# Four years of Co-creation with stakeholders: What did we learn about its added value in Urban Planning? Insights from CLEVER Cities Milan three Urban Living Labs.

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#### Abstract

Since 2018, the Horizon 2020 project CLEVER Cities has been promoting an inclusive co-creation pathway in order to support urban greening regeneration strategies towards a more participatory approach and the achievement of shared governance routines in local decision-making processes. Throughout the development of the methodological framework of the project, a special attention was given to social inclusivity and engagement of different stakeholders: public and local governments, the private sector, academia, and citizens.

Supported by the four years long evidence-based experience from the Milanese urban context and three different Urban Living Labs (ULLs), this research article develops a further understanding for the shared governance processes within co-creation processes with consideration to citizen participation and its collateral added values in urban planning methods and practice. The project since its' initiation has also proven multiple added values in adopting Nature-based Solutions (NBS) within public participation processes and raising awareness about their evident environmental benefits as well as collaborative governance, spatial and financial challenges.

Based on a social monitoring methodology during the pre-greening phase, an in-depth understanding is further elaborated about the shared governance mechanisms and mainstreaming challenges of adopting NBS in the areas of interventions. Through an ex-ante verification of NBS ownership, stakeholder engagement, challenges of mainstreaming NBS co-creation in urban planning policies, this article sheds the light on the co-creation pathways added values in medium-long term urban regeneration processes.

### Keywords: co-creation, nature-based solutions, collaborative urban design

### 1| Introduction. Why to use co-creation in urban planning and especially for urban greening? 1.1| What is co-creation – in relation to urban planning, a possible definition.

Co-creation approaches have been gaining attention in the urban planning field within the last years by emphasizing the important role of citizen engagement in the decision-making and policy shaping throughout the longer-term urban regeneration processes (Barquet et al., 2022; Mahmoud et al., 2022; Mahmoud & Morello, 2021). However, little has been measured about its added value in urban planning processes, especially on the assessment criteria on the possible implications from co-creation processes in real case-study applications in cities (Ramírez-Agudelo et al., 2022; Sowińska-Świerkosz & García, 2021).

In this research article we aim to evaluate the adoption of a complete co-creation approach (Mahmoud & Morello, 2018) on the implementation of Nature-based solutions (NBS) from the experience of the municipality of Milan as part of the CLEVER Cities – H2020 project, see also (Mahmoud & Morello, 2020). In particular, the delivery of urban NBS benefits from the implementation of co-creation approaches in two ways based on the relevance that nature plays for people:

Firstly, nature is a quintessential element for people; ancestral sense of survival linked to the provision of food and resources; more in general, health and psycho-physiological need to have contact to nature (Labib et al., 2020); as well as cultural and spiritual significance of nature based on the latest IUCN¹ publication (Verschuuren et al., 2021), see also (Xiang et al., 2020). Secondly, nature requires care, is a living and growing feature; hence, people develop a strong sense of belonging and ownership to the places where they live with nature (Bayulken et al., 2021; Nesshöver et al., 2017).

### 1.2 | Challenges to implement co-creation in urban planning and longer-term urban regeneration.

In dense urban environments, we have partly lost this strong relationship to nature and the possibility of being actively engaged with nature, not limiting to merely having access to and enjoying it; but emphasizing on the possibilities to design urban nature as well as participating to the co-management and co-monitoring of health and growth of urban nature. In that sense, urban regeneration processes related to citizens

<sup>&</sup>lt;sup>1</sup> International Union for Conservation of Nature, see <a href="https://www.iucn.org/">https://www.iucn.org/</a>

engagement as well as greening measures in specific, are recognized to be challenging to manage and adopt due to its complexity and place-based contexts variability to change (Hanson et al., 2020; Kabisch et al., 2022). Having recognized the importance of shared governance approaches towards implementing urban green strategies, and by applying the citizens-oriented regeneration approach to achieve better results in green stewardship is a main challenge (Kiss et al., 2022). Therefore, co-creation approaches offer a possible solution to people for re-establishing deeper attachment to the urban natural capital.

On one hand, implementing co-creation is purely a shared governance<sup>2</sup> challenge that needs an integrative framework for collaborative context to flourish (Emerson & Nabatchi, 2015; Mahmoud & Morello, 2021). On the other hand, urban transformations of long-term commitments in cities need a spatial ground in order to allow an evidence-based experimentation for success or failures, and sustainability of results (Kabisch et al., 2018), in this case what is scientifically and commonly considered Urban Living Labs (ULLs), see also (Bulkeley et al., 2016; Chronéer et al., 2019; Menny et al., 2018; Puerari et al., 2018).

From the latest research streams on co-creation processes, either specifically on NBS (Herrmann-Pillath et al., 2022; Moniz et al., 2022), or generally on creating a collaborative context for facilitating an embedded shared governance process with citizens in urban regeneration projects (Grace et al., 2020); several attempts have been promising to create a possible "unified" co-creation methodology. Nonetheless, due to its nature to be variable with its spatial context and financial-social-governance constraints in ULLs, as well as its necessity to be rather flexible to allow co-creation to absorb stakeholders input at any time of the process, we could conclude that there is no "one-size fits all" on such a concept, see (Mahmoud, Morello, Ludlow, et al., 2021, p. 15). The crucial issue for co-creative approaches turns out to be developing longer-term trust and reliable networks of collaboration between stakeholders to necessarily "walk the talk" (Kabisch et al., 2019). Furthermore, because of this challenge, there is a pressing need for research on added values for co-creation approaches and processes that evaluate and support the reflection on its measurable added value in urban transformation. Hence, the research question we pose is: is a comprehensive and unique representation of shared governance mechanisms possible, having in mind the complexity of NBS, in terms of types, spatial scales and temporal implementation?

### $2\,|\,$ Methodological approach: Embedding co-creation in urban greening regeneration processes: the experience of Milan

In the following part of this research article, we introduce the methodological approach that was adopted in the CLEVER Cities³ project towards accentuating a flexible collaborative context (co-creation process) in specific ULLs as a spatial context. CLEVER Cities has developed its own co-creation methodology towards emphasizing an inclusive approach for more vulnerable populations in larger urban regeneration processes. The framework is based on a complete co-creation with a set-out procedure in 5 phases and 16 steps: Urban Innovation Partnership establishment (UIP), co-design, co-implementation, co-management, co-development (Morello et al., 2018). The implemented co-creation pathway by the project Frontrunners cities is intended to be flexible and adaptable to multiple spatial contexts, multi-actors, multi-temporal of the processes as well as allowing a multi-level of stakeholders' engagement within the same ULL intervention, see more on (Mahmoud, Morello, Ludlow, et al., 2021). In CLEVER Cities, the ULLs are hence considered CLEVER Actions Labs (CALs), whereas the Spatial context takes place. Another CLEVER Cities concept was established to allocate the collaborative context layout, which is the Urban Innovation Partnership (UIP) whereas the alliance between local stakeholders in form of public-private partnership (PPP) takes place. These two main concepts are the fertile grounds whereas the co-creation activities and dynamics take place.

However, the success of co-creation process after four years of experimentation needed another layer of validation in the initial methodological approach previously established with the co-creation guidance<sup>4</sup>. In the next part, we discuss which added values emerged from implementing co-creation approaches within a collaborative context and a spatial context as in the Milan case study, these two dimensions help identify a possible assessment framework for embedding co-creation in ULLs. The application case study from Milan enhanced both the realization of the complete co-creation pathway on one hand, as well as allowing a possible assessment framework for the mechanism of shared governance implementation within the ULLs, see Figure 1.

<sup>&</sup>lt;sup>2</sup> In this article the shared governance definition is based on IUCN guidance, see Verschuuren, B., Mallarach, J., Bernbaum, E., Spoon, J., Brown, S., Borde, R., Brown, J., Calamia, M., Mitchell, N., Infield, M., & Lee, E. (2021). Cultural and spiritual significance of nature: Guidance for protected and conserved area governance and management (Issue 32). Shared governance: Trans-boundary governance (formal and informal arrangements between two or more countries); collaborative governance (through various ways in which diverse actors and institutions work together); joint governance (pluralist board or other multi-party governing body).

<sup>&</sup>lt;sup>3</sup> See more on <a href="https://clevercitiesguidance.wordpress.com/">https://clevercitiesguidance.wordpress.com/</a>

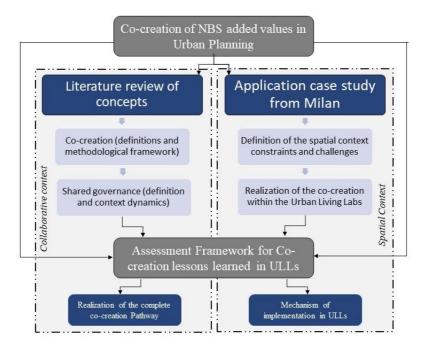


Figure 1 | Methodological conceptual framework for this article. Source: the authors.

### 2.1 The first value: how do we embed co-creation in urban regeneration processes and what is the role of stakeholders in the process: drivers, catalyst, initiators, leadership delegation, etc.

The initiation of the process in the city of Milan dates back to November 2018, the municipality was fully committed in developing the process of co-creation of NBS "with citizens and for citizens". Starting by establishing a local innovation partnership of stakeholders, namely UIP, that would be fully involved in the process from the start till the end. In addition to the commitment from within the municipality itself to ensure an added value of the financial investment by the European commission grant agreement. In conjunction with the aim of realizing the NBS interventions in Milan while ensuring a collaborative context at the same weight; the co-creation framework, then, shifted from a shared governance approach towards an integrative collaborative governance approach (Emerson & Nabatchi, 2015, p. 27). In this sense, the added values are based on the drivers themselves as well as the collaboration dynamics themselves. During and after the formation of the collaborative context, such as the CALs, is represented by the dynamics: engagement, motivation, and capacity to action. Meanwhile the stakeholders develop a collective purpose to take part in the co-creation process by setting targets of goals, as well as a shared theory of change to accomplish those goals, which guide these collaborative actions leading to outcomes within a larger integrated collaborative context, see Figure 2 (on the left).

### 2.2 | The second value: how to measure the development of the co-creation process itself with respect to the shared governance mechanisms attributes: actions and outcomes.

Inspired by this integrated framework for collaborative governance (Emerson & Nabatchi, 2015) and other references (Frantzeskaki, 2019; Santiago & Komendantova, 2022; Wamsler et al., 2020), we attempt a new interpretation of the shared governance mechanisms attributes for implementing NBS in urban regeneration processes, by analyzing the Milanese case study. Shared governance dynamics then consist of three interacting components: 1) principled engagement, 2) shared motivation as well as 3) the capacity for joint actions, which contains procedural and institutional arrangements, leadership, knowledge, and resources. These components work together dynamically to produce actions, outcomes, and adaptation within the collaborative context on the end side of the co-creation process, see Figure 2 (on the right).

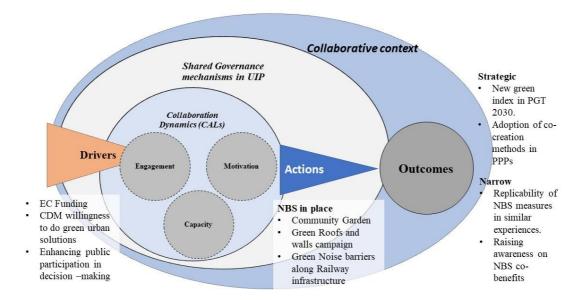


Figure 2| Integrated framework for Collaborative Governance for the collaboration dynamics in CALs and shared governance mechanisms in UIP. Source the authors: inspired by (Emerson & Nabatchi, 2015).

In the Milanese context, the actions developed were more likely to be the actual implementation of the NBS in place: A green roofs and walls campaign "Rinverdiamo Milano" in CAL1, A community Garden "Giambellino 129" in CAL2, and green noise barriers along a new railway infrastructure "Tibaldi Train Stop" in CAL3, see Table I. The social context of these CALs was so different among themselves since the spatial scale was rather diffused than concentrated on the overall territorial planning of the municipality (PGT2030). Henceforth, a pre-greening social monitoring campaign was carried out in order to assess a wider public acceptance and willingness to participation in the co-design, co-management, and co-maintenance of the NBS interventions (Mahmoud, Morello, Vona, et al., 2021).

## $3\,|\,Results:$ Challenges of NBS co-creation and solutions for mainstreaming through governance mechanisms and urban planning rules

Diffusing and densifying the natural capital in cities are gaining new attention of citizens and policy makers (Beute et al., 2020; Faivre et al., 2017). The reasons are various. Firstly, in the current post–pandemic times, after the rigid lockdown effects and sanitary emergency in Milan, the accessibility to green spaces ("closer-to-home", or even "at home") is perceived by people as extremely important, as recently intercepted by the real estate market. For instance, a noticeable change in the perception about the priority of green interventions is emerging in residential areas, even with smaller scale NBS types, such as pocket parks. Secondly, new models of green building technologies are getting more popular; the iconic 'Bosco Verticale',

Secondly, new models of green building technologies are getting more popular; the iconic 'Bosco Verticale', the tree-equipped skyscraper by Stefano Boeri, created a new imaginary and reinforced the concept that natural capital can be fully embedded in the built environment, and made it desirable to people and, consequently, to the real estate market.

In Milan, throughout CLEVER Cities CALs activities, we explored multiple channels for promoting cocreated urban greening solutions, as summarized in Table I. Some measures are easier to adopt and widely debated, some are punctual and foresee the engagement of few actors:

### 3.1 | Co-creation for different NBS types, size, and locations

To different measures correspond different shades of NBS co-creation modalities and opportunities, and as many NBS types and scales of application. For instance, when it comes to design, build, and manage a green noise barrier or an escarpment in reinforced earth close to the railway tracks, people involvement is challenging in terms of accessibility to green and safety. Hence, not all the phases of co-creation do apply to all NBS types. Therefore, mainstreaming NBS through urban planning rules, policies and governance mechanisms call for differentiated procedures.

- When it comes to co-create the NBS as part of a larger Green Infrastructure, like the Giambellino 129 park,
- each NBS asks for a specific pathway, mobilizing different stakeholders and resources. Hence, not only the
- size of NBS, but the spatial layout where NBS are implemented, matters.

#### 178 3.2 | Introducing Co-creation in urban design and urban planning routines

- Introducing co-creation in well-established routines of local governments requires a new culture of openness and sharing in decision-making. This requires applying new skills, such as facilitation and
- 181 management of a complex timeline receiving input from different actors with different speeds. Finetuning
- the strict timing of public works procedures with co-design timing requires new rules for more flexible
- design variants during the process. This is true when it comes to the traditional design for a public park, and
- even more in an expensive public work for a new train infrastructure.
- Hence, embedding co-design in public infrastructure bids and procedures, by leaving space for design variants because of confrontation with a wider public
- Finding mechanisms to leave space for indeterminacy in the public bid procedures, by dividing the work in two phases (hardscape infrastructure and, after co-design, detailed design)

### 3.3 | Fostering participation in urban greening policies

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- Linking the design of new parks to complete co-creation, from co-design to co-management
- Linking retrofitting interventions on buildings to co-design as the experience of CAL1 shows
- New PPP collaboration agreements for the co-management of the LPT nodes (including co-branding) RFI and CDM under discussion

### 194 3.4 | Assessing co-creation effectiveness and impact

- Moreover, investing in co-creation development is expensive for cities and relies on public money. Hence, understanding the effectiveness of a participatory process is a priority. Nevertheless, measuring the success of co-creation is difficult and the impact can be assessed in the long term.
- Co-creation process indicators to be assessed (monitoring and evaluation of the process)
- Social monitoring for public acceptance through surveys (impact, before and after greening interventions)

### 3.5 | Strategically planning shared outcomes throughout the co-creation process

- According to the integrated framework of collaborative methodological analysis (see Fig. 2), the collaborative actions vary depending on the context purposes; in the case of Milan the outcomes related mainly to two levels:
  - 1. Strategic development on a particular urban greening policy:
- The municipality adopted a new index for Greening Buildings (Index of Climate Impact Reduction, Indice di Riduzione dell'Impatto Climatico) within the new Territorial Governance Plan of 2030 "Piano Governo del Territorio 2030" as a follow-up from CAL1.
- The adoption of the co-creation methods in collaboration between public and private partners for the co-maintenance of the small green areas as a follow-up from CAL3.
- 2. Narrow development of a particular replication of another project
- A replicated green wall on ATM public building adopting the call for the green roofs and walls campaign from CAL1.
- A wider social campaign on the diffusion of co-mapping green roofs and walls across the city to increase the public awareness on NBS health and wellbeing co-benefits.

	CAL 1 Promoting green roofs and walls in Milan	CAL 2 A new park for Giambellino 129	CAL 3 A new train stop in viale Tibaldi
Description of	Small and building scale	The Green Infrastructure is a	A train stop, integrating:
NBS	applications of	new urban park, integrating:	- Green wall
Overership	- Green roofs	- A community garden	- Escarpment in reinforced earth
	- Green walls	- A Green wall	- public green garden
		- An Orchard and a butterfly	
	Oversom of the whole building	garden The Municipality of Milan	RFI, the Italian Railway Network
Ownership	Owners of the whole building, flat owners of Multi-Property	The Municipanty of Milan	KF1, the Italian Kanway Network
	Buildings		
Stakeholders	Experts in NBS design selected	Local civic associations, local	Local citizens living close to the
	through the public bid, other	citizens, and residents from the	station; local players (e.g.,
	local groups of interest in case of	Giambellino social housing area	Bocconi University)
	public buildings (e.g., NABA		
	Academy)		
Target audience	All citizens to get involved in	The local community of	The local community around the
	greening the city starting from	Giambellino, enjoying the new	stations and the commuters of
	buildings	park	the area
Shared	- Public call for green roofs and	Co-design lab with local	Light co-design, i.e., consultancy
governance	walls incentives in private and	community and the Giambellino	of alternative design solutions,
mechanisms	public buildings	urban living lab	features, and urban furniture for
adopted by	- Public bid for an official list of		the public green areas in front of
CLEVER	experts in green roofs and walls,		the station
Cities	involved in the co-design phase		
	- Co-design of green roofs in the		
	buildings selected through the		
	public call		
	- A public Award for green roofs		
	and walls and a co-mapping experience		
Co-creation	co-design	co-design	co-design
phases carried		co-implementation	co-management
out		co-management	co-development
		co-development	•
Challenges of	Supervising co-design processes is demanding for local government	Finetuning the strict timing of public works procedures with co-design timing requires new rules for more flexible design variants during the process.	
NBS co-			
creation we encountered			
		Including people in the design	NBS in the railyard infrastructure
		phase requires breaking routines	are not accessible to people,
		of established procedures by the	hence co-management is not
	T' 1' 1' ' ' ' '	local green management office	feasible.
		Social monitoring of outcomes and co-creation process is complex	
		and expensive.	E 1 11: 1 · · · · ·
Mainstreaming	Linking public incentives to a co-	Finding mechanisms to leave	Embedding co-design in public
NBS co-	design process	space for indeterminacy in the	infrastructure bids and
creation		public bid procedures, by	procedures, by living space for
in shared		dividing the work in two phases	design variants because of public confrontation
governance mechanisms		(Hardscape infrastructure and, after co-design, detailed design)	CONTROLLATION
		Linking the design of new parks	New PPP collaboration
		to complete co-creation, from	agreements for the co-
		design to management	management of the LPT nodes
		design to management	(including co-branding)
Mainstreaming	- Milan City Plan (PGT)	- Milan City Plan (PGT 2030)	- Sustainable Urban Mobility Plan
NBS co-	introduces a rule for diffusing	promotes 20 new parks by 2030	(PUMS)
creation	NBS in buildings	- PAC	
in urban	- PAC	- PTM	
planning rules	- PTM		

#### 4 | Discussion and conclusions

In this article, we attempted a modular evaluation for the possible shared governance mechanisms that may affect and be affected by the implementation of co-creation pathways in large urban regeneration processes. The adopted integrated framework of collaborative governance gives insights on (1) the dynamism of the collaboration drivers on a spatial context of ULLs such as engagement methods, motivation to participate and capacity to develop the actions; as well as (2) on the collaborative context of shared governance process to develop actions of certain NBS in place, such as the cases of the CALs in Milan.

Meanwhile, this research emphasizes the need for mainstreaming outcomes from co-creation pathways to promote those approaches in the urban planning practice, especially on the strategic level, specifically aiming at the following measures:

- The integration of co-creation of NBS to urban planning public procedures; this aspect mainly adopts the newly approved *Piano Territoriale Metropolitano (PTM)*<sup>4</sup> that prioritizes NBS as a main climate change adaptation and mitigation measure to be implemented with local stakeholders through PPPs, for instance, as in *Obiettivo 10 Potenziare gli strumenti per l'attuazione e gestione del piano*, P37). As Noted as well from the *PTM*, *P26*, *La Carta di Bologna per l'ambiente* encourages the involvement of citizens in the territorial planning and NBS planning processes towards an effective sustainable land-use policy-making planning process for an increase in environmental and social cohesion.
- Linking co-creation in practice to possible financial incentives can appeal a wider public interest. Hence, mainstreaming of tools, and instruments of public participation and co-creation, in public tenders for financial incentives to citizens, for instance for the integration of adaptation measures with NBS in buildings. The experience from CLEVER Cities in CAL1, calls out to a major integration with experts and neighborhood residents experience on co-design to deliver socially accepted green roofs and walls in private buildings' retrofitting processes. Adopting shared governance mechanisms for decision-making in multi-property buildings is especially important to accelerate transformations of the existing buildings stock to meet 2030 and 2050 targets of climate neutrality in cities.
- From the general lessons learned in CLEVER Cities project, to raise specific attention to financial mechanisms of NBS with citizens, several activities are required to happen at the same time. Economic feasibility studies to promote climate adaptation strategies are complex, since no revenue is generated by NBS, and only avoided costs for inaction can be used as a lever (avoided flooding, extra energy costs to climatize buildings in winter and summer), beside environmental concerns (e.g., increment of biodiversity). Besides, communicating successful stories of best practices of NBS integration in buildings is a qualitative demonstration of the multiple co-benefits that nature can generate in cities, beyond purely financial aspects. To account these co-benefits, sustainable social return of investment schemes (see also (Nicholls et al., 2012) result the most difficult and hindering project activities.
- Beyond incentives for the 'green' retrofitting of buildings in the private sector, embedding co-creation in public bids for public works would represent a crucial step for accelerating the shared governance in large projects. For instance, introducing the public consultation and collaboration in the timeline of public works from the very beginning of procedures would enable an effective timing for conducting a complete co-creation pathway. As a quintessential part of the project management of a public work, co-creation could be integrated in the consequent in-depth phases of the project, thus informing and supporting the detailing of solutions and without delaying the realization of the works.
- On a narrower scale of analysis, the integrated framework for collaborative governance gave insights on the possibility to develop mitigation actions to the co-creation process within the small group of partners, such in the case of CLEVER Cities, as below:
- Rise of a new figure of co-facilitator and co-creation officer in projects led by public administration divisions. That reflection comes in hand with the local team experience on the co-design phase from a wider perspective. Establishing a co-creation division or responsible person in the public government body of a city, flanked by a professional facilitator, hired (preferably by a third party) to follow the whole process, would allow cities to consolidate co-creation experiences and capitalize on the lessons learned for future projects. In fact, a co-creation management based on spot pilot projects (as in the case of EU funded projects) does not allow the culture of participation to be rooted in the planning routines of cities.
- Enhancing multi-stakeholder co-management policies of green spaces and emphasizing the importance of social values created around the public spaces of ULLs is crucial. From a very detailed urban planning perspective, this outcome works in hand with the public administration local authorities to allow a more bottom-up approach to green strategies implementation. The more the *public* is involved in the participation

<sup>&</sup>lt;sup>4</sup> See <a href="https://www.cittametropolitana.mi.it/PTM/iter/PTM">https://www.cittametropolitana.mi.it/PTM/iter/PTM</a> vigente/index.html

process, the more the sense of ownership and belonging to the space increases, and hence, co-management gets enhanced with local citizens jumping in for help in maintenance and long-term "care taking" of NBS actions in place.

Lastly, the case study from this research article is mainly contributing to the debate on the effectiveness of using a co-creation approach for embedding NBS in urban planning. The practice of this experience from Milan in CLEVER Cities showed that hindrances on public authorities to embark on mainstreaming co-creation in shared governance mechanisms is mainly due to two aspects: firstly, the absence of culture of collaboration in decision-making, due to a lack of trust in getting input from others, together with the distress of not controlling and even slowing down processes; secondly, the lack of collaborative planning policies and procedures, especially in public works, that govern public participation and provide collaboration windows as part of the overall co-creation pathway of design and construction, management and budget allocation, hence enabling a smoother integration to cope simultaneously with the flexibility and uncertainty arisen from the dynamism of such co-creation processes and their place-based context embeddedness.

#### 5 | Authors Contributions

The first author is responsible of Part 1 and 2, the second author is responsible of Part 3 and 4. Both authors revised and improved the whole final manuscript collaboratively. Both authors have been involved in the research activities of CLEVER Cities project.

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