



## WIKIBUILDING TOWN PLANNING BY UFO

### COLLABORATIVE METHOD BASED ON THE UNLIMITED CITIES PRO DIGITAL TOOL

*Wikibuilding town planning offers cities the opportunity to lay the foundations for open and constructive dialogue with inhabitants, by sharing a common vocabulary, in addition to guaranteeing a better understanding of their customs, needs and relations with the territory.*

**Location:** *In the Eastern and Northern districts of Saint-Nazaire*

**Date:** *March to July 2016*

#### INNOVATIONS

- ▶ The method has several phases. It starts with focus groups of 20 people who jointly create the content for mediation, during which over 1,000 people will be consulted and will have their views taken into consideration for analysis.
- ▶ The method is based on Unlimited Cities PRO, an application developed for digital tablets, used to go and meet people of all generations and all levels of education on the streets, to create inclusive projects.
- ▶ Participation and trust from civil society is aided by the user-friendly nature of the software, which uses augmented reality, open data and real-time access to the consultation results.

#### STAKEHOLDERS

- ▶ **Backers:**
  - The Saint-Nazaire town planning agency ADDRN
  - The City of Saint-Nazaire
  - The local authority landlord Silène
- ▶ **Designer of the method:**
  - UFO civic tech company
- ▶ **Developer of the digital tool:**
  - UFO civic tech company
- ▶ **Deployment and follow-up of the method:**
  - UFO and the town planning agency ADDRN, with mediators and inhabitants of Saint-Nazaire

#### KEY FIGURES

- 829 mixes and comments collected in 3 weeks
- 1,600 people consulted and educated on the approach
- 20,725 pieces of data from the consultation are available to all via Open Data

## HIGHLIGHTS OF THE APPROACH

- **1. Meetings:** The project leaders are launching initial action to initiate meetings between the various stakeholders: civil society, elected representatives, town planning departments and designers.
- **2. Co-design workshops and collection of imaginary developments:** Workshops involving inhabitants, professionals and town planning departments are organised to prepare all the variations proposed by the application during the mediation.
- **3. Mediation:** Mediators with touch-screen tablets stroll around the districts and allow passers-by to experiment with the Unlimited Cities application dedicated to the site. Energy is created between the users and the passers-by. This mediation time encourages the involvement of lots of members of the public who do not often attend the consultations.
- **4. Feedback:** A feedback document containing both the qualitative and quantitative data from the mediation is submitted to project management.



## RESULTS

- /// **Benefits and awareness-raising in great numbers** for people and organisations who are usually difficult to contact and become precious resources for the dynamics of future projects.
- /// **Planning enhanced** by ideas, the expression of requirements and the responses from civil society and the stakeholders.
- /// Analysing the results of the mediation **enlightens decision-making** on policy and enhances projects based on collaborative work led with the inhabitants.
- /// Preparation and facilitation of **procedures further to participation from civil society** in urban and social transformations of the territory.



## FINANCIAL ASPECTS OF THE OPERATION

### /// Costs of implementing the method

From €50,000 (not inclusive of tax) to €150,000 (not inclusive of tax) depending on the number of districts (cost includes the software license)