



MARSHAL
OF THE POMORSKIE VOIVODESHIP

Gdańsk, 13.11.2020

Dear Sir, Madam

I am writing to you on behalf of the Urban Cultural Planning project wishing to invite you to the project conference to be held on November 19-21, 2020 in virtual reality.

*When describing the project we write **We want to use culture and creativity to make living better in the neighbourhoods, in cities or in rural areas in the Baltic Sea Region. The main objective of the Urban Cultural Planning project is to advance the capacity of public authorities in the Baltic Sea Region (BSR) and local NGOs and associations to collaborate on citizen driven cultural planning. The project is a cross border partnership of 14 Project Partners and 36 Associated Organizations in 8 countries.***

The conference is constructed within four thematic blocks:

- **CITIES AND CITIZENSHIP:** Presenting models to reinterpret new challenges and the possibilities of participatory decision making, participatory budgeting, participatory visioning. How do inclusive models for participation offer novel ways to engage citizens in their communities? Keynote by Christelle Lahoud, UN Habitat and Marcin Gerwin, PhD, activist and specialist in deliberative democracy;
- **BUILDING COMMUNITIES AND NEIGHBORHOODS:** Reflecting on engaging, identifying cultural planning as a force in urban capacity building and empowering communities. How can we change places through 'the local' as the focus? Keynote by Lia Ghilardi, international expert in Cultural Planning;
- **DIRECT PARTICIPATION THROUGH ARTS AND CULTURE:** Exploring how cities can include activism/activism, youth, and alternative strategies from civil society. How should cultural practices and the arts transform and stimulate direct engagement within cities and neighbourhoods? Keynote by Rebecca Rouse;

- **DIRECT PARTICIPATION THROUGH GAMIFICATION:** Illustrating how Urban Gamification and elements of playfulness within urban environment can offer strategic cultural interventions in city planning. How can we use games, gamification and forms of directed play to engage citizens and key communities in urban planning? Keynote by Mattia Thibault, PhD, Expert in Urban Gamification.

We, in the project partnership, believe that, especially given the challenges of the current times, we need to use all the possible methods to encourage all the citizen groups to be as active as possible when influencing how and where they live. Citizens of all age, including the disadvantage groups, have to feel they are actors of change and thus make them take things in their hands. We are also aware that broadly understood culture and cultural activism can be a very efficient tool in that process uniting us all for the common purpose and positive debate. What is more, for us all to be successful, we - the regional, local and national authorities, universities, urbanists, architects, activists, etc - have to try to get out of our comfort zones and silos and cooperate across levels and sectors.


I believe that the conference will help us understand the processes better and make us open to use the cultural planning method as innovative social tool of positive change.

To learn more about the UrbCultural Project, the conference itself and to register for the event please refer to the project webpage <https://urbcultural.eu>.

Should you need additional information please feel free to contact Ms Krystyna Wróblewska – head of the Baltic Sea Cooperation Bureau in the Pomorskie Marshal's Office k.wroblewska@pomorskie.eu.

We would also appreciate if you were so kind as to spread information about the project and the conference.

Sincerely yours,



Mieczysław Struk

Marshal

of the Pomorskie Voivodeship