

Playful Paradigm

ESPLUGUES
DE LLOBREGAT
2019-2021

playful.esplugues.cat



CONTENT TABLE

Next we'll present a very playful game, that started in 2019. And that to this day it's still alive in the streets of our city. Because in Esplugues de Llobregat, we transform the city through play.



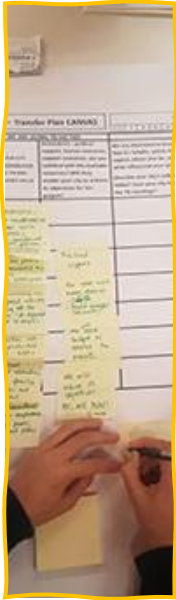
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Presentation: Playful Paradigm introduction



Presentation: Playful Paradigm introduction

Why are we a playful city?

Esplugues de Llobregat has worked with other **seven European cities**, using play as an innovative tool in **co-creating solutions** to promote inclusion, cohesion, healthy lifestyles, sustainability or loneliness of elder people.

The Playful Paradigm is one of the 25 good practices recognized by **the European URBACT network**, which proposes a methodology based on transfer networks.



Udiine (Italy), Esplugues (Spain), Cork (Ireland), Klaipeda (Lithuania), Larissa (Greece), Novigrad (Croatia), Viana do Castelo (Portugal) and Katowice (Poland).

Presentation: Playful Paradigm introduction

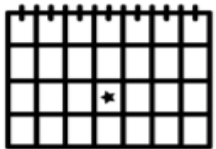
Udine's good practices were divided in **action modules** with the goal of evaluating the potential of the transfer in each urban context. Esplugues have worked in the next modules, everything keeping the **Playful Paradigm general philosophy**:



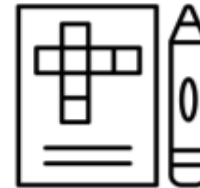
Creating a toy library that moves to parks and game deployment



Enable a fixed space with all types of games (Creation of a toy library)

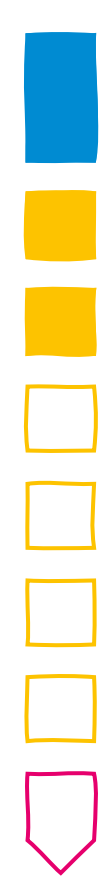


Organizing the annual programming of game activities



School involving

The level of adaptation and the potential transferability of good practices for each city has been included in the Transferability Report (LE Ileana Tosca - 2018).



Players: driving team





Players: driving team

Political decision

Leadership of implementation, day-to-day management of the equipment and monitoring of the transfer process, in charge of:

Pilar Díaz, Mayor of Esplugues de Llobregat, and Montserrat Zamora, 3rd Lieutenant of Mayor and Councilor of Participation.

Driving technical team

Project's technical execution by L.A.C., in charge of:

Directive Team: Carme Carmona, Ana Ubeda and Lluís Just.

Multidisciplinary work team: Ruth González, Eva Maria Melús, Mar Martínez, Laura Laveda, Núria Vidal, Juan de Dios Ramírez, Lucía Parra, Agnès Mateo, Eulàlia Santiago, África Parra, Xavier Souto and Marta Fuertes.

Urbact Local Group

Participatory executive body for the representation of institutions and entities of the city:

Aprenem, Consorci per a la normalització lingüística, Esplugues sense barreres, Escola Lola Anglada, Esplai Espurnes, Esplai Pubilla Casas Can Vidalet, Espai Municipal dels Arts, Creu Vermella Esplugues, Biblioteca San Miguel d'Esplugues, Associació Futbol Botons, Escola Gras i Soler, Hospital de Sant Joan de Déu, Ludijocs, Espluga Viva, Escola d'Escacs, STOP Accidents Catalunya, Associació Esportiva Nordic Walking Catalunya, AMPA Escola Natzaret, Club de Natació d'Esplugues, Càritas and Escola Municipal de Música.

Marinva

Project coordination, formations, generating content for teachers and monitors and communication and dissemination strategy of the project, in charge of:

Guadalupe Penas, Esther Hierro, Imma Marín and Sheila Boudount.



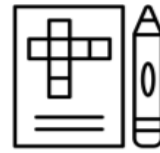
The game: transference of good practices



The game: transference of good practices

The city of Esplugues has decided to incorporate four of the six good practice modules proposed by URBACT coordination. These modules, detailed in the original Transfer Plan (TP), have been the north in the strategy to become a Playful City.

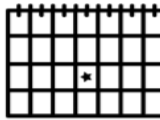
Each one of them has been adapted to local reality, taking into account the priorities of the various areas of the City Council, as well as the agenda of the entities that make up the ULG.



School involving



Creating a toy library that moves to parks and game deployment



Organizing the annual programming of game activities



Enable a fixed space with all types of games (Creation of a toy library)

The game: transference of good practices

[1/4] Children's Council

The elementary **fifth and sixth grade** students of the city schools have the opportunity to **learn, reflect, discuss and agree proposals** relating to a specific subject, which is carried out on a direct commission by the City Council. During the 2019–2020 sessions, boys and girls have worked on the Playful paradigm, posing ideas for **boosting play in the city's public spaces**. The councillors presented their suggestions worked at the City Council, pledged to assess them and carry them out.



The game: transference of good practices

[2/4] Young audience

It is a participatory process aimed at **secondary school students** with the aim of enriching municipal actions while consolidating education for young men and young women in the practice of participation. During 2020, work has also been done on Playful Paradigm and as a result, a **Games Guide** called "**Cuidem el Planeta**" has been set up, which collects ludic proposals to boost citizen awareness of **environmental care**.



The game: transference of good practices

[3/4] Training

The aim of generating areas of training and exchanges of good practices within and outside the classroom was to **make known ongoing initiatives, successful strategies** and **useful tools** to broaden the knowledge of those professionals who have an educational role within the educational ecosystem.



14-11-2019

School workshop: The transformer power of play

04-03-2020

In-person workshop: The power of play in elementary

10-03-2020

In-person workshop: Good practices on how to apply play

24-04-2020

Virtual workshop: Distance educational accompanying through play

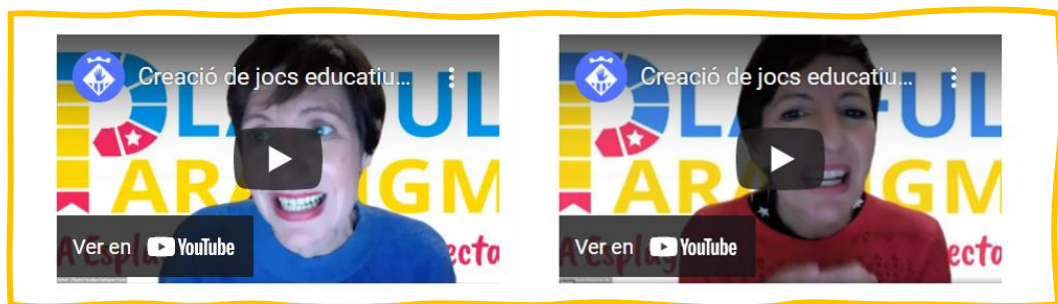


The game: transference of good practices

[4/4] Edunauta Passport

During December 2020, the possibility arose of articulating an activity alongside the **education area of the City Council of Esplugues**.

This program is a strategy that Esplugues has implemented in order to **"gamify" learning within the classroom**, while also **making those that arise outside the school visible**.



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9-12-2019

[Virtual Workshop session 1:](#) "Educational games creation: Learn by playing" - MAGIC methodology to create your own games

15-12-2020

[Virtual Workshop session 2:](#) "Creation of educational games: Learn by Playing" - MAGIC methodology implementation

17-12-2020

[Virtual Workshop:](#) "(Re)Invent Games"

10-03-2021

Virtual Workshop "Become Play influencer"



**SCHOOL
INVOLVING**

The game: transference of good practices

EVALUATION

Surveys show a **high rate of satisfaction** from teachers and monitors:

- 25% qualified it with 7/10
- 58.3% qualified it with 8/10
- 16.7% qualified it with 10/10



The game: transference of good practices

[1/1] Esplujuga: participatory process and pilot test

The design of the mobile toy library through a **participatory process** has been the major distinguishing factor in the Esplugues proposal.

Given the sanitary situation following COVID19, it was proposed to test the Esplujuga, the mobile toy library, in a safe and controlled place as an **educational centre**.

Between 14th and 17th December 2020, the pilot test was launched at **Lola Anglada School**, an active member of ULG, with ages **between 3 and 12**.

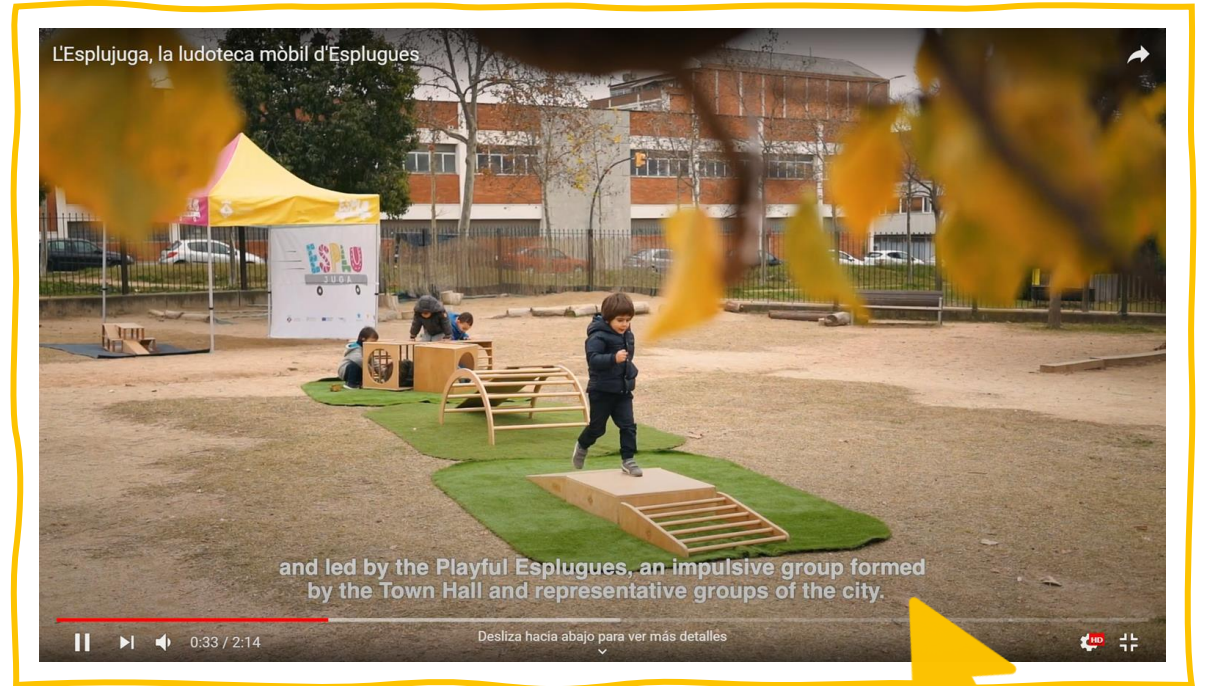


The game: transference of good practices

EVALUATION

The game proposals were very suitable for the different ages, well thought out and well presented. The materials were perfect, a lot of unstructured materials and most made of natural elements, entirely following the school train of thought."

— Karol Burillo, School Principal of Lola Anglada school



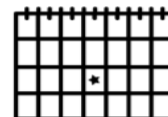
Click the image to view the summary video



The game: transference of good practices

[1/3] Play Week 2020

It consisted of a series of challenges and [various ludic activities](#) to do together in family all the way from home, only one of them invited the locals to make a photographic rally of the city, taking advantage of the transition to the unconfinement phase. The activity was attended by **15 entities**, and had as a corollary the co-creation of the [Play Manifesto](#) in a video that has been shared with other Playful network partners.

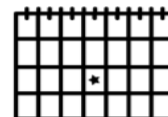


The game: transference of good practices

[2/3] International Play Day 2021 Celebration

ULG representatives agreed to celebrate International Play Day (May 28th) with activities at different points in the city, virtual and in-person, under motifs, such as:

- Playing is a right to childhood and a necessity throughout life.
- Playing is one of the basic foundations of children's mental, emotional and social development.
- Playing is building communication bridges. It is to express themselves through action.
- Playing is education in freedom.

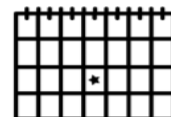


The game: transference of good practices

[3/3] Playful exclusive website

The mission of this space is to make known the philosophy we have adopted by becoming a Playful City, grouping the agenda of activities and updating the news linked to the project. In order to do this, we are conducting a thorough prior exercise in systematising all activities linked to Play, both those promoted by the City Council and the partnerships that cooperate within ULG.

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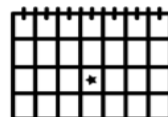
**ORGANIZING THE ANNUAL
PROGRAMING OF GAME ACTIVITIES**

The game: transference of good practices

EVALUATION

The methodology used was the following:

- Having a wide variety of events
- Activities are targeted at all publics in the city (from the youngest to the oldest)
- Activities that exist throughout the year
- Activities that are very well received by citizens
- Finding Play's transverseness in various thematic areas



The game: transference of good practices

[1/1] Creation of a toy library

To launch this initiative, account is taken of the [rules of Catalonia with regard to the use and functioning of the toy library](#). Currently, the City Council of Esplugues is studying the location of the future toy library.

The idea was to design, through citizen participation, a network of municipal spaces where recreational resources could be found with the dual goal of generating fun and creating social consciousness. These included: sports spaces, libraries, nursing homes, schools, Robert Brillas culture house or Remolí Space.



The game: transference of good practices

Other activities to promote Play in the city

Other formations

21-01-2021

Workshop: Tools for gamifying meetings and assemblies

19-5-2021

Virtual workshop: Tools and proposals for working on emotional health through play

Esplusaps!

In the framework of Quality Week, several technicians from the City Council participated in a **workshop to design the game of Esplugues**, named Esplusaps!

The game's prototype, which tests **knowledge of the municipality** through various challenges, was tested during Play Week by a group of young people, in the Remolí space.

Escape Room

The Playful Esplugues team, in collaboration with Marinva, created a virtual escape room designed for ages from the age of 12 in [Catalan](#) and [English](#) to publicize children's rights.

The game was part of the special programming of the Universal Children's Rights Day commemoration. It is available on the [Playful Esplugues website](#).



The alliance: role and activities carried out within the framework of the European URBACT network



The alliance: role and activities carried out within the framework of the European URBACT network

Transnational encounters in URBACT frame

1st Transnational Meeting
Esplugues de Llobregat
05-03-2019

2nd Transnational Meeting
Udine
24 and 25/05/2019

3rd Transnational Meeting
Klaipeda
1 and 2/10/2019

4th Transnational Meeting
Viana do Castelo
28 and 29/01/2020

5th Transnational Meeting
Online meeting
28/05/2019

Work meetings – Urbact Secretariat and Partner Cities

The methodology proposed by URBACT provides for a series of **working meetings** between network coordination and partner cities, which aims to **monitor the process of transferring cities**. They share the status of implementation of each of the best practices, together with achievements and difficulties in their implementation.

Webinars

Sustaining the commitment and building the capacity of ULG members

Visualization and storytelling

Hints & Tips for online working

Learning log: focus en Larissa and Esplugues, Novigrad and Viana do Castelo, Udine and Katowice, Cork and Klaipeda



Let's open microphones: project information and dissemination



Let's open microphones: project information and dissemination

[1/4] The Playful Esplugues website

The website positions this initiative as a **transversal strategy** to other municipal initiatives and with the autonomy to propose innovative elements associated with play that promote **social participation** in local activities.

The purpose of this site is to be a consultation and reference space on the general agenda of activities associated with play in the city of Esplugues.

It has sections for the agenda, news, resources, entities, and Esplujuga.

playful.esplugues.cat



Let's open microphones: project information and dissemination

[2/4] Social media campaign

#PlayfulACasa

European coordination proposed to the partner cities of Playful Paradigm to launch a **campaign aimed at the whole family**, in order to provide various recreational activities for home sharing through photos and videos with the rest of the Esplugues audience.

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Let's open microphones: project information and dissemination

[3/4] Playful Memoir

In a mode of spreading the actions carried out within the framework of the project, a first memory based on [witness photos](#) of the various activities performed during 2019 and a [summary video](#) of the two and a half years of work has been performed.

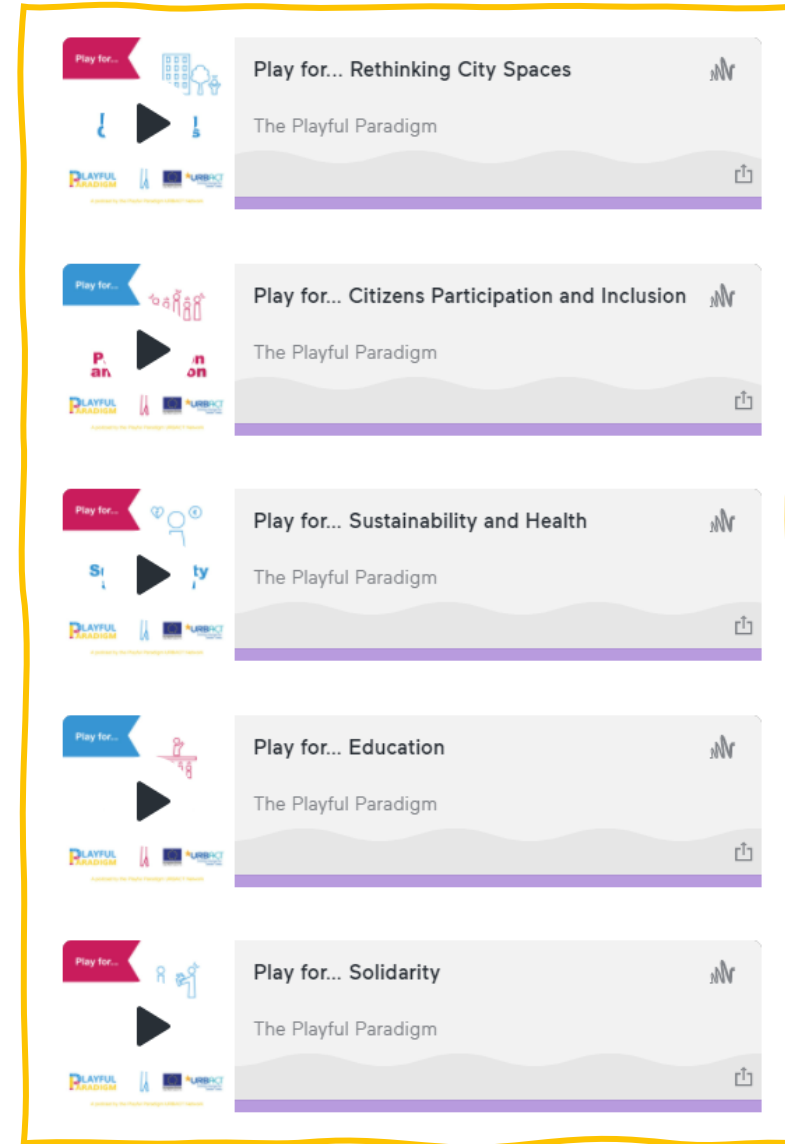


Let's open microphones: project information and dissemination

[4/4] Products delivered to Urbact

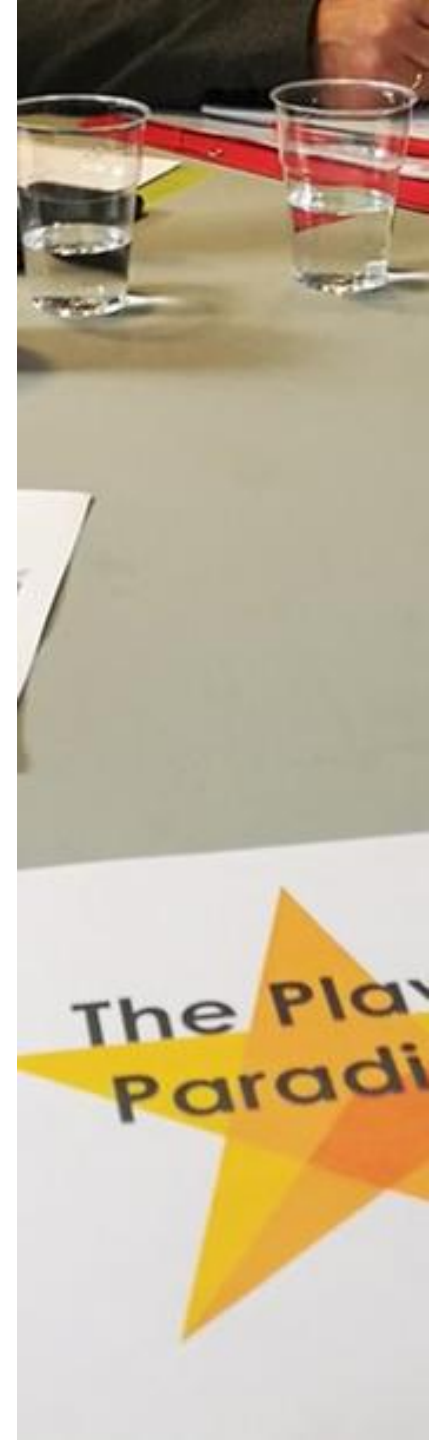
Under different formats since the beginning of the project, several pieces, articles and podcasts have been generated that record the testimony of the gameful ecosystem *stakeholders*:

- Making diaries and *vox pops*
- News articles
- [Transfer Story](#)
- [Network Podcast](#)
- [Learning Log](#)





Best plays: project assessment and impact



Best plays: project assessment and impact

Quantitative Assessment

Each module has an assessment based on the **survey method** aimed at participants in the formations, workshops and activities provided by the project.

No qualification is below 7 points, nor the **satisfactory** outcome, reaching a very satisfactory rating in most cases.



Best plays: project assessment and impact

Qualitative Assessment (Some highlights!)

- ULG members, as agents involved in the project, acknowledge that **being in a group where playful vision is the focus of work**, has inspired them to include “**playful attitude**” in their work routines, but also in their own lives.
- With regard to the transversal strategy, the City Council has also taken a **playful view in moving forward various public policy programmes and decisions**.
- The decision to **include a specialised body** in the coordination of Playful was right, as it enabled us to **professionalise activities** and to achieve **greater monitoring of the entities** linked to the project.



Play again?

TRANSFORM THE CITY THROUGH PLAY

ESPLUGUES DE LLOBREGAT

2019-2021