what will be different a year from now? What would success look like for you? Think back to the challenge your project is addressing - what will have changed, in part, thanks to your project? How is the local community empowered? (max. 800 characters)	12 months (Jan-Dec 21) • 1) ANALYSIS - SWOT, PEST, NEEDS MAP, DATA (target, context, personas, market...) • 2) PROGRAM - co-design the process with partners and a representative audience; • 3) ENGAGEMENT - brand, promotion and communication strategy; • 4) CIVIC LABS - Topics: spaces, policies, culture, co-living – Format: talks, labs, co-design workshops, roundtables, social food (...); • 5) REGENERATION - Architecture, Urban Design, Communication and Self-Construction workshops with European students and experts in order to transform 4 selected spaces. • 6) EVENTS — co-designed by civic labs (4) , taking place in regenerated spaces (5) • 7) REPORT — outputs, outcomes, goals • 8) FOLLOW UP — spaces will define key points for touristic guided visits during the year inside the ancient Casbah • 9) REPEAT BABY! Periferica is an international platform for urban regeneration, with consolidated audiences and channels tested for years. We have carried out several communication campaigns oriented towards community building, involving hundreds of people around the theme of urban regeneration. We will reach our targets through a dedicated campaign, following a territorial and digital track. The first relies on the capillarity of our partners and stakeholders (public administration, local organizations, commercial activities, associations); the second to the Periferica channels and through the development of targeted engagement strategies (challenges, creative competitions...), as well as the creation of dedicated web interfaces. 20% of the budget will be used for promotion and engagement activities, of which 50% for advertising. 1) + spaces: 4 degraded places regenerated in presidia by-and-for the communities; 2) + bottom-up policies on the issue of integration, co-designed with public decision makers (manifesto); 3) + social, cultural, economic relations; 4) + quantity and quality of the debate around the theme of co-living; 5) + protagonism of the communities in the political choices; 6) + local and international reputation. We would like to open a new chapter that talks about real integration, after pages of social and occupational segregation. Mazara as a plurality of peaceful, connected, integrated, collaborative communities. The impact will be measured through participants data, where we will investigate how much the process has improved their quality of life, relationships, work, expectations.
---	--

Come garantirai la sostenibilità della tua iniziativa? * Quali azioni o passi successivi farai per garantire che la tua iniziativa continui oltre il finanziamento del progetto? — How will you ensure the sustainability of your initiative? * What actions or next steps will you take in order to ensure that your initiative continues beyond the project funding?	Civic Europe will help us to start a process of valorisation of spaces and communities that we imagine to repeat annually, through a format adaptable to budgets and variable goals, widening our target audience and pivoting on the creative community of Periferica and a solid collaboration with the public administration. Incomes: 1. education (civic labs, workshops, summer school) 30% 2. spaces - rent spaces for sale during events 20% 3. cultural program (events and activities) 20% 4. PA, sponsors, partners 30% 5. tourist-cultural offer (experiences) during the year + 30% the first edition serves to invest in particular in the areas, together with the sponsors of tools and materials that we have already involved in previous years (Linvea, Leroy Merlin, Bricoman, Carhartt).
In che modo la tua iniziativa contribuisce a rafforzare la democrazia in Europa? * Per favore, condividi come la tua idea si collega al quadro più ampio e rafforza la democrazia in Europa. (massimo 800 caratteri) — How does your initiative contribute to strengthening democracy in Europe? * Please share how your idea relates to the bigger picture and strengthens democracy in Europe. (max. 800 characters)	As Europeans, we believe in sharing. In Greek poleis as well as in smart cities, democracy needs suitable meeting places where communities can reflect themselves. The phenomenon of migration reminds us of the value of mobility between countries as a tool for cultural connection and enhancement, therefore the program foresees the involvement of over one hundred European students who will come to Mazara to plan and actively transform the selected places together with the local communities, in a gradual co-design of spaces and policies. The process - which stimulates cooperation and empowers the most marginal subjects - can be replicated and adapted in other cities with similar characteristics, challenges and goals. Individuals and growing communities: both will believe in Europe.
Perché sei la persona giusta per rispondere a questa sfida? * Siamo alla ricerca di persone che conoscano la comunità e la regione con cui stanno lavorando, sebbene possano essere valide tutte le persone con un solido background. Presenta il tuo team di progetto e sintetizza brevemente la loro esperienza e abilità. Raccontaci come sei collegato alla regione in cui si svolgerà la tua idea e come fai a conoscere le specificità del tuo paesaggio civico. (massimo 800 caratteri). — Why are you the right people for responding to this challenge? * We are looking for people that know the community and region they are working with, although everybody with a solid background can apply. Please introduce your project team and briefly summarise their experience and skills. Tell us how you are connected to the region your idea will take place in and how do you know about a specificities of its civic landscape. (max. 800 characters).	Interdisciplinary team of architects, design and creatives. Periferica is a leading organization in the conception, development and management of urban regeneration processes. Since 2013 we have been carrying out analysis, design and intervention processes on peripheral neighbourhoods, mixing local communities with creatives from all over the world and creating participatory sites that transform abandoned areas into meeting places. In Mazara we manage a cultural park with community hub and a museum in a regenerated space. We have won several urban regeneration, cultural planning and social design awards. for R4I there are 3 senior figures with expertise in architectural design, cultural management and artistic curation, in collaboration with the partners and organizations identified.
Perché questa idea è importante per te? * Cosa ti motiva a dar vita a questa idea? Qual è la tua connessione e missione dietro idea? (massimo 800 caratteri) — Why is this idea important to you? *	As citizens, we deeply want our city - where we were born and returned after studies - to become a place where we can build a safe, peaceful and supportive future. This is only possible by increasing civic consciousness. As professionals, we want to bring attention to the issue of public space management and community empowerment, shifting

6. FINANCES

Total budget*

Please indicate your overall budget. The total budget may (but does not have to) include the applicant's own contribution and/or external sources of funding.

50.000 CIVIC EUROPE
20.000 WORKSHOPS FEE
10.000 SPONSOR
10.000 PUBLIC ADMINISTRATION

Funding requested from Civic Europe*

Funding requested from Civic Europe can range from 1 to 50,000 EUR. Depending on your planning, the amount entered here can be the same as the "total budget" figure entered above.

Major expenses*

What are the major expenses you foresee for the implementation of your idea? Please share a rough estimate by cost category (e.g. office expenses 1000 EUR, travel and accommodation costs 3000 EUR, public relations 2000 EUR, personnel costs etc.)

→ 1 MANAGEMENT - EUR 10.000
HR - 1 Project Manager EUR 4.000
HR - 2 Monitoring + Evaluation - EUR 6.000

→ 2 ACTIVITIES - 15.000 €
Civic Labs 4 labs - 4 experts - 4.000 €
Workshop 4 labs - 4 experts - 4.000 €
Residencies 4 artists 2.000 €
Events up to 20 5.000 €

→ 3 RESOURCES + MATERIALS 17.000 €
→ 4 MOBILITY 2.000 €
→ 5 ADMINISTRATION 1000,00 €
→ 6 COMMUNICATION, PROMOTION, WEBSITE 5000,00 €

Duration of idea (number of months) *

How many months will it take to implement your idea?

12

1	MANAGEMENT			
	HR	Project Manager	1	4.000 €
	HR	Monitoring + Evaluation	2	6.000 €
	TOTAL (1)			10.000 €
2	ACTIVITIES			
	Civic Labs	4 labs - 4 experts		4.000 €
	Workshop	4 labs - 4 experts		4.000 €
	Residencies	4 artists		2.000 €
	Events	up to 20		5.000 €
	TOTAL (2)			15.000 €
3	RESOURCES + MATERIALS			17.000 €
4	MOBILITY			2.000 €
5	ADMINISTRATION			1000,00 €
6	COMMUNICATION, PROMOTION, WEBSITE			5000,00 €
	TOTALE COSTI PROGETTO			50000,00 €

7. NETWORK & COMMUNITY

How will you contribute to and benefit from the Civic Europe network? *

Winning projects meet at least one time per year in network meetings and receive mentoring and support from the Civic Europe team. Tell us about your expectations. Think about your skills, resources, networks and partners when describing what you could offer and what you would like to take away. (max. 800 characters)

We need unicorns to share magic.
We perceived Civic Europe as an opportunity to develop new skills and empower our organisation, making new contacts and sharing our experience and know-hows in the field of urban regeneration, social innovation, entrepreneurship, cultural management. Periferica has growth through years thanks to international cooperations. We believe in continuous change and improvement, so we think about the idea of being part of an international network with great enthusiasm. With us, will bring stories of collaborations, tales from the borders, struggles and some Sicilian recipes. As experienced, mentorship programs are always more than expected!

674

Please add your team members here.

Here you can insert the email addresses of up to 5 team members. They will receive an email inviting them to register on the Civic Europe website. After registering they will appear with their user name on your idea page and will be able to edit your idea.

carlo@perifericaproject.org
paola@perifericaproject.org
giulia@perifericaproject.org

Reach out – get feedback, ideas and inspiration from the Civic Europe online community!

What kind of advice, comments or feedback would you like to receive about your idea from others on the platform? (max. 300 characters)

We will appreciate everything could be useful to improve our idea and our approach in general. Every advice, comment or feedback is welcome!



REGENERATION 4 INTEGRATION
co-design spaces and policies for communities

People
Social Groups
#COMMUNITIES

Places
Historic Casbah
#REGENERATION

Process
The Program
#TOOLS

Themes
The Voices
#DEBATES

Outputs
The Results
#IMPACT

Timeline
The Steps
#STRATEGY