



// ESPON Peer-Learning Workshop, Zagreb 31 March 2023

Location: Croatian Association of Architects, Udruženje hrvatskih arhitekata, Trg bana J. Jelačića 3/1, Zagreb 10 000-HR



Places for People: Croatia's New National Policy on Architecture

ESPON – the European Observation Network for Territorial Development and Cohesion – is a European Union (EU) funded programme that supports public authorities responsible for designing territorial policies with quality expertise. As part of our Thematic Action Plan on 'Perspectives for all People and Places'; and in cooperation with the Croatian Ministry of Physical Planning, Construction and State Assets; we are hosting a Peer-Learning Workshop on Croatia's new national policy on architecture.

The emergence of new pan-European design policies and initiatives, such as the Davos Declaration (2018), the EU Member States expert group on 'High-Quality Architecture and Built Environment for Everyone' (2019) and, most recently, the 'New European Bauhaus' (2020), have been paving the way for a reinforced European design agenda, fostering spatial quality and a place-making culture across Europe. In 2021, the EU Council adopted a new architectural policy, the 'Council Conclusions on Culture, high-quality architecture and built environment as key elements of the New European Bauhaus initiative', which reinforced the momentum and the European commitment for promoting high-quality living environments.

The aim of the workshop is to bring leading national policy experts on architectural and design policies from selected European EU Member States together with Croatian stakeholders and provide a better understanding of architectural policies in the EU, showcasing best practices and facilitating exchange of experiences and knowledge.

09:30 *Registration & Coffee*

10:00 Welcome and Opening

10:10 Why a New Architectural Policy for Croatia?

// **Bojan LINARDIĆ**, Ministry of Physical Planning, Construction and State Assets

10:15 Learning from Peers



This plenary session will feature presentations on the pan-European policy context together with experts from Sweden, The Netherlands and Spain (TBC), each of whom have extensive applied experience in architectural and design policy praxis, to present their national architecture policies, in terms of its implementation, institutional actors, governance instruments and initiatives currently in place to promote a culture of design quality.



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// **Joao BENTO**, Research Fellow at the Lisbon School of Architecture, University of Lisbon (PT)

// **Jessica SEGERLUND**, Sweden's National Centre for Architecture & Design (SE) (Online)

// **Saskia NAAFS**, Strategic Advisor at Board of Government Advisors (NL) (Online)

// **Emma HARJU**, Finnish Ministry of Education and Culture (FI) (Online)

12:15 Lunch break

// **Parallel workshops**

13:15 Workshop 1: Implementation

Ownership, cross-sectoral cooperation, stakeholder involvement and motivation for implementation

- How can design leadership be promoted across different sectors and levels of the state?
- How should governmental & non-governmental actors interact to deliver architectural policy goals?
- Bottom-up or top-down, how can a culture of design be secured?
- At what scale is architectural policy best delivered?

13:15 Workshop 2: Design Environment

Knowledge and experience exchange, awareness raising, stakeholder and engagement

- How to promote a culture of design that prioritizes place quality?
- How to mobilize different actors in favour of better design environments?
- Can design awareness raising initiatives and capacity-building tools create a virtuous loop of production?
- How to persuade private stakeholders (developers, investors, etc) to invest in high quality developments?

13:15 Workshop 3: Impact

Instruments (hard & soft), enabling the change, network and partnerships, monitoring, reporting and results

- When are informal tools (non-regulatory) preferable to formal (regulatory) ones?
- What are the most effective tools to enable a culture change (short, medium and long-term)?
- How to evaluate impact and report architectural policy outcomes to improve policy effectiveness?
- How contextually specific are the tools of architecture and design policies?

14:15 Workshop Outcomes



Plenary session on the outcome of the workshops 1,2 & 3 - How can architectural policies help to set up the right conditions for future high-quality architecture and the built environment?



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14:45 Closing Session

Next steps for Croatia's Architectural Policy