

# CHECKLIST FOR EFFECTIVE PLACEMAKING PROJECTS

1. Identify the key locations and topics from your analysis, stakeholder conversations, co-design process and future vision. Where do a lot of different local interests seem to come together? These can be both positive (opportunities) or negative (irritations) and both concrete and urgent or more long-term and abstract.

2. Make an inventory per issue/project what you need to tackle them. List all external dependencies, like permits, zoning law changes, investments, political buy-in, stakeholder support or adoption by future target groups. Define for which projects you may aim to directly fix all these dependencies and go for the big result at once and; for which ones the threshold may be too high. For those you may want to design a more tactical trajectory with smaller and lighter sub-projects to step by step fix all conditions (and build the appetite for joining in) and reach your bigger goals. Keep in mind the layer and spark strategy from the videos here for inspiration.

3. Some concrete and urgent topics can provide low-hanging fruit to organise collectivity around and get into action straightaway. What can be your very first real actions to address these topics to the targeted stakeholders in an attractive way? You don't necessarily have to engage everybody in every topic at once. Maybe you first focus on one group and bring in others later. Remember you are in here for the long run which allows you to build up your projects over time.

4. Can you translate the more abstract and long-term topics into something very concrete and actionable? You probably need to back-cast profoundly here, bringing the big topic into the here and now and making it very real and tangible. Perhaps you need to shake things up first, create a buzz, make people rethink their environment and trigger their appetite for change and for more active engagement.

6. Work with existing local initiatives and artists where possible. This does not mean your first actions need to be co-productions, you may actually want to keep them very small and neutral at first, but your food, drinks and performances can all be local. You want to build a local community after all.

7. Keep your first actions very light and 'no-threshold'. Don't expect people to join in and invest substantially when they don't know you or when they haven't seen any real results yet. The success of the first actions should not depend on high engagement rates. Besides, they should not depend on big agreements, permits and budgets from your internal organisation or other stakeholders. Go first and then increase commitment for the next one – and the next one.

8. Use your small actions not only for physical change but also for building relations, validating assumptions and testing collaboration. Every short conversation tells you something about how people perceive the area and every visitor is a potential future partner. Process all input in your database. Also collect contact details, so you can connect on social media and send newsletters and invitations for future events, also asking people to bring their friends or colleagues then.

9. Document every action well. High quality photographs help to build a strong archive for the whole project showing all tangible progress. You can share these photos online with the local community, in presentations for decisionmakers (who may not feel tempted to join your first action but do have a strong interest in a positive buzz in the area). And you can share them with the press.

10. Follow up properly. Placemaking, tactical urbanism and prototyping are a means, not a goal. The idea is to get something bigger in motion but then you have to follow up adequately with next steps. Painting pavement does not automatically lead to a road becoming a park. You need to organise the complete trajectory here, both to get it realised and also to keep it maintained well.