

# Visioning: Methodological Approach in SPARCS

## City Vision Webinar

EU GREEN WEEK 2021 PARTNER EVENT

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**ZERO** #EUGreenWeek  
**POLLUTION**  
for healthier people and planet

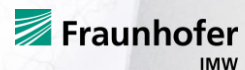
# Fraunhofer IMW



The scientists at Fraunhofer IMW research and develop strategies, structures, processes and instruments to

- Facilitate **knowledge and technology transfer** between organizations
- Convert **knowledge into innovative products and services**
- Develop the **right environment** for innovation and knowledge transfer

In this process, we aim for ecologically and socially balanced and economically viable solutions with a global perspective.



# City Vision 2050

- Urban Transformation Planning in SPARCS
- „Visioning“ process in the participating cities

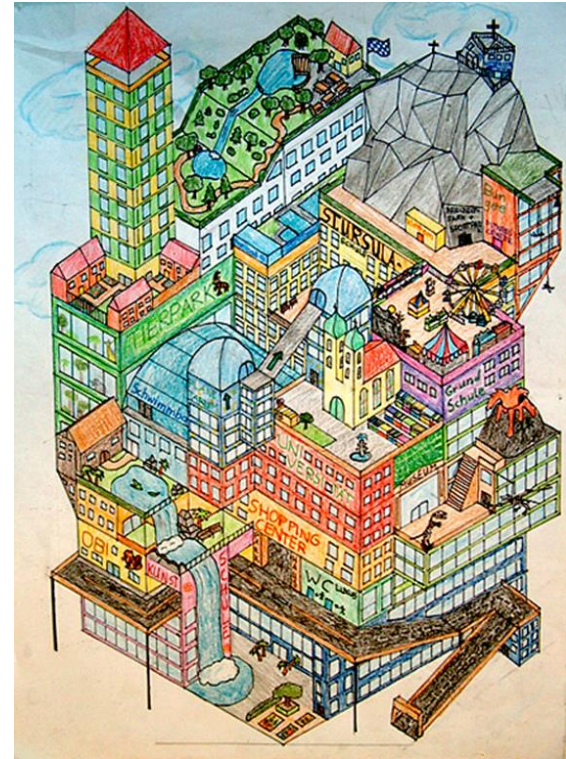
# Framework Urban Transformation Strategy



Figure 1: SPARCS Urban Transformation Strategy approach

# What is our understanding of “visioning”?

- Visioning: an emerging urban foresight method
- Foresight: *“a systematic, participatory, future intelligence gathering and medium to long-term vision building process aimed at present day decisions and mobilizing joint actions.”* (EU 2011)
- Question:  
**What should a climate-neutral city X look like in 2050?**
- Goal: to formulate the desired environmental, technical and socio-economic change for 2050
- Vision development: a collaborative process



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# City Vision Generation



**City Vision  
Workshop**

**City Vision  
2050 ✓**

**Local Task  
Force  
Group**

Who will  
organise  
the  
visioning  
process?

What are  
relevant long-  
term targets at  
different levels?

What are major  
trends and  
expected  
developments  
related to key  
strategic areas?

Which key  
actors will be  
involved into the  
participatory  
visioning  
exercise?

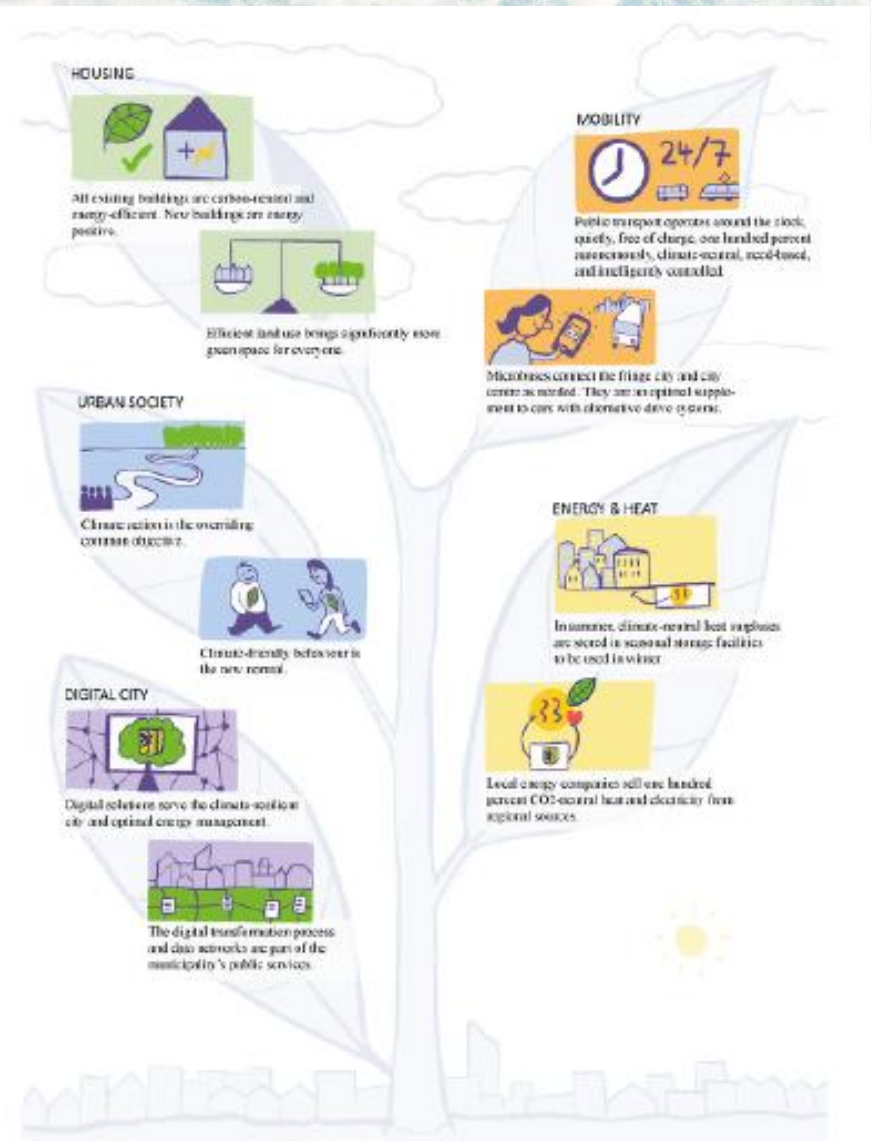
How to  
develop the  
actual vision  
statements  
for key  
strategic  
areas?

**City Diagnosis ✓**

# City Vision Process

## Tools and Support:

- City Vision Step-by-Step (customizable manual)
- Webinars and meetings
- Lessons learnt from the pilot workshop in Leipzig



# Contact

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