

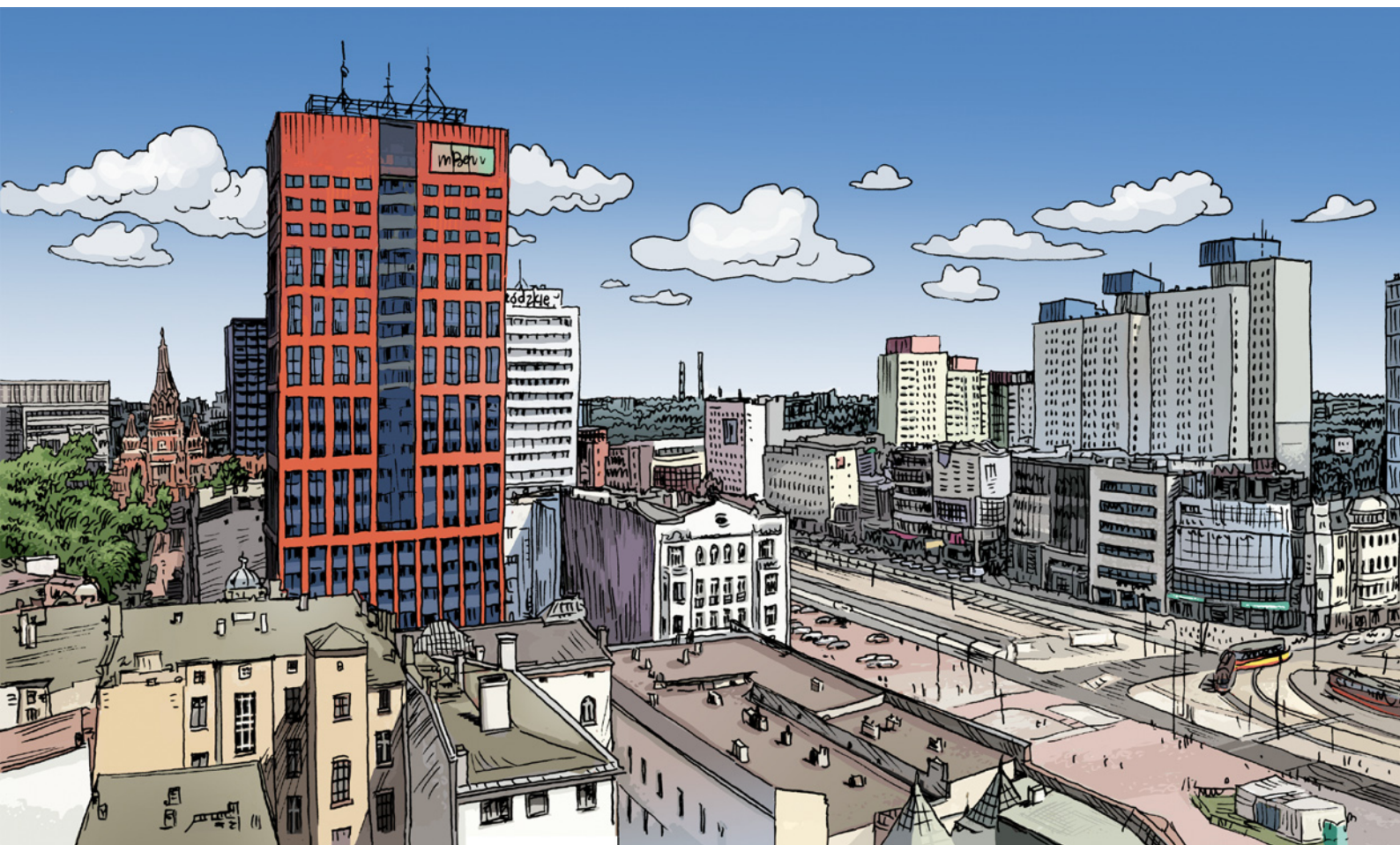
# CITY HEROES







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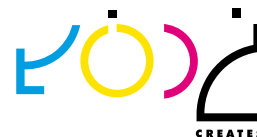
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colour by  
BLIK STUDIO

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European Union  
European Regional  
Development Fund



## CITY HEROES

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# LADIES AND GENTLEMAN

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**O**ver the last few years, we have become a leader in revitalisation in Poland. Dozens of renovated tenement houses, streets, squares and newly-created alleys will make up the city centre of Łódź. Our goal is to make the revitalisation area a vibrant place, bustling with life, full of open-minded people, mindful of the needs of others in their neighbourhood and caring for space around. This is why we are dedicating a series of social activities to the residents of this area. We assist them in seeking employment, promote local initiatives and create friendly spaces for common activities.

We are especially proud of being able to change the quality of life of Łódź residents, which began with the revitalisation of the city centre. The key role in this process was played by the so called Area Hosts and Social Lighthouse Keepers, who not only serve as mediators between the residents and local institutions and assist in relocations, but also motivate people to take action themselves.

The scale of the introduced changes, as well as the focus we put on people and our receptiveness to their needs were noticed in Europe and awarded with the URBACT Good Practice label. Owing to this, we could share our solutions with other European cities by creating an URBACT Transfer Network.

We invited six outstanding cities to participate in the URBAN-REGENERATION-MIX project: Baena, Birmingham, Metropolitan City of Bologna, Braga, Toulouse Metropole and Zagreb. In the course of this project, we shared experiences in the fields of social participation and introducing mediation as a tool for increasing the residents' engagement in the revitalisation process.

Dear Reader, the comic book you have in your hands showcases solutions we have developed in Łódź, focusing on the role and competences of the city mediators. We present different ways of cooperation with residents by adapting activities to various stages of revitalisation projects. We hope you find our story inspiring and encourage you to engage local residents in revitalisation activities and weave a collaborative city..

***Hanna Zdanowska, Mayor of Łódź***

# INTRODUCTION

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**O**n the day Łódź was awarded the URBACT Good Practice title, we embarked on an extraordinary journey to teach, share and inspire. Together with our partners, with whom we create the URBAN-REGENERATION-MIX Good Practice Exchange Network, we were looking for solutions which will help us increase the involvement of residents in revitalisation activities and build active local communities in the revitalisation area, ready to act for the benefit their neighbours.

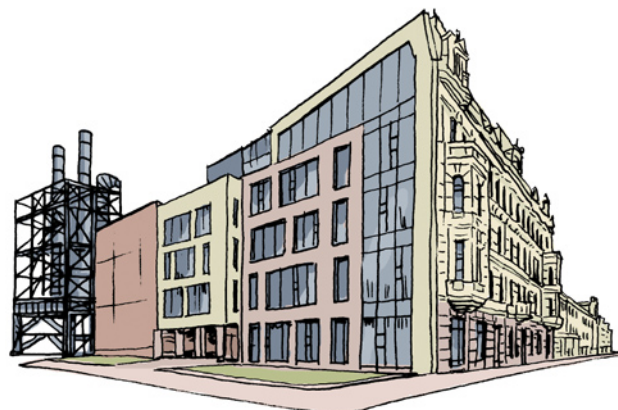
This publication is the Final Learning Log of Łódź, in which we presented solutions developed in the course of the URBAN-REGENERATION-MIX project.

As a Leader we had a unique task. We already had a Good Practice at hand, at the centre of which were Area Hosts and Social Lighthouse Keepers - extraordinary officers (mediators) who support the inhabitants of the revitalisation area in the process of relocation and help them overcome life's difficulties. Our aim was therefore to improve the methods and tools used so as to ensure even broader participation of the residents in the urban renewal process.

On the one hand we acted as experts, on the other hand we drew on the knowledge of our partners and observed the solutions used in their cities, which we then adapted to the needs of our residents. Particularly inspiring for us were the activities carried out by partners from Braga, Toulouse Metropole and Birmingham, which allowed us to take a wider look at the role of mediators in the city.

Braga showed us how to effectively use socio-cultural animation as a method of involving citizens in the city. Toulouse Metropole shared with us knowledge about managing the investment process with the help of an Area Manager who works with all stakeholders in the investment area. Birmingham, on the other hand, encouraged us to work with a local leader who, as a link to the local community, motivates and inspires small groups of inhabitants to act from the bottom up and, through integration activities, builds in them a sense of community and responsibility for the space and the neighbours with whom they share it.

The experience of our partners has helped us to determine the directions for the development of urban mediation and to adapt the roles of mediators to the needs of city areas at different stages of the revitalisation process. In this way, a vision of three paths of mediators' activities was developed. Their competences, scope of activities and working methods are presented on the following pages.



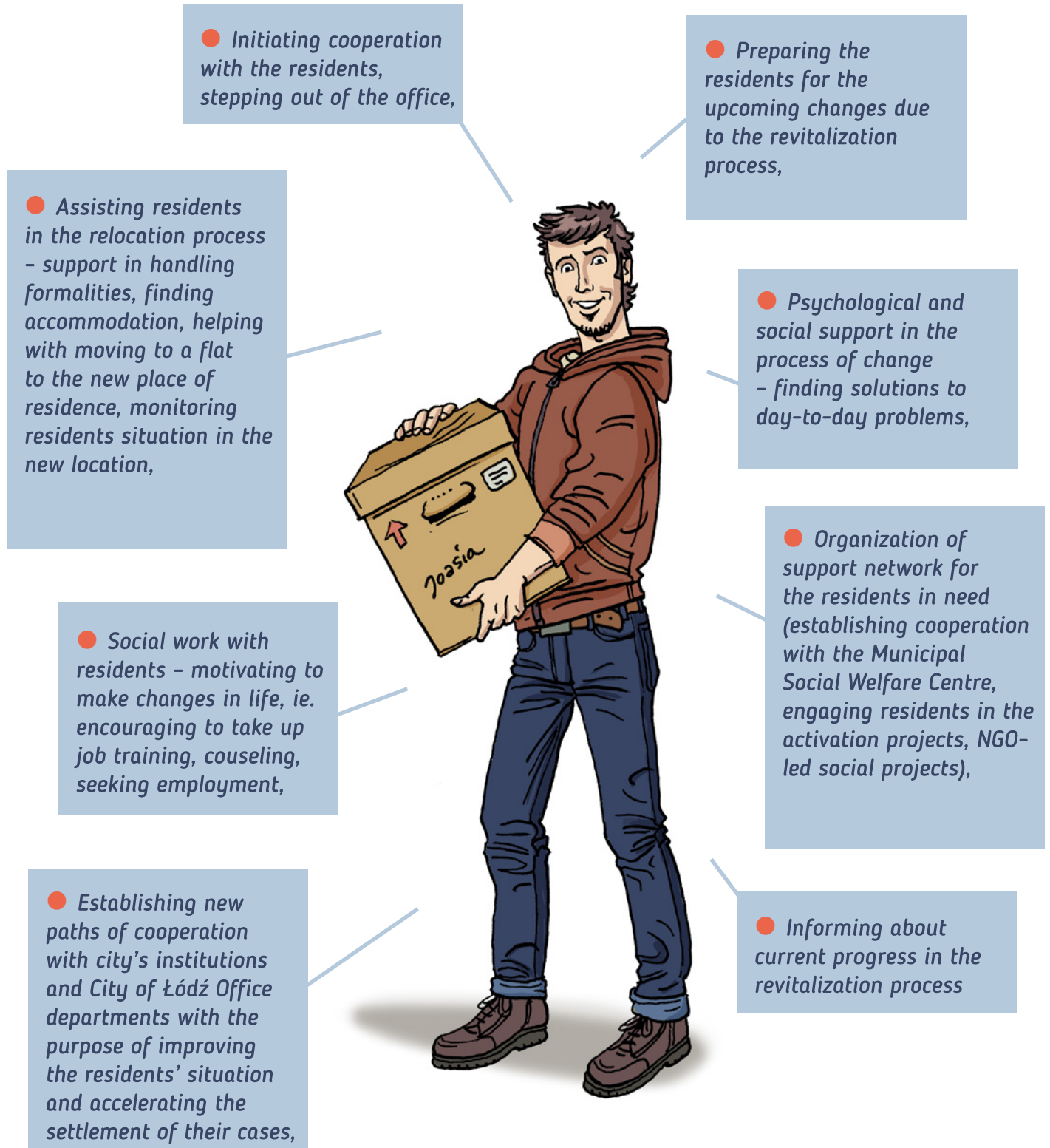


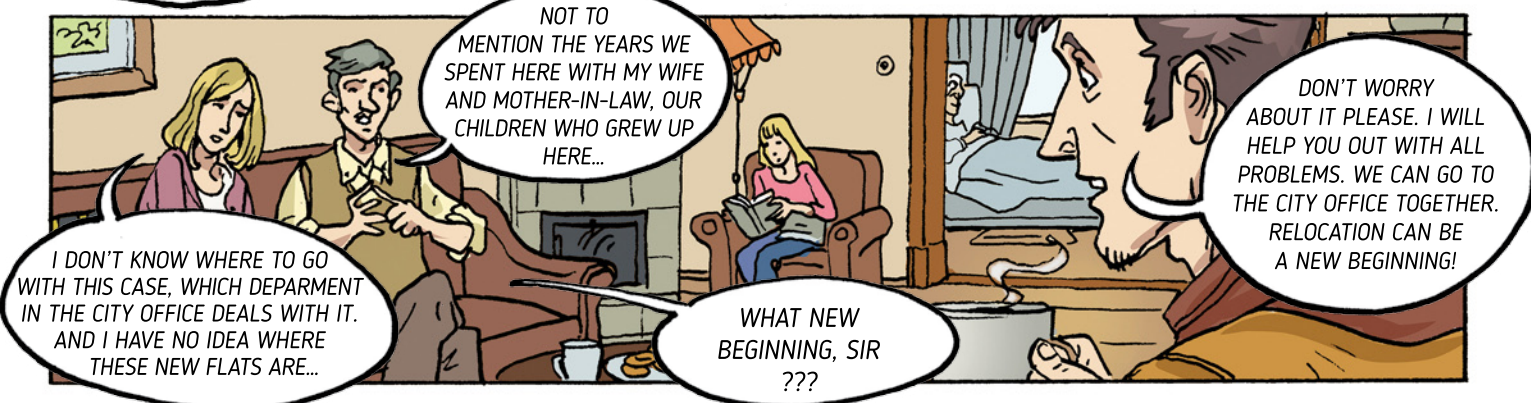
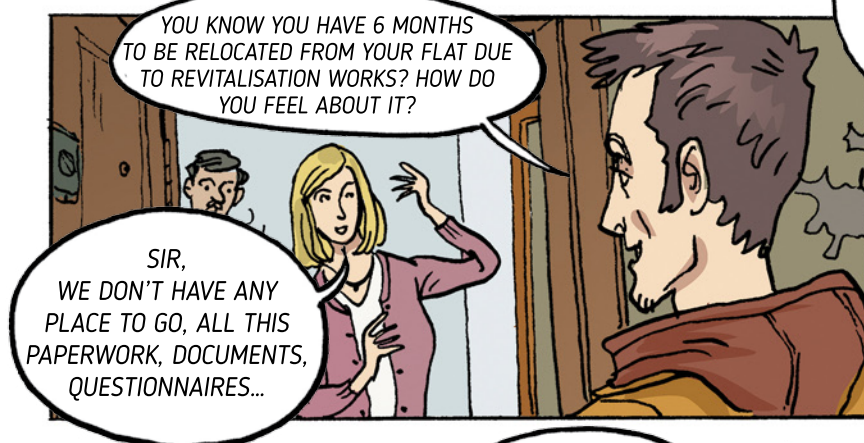
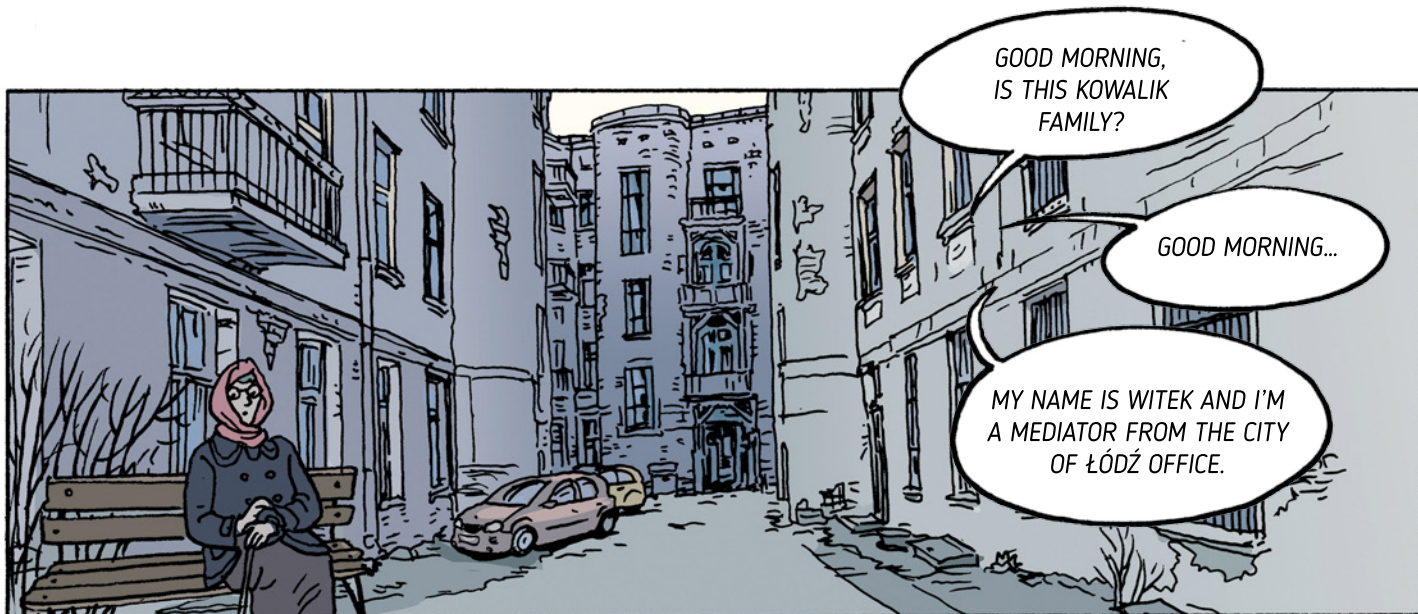
# THE MEDIATOR – WITEK

**Revitalization Stage:** Degraded area/beginning of the revitalization process/ongoing revitalization process.

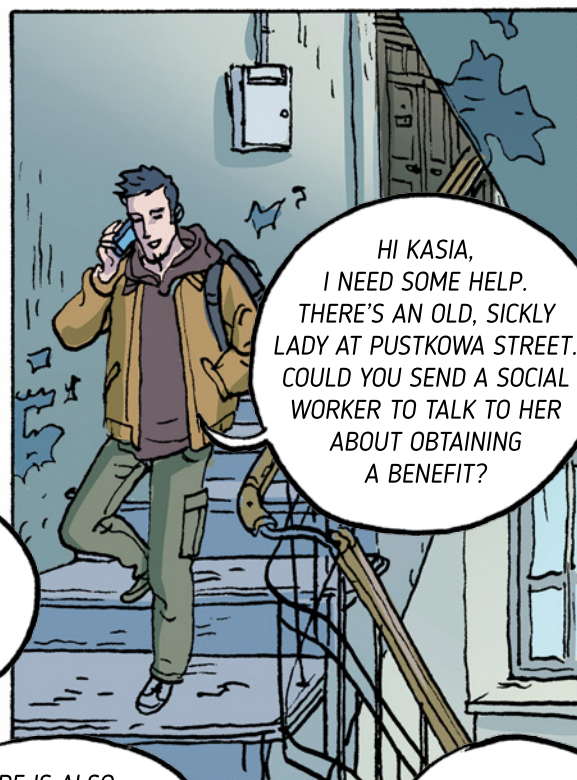
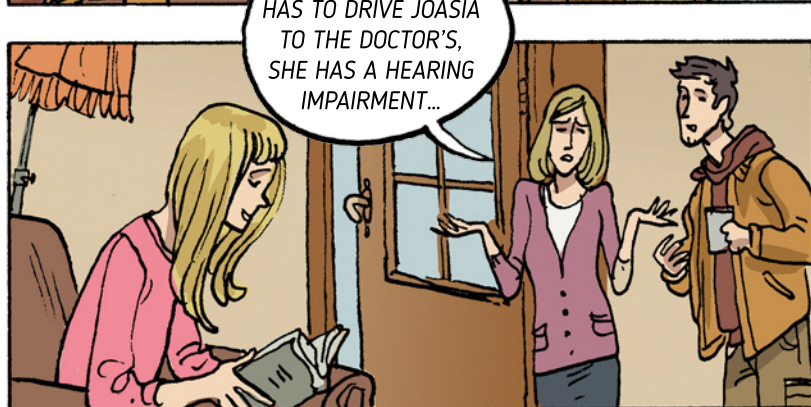
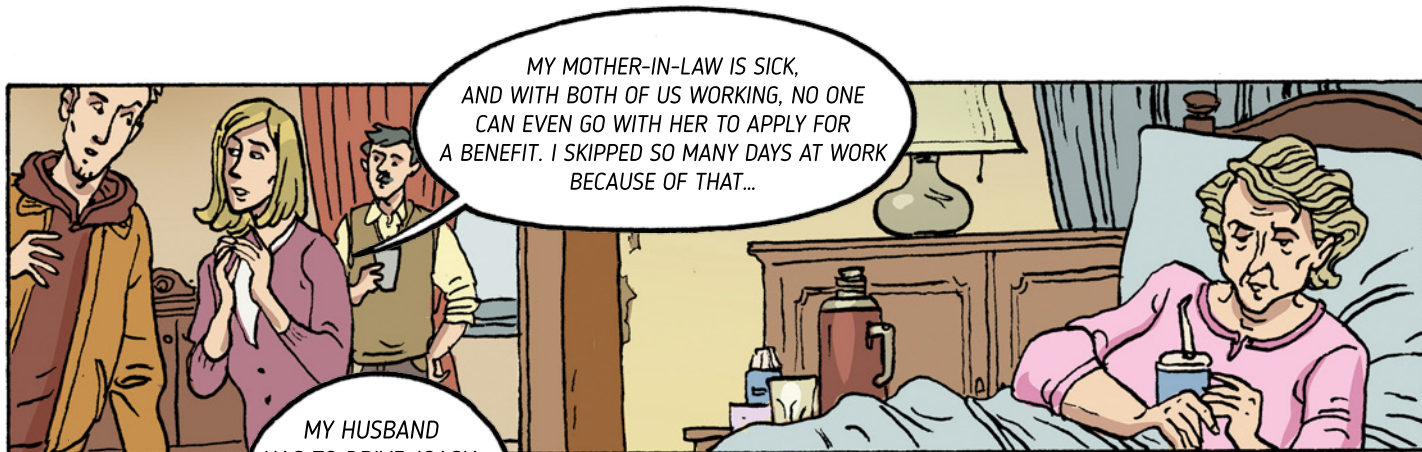
**Role:** The Mediator (combining the skills of a Social Lighthouse Keeper „Supports residents in the life change that accompanies the revitalisation process” and an Area Host „Connects residents with institutions and supports them in the relocation process”).

**Goal:** Supporting the residents of Łódź in the process of change and problem solving solutions finding.









YOU KNOW HOW HARD IT IS TO GET AN APPOINTMENT WITH A SPECIALISED DOCTOR! HOW DO WE DEAL WITH ALL OF THAT?



ALRIGHT, I WILL CALL OLA, WE MAY BE ABLE TO DO SOMETHING ABOUT IT.

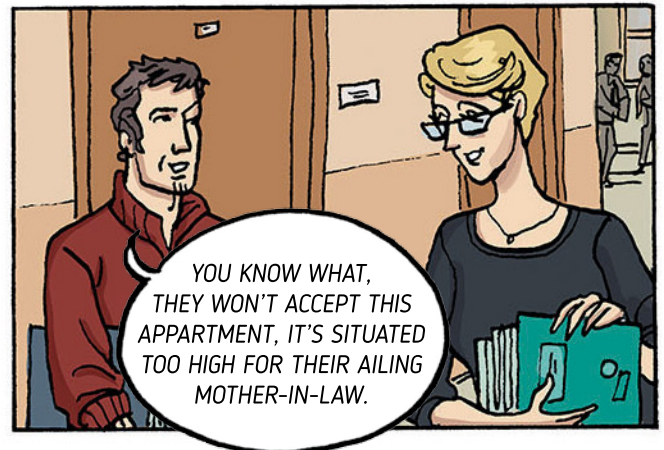
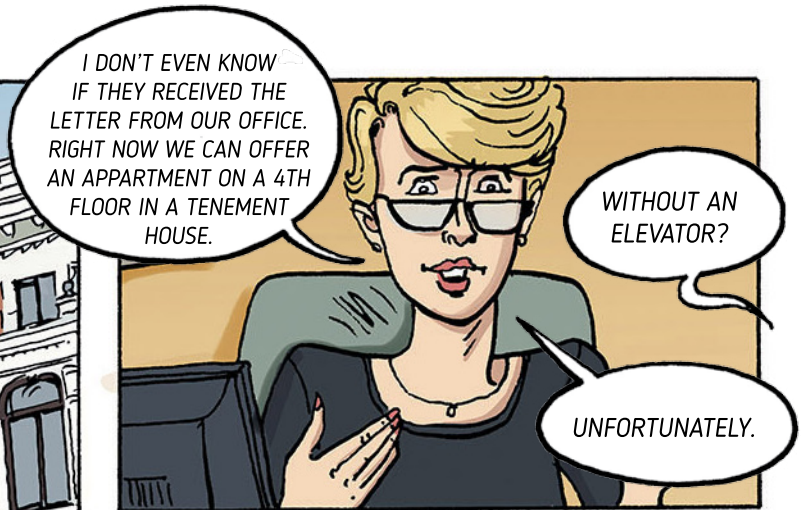


THERE IS ALSO A TEENAGE GIRL IN THIS FAMILY WITH A HEARING IMPAIRMENT. SO SHE WOULD REQUIRE A RATHER LONG-TERM SUPPORT, INCLUDING SOME THERAPY.

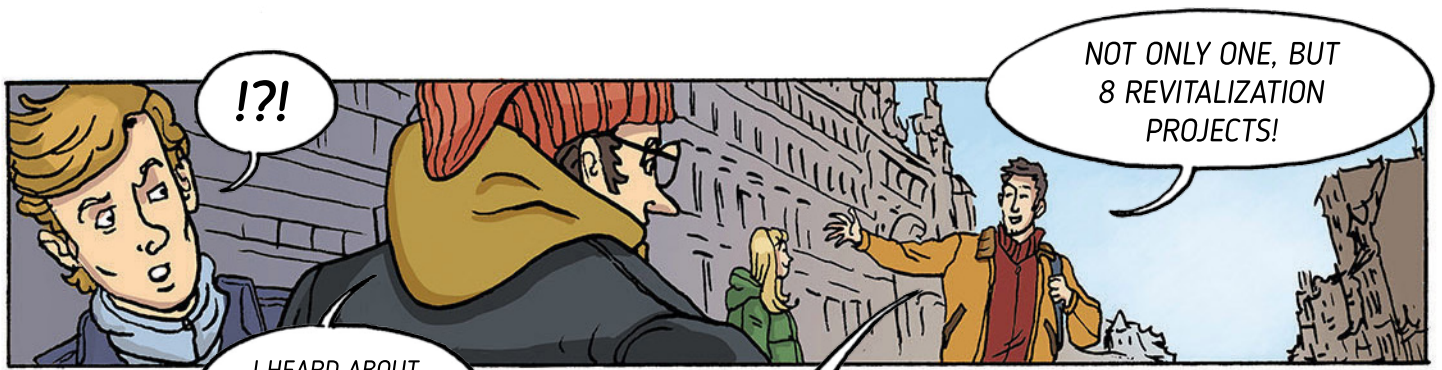
THERE ARE A LOT OF CHARITY ORGANIZATIONS WORKING IN THIS FIELD, MAYBE WE COULD SIGN HER UP FOR ONE?

GREAT IDEA. SEND ME THEIR OFFERS, PLEASE, WHEN YOU HAVE A SPARE MOMENT!









I HEARD ABOUT IT AT THE UNIVERSITY!

THE CITY IS PLANNING TO RENOVATE MOST OF THE BUILDINGS ON THIS STREET. LATER IT WILL ENSURE THE CREATION OF THE SO-CALLED SOCIAL MIX.

WHAT IS THE CLOSING DATE FOR THESE INVESTMENTS?



THE BUILDING YOU ARE LOOKING AT RIGHT NOW SHOULD BE RENOVATED THIS YEAR.

LODZ IS CHANGING, NO DOUBT ABOUT THAT.

THE REST OF THE STREET SHOULD BE FINISHED TWO YEARS FROM NOW. FOLLOW THE CITY'S WEBSITES TO BE UP TO DATE!



I NEED TO CHECK OUT WHAT IS THIS SOCIAL MIX!







SERIOUSLY, HOW DID THEY  
WALK THE POOR MISS  
KOWALIK UP THESE STEPS?

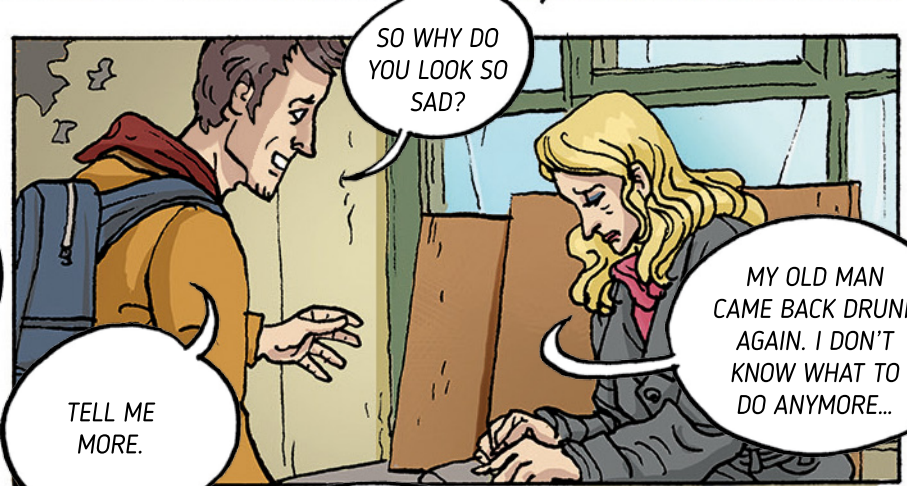


!!!



GOOD MORNING!  
IS SEVERYTHING  
OKAY WITH YOU?

GOOD MORNING.  
DON'T WORRY,  
IT'S NOTHING...



SO WHY DO  
YOU LOOK SO  
SAD?

TELL ME  
MORE.

MY OLD MAN  
CAME BACK DRUNK  
AGAIN. I DON'T  
KNOW WHAT TO  
DO ANYMORE...



I'M SCARED  
TO EVEN GO BACK HOME.  
MISS KOWALIK DOESN'T  
EVEN KNOW HOW LUCKY SHE  
IS THAT HER HUBBY ISN'T  
DRINKING... MINE ONLY HAS  
DEBTS AND A BOTTLE TO  
DROWN SORROWS  
IN.

IT'S NOT YOUR FAULT,  
YOU SHOULDN'T BE AFRAID!  
DON'T WORRY, I KNOW SOMEONE  
WHO CAN TAKE CARE OF YOU...

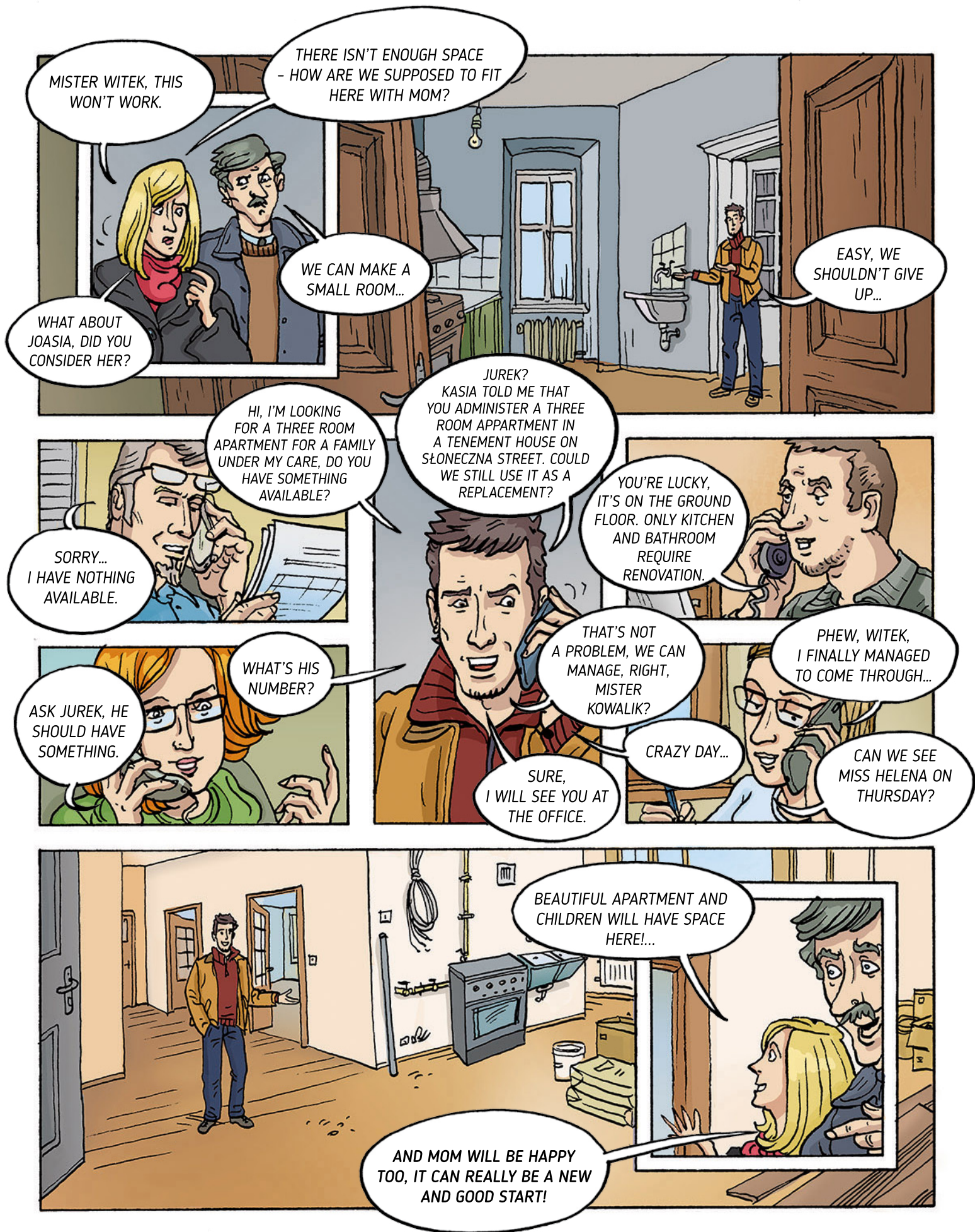


HELLO, AGNIESZKA?  
I'M WITH MISS HELENA, SHE  
WILL REQUIRE YOUR HELP. WE WILL  
DROP BY YOUR OFFICE, OK? SET AN  
APPOINTMENT FOR  
TOMORROW AFTERNOON.

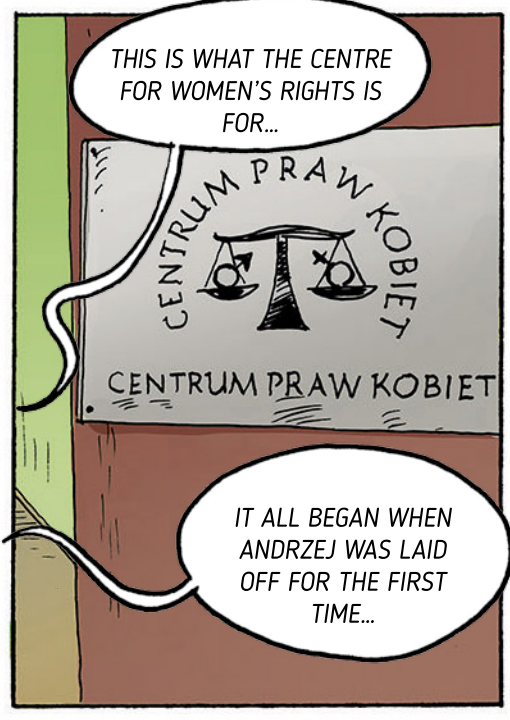
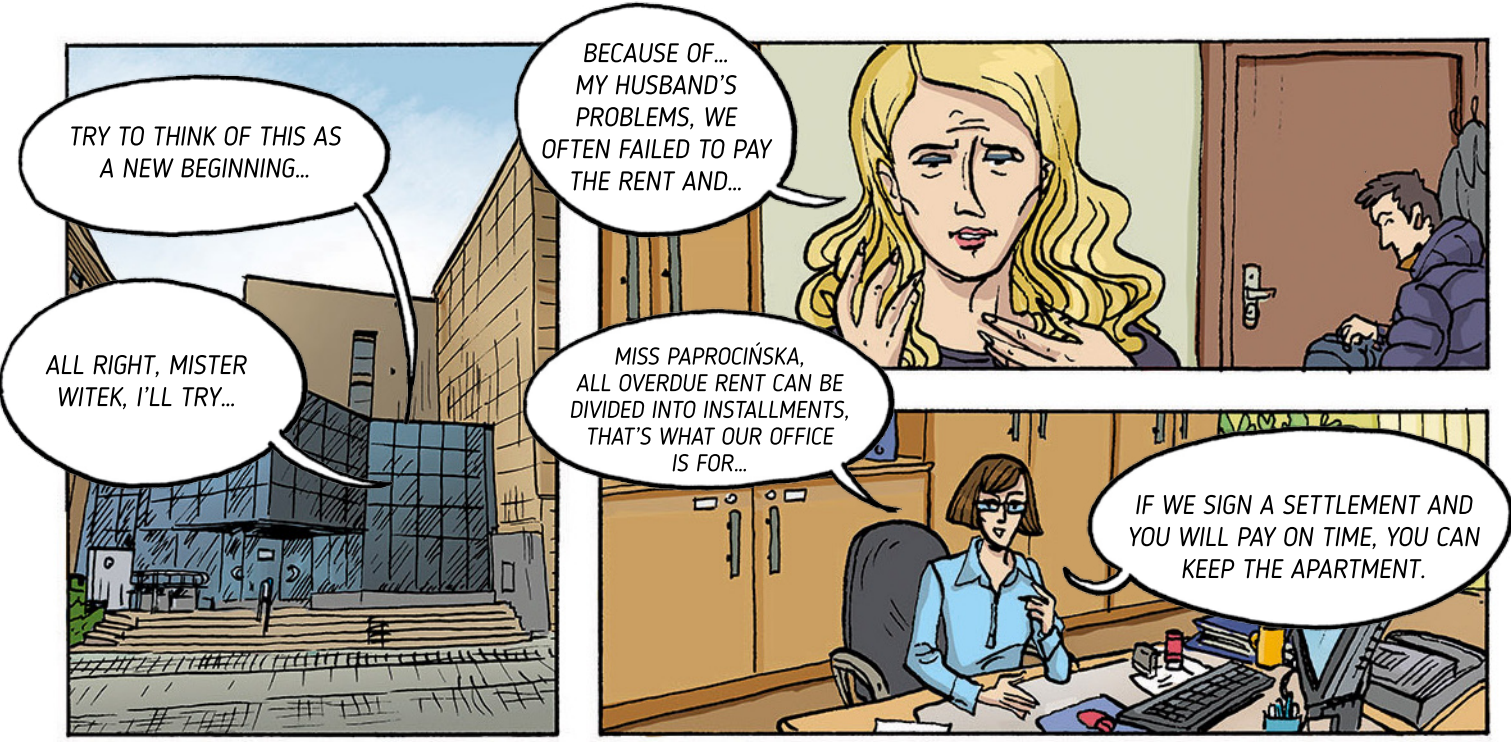
REALLY?

IT'S GOING TO  
BE ALLRIGHT...











TWO MONTHS LATER.



THIS GOES INTO MY ROOM! MINE!!!

!!!

AS I SAID - THERE ARE A LOT OF OPTIONS, YOU JUST HAVE TO KNOW HOW TO USE THEM.



JOASIA, GET READY, YOU HAVE REHABILITATION SOON!

MISTER WITEK, SIT DOWN, I WILL GET YOU SOME CAKE!

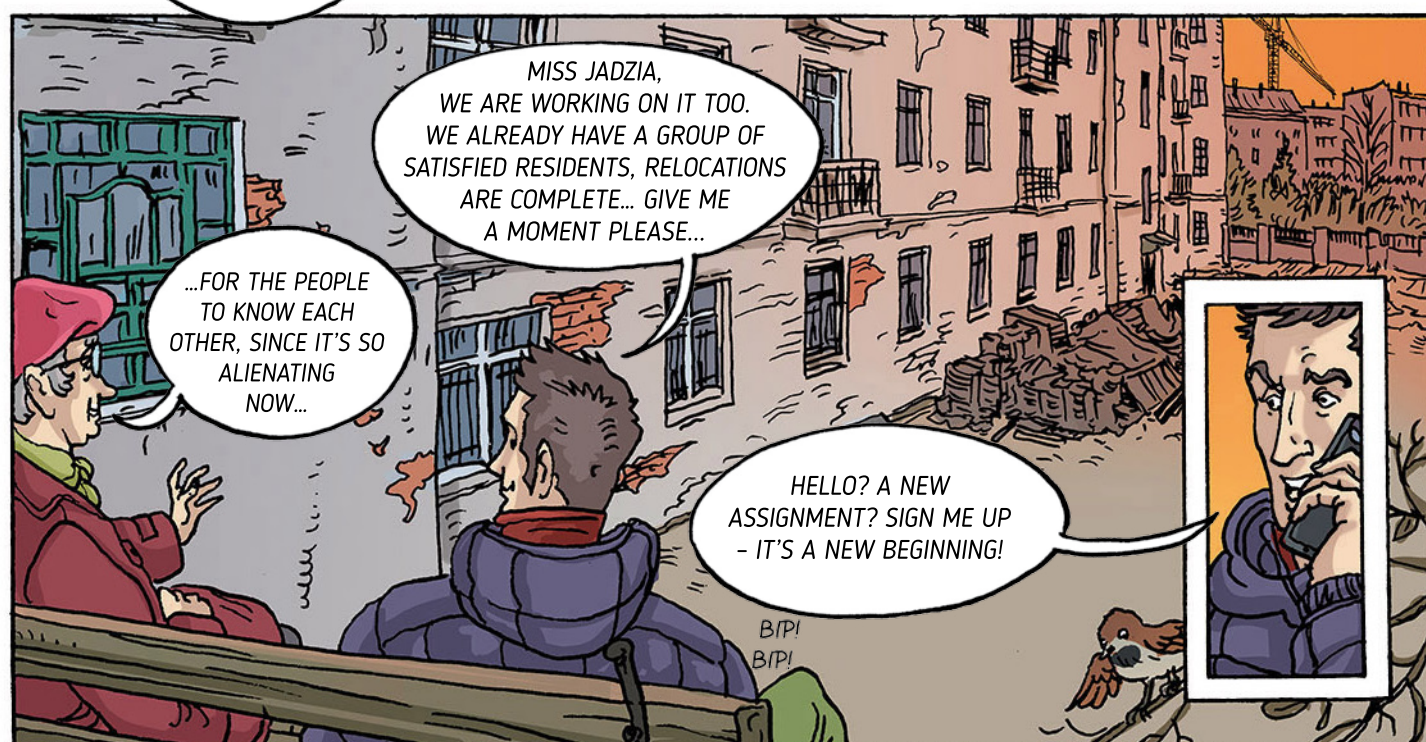
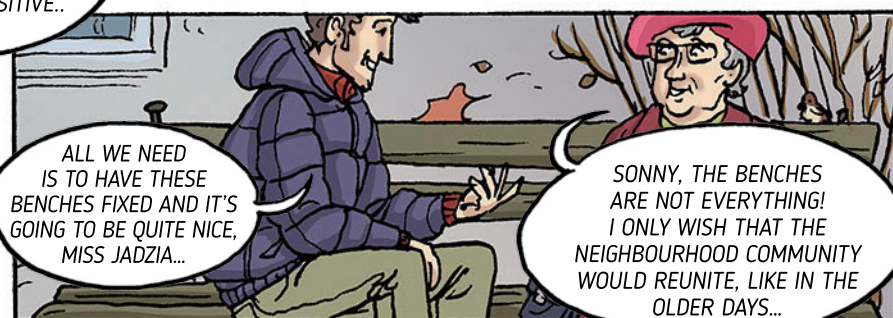
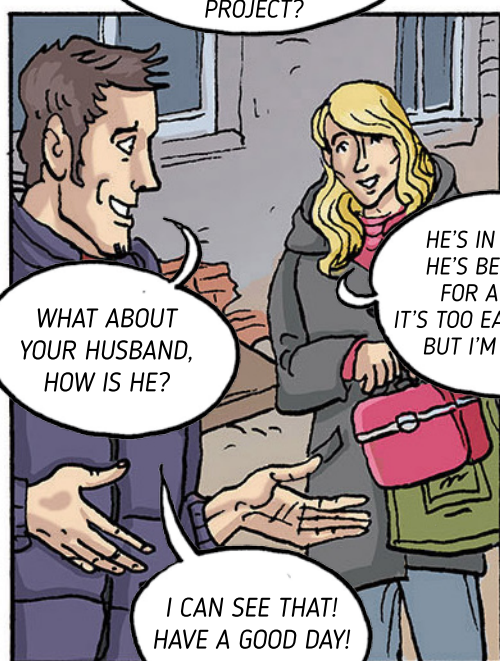
MOM, THE CAKE IS GREAT!



WHO DO I SEE HERE! WHAT ARE YOU DOING HERE?

MISTER WITEK, HELLO!







# LOCAL COMMUNITY ORGANIZER – ZUZA

**Revitalization Stage:** During the revitalization (investment) process and after its conclusion, during new local community building process.

**Role:** Local Community Organizer: a leader figure, able to bring together people ready to act for the common good of the local residents, animating and engaging the local community.

**Goals:** Igniting a will to act in people, integrating the community and invigorating the area in the social and participation aspect.

● Working with the remaining community in the area (residents of the city-owned tenement houses pre-renovation, residents of the private and housing cooperative's buildings, before, during and after relocation process)

● Managing a group involving local NGOs, cultural institutions, schools, universities, community centres, businesses and religious organizations and cooperating with them in terms of taking action for the benefit of the residents

● Researching local leaders and residential activists and engaging them in networking

● Overseeing initiatives undertaken by the local community

● Coordinating integration activities in the area, as well as planning co-activities in cooperation with NGOs and various institutions

● Assisting the residents in applications for funding of projects aimed at local communities or transforming the neighbourhood space

● Encouraging residents, NGOs and institutions to renovate their close surroundings (i.e. backyards, squares that are not included in the investment process) by applying for micro grants etc.

● Supporting the beneficiaries of new social functions (residents of protected apartments, day care centres, children from orphanages etc.)

● Assisting the new residents (relocating to the renovated tenement houses) in assimilating in the neighbourhood







WITEK, HI! I NEED TO ASK YOU SOMETHING, I GOT ASSIGNED TO YOUR FORMER AREA.

CAN YOU TELL ME MORE ABOUT IT? ARE THERE ANY ONGOING RELOCATIONS IN THIS TENEMENT HOUSE?

NO... THERE ARE SOME AT 13 PŁUGOWA STREET, BUT NOT AT 15.

THERE ARE SOME VERY ACTIVE RESIDENTS LIVING AT THIS ADDRESS, BUT IT'S BETTER YOU MEET THEM YOURSELF...

WHY NOT DO IT RIGHT NOW? OR ARE YOU STUCK BEHIND YOUR DESK AGAIN?

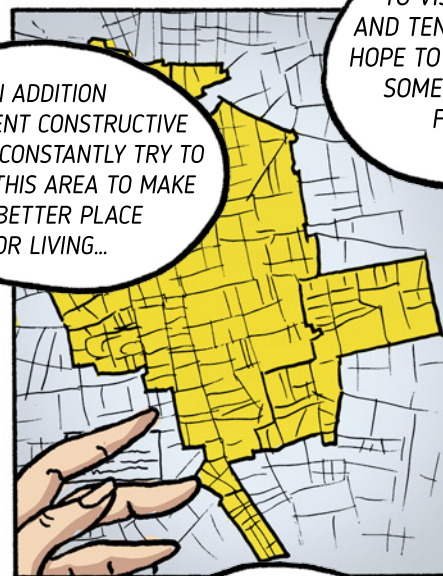
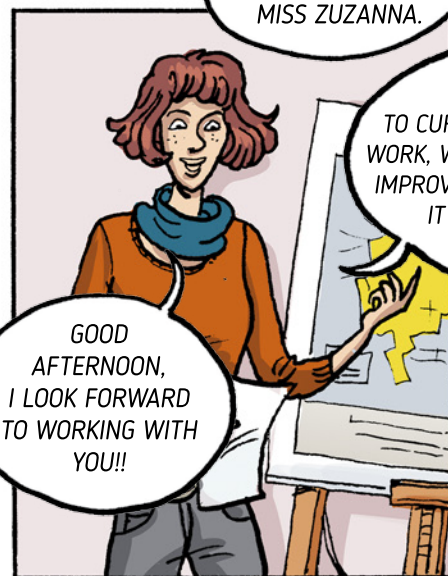


ME, STUCK? DON'T YOU DARE...

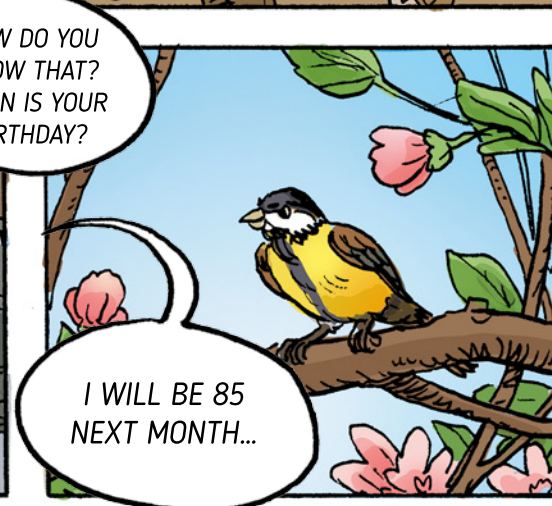
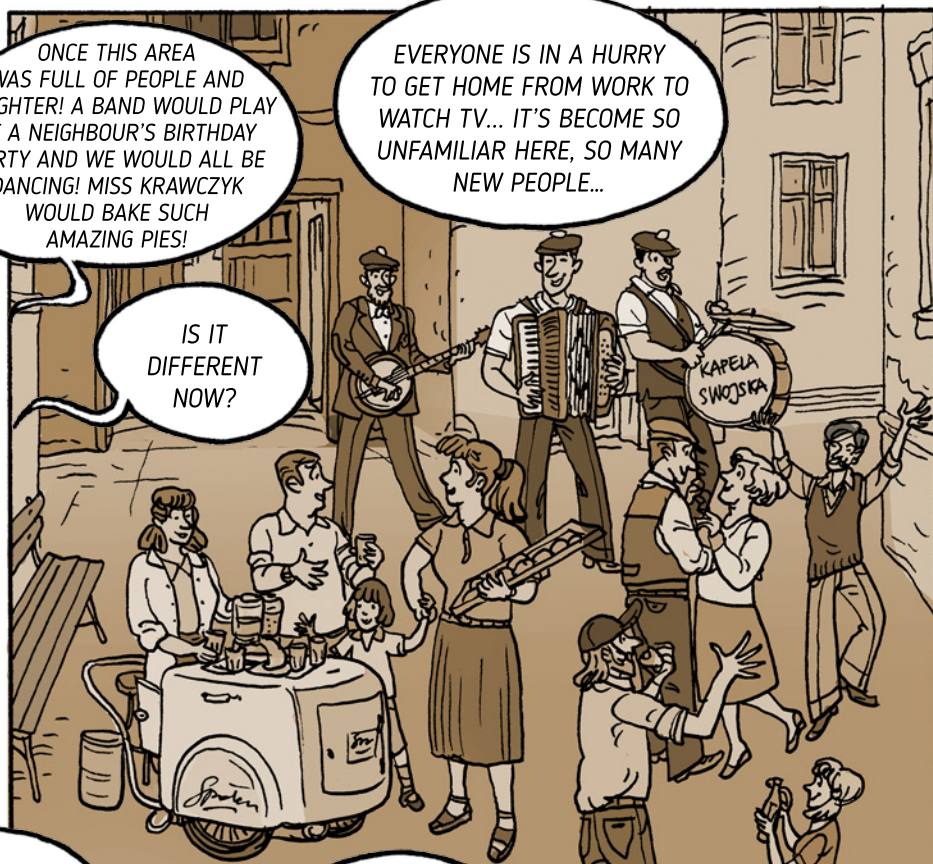
JOIN US AT THE NEIGHBOURHOOD MEETING!

!!!

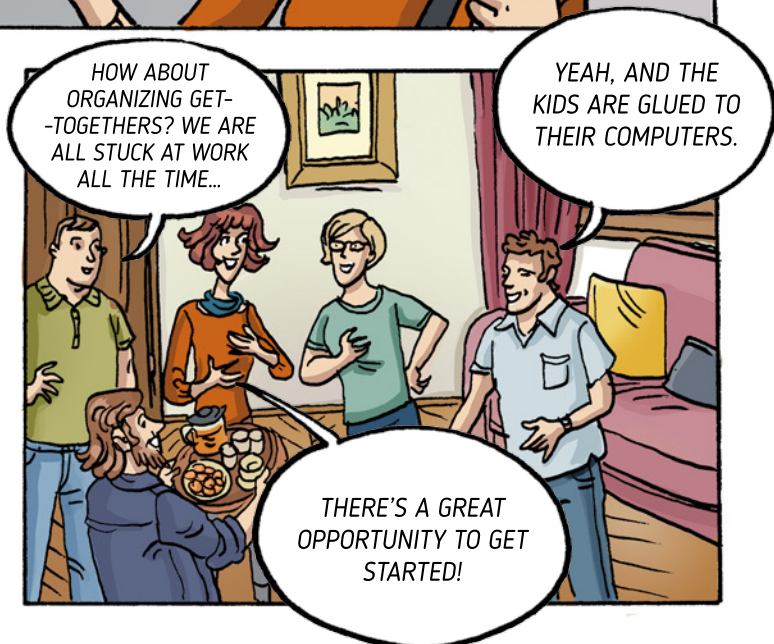
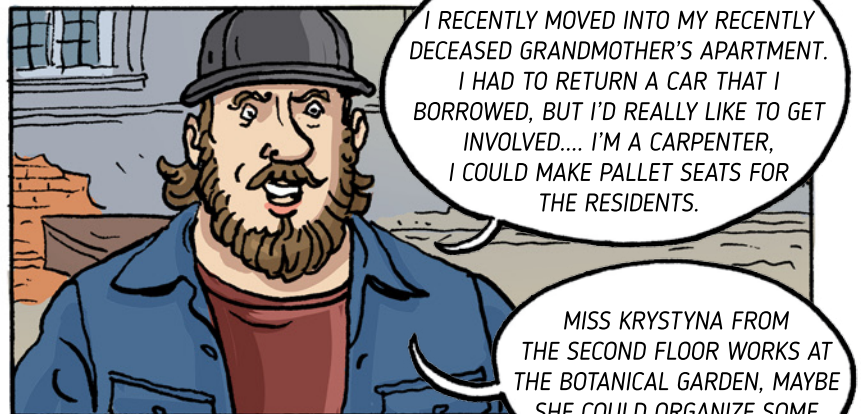




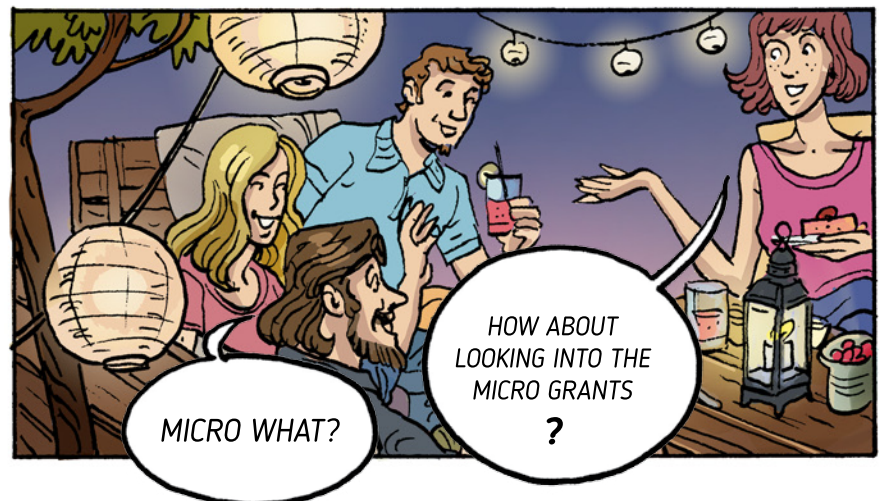
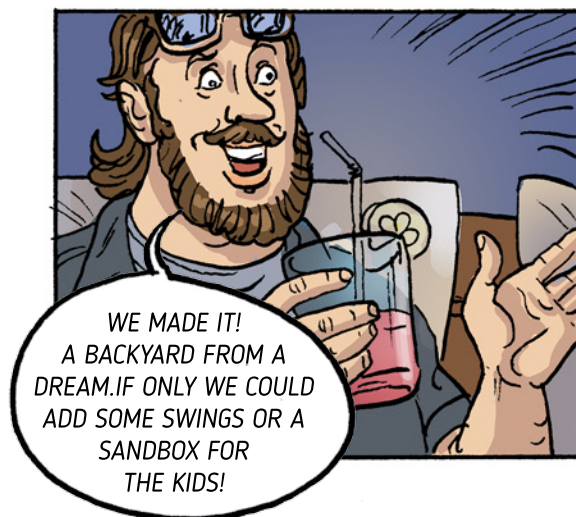
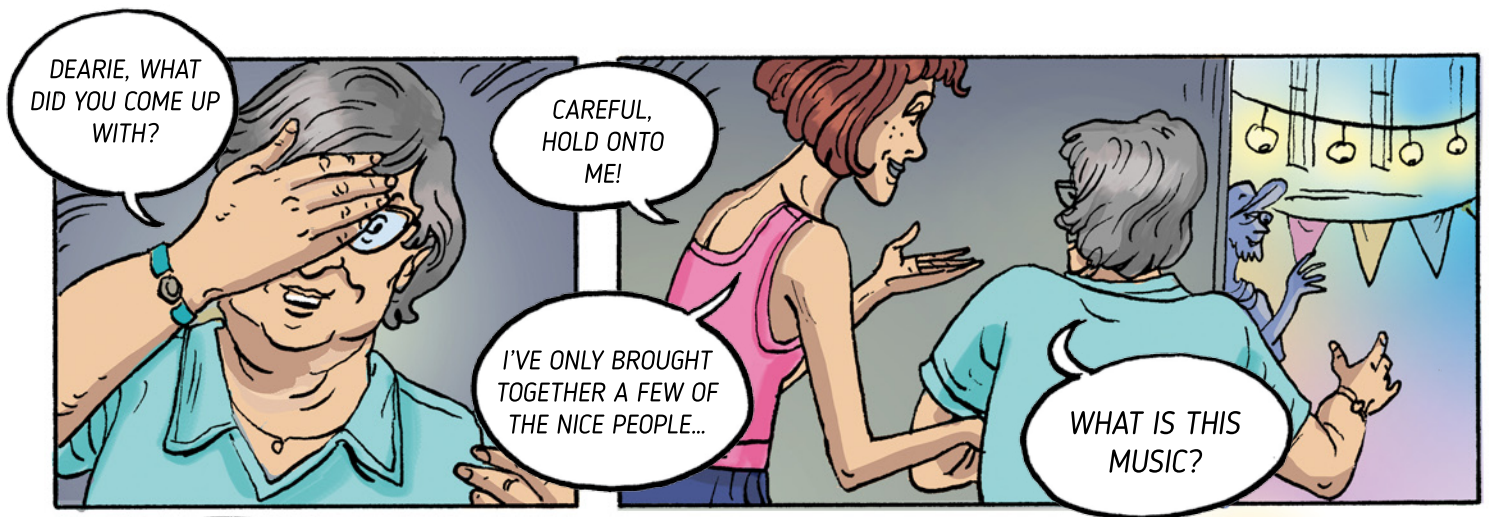




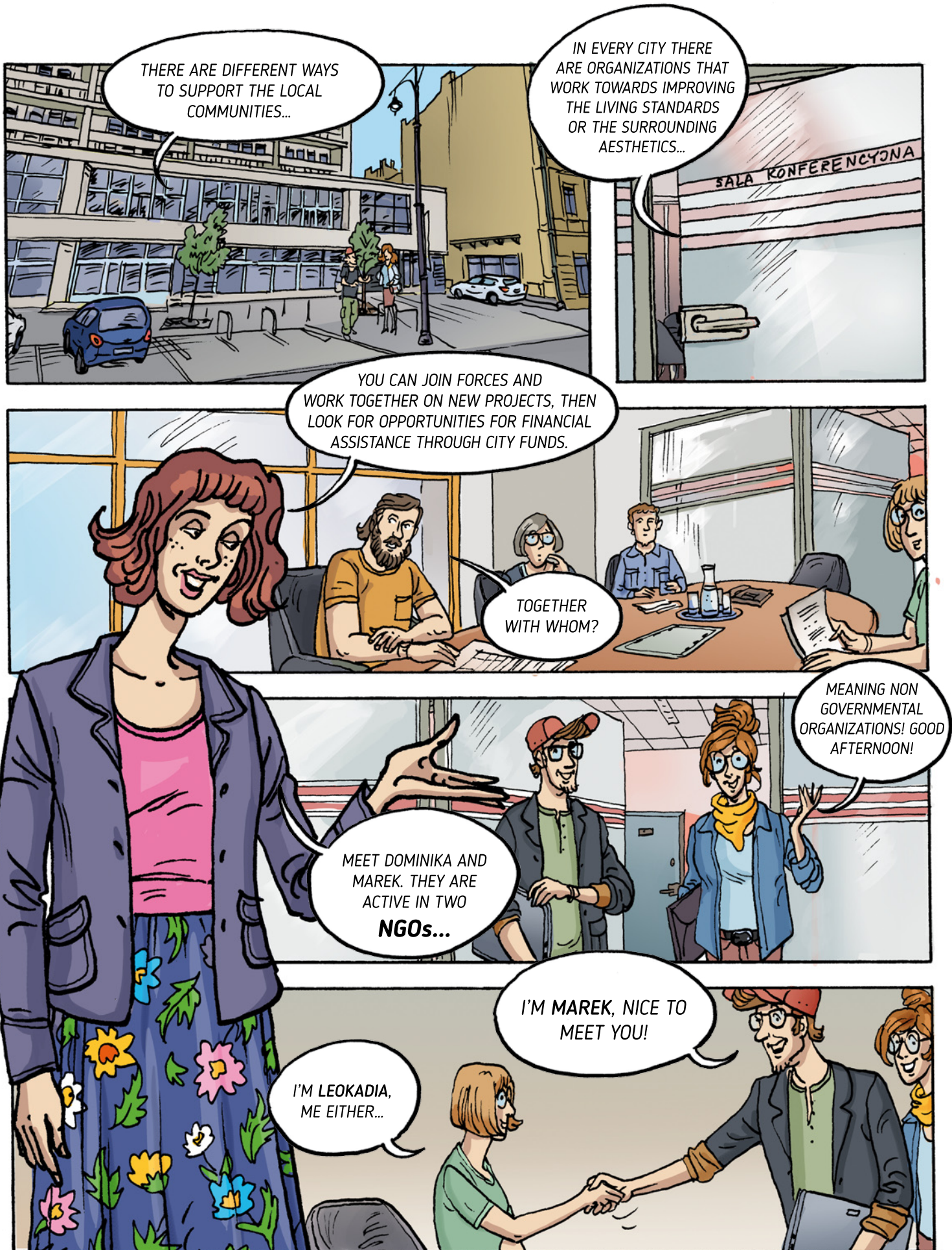




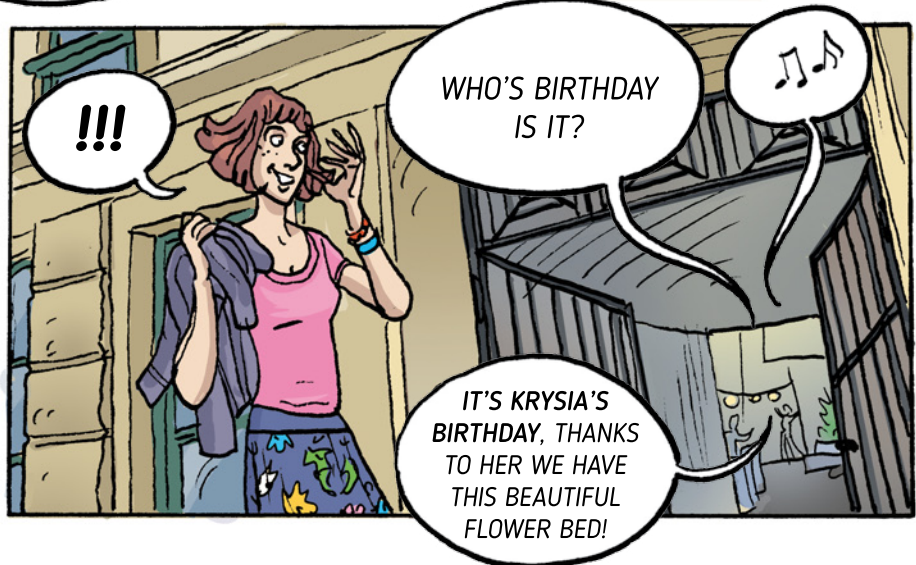




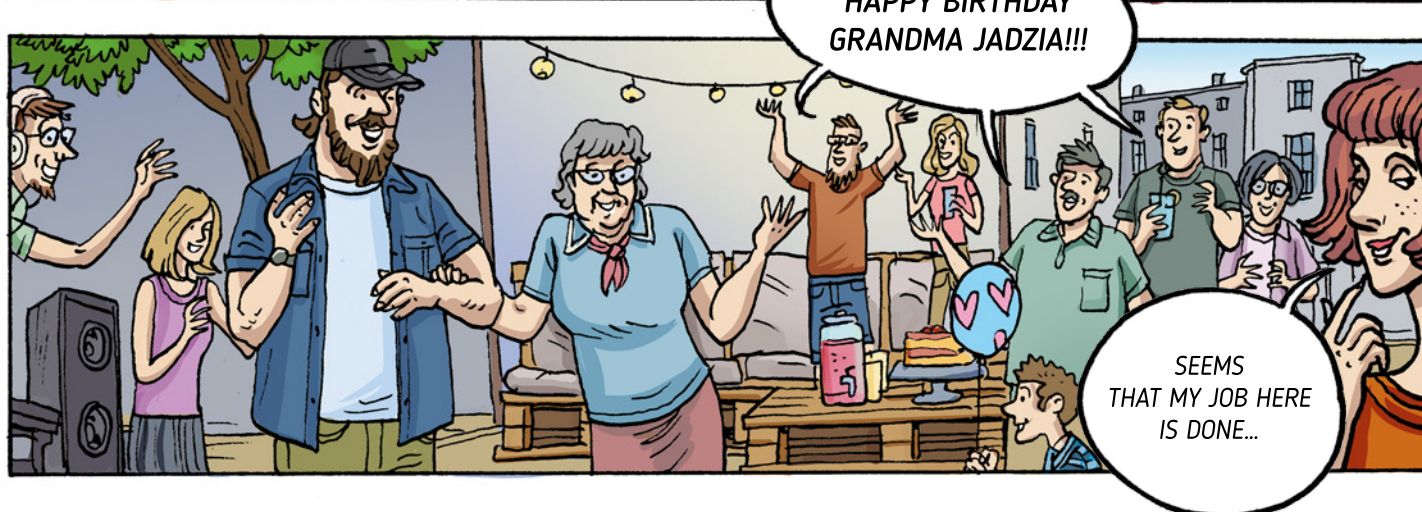
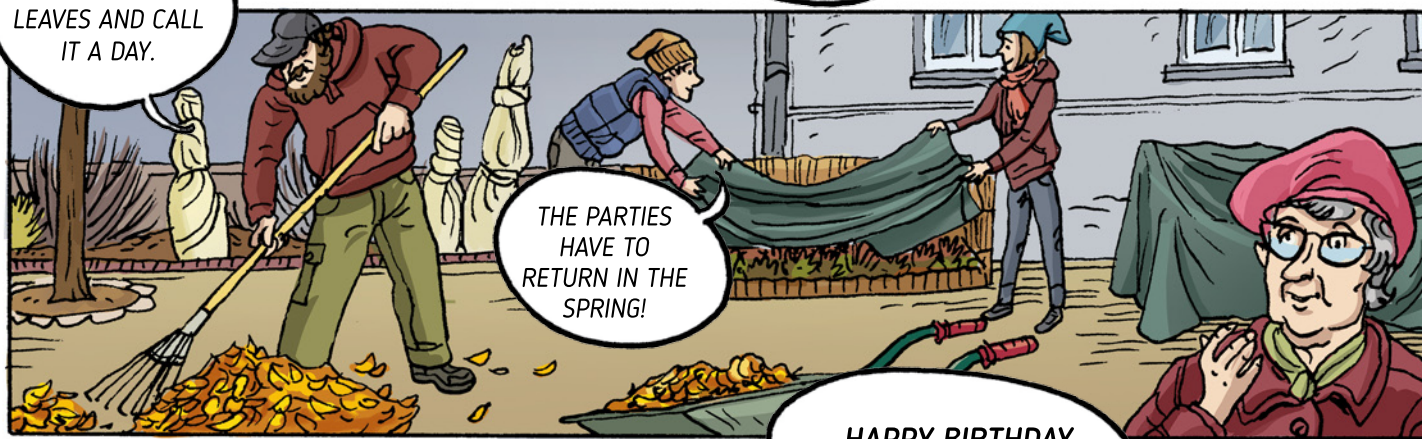
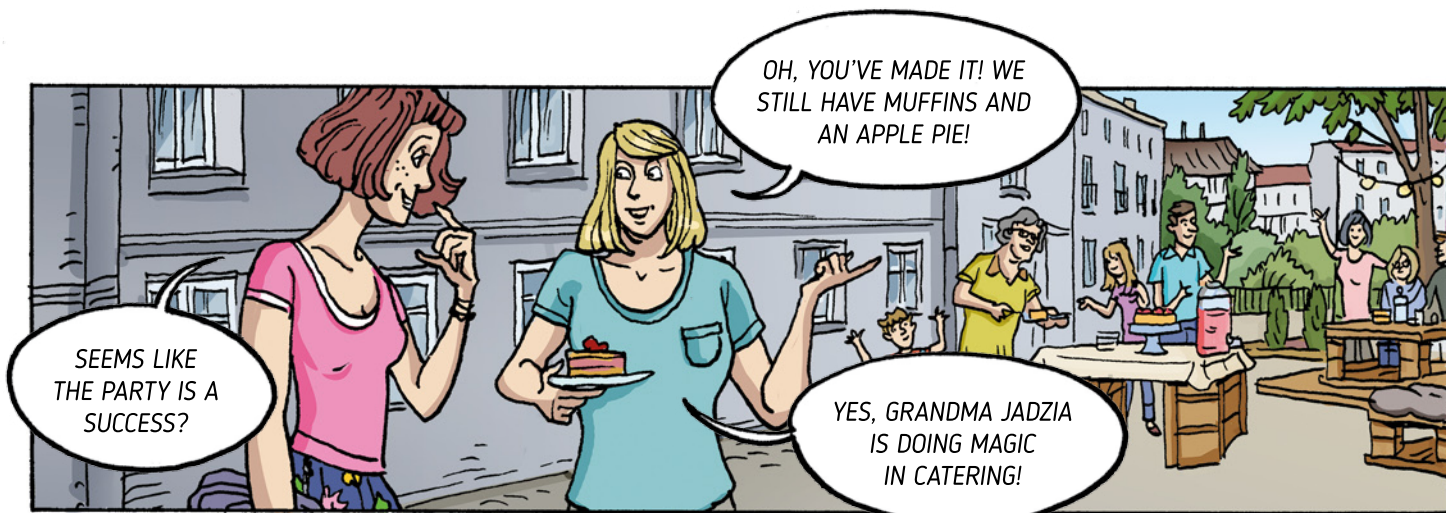














# THE AREA HOST – DAREK

**Revitalization Stage:** Finished investment process, finalization of the social revitalization process, local community integrated within the revitalization area.

**Role:** The Area Host – representing the area in the City of Lodz Office, viewing the area as a whole, assisting every resident of the area (local residents, organizations, institutions, businesses, investors).

**Goal:** Continuous development of the area, assisting stakeholders in their initiatives.

● *Supporting the development of the area through overseeing vital matters and finding solutions within various departments of the city hall*

● *Cooperation with other city departments in maintaining the area*

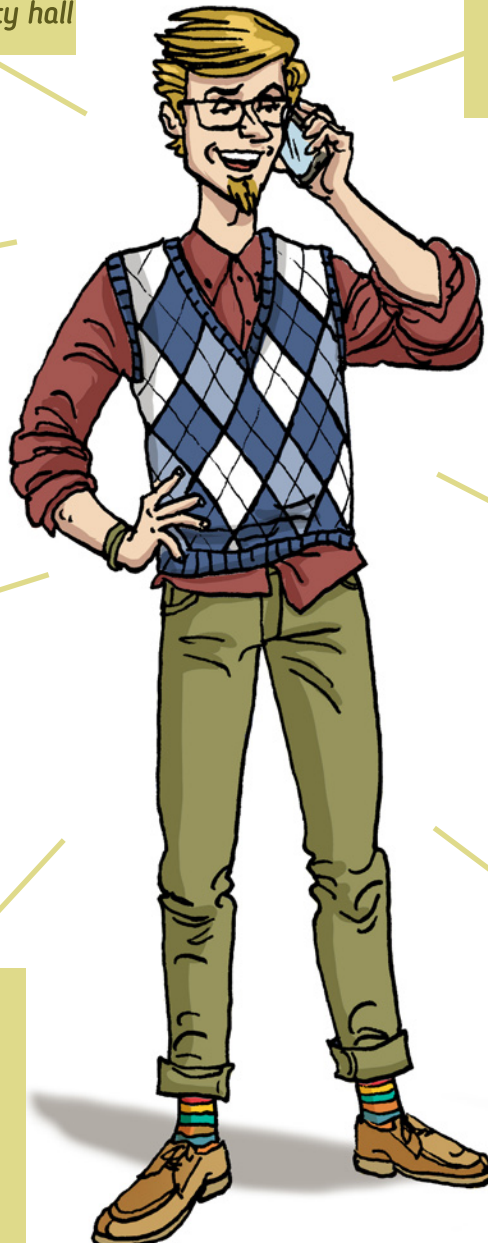
● *Cooperation with NGOs, institutions and local leaders in order to fulfil the needs voiced by local residents*

● *Cooperation with private estate owners and housing cooperatives in terms of the execution of common investments*

● *Cooperation with investors who are active in the area and coordinating their efforts aimed at supporting the local community*

● *Assessment of the efficiency of the actions taken in the area*

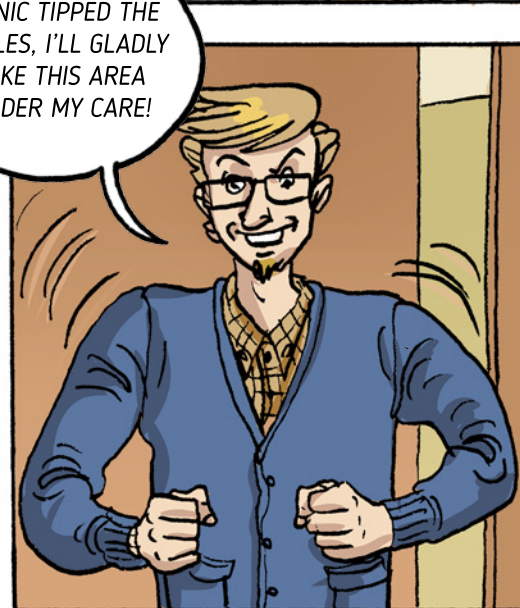
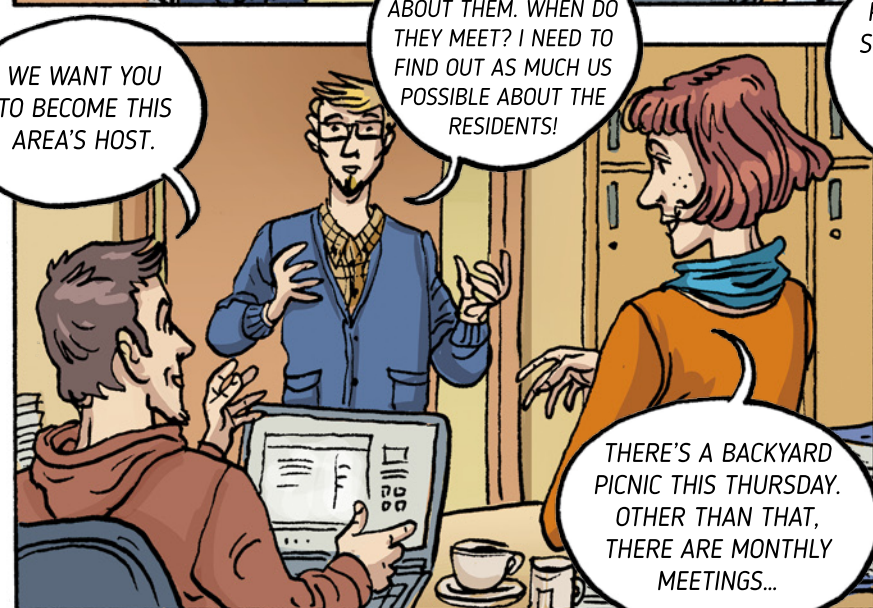
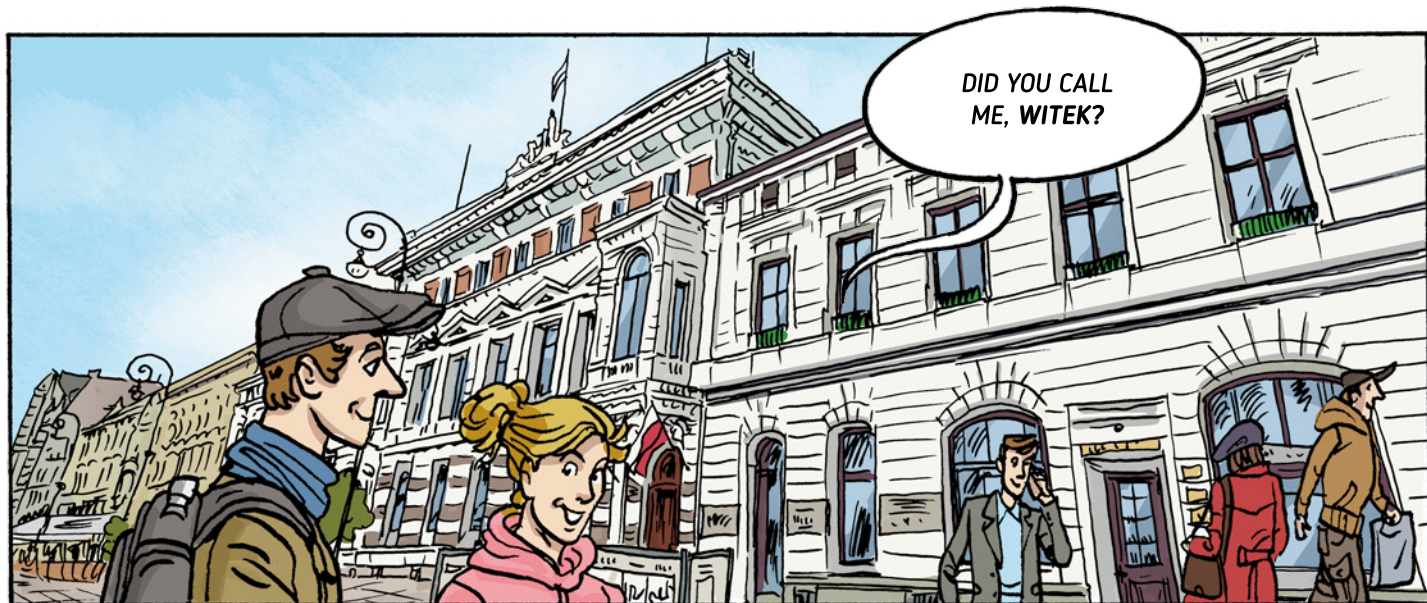
● *Assisting in organization and active participation in meetings and social consultations regarding the guarded area*



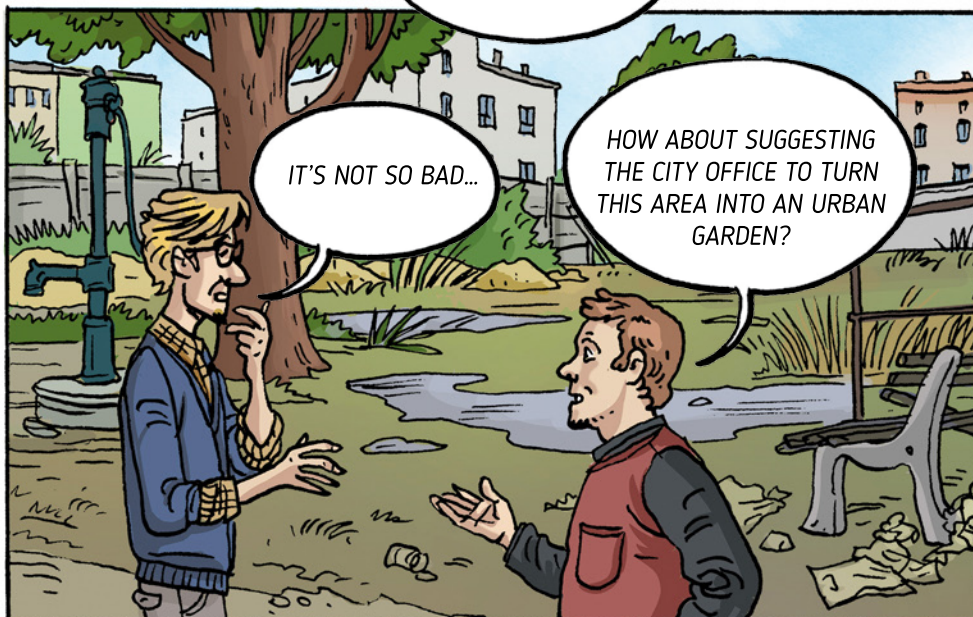
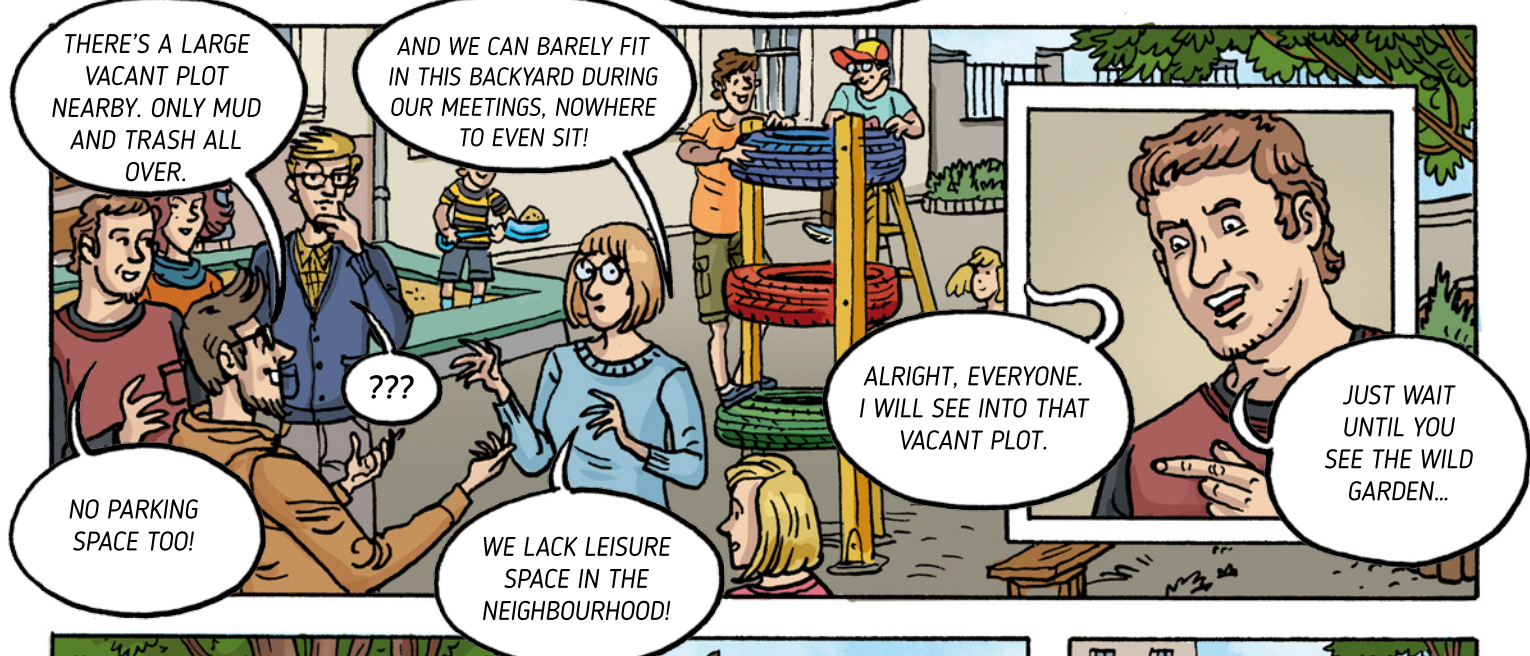
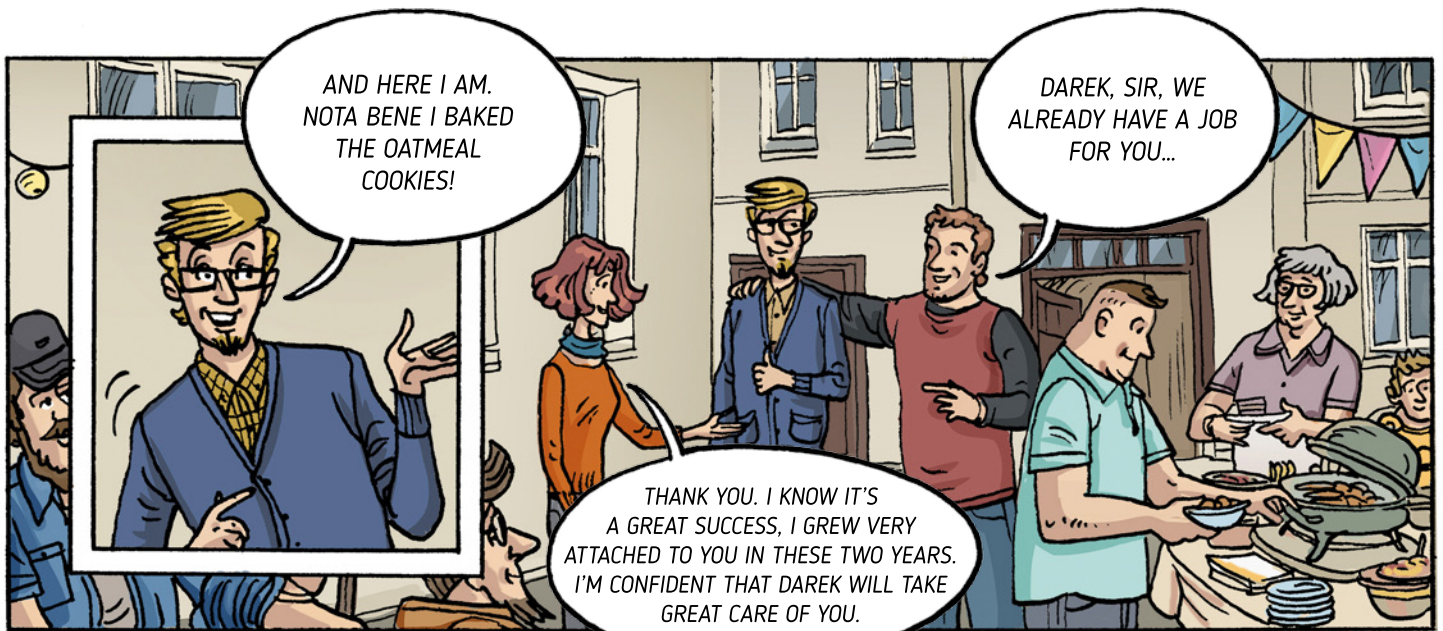
















YOU ONLY STARTED AND **ALREADY A CHALLENGE**, HUH? CALL **THE DEPARTMENT OF COMMUNAL AFFAIRS**, THEY ADMINISTER THAT SITE.

THANKS! I WILL GIVE THEM A CALL.



LET ME CHECK...

IT'S ABOUT PLOT NO. 123. WHAT IS THE URBAN DEVELOPMENT PLAN FOR IT?



MISTER DAREK, HOW ARE WE DOING WITH OUR GARDEN?

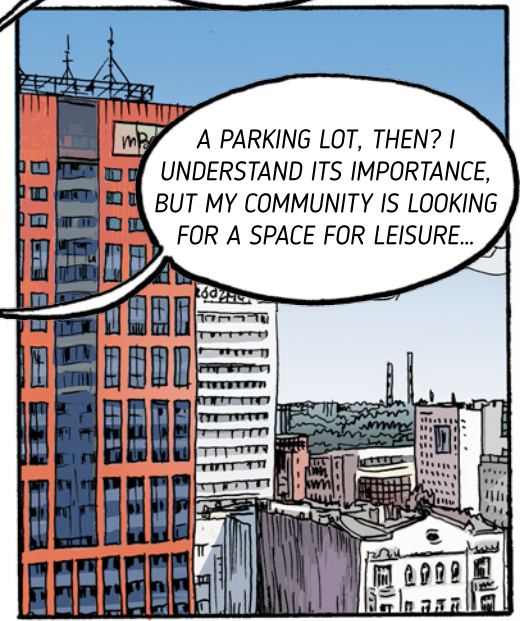
VERY FUNNY. I'M NOT GIVING UP YET!



HELLO? YES, IT'S ABOUT PLOT NO. 123!



YOU SEE, THERE'S A LOCAL COMMUNITY IN DIRE NEED OF A GREEN AREA IN THE NEIGHBOURHOOD.



A PARKING LOT, THEN? I UNDERSTAND ITS IMPORTANCE, BUT MY COMMUNITY IS LOOKING FOR A SPACE FOR LEISURE...



DAREK, I JUST RECALLED SOMETHING! THE PLOT YOU WERE ASKING ABOUT WILL BE TURNED INTO A PARKING LOT, BUT THERE'S A NEW PARK BEING DEVELOPED JUST ACROSS THE STREET...



GREAT! I WILL CALL THE INVESTOR IMMEDIATELY. THANK YOU!

DAREK, TAKE IT EASY! IT'S LATE, LET'S EAT DINNER IN PEACE...



IN THE MORNING.

HELLO?



