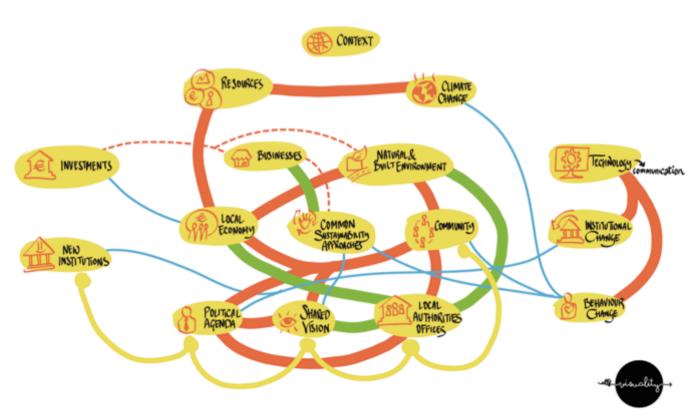


DELIVERABLE 7.11 TURAS TRANSITION STRATEGY











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Background

Scope and context of this document

The TURAS Deliverable 7.11 consists of two parts: Online content in the format of approx. 80 "TURAS Solutions" in four different product categories supporting sustainability transitions in European urban regions, and this accompanying document. It reports on the activities, developments and products undertaken and produced by or under the lead of work package (WP) 7, for the "final delivery of [a] methodology and [a] framework to guide non-partner cities through the development of their own transition strategies" (DoW, p.43). The document takes a management-based perspective for explicating some process or structure related matters not visible in the final online products.

The objectives of WP7 in this context include 1) the synergetic combination of the output of WP2-6; 2) the preparation of local transition strategies for participating TURAS cities for learning and test purposes; and 3) the development of a user-friendly format for guiding non-partner cities through the development of their own transition strategies based on TURAS output. "In order to ensure sustainability following the end of the project, the structure of this methodology will be web-based and as intuitive as possible" (DoW, T7.3, p.42). This is strongly related to the WP8 objectives of developing "an open communications platform facilitating interaction and exchange between local authorities and citizens which will contribute to more adaptive governance, collaborative decision making and behavioural change" and demonstrating "the potential of the project for other urban areas by providing local authorities with access and training on the mapping and modelling tools, demonstration results, methodologies and guidelines developed in the project" (DoW, p.45). "In WP8, this final framework will be used to assist non-partner cities [...] through a series of training workshops and online training tools" (DoW, T7.3, p.42).

Expected results of Deliverable 7.11

The online output of WP7 – for supporting "integrated transition activities" locally – is referred to as "TURAS Solutions", publicly accessible under http://turas-cities.eu/solutions.

The TURAS Solutions focus on municipal and regional public stakeholders as the main user group potentially functioning as catalysts by facilitating the application of TURAS Solutions in diverse urban-regional contexts throughout Europe. Nonetheless, all products can also be accessed and used by individual and/or non-public actors interested in sustainability transitions. The "TURAS Solutions" have been made available via the website since year three of the project and used for project internal activities, such as local dissemination events under WP8 or the development of "integrated Transition Strategies" for the TURAS urban-regional partners under WP7. The final structure of the TURAS website including the "TURAS Solutions" section and the re-organisation into the four final "product types" allows for more intuitive but topically focussed browsing of the TURAS Solutions content. This final version is transferred into a "frozen version" of the TURAS website, ensuring the accessibility and usability of TURAS content beyond the end of the project for a wider community.

The dissemination events organised by the urban-regional partners under WP8 in the last year of TURAS are raising awareness of TURAS activities and available output, but it is expected that the main usage of the "TURAS Solutions" section will be in the context of individual partner activities in the last year and beyond ("sustainability of research"):





The urban-regional TURAS partners (as the "target customer") are creating individualised "place-based" sets of TURAS output (online and offline) for future local activities; university and research partners and SME partners are likely to use the TURAS Solutions for dissemination purposes and as knowledge database for the development of further research (networks); other (non-TURAS) European urban regions, as the final target group, are likely to use the available TURAS output under the guidance of original TURAS partners (such as EBN, Climate Alliance, Pracsis) or TURAS related start-up enterprises or associated networks (osmos network).

Methodology

Interface with WP2-6 and WP1

With research in the topically organized and research-oriented WPs 2-6 officially finishing at the end of year 3, at the beginning of this year WP7 introduced a methodology, http://turas-cities.eu/solution/41, for compiling research entities, referred to as "Activity Units" (ACU), independently from the tasks and logic in the proposal in order to reach a high level of relevance and applicability for urban planning practice.

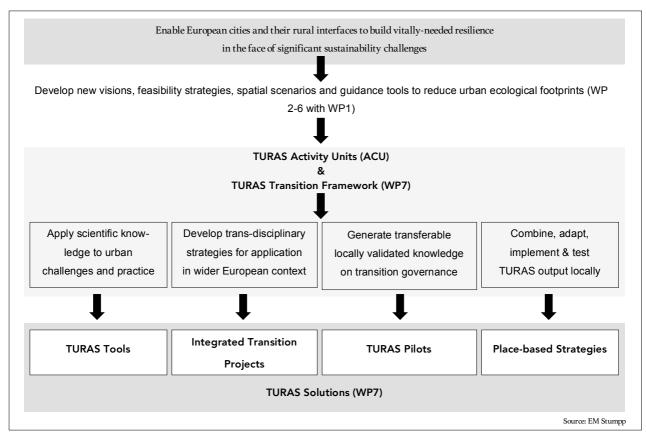


Figure 1: Workflow and delivery process of Deliverable 7.11





This activity took place independently from the final tasks in each work package, originally supposed to create the interface with WP7, as the output of these WPs could already be expected to be highly heterogeneous in terms of format and time of delivery.

The interface with WP1 "Geo-ICT" – being another "cross-cutting" horizontal WP touching on all topics – was mainly facilitated via its collaboration with the topical WPs 2-6. As the ACU format, aiming for "generic solutions", has proved to be difficult for WP1, activities and output of WP1 are incorporated in and represented through these TURAS Solutions developed in a specific geographic or topical context in WP 2-6, but in co-operation with WP 1. Exceptions are TURAS Solutions for which a clear ICT focus could be identified are, for example, the TURAS Tools "Space Engagers" http://turas-cities.eu/solution/19 or the TURAS Pilot "GI Research Impact Twitter-Analysis" http://turas-cities.eu/pilot/31.

Interface with WP8

In the final year of TURAS intensive collaboration with WP8 was established in order to achieve the best match between WP7 based output (TURAS Solutions) and the existing as well as evolving website architecture. Hence, collaboration with WP8 encompassed the following aspects:

Collection of content – in a first phase WP8 provided a back-office area with two levels of editing rights (WP lead and contributing partners) allowing for collection and storage of the still rather general content of the above mentioned ACUs. This was accompanied by a protected front-office representation for the WP7 partners to review the content.

Content Management – in order to manage the content a "tagging mechanisms" was setup by WP8 which could be fleshed out by WP7 in terms of adding tag categories and tags for later use (visualisation, filtering, etc.).

Re-organisation of content – the back-office area was then extended to accommodate the now highly differentiated content of the four different TURAS Solutions types. This included the set-up of soft and hard links between the four product categories, and was followed by the set-up of the according front-office areas for future presentation of the content to the wider public.

Visual representation of content – for ensuring a high suitability of the content for the main WP7 target group (also for the final "frozen" version), WP7 conferred with these partners on issues of accessibility, readability and relevance using graphical mock-ups of the future website. The adjusted mock-ups and recommendations were passed on to WP8, whereas the final implementation was decided upon by WP8.







Content & Structure

Knowledge management concept

The conceptual model of the WP7 transition approach (Figure 2) informs the suggested structure of the content. Linking all product types to each other as well as to the pre-existing content separate from the TURAS Solutions section supports intuitive movement (browsing) between discipline-specific topical measures, trans-disciplinary integrated strategies, and real world examples for inspiration and learning. These are linked to scientific findings (document database with scientific papers or potentially the "TURAS Glossary") and human resources (people database with individual expertise), also accessible via the main menu.

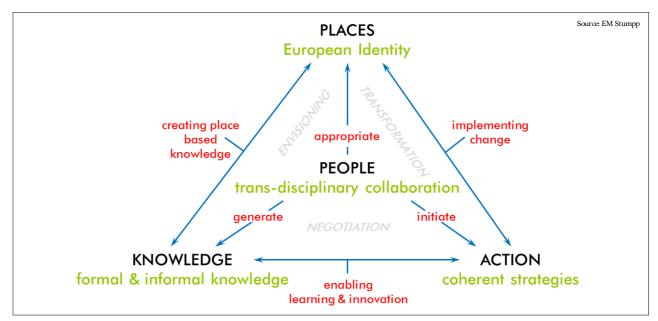


Figure 2: WP7 Transition Concept Model

All elements are organised through a content management system (CMS), potentially supported by the above mentioned tagging mechanism. The tags allow for an advanced search and filter mechanism for the TURAS Solutions landing page as well as the four product related index/overview pages, potentially leading to an individualised set of TURAS output. Using the same tag basis, the tag categories actively used for the four product types slightly differ according to differing focus. Furthermore, within an item tags are used to enhance the "visual accessibility" of the item pages, by integrating tag clouds as additional informational elements in the item page design. Generally, selective sets of TURAS content for other target groups (business, research or communities) could be predefined via the tag system.

Interface with TURAS website

All TURAS Solutions and elements are suggested to be embedded in the existing architecture of the TURAS website. This may come with a review and adjustments of the existing structure. In many cases there is a topical overlap between very early WP8 content about the TURAS urban regions and the recently created place-based content in WP7. Local activities originally serving as research case studies have grown into pilots, whereas others have disappeared. The WP7 review of the existing website architecture and content focussed on eliminating potential overlaps in terms of content, redundancy of





content when more recent content of the same type was available and a homogeneous setting of the TURAS Solutions section (including the Transition Framework content) as a major output of the TURAS project. Accordingly the following structure is suggested:



Figure 3: WP7 suggestions for website structure

Complementary product types

Altogether the "TURAS Solutions" (for place-based systemic transitions) section encompasses more than 80 single items in four product categories:

- 1) TURAS Tools (>30) http://turas-cities.eu/solutions
- 2) Integrated Transition Projects (10) http://turas-cities.eu/topical_strategies
- 3) TURAS Pilots (>30) http://turas-cities.eu/pilots
- 4) Place-based Strategies (10) http://turas-cities.eu/city_strategies

Each TURAS Solution type has another focus or "purpose" within the WP7 Transition Framework. As a whole the TURAS Solutions are designed to cover sometimes competing aspects of transferability and cross-European knowledge transfer, applicability and effectiveness, as well as inter- and transdisciplinary thinking.

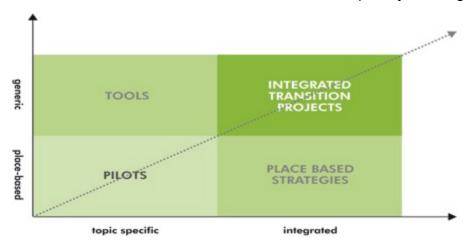


Figure 4: TURAS Solutions product types







The **TURAS Tools** contain a broad range of analytical tools and toolkits, process methodologies and implementation guidelines in response to urban challenges such as climate change adaptation, resource shortage and unprecedented growth. They are in a generic format and are aiming for general applicability, while being adaptable to support local transition towards resilience and sustainability. The TURAS Tools typically have been developed in the context of only one, topically oriented WP. The related tag categories are:

Urban-regional challenges Place-based visions Sustainability focus Facilitatory public bodies Type of transition space Transition approaches
TURAS transition modules
Type of main outcome/benefit
Local task force
Transition resources

The **Integrated Transition Projects** exploit and combine synergies between the various transition tools, in order to target a specific urban challenge. Despite their "topical" focus, they have been co-developed by various TURAS stakeholders independent from their main work packages and tasks, they are working across the typical silo categories of local administration, and they are integrating the output of different TURAS work packages. They are "Topical Transition Strategies", conceptualised as "prototypical transdisciplinary projects" – ready for local adaptation. The related tag categories are:

Urban-regional challenges Place-based visions Transition resources Transition approaches Local task force Facilitatory public bodies

The **TURAS Pilots** are exemplary projects that have been implemented in participating TURAS Cities and Regions. As test cases for innovation and collaboration, they aim to create a window towards the achievement of sustainability visions and serve to catalyze existing transitioning processes towards sustainable urban futures. Their focus from WP7 side is to learn from the activities undertaken how to "do things differently" in terms of sustainability transition related governance. Hence, they seek to collect and disseminate personal insights from individual stakeholders. The related tag categories are:

Urban-regional challenges Place-based visions Type of transition space Transition approaches Local task force

The **Place-based Strategies** are sets of TURAS Solutions designed as a source of knowledge for (future) local activities and structured according to the WP7 transition framework and modules: creating systemic knowledge, co-developing shared visions, co-designing integrated strategies, and implementing transition projects. Urban risks and sustainability challenges affect cities and regions across Europe – but each place is dealing with a particular set of local conditions. In response, participating TURAS Cities and Regions have designed their own, specifically tailored transition strategies – creating new approaches and adapting TURAS Tools that have been developed across locations. The related tag categories are:

Urban-regional challenges Place-based visions Transition resources Transition approaches
Governance approaches
Type of transition space







Graphical representation

In order to achieve the best compromise between user friendliness and differentiated information – the main target group of WP7 being practitioners of municipal and regional public bodies – diverse graphical interfaces have been suggested by WP7 to navigate (landing/index pages) and access (item pages) all elements with different levels of detail.

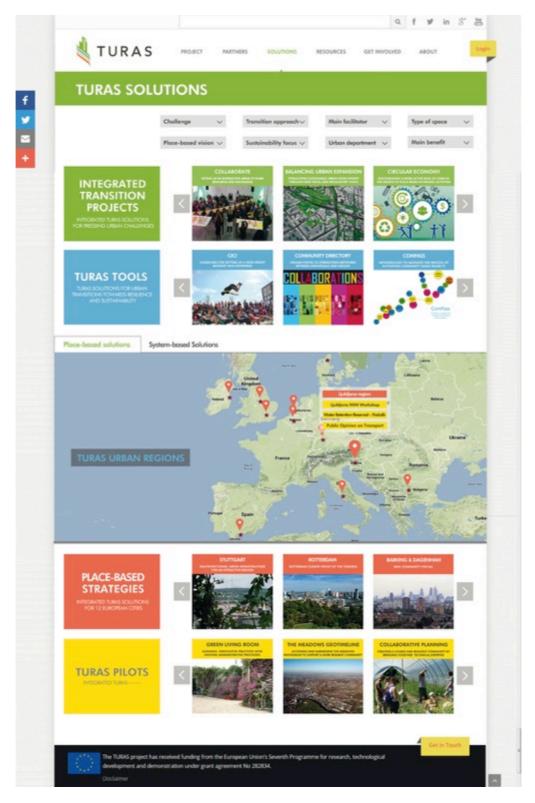


Figure 5: TURAS Solutions landing page





For the general "TURAS Solutions" landing page, several navigational interfaces have been considered, potentially for concurrent usage, to cover different user preferences ranging from geographical to more systemic representations.



Figure 6: Alternative "systemic" navigational interface



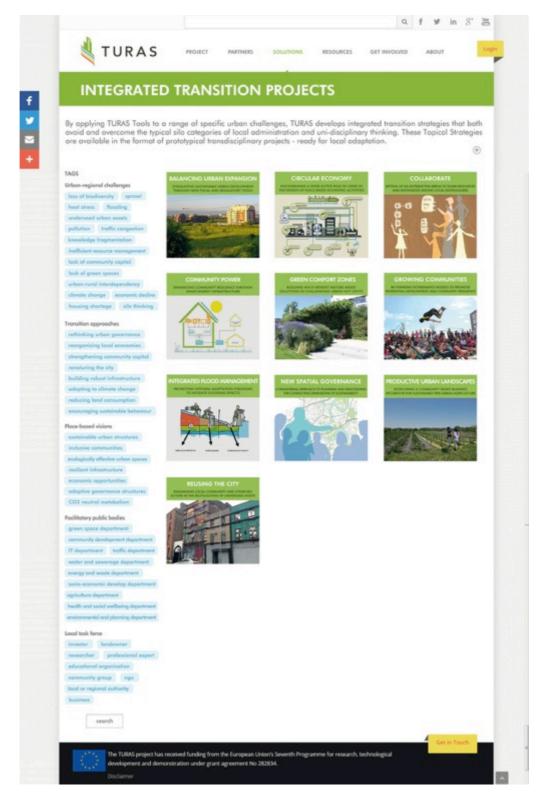


Figure 7: Index page "Integrated Transition Projects"







Figure 8: Item page "Integrated Transition Project"





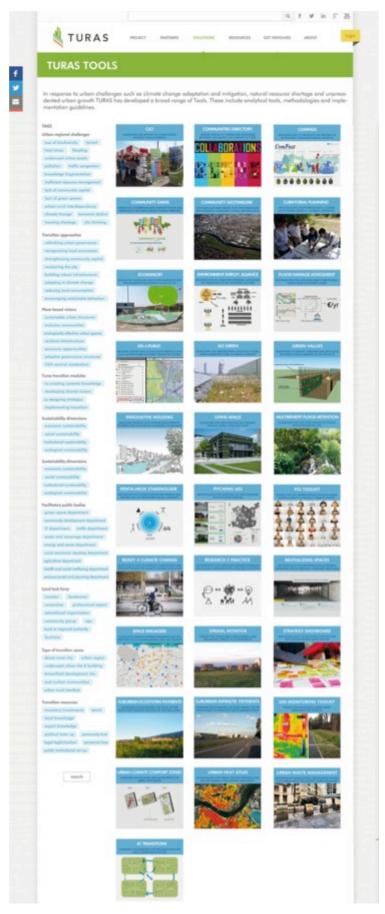


Figure 9: Index page "TURAS Tools"







Figure 10: Item page "TURAS Tool"







Figure 11: Item page "TURAS Pilot"







Figure 12: Item page "Place-based Strategy" (part 1)







Figure 13: Item page "Place-based Strategy" (part 2)





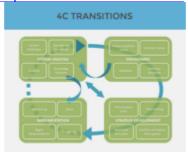
"Transition Framework" representation

In order to keep the accessibility threshold for this more abstract, theory based and process related content as low as possible, and further to keep process and content (from a planning theoretical-methodical point of view) as close together as possible, the "Transition Framework" related content is fully embedded in the "TURAS Solutions" section, distributed in the four product categories (accompanied by scientific publications in journal format). Whereas all TURAS Solutions (and especially the Place-based Strategies) implicitly reflect the WP7 transition framework in their structure (challenge - societal problem - applicable solution) and elements (systemic knowledge – vision – strategy - implementation), the following TURAS Solutions have been developed to explicitly represent all transition framework related content in a complimentary way, including all Place-based Strategies accessible via http://turas-cities.eu/city_strategies as "applied theory" examples.





http://turas-cities.eu/solution/40

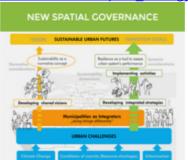


http://turas-cities.eu/solution/44



http://turas-cities.eu/solution/45 http://turas-cities.eu/topical_strategy/10





http://turas-cities.eu/pilot/17



Figure 14: "Transition Framework" complementary elements

