

# METAMORPHOSIS FACT SHEETS

## Alba Iulia

Implemented measures of the Metamorphosis Project 2017 - 2020



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Implementations of the measures, and contents of the fact sheets: The cities of Munich, Alba Iulia, Graz, Southampton, Tilburg, Merano and Zurich  
Preparation, coordination, compilation and editing: synergo GmbH, Zurich  
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# Explanation

How to read the fact sheets

## Outcome

The result describes how the measure was implemented in the respective city, the findings and details. How many times the measure was implemented, if it has been adapted or the number of persons reached.

## Impact

The impact relates to the three project objectives set. The degree of achievement of the objectives is indicated in three stages (number of coloured elements). One: low impact; two: middle impact; three: high impact.



2 of 3 coloured.  
impact level:  
middle

**Child friendliness:** What impact does the measure have on child friendliness? How does the measure change the environment for children, in the short and long term?



1 of 3 coloured.  
impact level:  
low

**Strengthening of neighbourly relations:** How does the measure affect living together? Can the measure strengthen the relationship in the neighbourhood? Are people brought together?



3 of 3 coloured.  
impact level:  
high

**Promotion of active mobility:** How does the measure affect mobility behaviour? Is cycling and walking (and other non-motorised transportation) encouraged?

## Process

Description of the individual steps for successful implementation (chronological order).

## Implementation Details

Implementation details more or less indicate how much effort the measure involves. Both financial and personnel (time). It also indicates how far the measure can be extended to the geographical level.



2 of 3 coloured.  
average effort:  
two man-weeks

### Personnel / time effort:

How many hours must be spent to plan, implement and evaluate the measure?

Indicated in working weeks, in three gradations: low (less than one week of individual work) average (two man weeks or more, collectively) and high effort (several parties and man-months of effort required).



1 of 3 coloured.  
Typically for  
just a street or  
square.

### Geographical extension of the measure:

How large is the effect?

Specified in three gradations:

- Typically for just a street or square.
- Wider neighbourhood impact or area
- Potentially city-wide application.



### Costs for material, third-party costs and maintenance:

Graduated in three categories (number of coloured € signs).

1: 0 - 1000 €

2: 1001 - 15,000 €

3: more than 15,000 €

## Valuation

The rating is on a scale of one to four, indicated in the symbol of a butterfly. The rating refers to cost-benefit, i.e. what is the effect of the implementation measured in terms of effort.

## Recommendations

Based on the mistakes and experiences, the three most important suggestions were formulated as top tips. They should help to implement the measure successfully.

More information: <http://www.metamorphosis-project.eu/>



# METAMORPHOSIS

## PUBLIC BREAKFAST - ALBA IULIA

A **public breakfast** took place in Alba Iulia in collaboration with a coffee shop that provided space and infrastructure. It was located on a main route used by parents who take their children to school on foot. The aim was to get into **conversation with passers-by** and to talk about the Metamorphosis project goals.

### Outcome

In two public breakfasts around **50 people** took part. They were interested in the topic of the project and wanted to know more about future events involving children as well as regulations and plans of the municipality regarding playgrounds for children and public spaces where children can play in a safe environment. The public breakfast helped to **connect people** with each other, but also with the municipality. Encouraged by the public breakfast, many participants expressed their desire to be **involved in the city's decision-making process** when it comes to children's issues.

### Impact

Child-friendliness



The area was quite small and the activity **only temporary**, so there was no big effect on child-friendliness.

Increase of neighbourhoodness



**People from the neighbourhood** met for the first time and had breakfast together. It was a **nice experience** for everyone.

Promotion of cycling and walking



The topic came up in discussions during breakfast, but it was **not directly aimed** at promoting cycling or walking.

### Process

1. Identify suitable spots in the city.
2. Get the approval and support from the owner of the coffee shop for implementing the activity.
3. Decide on the public breakfast "menu".
4. Set a date or dates.
5. Promote the breakfast in schools and kindergartens.
6. Implementation of the breakfast.



Low effort, typically individual - less than one man-week.



Typically for just a street or square.



Investment cost € 200.

### Valuation



In this case the event was a **success**. People were **very happy** to have the **opportunity to meet** people from the neighbourhood and chat while drinking coffee and having breakfast. The event is certainly recommendable. The feedback was **consistently positive**.

### Recommendations

1. In order **to reach** the target group (parents, childrens, school teachers), the public breakfast should **take place in a café or place** near schools or kindergartens.
2. The event should be **promoted** in schools and kindergartens within the neighbourhood.
3. The weather has a big impact, so plan it in the **summer months**.

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# METAMORPHOSIS

## URBAN GARDEN - ALBA IULIA

The idea was to create a **network of urban gardens** around schools and kindergartens within the city where children and teachers can **promote urban gardening** and can use the gardens as a learning space. The urban gardens were **developed within the neighbourhoods**. This way schools and citizens could “adopt” their own plot to take care of. **Several events** such as a seeds-exchange-event, a recycling workshop, a cooking workshop and a painting workshop took place and expanded the urban gardening idea.

### Outcome

One urban garden was placed within the **Alba Carolina Citadel**, the historical area of the city. The garden attracted many people, especially in spring and summer when there were **events and activities** taking place almost daily. The children loved it. Many school classes visited the garden with their teachers and held **classes on site**, for example on permaculture, the importance of a sustainable lifestyle or on healthy nutrition. Also **playing in the garden** was part of the lessons. In the second year of implementation not only schools adopted garden plots, but also individuals. Due to the high investments cost there is only one big garden inside the citadel (accessible for everyone) instead of many small ones.

### Impact

Child-friendliness



The urban garden provided a very **attractive space for children** to spend time in.

Increase of neighbourhoodness



There were many activities and events attracting **a large number of people** to the urban garden.

Promotion of cycling and walking



There were **several workshops** dealing with active mobility attended by many people.

### Process

1. Consultation with experts on permaculture.
2. Identifying suitable areas within the city for urban gardens.
3. Getting the approvals of the municipality (Urban Planning Department, Architecture Department, City Council).
4. Public consultations and discussions in order to promote the project and to adapt it according to the legal framework and to the needs of the citizens.
5. Implementation.



Low effort, typically individual - less than one man-week.



Potentially city-wide application.



Investment cost € 31,000 and yearly operating costs: € 5,000 to € 6,000.

### Valuation



The measure was a **real success**. Thanks to the involvement of a sponsor who invested a lot of money, the place became a real attraction for citizens and for children especially. The **diverse activities** have met with great interest. For the **first time** in Alba Iulia, there is an open space organized in such a way that **people can interact** and take care of their own plot of vegetables.

### Recommendations

1. **Hire a manager** of the garden who takes care of the good functioning of the public space.
2. Attract **sponsors** to support the garden and have activities running all the time.
3. Have **partnerships** with schools, kindergartens, after schools and NGOs.

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# METAMORPHOSIS

## BUBBLE PARADE - ALBA IULIA

The **main street** in the city of Alba Iulia was **closed for one day** to celebrate the international Day of Children. More than 13 NGOs and the police department organized **workshops and activities** along the street aimed at children, for example a fashion show with children, a cooking workshop, a lecture club, a painting workshop, a mobility contest or a recycling workshop.

### Outcome

**More than 600 people** attended the event. People came from different parts of the city and were really happy to have a **car-free day** on one of the main boulevards of Alba Iulia. The closure of a parking lot caused discussion. In general, however, people could be convinced of the advantages of a car-free day. An event like this raises awareness on the importance of restricting the access of cars in the city and **giving back the streets to pedestrians and children**. The event takes place every year at the international Day of Children.

### Impact

Child-friendliness



Children enjoyed the car-free street. There were **many workshops and activities** aimed at children.

Increase of neighbourhoodness



It was a great opportunity for people to **spend time together**.

Promotion of cycling and walking



The police department of the city organised a **bike contest**. A **cargo bike trial** also took place.

### Process

1. Get the approvals from the police department.
2. Consult with the city council, the local police and the mayor.
3. Find and encourage local NGOs to organise workshop on the street.
4. Promote the event through the local press, social media and the city website.



High effort, several parties and man-months of effort required.



Potentially city-wide application.



Working hours. Investment cost: € 3,000. Local NGOs organised workshops free of charges.

### Valuation



Having a street closure even for one day only has a **great impact** at city level and **raises awareness** on how public space is distributed and used.

### Recommendations

1. Try to have **different workshops** in order to have more people attending the event.
2. The **weather** is very important as well (once the event had to be postponed due to bad weather): Plan it in the summer months.
3. Try to **involve the police department and the mobility department** so they observe what impact this type of event has for citizens.

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# METAMORPHOSIS

## URBAN LIBRARY - ALBA IULIA

Ten mini libraries designed by two local architects were placed within the neighbourhoods of the city. A big inauguration event took place. Books from one local bookshop and from the county library were placed in the libraries and are accessible for childrens and general public. People can take books with them but are supposed to leave another one in exchange. Subsequently, monthly events took place in the neighbourhoods.

### Outcome

On the inauguration event, representatives of the municipality and the sponsors gave speeches. Monthly events like picnics, readings and book releases took place in the neighbourhoods where the libraries are and attracted many people. The events were organized by the municipality in partnership with local NGOs. The urban libraries act as crystallisation points where people meet and spend time in the public space.

### Impact

Child-friendliness



Due to the wide spread of the urban libraries, many more children have access to books now.

Increase of neighbourhoodness



Very strong impact due to the fact that people are organising small events and spend time together outside.

Promotion of cycling and walking



The measure was not directly aimed at promoting cycling or walking.

### Process

1. Find a sponsor covering the costs for the design of the libraries.
2. Find suitable spots (possibly with the urbanism department) and obtain approvals to place the libraries in the public space.
3. Campaign for book donations.
4. Encourage people to organise small events.
5. Organise an inauguration event.
6. Promote the libraries and the events via print and social media.



Average effort, collective - two man-weeks or more.



Potentially city-wide application.



Investment cost € 6,000 and yearly operating costs: € 1,000 to € 2,000.

### Valuation



The urban library is a success story for Alba Iulia as it brings people together and makes them aware of the public space and that they can use it. It is worth sharing and should be replicated in other cities.

### Recommendations

1. Organise small events in order to encourage people and children to spend time around the libraries to read or have other type of social activities within the public space.
2. Find book shops or book donors in order to have attractive books in the libraries.
3. Establish a regulation so that people know that they can take a book but should bring another book in exchange.

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# METAMORPHOSIS

## CALLIGRAPHY WORKSHOP - ALBA IULIA

The city organised a **workshop in public space** where children could learn the art of **calligraphic writing**. The city will **encourage the organisation** of such events for children more often where they can **interact and develop creative skills**.

### Outcome

The course was led by a calligraphy artist. The workshop was promoted through social media as well as through schools and kindergardens. **50 children attended** the calligraphy workshop in the citadel. The participants were asked to **bike or walk to the venue**.

### Impact

Child-friendliness



The children liked it a lot, yet it was a **one-time event** and took place only in one spot.

Increase of neighbourhoodness



Moderate impact as it was a rather small, **one-time event**.

Promotion of cycling and walking



Promotion of **walking and cycling to the venue** of the event.

### Process

1. Find a suitable artist who has experience in working with children.
2. Set the date and place.
3. Promote the event via online channels (e.g. the Facebook page of the municipality) and via schools and kindergardens.
4. Have the event and evaluate it.



Low effort, typically individual - less than one man-week.



Typically for just a street or square.



Investment cost € 300.

### Valuation



The feedback of the children was **very positive**. They were actively involved in the workshop and learned a lot. The event was a **success**.

### Recommendations

1. Chose an artist who has **experience in working with children**. Also the staff helping should be used to working with children.
2. **Promotion** of the event in schools and kindergardens.
3. Choose a **suitable place**, if possible outside.

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