

# 11TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" Award

AWARD APPLICATION FORM



## A. BASIC INFORMATION:

Title of the experience: Wireless – the sound of participation		
Name of city/region: Florence		
Promoting entity: Municipality of Campi Bisenzio		
Country: Italy		
Starting date: February 2017		Conclusion: December 2017
Name of the contact person: Giuseppina Salerno		
Position of the contact person: head of the mayor's cabinet		
Contact telephone:		E-mail: g.salerno@comune.campi-bisenzio.fi.it
Population size: 46.869 ab.		
Surface area: 28,75 Km <sup>2</sup> .		
Population Density: 1608,63 km <sup>2</sup> .		
GDP per capita: € 17.917,00/year		
Sector of the economy: Trade and industry		
Type of experience:	Participatory budget	X
	Urban planning	
	Councils	
	Diagnosis, prospection, prioritization, monitoring, etc., workshops or spaces	
	Forums and audiences	
	Referendum/Public consultation	
	Citizenship judging committee	
	Open-government/ e-government	
	Public participation in the Law	
Others	X	
Regional scope	Entire Region	
	District	X
	Neighbourhood	
Thematic area	Governance	X
	Education	
	Transportation	
	Urban management	X
	Health	
	Safety	
	Environment and/or urban agriculture	
	New social movements and associations	
	Culture	
	Housing	
	Employment	
	Decentralization	

# 11TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" Award

## AWARD APPLICATION FORM

	Local Development	
	Learning/training	
	Economy and/or finances	
	Legal regulations	
	Social inclusion	X
	All	
	Others	

### B. PROCESS

#### DESCRIPTION OF THE CONTEXT IN WHICH THE EXPERIENCE OCCURRED

(Economic, technical, socio-political, organizational...)

How did the experience come up?

Max. 1,800 characters/300 words

Campi Bisenzio, located in the Plain between Florence and Prato, spreads out over a surface of 28 sq. km and has a population of 42,740 inhabitants. In the past the territory consisted of farms, and in the last decade underwent profound changes on the socio-economic level: Campi Bisenzio today boasts a well-rooted production system with internationally recognised levels of innovation and modernity, characterised by a basic balance between small enterprises, big companies and multinational firms, malls and advanced high-tech service structures. Worthy of note in the last 25 years, is an important increase in the population, especially of diverse ethnic groups (at least 16). To this popular and well consolidated social fabric, other groups have been added, and which in many ways ask to participate in the construction of an ever-new city.

Since the 1990s, institutions and citizens have focused particularly on the recovery and valorisation of the environmental, cultural, social and historical resources. Particularly over the years, the Municipal administration has acquired and recovered important buildings such as Villa Montalvo, Villa Rucellai, the Rocca Strozzi, and Dante Theatre, and has upheld and recovered the capital's Historical Centre. What makes this typically peculiar is the participation, collaboration and sharing style chosen by the administration as its method of government. This is also due to a receptive and collaborative socio-economic fabric which over the years has allowed the experimentation on the territory of events that involved the population in sectors related to the allocation of resources or requalification of the sites, or in socially relevant matters.

# 11TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" Award

## AWARD APPLICATION FORM

### OBJECTIVES

(Describe the goal/s of the initiative)

Max. 1,000 characters/ 200 words

The project's two main aims are:

- To conclude the three-year participation results by involving the central zone of the Municipality of Campi Bisenzio in a participatory budgeting project by allowing the citizens to discuss about and vote for the projects they chose and shared;
- To propose an ulterior working group with respect to that foreseen by the participatory budgeting in which a group of citizens together with municipal technicians, councilors and associations work for the creation of an innovative web platform which on one hand, can gather, analyse and systematise the materials produced by the various participatory paths started up by the municipal Administration, valorising the common aspects and highlighting those that could be the good practices to be implemented, and on the other hand, structure and experiment on a new innovative platform for participative mapping, to be left as a "legacy" to the succeeding administrations, and through which the citizens, especially the youths in schools may get used to and be involved in generating useful data for their own territory (open-crowd data) and enrich the decisional processes of the city with precise data.

### DESCRIBE THE EXPERIENCE

Max. 3,200 characters/600 words

From 2015 onwards, the Municipality of Campi Bisenzio created a participatory budget. The administration, in fact, allocated for the three years 2015-2017, €600,000 (200,000 per year) on which the citizens could decide the allocation towards three reference areas: interventions in schools (extraordinary maintenance); Roadways (public lighting, sidewalks, small road repairs); and town greens (town décor, playground equipment, repairs and extraordinary maintenance, pedestrian walkways). The Municipality was divided into three reference zones to be reached and also included the outskirts districts. The citizens (a part of which was involved through sampling, and others were invited through purposely created communications on the participatory budget) have been involved in two information meetings for the project presentation, where the budget councilor and two technicians of the public works office were always present. This was a way of making the informative meeting an occasion for the citizens to have a first-hand view of how a municipal budget works, and what the real costs for ordinary maintenance works are. In the two succeeding meetings, in the work and design round tables, the citizens involved could discuss and lay out their ideas in project proposals to be subjected to the opinion of the technicians for the technical and economic feasibility assessment. A final meeting was held for the presentation of the projects deemed feasible by the competent technicians, and lastly, the voting sessions. The experience in the first two years confirmed how much the active involvement of the citizens in the care for public issues,

# 11TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" Award

## AWARD APPLICATION FORM

contributes in a fundamental way to building a cohesive and protagonist community. The path of the third year which is about to start, not only includes the process of involving the entire Municipal population on the aforesaid themes, but would be an occasion to stimulate the citizens (involving also those who took part in the other participatory events promoted by the municipal administration) together with technicians, councillors and associations, in designing a web platform that can gather and systematise all the participative initiatives that were produced by this municipal administration and become an innovative tool for participatory mapping for the citizens' use, and to be left as a legacy to the next administrations. This last stage of the participatory process now is to take stock of important work which lies at the base of this administration's style of governance.

### **LEADERSHIP AND SHARED RESPONSABILITES.**

*(Who drives the process. Tasks, responsibilities and functions for the different actors).*

Max. 1,000 characters/200 words

The process is proposed and structured by the office of the Advisors of the Mayor of the Municipality of Campi Bisenzio and supported by the association, "Rete e Sviluppo," a consultancy company with years of experience in the management of participatory processes. The various phases of the process are then supported by the cultural and social promotion associations committed to the reference territory and by volunteer citizens who in the three years have contributed as facilitators at the design discussion tables. The involvement of persons taking part in the participatory project promoted by the Administration over the last years have further contributed to making the citizens "responsible" with regard to the governance processes of the territory, in the pursuit of continual exchange of ideas with the policy makers.

### **COLLABORATION WITH OTHER ENTITIES OR DEPARTMENTS OF THE SAME MUNICIPAL GOVERNMENT**

Max. 1,000 characters/200 words

Max. 1,000 characters/200 words

The project entails the involvement of the municipal offices competent for the areas chosen for the participatory budget project. In fact, it is important that the projects chosen by the citizens be evaluated in terms of technical and economic feasibility. The cooperation between municipal offices and territorial associations is also very important.

As to the participatory web platform, also the students of the only High School in the area will be involved in the mapping of territorial participation.

# 11TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" Award

AWARD APPLICATION FORM



## C. METHODOLOGY

### DESCRIBE THE METHODOLOGY AND PARTICIPATION MECHANISMS IMPLEMENTED IN THE DIFFERENT STAGES OF THE PROCESS.

Max. 1,000 characters/200 words

The project is laid out in four macro-phases related only to the participatory budget and the dedicated themes, and two intermediary steps for the creation of the web platform:

- 1) Sampling of citizens belonging to the area involved by the participatory budget, directly contacted by the Municipal administration and invited to participate in the project – involvement of other citizens through communication and advertising channels specifically created for this aim.
- 2) Two information meetings and two project design meetings ( on ideas regarding schools, public greens, roadways) in which the citizens are directly involved with the support of the technicians of the assigned municipal offices;
- 3) Two meetings involving another group of citizens (that also gather participants for all the participatory events promoted by the administration with the school youths) for the design of the web platform and the implementation of the participatory mapping.
- 4) Plenary session for the presentation of the projects deemed admissible and sustainable by the competent technicians.
- 5) Presentation of the progress of the creation of the platform especially of the part related to narrative storytelling of the entire Campi experience.
- 6) Voting on the projects and subsequent announcement of the winning projects related only to the participatory budget.
- 7) Presentation of the web platform and participatory event using the participatory mapping platform created.

## D. FUNDING STRATEGY AND BUDGET

### BUDGET

Total amount and percentage amount over the total costs of the project/institution/department.

The municipal administration has allocated €600,000 (200,000 yearly) for the three-year

# 11TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" Award

## AWARD APPLICATION FORM



participatory budget. Another €40,000 is added for the creation of the web platform as the expression of the entire participatory system in Campi Bisenzio.

### **FUNDING STRATEGY**

Origin of funds (own, subsidies, donations, etc.). List of partners of the initiative noting whether they are public or private actors.

Max. 1,000 characters/200 words

The funds derive exclusively from the municipal budget.

## **E. INFORMATION DISSEMINATION AND FEEDBACK TO THE PARTICIPANTS**

### **DESCRIPTION OF THE INFORMATION DISSEMINATED DURING THE PROCESS.**

What kind of information has been disseminated?

Max. 1,000 characters/200 words

The project provides for an information campaign structured in such a way as to reach the various stakeholder targets: citizens, associations and students. To this end, various communication channels will be set up, and which are able to give full coverage of the reference population: press offices, social networks, information material to be distributed (flyers, brochures). The information related to the process will also be diffused through the Administration's municipal web portal, and at the end of the process, through a specific web portal dedicated to the participatory processes of the Campi Bisenzio Municipality

### **FEEDBACK TO THE PARTICIPANTS**

To whom has the information been returned? (General, individual, sectorial)

# 11TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" Award

## AWARD APPLICATION FORM

return). In which stage/s of the process has the information been returned? Is the return mandatory? Used means/channels used the return of information.  
Max. 1,000 characters/ 200 words

The feedback of citizens who participated in the project has always been positive. A public administration which shares part of its powers in making decisions on themes that involve the daily life of citizens is a positive and highly interesting fact. Some of them asked to continue participating in this type of project and have a closer view of the decisional and operational mechanisms of the administration. The two channels through which the feedback was gathered were: the social channels specifically created for the project, the web site of the town hall with a dedicated interactive form between citizens and administration and through personal relationships. The citizens, in fact, have the possibility to meet the Council board and discuss the themes taken up during the project meetings.

### **TOTAL NUMBER OF PARTICIPANTS. PERCENTAGE OF PARTICIPANTS OVER THE TARGET POPULATION GROUP. PROFILE OF THE PARTICIPANTS.**

Max. 500 characters/100 words

In the two years of the participatory budget process, about 2,000 citizens were involved in both the informative process as well as the project design. The portion of the population involved belonged to the age bracket of 30 to 50 and was composed of simple citizens, businessmen, and representatives of associations.

### **HAVE THE RESULTS BEEN DOCUMENTED? WHAT KIND OF DOCUMENTATION IS IT? HAVE OUTCOMES BEEN RETURNED TO THE CITIZENS?**

Max. 1,000 characters/ 200 words.

The results documented refer on one hand, to the final number of votes for projects that were declared the winning projects, and on the other hand, to the creation of works related to the winning projects. The projects, in fact, were completed within the year of the conclusion of the voting sessions, and produced a cascade of remarkable satisfaction of the zone involved. This satisfaction was expressed on both the dedicated social channel, and personally with the council members.

# 11TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" Award

AWARD APPLICATION FORM

**IMPACTS ON PUBLIC POLICY. ONCE THE EXPERIENCE HAS BEEN IMPLEMENTED, PLEASE DESCRIBE IF THERE HAVE BEEN CHANGES IN THE LEGISLATION, ACTIONS OF THE ADMINISTRATION (NEW PLANS, NEW PROJECTS), BUDGET AND/OR MUNICIPAL MANAGEMENT.**

Max. 1,000 characters/ 200 words.

The project has surely had an important impact on public policies. Firstly, it is the administration itself which made participation the privileged tool of governance, with force and conviction, since the start of its mandate. This above all was important in producing actions in support of participation processes (approval resolutions deliberated and followed by the gathering of results). Moreover there was an important involvement of all the council offices throughout the process. Lastly, a part of the municipal budget was allocated to participatory processes. In fact, there is a chapter dedicated to participation, and specifically, the allocation of a conspicuous fund (€600,000 in the three years 2015-2017) for the specific "participatory budget" project.

**CAN YOU DESCRIBE THE IMPACTS ON THE ACTORS, CULTURAL EFFECTS AMONG PARTICIPANTS, AND CULTURAL EFFECTS ON THE ADMINISTRATION (TECHNICAL STAFF, POLITICAL STAFF)?**

Max. 500 characters/100 words.

The impact on participants can be summarised as follows:

- Renewed awareness of belonging to a community;
- Greater knowledge of the functions of some management sectors of municipal life (the budget, real costs of ordinary and extraordinary maintenance works);
- Real participation in a sector of public life.

For the administrators:

- First-person involvement of the municipal administrators and technicians;
- Change of vision of public issues on the part of the public administration: it is no longer the administration that governs alone, but the entire community that takes care of public affairs;
- Natural creation of a network of public and private figures for the circulation of good practices.



# 11TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" Award

AWARD APPLICATION FORM

**EXTERNAL IMPACTS. IS THE EXPERIENCE TRANSFERABLE? CAN IT BE REPLICATED IN ANOTHER CITY OR BY ANOTHER ORGANISATION?**

Max. 500 characters/100 words

The objective of the project is certainly that of transferability. The part regarding the participatory budget is already diffused in Tuscany, and the experience of Campi Bisenzio stands out as a positive experience carried on through time and resources placed at the disposal of such projects. The part relating instead to the web platform, aims to be a narrative point of view (gathering of data and participation experiences), technical participation (mapping, planning, and IT methodologies for the interaction between citizens and the projects promoted by the administration), a reservoir of good practices of the Municipality of Campi Bisenzio, and a benchmark, transferable not only to the succeeding administrations but also to other public and private entities.

## G. EVALUATION AND MONITORING.

**DESCRIBE SHORTLY WHAT KIND OF EVALUATION (INTERNAL/EXTERNAL) HAS BEEN FORESEEN FOR THE PROCESS, WHO WILL CONDUCT IT AND WHICH PARAMETERS WILL BE MEASURED.**

Max. 1,000 characters/200 words.

The assessment will be conducted by an agency external to the Administration and will provide for both process and conclusive indicators measured through the distribution of assessment questionnaires to a sample of the stakeholders participating in the process. As to the project outcome indicators, besides the "physical" type of parameters (number of effective participants compared to that forecast, participation of gender and communities of foreigners, the disabled). Also the perception of participants with regard to the effects of the process will be taken into consideration: proposals for the participatory budget and web platform

As to the process indicators, the degree and quality of citizen participation will be assessed through the impressions expressed by the latter.

**WILL CITIZENS BE INVOLVED IN THE EVALUATION? WILL THEY BE PROVIDED WITH THE EVALUATION RESULTS?**

Max. 1,000 characters/ 200 words

The assessment will be conducted in a privileged way precisely through the involvement of the citizens, who will be called to express – through a semi-structured questionnaire – their own satisfaction levels regarding the processes and the outcomes of the participatory project.

# 11TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" Award

## AWARD APPLICATION FORM

In cases where such activities result to be particularly critical, the external assessment will be deepened through recourse to qualitative types of tools (e.g. focus groups) able to give greater evidence to the strong and weak points, and improvement aspects of the participatory process, and can redirect the design of future participatory processes regarding the Municipality of Campi Bisenzio.

### **ONCE THE EVALUATION PROCESS IS FINALIZED, IS THERE A CITIZENS' MONITORING/FOLLOW UP PROCESS FORESEEN?**

Max. 1,000 characters/ 200 words

At the end of the participatory process a Guarantee Committee – composed of 3 citizens participating in the project – will be formed to verify compliance between the results and the decisions made through the process and the effective implementations brought ahead by the Municipal Administration. The participatory web platform, moreover, is the tool ideated precisely to guarantee continuity between the participatory method as a privileged *modus operandi* of the Campi Bisenzio Administration.

## **H. ABSTRACT AND CONCLUSIONS.**

### **HIGHLIGHTS OF THE EXPERIENCE.**

Max. 1,000 characters/ 200 words.

- "Participatory model of the City of Campi Bisenzio" measurable and transferable;
- Participatory mapping from below
- Involvement of the entire population
- Real impact on public policies.

### **FUTURE CHALLENGES TO ACHIEVE.**

Max. 500 characters/ 100 words.

The issue of the declining enthusiasm of citizens, and more generally, regarding aspects of the administration of common assets, is a challenge which administrators are called to answer for, both locally and nationwide. The experiences undertaken by the Campi Bisenzio Municipality over the last years have demonstrated how a virtuous participation, the fruits of which comply with the real decisions of the policy makers, bring the citizens closer to the governance of the city. The medium-long term objectives of the period will be

# 11TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" Award

AWARD APPLICATION FORM



that of not losing the participatory heritage achieved, and also to bring closer those categories of citizens who have not been reached by such processes up to today.

## **WHY CAN THE EXPERIENCE BE CONSIDERATED INNOVATIVE?**

Max. 500 characters/ 100 words

Through participatory web platform mapping, the process will make participation the administrative tool of the city, recognised by both policy makers and citizens, overcoming the practice of granting an "anonymous" power of attorney which the voters give to the administrators upon their election, and activating a real civic participation in the governance of the common assets.