CIVIC ENGAGEMENT 3.0 IN URBAN PLANNING
The civil society has changed

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The concept of civic engagement and the underlying way of thinking must be updated

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Application of the revised concept in urban planning
THE CIVIL SOCIETY HAS CHANGED

- **Digitalization** has brought people multiple opportunities to start developing their societies directly by themselves
  - Internet + social media ➔ actor networks
- Collaborative consumption, sharing
- Ecological turn: recycling, circular economy
- Bottom-up infrastructure
- Start-up spirit, social and ethical entrepreneurship
- Disappointment with politics ➔ direct action
ACTIVISM ON THE RISE

• From resident and consumer to multiple roles: service provider, community manager, platform manager, mediator, funder, co-creator, developer, civic designer/planner, hacktivist...

• Self-organized peer networks, usually non-hierarchical (at least in principle)
CIVIC ACTIVISM ON URBAN PLANNING

- Social media YIMBY groups – suggestions, discussion, argumentation
- Alternative planning studies and plans – including engagement of peers
- Hacktivism – creative use of data for apps, visualizations
Based on our research the group has:

- Changed the planning context by making urbanism a phenomenon
- Helped the city planning department in implementing densification
- Enriched the planning discussion and widened the knowledge base
- Presented a new model for political action
URBAN HELSINKI: PROPOSALS FOR HERNESAARI

http://www.urbanhelsinki.fi/project/hernesaari/
THREE VISIONS

• Relationship between citizens and the government is changing
  • Citizens take tasks the government has traditionally taken care of

• Markets and the economy are changing
  • Sharing/civic/platform economy: production and distribution of goods and services are changing
  • P2P services, co-owning, crowdfunding, alternative currencies…

• Power relations and the structure of the society are changing
  • Co-governance, shared regulation
  • Government as a partner, facilitator, or one who stays away
(URBAN) CIVIC ACTIVISM

• Self-organized, proactive and constructive co-action, typically outside of formal NGOs

• Primarily DIY-action instead of orienting towards decision making system or political engagement
  – ’Let’s just do it!’ attitude (Pulkkinen 2014)

• Based on networking in social media and internet solutions

• People-driven bottom-up urbanism; takes place in urban space or is related to cities and urban life
PROJECT: CIVIC ACTIVISM AS RESOURCE FOR THE METROPOLIS

• University of Helsinki, Department of Social Research 2015–2017

• How does civic activism contribute to the development of cities? How could cities and state organizations utilise and support it?

• Focus on ecological sustainability, local innovations, local communities and civic engagement

• Advocative action research: working together with activists and authorities by identifying and solving their problems

• Partners: Cities of Helsinki, Espoo, Vantaa, and Lahti; Ministries of Environment, Finance, and Justice; The Association of Finnish Local and Regional Authorities, The Housing Finance and Development Centre of Finland, Finnish Environment Institute

CLASSIFYING CIVIC ACTIVISM

Activisms can be characterized as having qualities from one or more of the following five themes/classes:

Services of **sharing/civic/platform economy**
- P2P commerce, alternative food networks, peer renting, time banking, other P2P services

Activism focused on **community**
- Open events, local movements, social support, improving public services, ecological movements

Shaping **urban space**
- Urban planning groups, squatting, opening and shaping buildings or spaces, artivism

Activism developing the use of **technology**
- Hacktivism (civic apps, improving data systems and datasets...), developing information society (enhancing openness, digital currencies...)

Activism **supporting** other activisms
- Innovation and mediator communities, developing tools for activism, communication encouraging activism (subvertising...)
Sharing economy

Community

Innovation and mediator communities

Improving public services

Ecological movements

Communication encouraging activism

Urban planning groups

Social support

Open events

Local movements

Squatting, opening, shaping spaces

Urban space

Support

P2P commerce etc.

Alternative food networks etc.

Social support

Developing Information society

Hacktivism

Technology

Developing tools for activism

Mäenpää et al, forthcoming

Green: activism types that especially can make sense for enhancing ecological sustainability
A SYSTEM LEVEL VIEW: RISE OF THE 4TH SECTOR

• NGOs (the third sector) still important, but nowadays much of all civic action organized in other ways
• The non-NGO-based civic actors worth recognizing as the fourth sector
• But any actor can have fourth sector type of action
• Increase of fourth sector type of action can be seen as supplementing democracy with do-ocracy

Do-ocracy: if you have an idea, you do it

https://communitywiki.org/wiki/DoOcracy
CITIZENS

FOURTH SECTOR
- activism arises
  - e.g. social media group, meet-up, practice, project, cooperative

THIRD SECTOR
- influencing goals and practices, using an NGO for applying for funding, establishing a new NGO, competing on agency

PUBLIC SECTOR
- asking for information, applying for permits and grants, influencing and challenging ways to act

PRIVATE SECTOR
- being a customer, establishing a start-up, micro or social enterprise, influencing markets
<table>
<thead>
<tr>
<th>Stereotypes of civic action</th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Traditional NGO type:</strong></td>
<td><strong>New activism type:</strong></td>
</tr>
<tr>
<td>3rd sector</td>
<td>4th sector</td>
</tr>
<tr>
<td>Organization: NGO</td>
<td>Organization: for example social media group only</td>
</tr>
<tr>
<td>Social media as extra</td>
<td>Social media essential</td>
</tr>
<tr>
<td>Influencing: through official planning and decision-making</td>
<td>Influencing: hacker attitude</td>
</tr>
<tr>
<td>Meetings, statements</td>
<td>Events, action, DIY</td>
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<tr>
<td>Power to influence</td>
<td>Sense of community</td>
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<tr>
<td>Partnership with city</td>
<td>Networking, enterprises etc.</td>
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<tr>
<td>Representativeness</td>
<td>Openness, sharing</td>
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<tr>
<td>Continuity</td>
<td>Visibility</td>
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<tr>
<td>Promotion of interests</td>
<td>Momentariness</td>
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<tr>
<td>Controlled development</td>
<td>Creation of new</td>
</tr>
<tr>
<td>Also counteraction, NIMBY</td>
<td>Proactivity, YIMBY</td>
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CIVIC ENGAGEMENT

Traditional thinking
To feel engaged with the society, citizens must above all have opportunities to influence the official planning and political decision-making by the government.

Civic engagement rethought
Feeling of engagement can be effectively created in multiple processes. Opportunities to influence the official planning and decision-making are still important for many, but engagement can also arise when people help each other, provide services, contribute to their community, even fund local projects, and so on. Actions of civic activists create preconditions for the less active to feel engaged as well.

Faehnle et al. 2017
THREE PHASES OF CIVIC ENGAGEMENT

1.0 Governance started
   • The government starts supporting civic engagement by organizing participation opportunities.
   • Opportunities for good results from participation arise.

2.0 Participation increased
   • More participation opportunities organized.
   • Increased participation first widens opportunities for good results.
   • “Overflow”: participation fatigue, dissatisfaction. Use of government’s resources questioned.

3.0 Quality and effectiveness increased
   • Relation between the government and citizens rethought.
   • Citizens’ action potentials and ways to support engagement understood more widely.
   • Focus on quality and effectiveness of the government’s (collaborative) activities.
   • Opportunities for better management of resources.

Faehnle et al. 2017
TOWARDS 3.0 – FINLAND

[draft illustration removed from the web version]
SUPPORTING ALTERNATIVE PLANNING

**Timing**: make the planning task and the basic data open immediately and announce it in social media!

**Guidance**: design the process of handling and using alternative plans and give guidance for the officials concerned

**Common goal**: defining alternative planning and its role

’S’Support packages’ to balance opportunities for diverse citizens to co-planning

**Give reward**: show appreciation for citizen planners e.g. in city media. Tell how their activism made sense!

Notice alternative plans as **worth more** than ’one of the many individual views’ – take them to the planning board!
SUPPORTING (H)ACKTIVISM

• Create welcoming feeling: open data, accessible formats
• ’Dogfooding’: use the data you published, show it’s valuable
• Make it visible that inputs and feedback are welcome
• Be responsive
• Share codes: open source software
• Appoint someone inside the government to act as the chief liaison for a particular activist group

Headd 2016
Solutions enabling the rise, continuation and spreading of civic activisms

City as a community
- Shaking the thinking about governing
- Welcoming, allowing atmosphere
- Experiments as the way to go

Meeting practices
- Activist officials as advocates for citizens
- 'One point’ service as criterion for officials’ work and rewards
- Social media as officials’ tool

Crowdsourcing democracy
- New words for meeting with citizens
- Initiatives and DIY action as common good
- Participatory budgeting + crowdfunding + grants = common resourcing

Sharing economy
- Extend Varaamo service to private spaces
- Library as builder of sharing networks
- Co-working spaces as support network for gig workers

Activism antenna
- Social media groups as data-analyzed virtual city
- Crowdsourced mapping of resources and evaluation of their governing

Governing of self-organizing city

Mäenpää & Faehnle 2017
STAIRS TO HYBRID GOVERNING

AKTIVISMIEN JA HALLINNON SUHDE

Aktivismien kestävä hyödyntäminen vakiintunut ja kehittyvä osa hallinnon toimintaa, käytössä portaiden ylimmätkin tasot
Aktivismien ja hallinnon suhteen kehittäminen pitkäjänteisesti
Yleistynyt aktivismien tunnistaminen ja hyödyntäminen
Aktivismien tunnistaminen tavoitteissa, voimavarojen hyvän hyödyntämisen aktiivinen tavoittelu
Aktivismien ja voimavarojen tunnistaminen ja hyödyntäminen satunnaisesti
Aktivismit huomiotta

YHTEISTOIMINNAN TASOT

1 Aktivismo omillaan
2 Aktivismo tietolähteenä
3 Aktiivinen tiedottaminen erityisesti aktivisteille
4 Vuoropuhelu aktivisin ja hallinnon välillä
5 Hallinnon tuki aktivismille
6 Hanketyypin yhteistyö
7 Jatkuva yhteistoiminta
8 Yhdistetty toimintajärjestelmä
HYBRID GOVERNING – URBAN PLANNING

1. Vaihtoehtosuunnitelmiin ei varauduta
2. Suunniteluaktivistien someryhmien seuranta
3. Tiedottaminen suunnittelun lähtöaineistoista
4. Viranhaltijat keskustelevat aktivistien someryhumissä
5. Vaihtoehtosuunnittelun tukipalvelut
6. Suunnittelualanvainoistojen yhteistuotanto
7. Vaihtoehtosuunnitelmamat lautakuntaan
8. Avoimet yhteis-suunnitteluhankkeet

Mäenpää & Faehnle 2017
CIVIC ENGAGEMENT 3.0
IN THE CONTEXT OF URBAN PLANNING – KEY POINTS

• Respect and use citizens as resource.
• Make civic activists feel welcome. Remember openness!
• Manage quality and efficiency of interaction and collaborative activities - long term. How does a planning process influence the collaboration capacity in the future?
• Notice the multiple roles of people and the related resources, in all stages of planning, and also in participation and evaluation plan (PAP).
• Inform citizens about the planning task immediately when possible, before PAP.
• Alternative plan is more than an individual view!
• Understand other people. Be human!
CIVIC ACTIVISM – INFORMATION BANK

- Helps find ways to act so that the resources of citizens can benefit the community in a fair and sustainable way.
- Knowledge, tools, ideas, visions to support above all public authorities, and also civic actors in their actions for urban development.

- To be launched in June 2017.
- Comments and suggestions welcome!
FURTHER READING – THE CIVIC ACTIVISM PROJECT

In Finnish

Forthcoming in English

Forthcoming in Finnish
Tulosraportti Helsingin seudun suunnat -julkaisussa 2017.
Kaksi lukua kirjassa Jakamistalous (työnimi) (työryhmä Harmaala, Toivola, Nylund, Faehnle ja Mäenpää)
Practical guidance

Headd, M. 2016. How to talk to civic hackers: Strategies for engagement

Participation Compass
http://participationcompass.org/planning/index

Research


WELCOME ON BOARD!

kaupunkiaktivismi.wordpress.com/in-english

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#kaupunkiaktivismi

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THANK YOU!