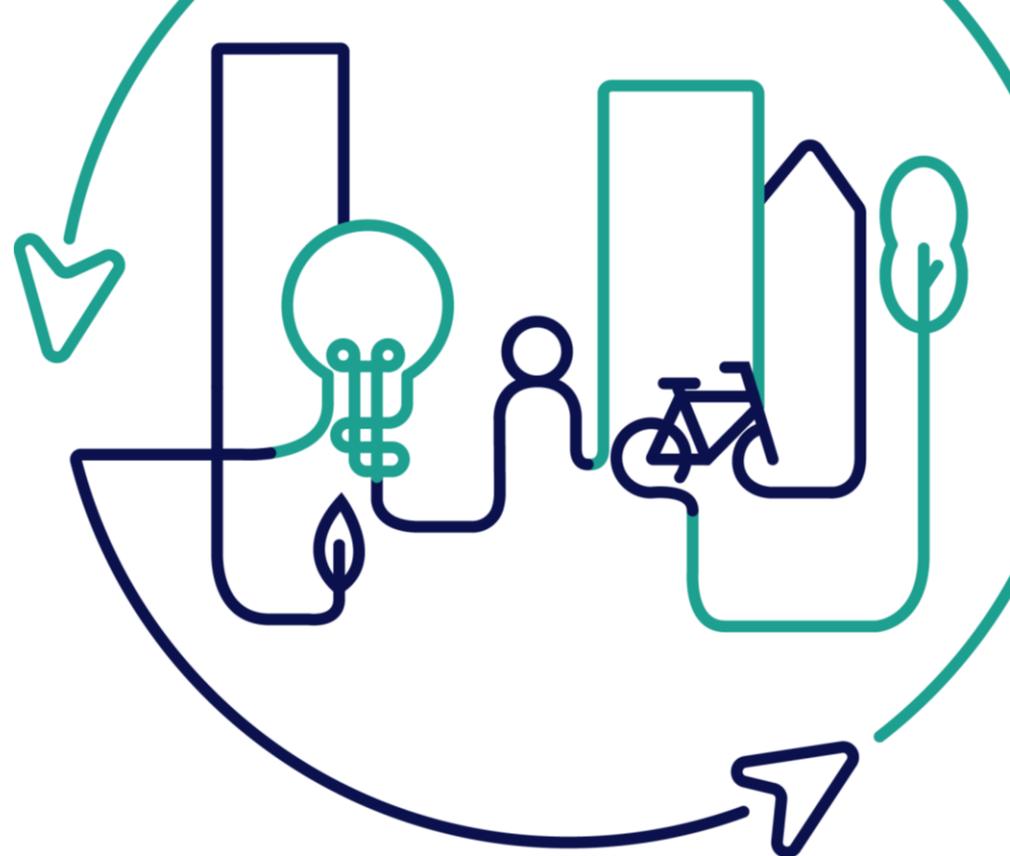


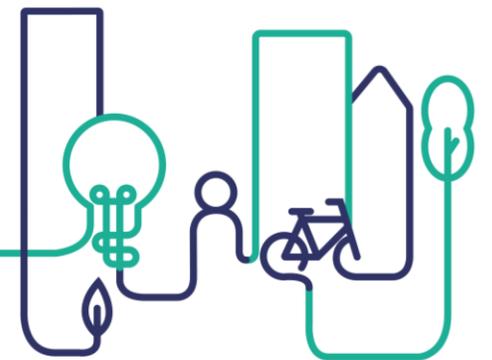
EUROPEAN U R B A N INITIATIVE



Co-funded by
the European Union

FROM CHALLENGES TO SOLUTIONS: UNLOCKING NEB POTENTIAL WITH COLLABORATIVE TOOLS

Learning from the Valetta Design Cluster.



Co-funded by
the European Union



Session Plan

10:30

Introduction

10:35

Presentation by Francesca Cassar

10:55

Questions & Comments

11:00

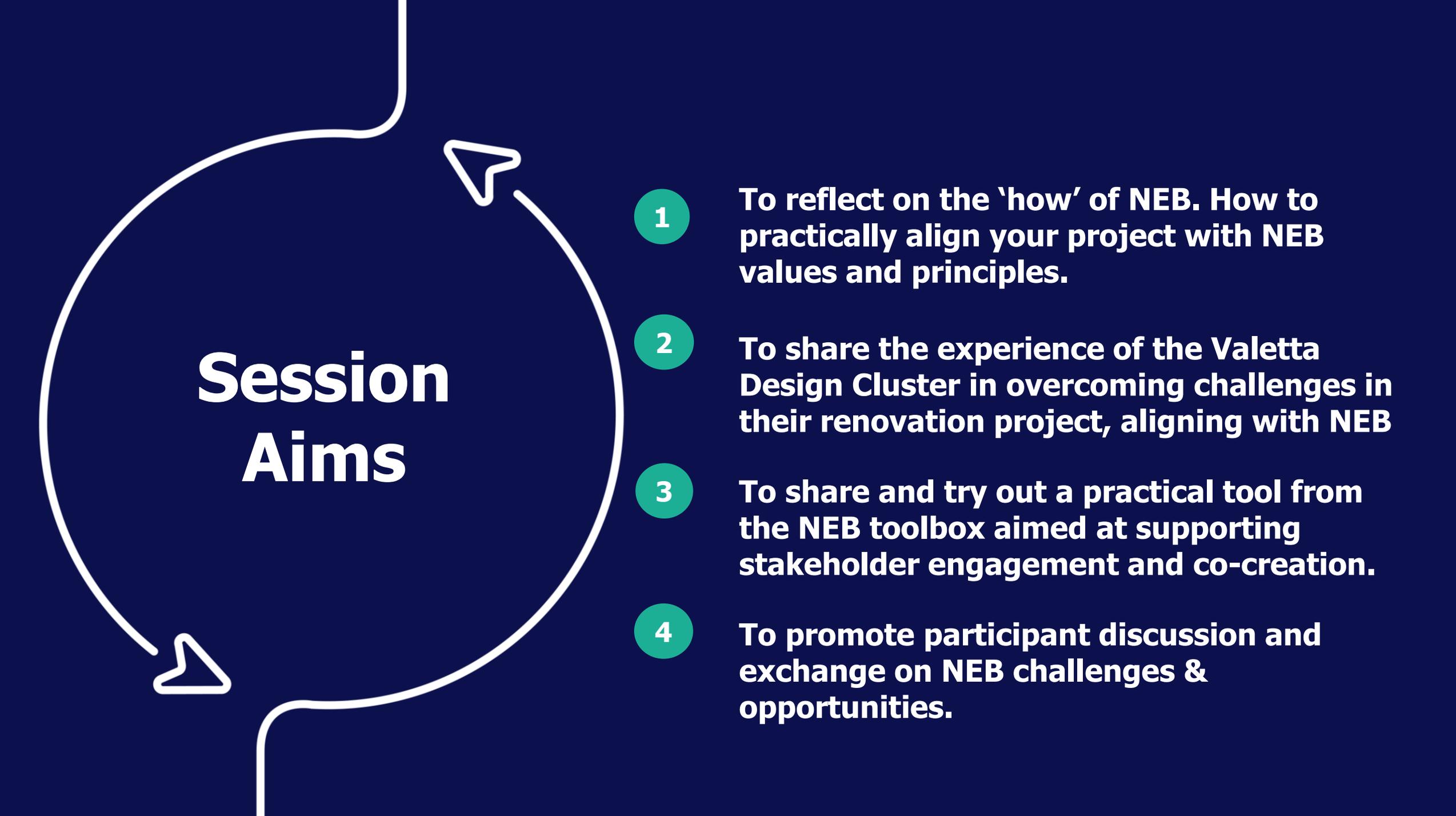
Group Activity

11:40

Feedback

11:55

Wrap-up & Close



Session Aims

1

To reflect on the 'how' of NEB. How to practically align your project with NEB values and principles.

2

To share the experience of the Valetta Design Cluster in overcoming challenges in their renovation project, aligning with NEB

3

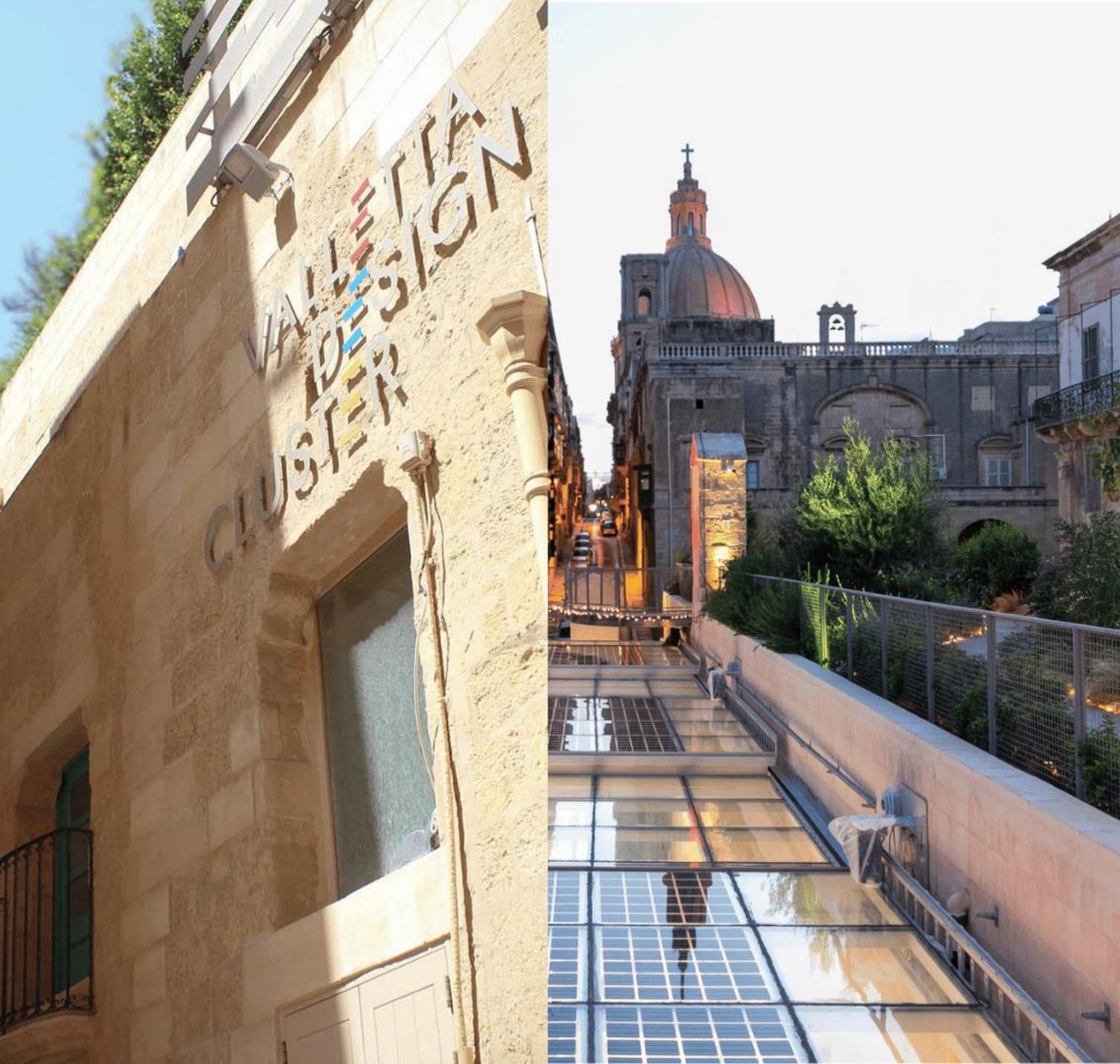
To share and try out a practical tool from the NEB toolbox aimed at supporting stakeholder engagement and co-creation.

4

To promote participant discussion and exchange on NEB challenges & opportunities.



**Let's hear from
Francesca &
Valetta Design
Cluster**



VALLETTA DESIGN CLUSTER

Building the Future: Integrating NEB
values and principles in Heritage
Regeneration under THRIVE

12th – 13th November 2024



Operational Programme I – European Structural and Investment Funds 2014-2020
"Fostering a competitive and sustainable economy to meet our challenges"
Project part-financed by the European Regional Development Fund
Co-financing rate: 80% European Union Funds; 20% National Funds





Francesca Cassar

Communities &
Projects Executive,

Background in architecture and
community-centered design

managing members, outreach
and community engagement

founding of Valletta 1566

Construction of the Slaughterhouse 1644

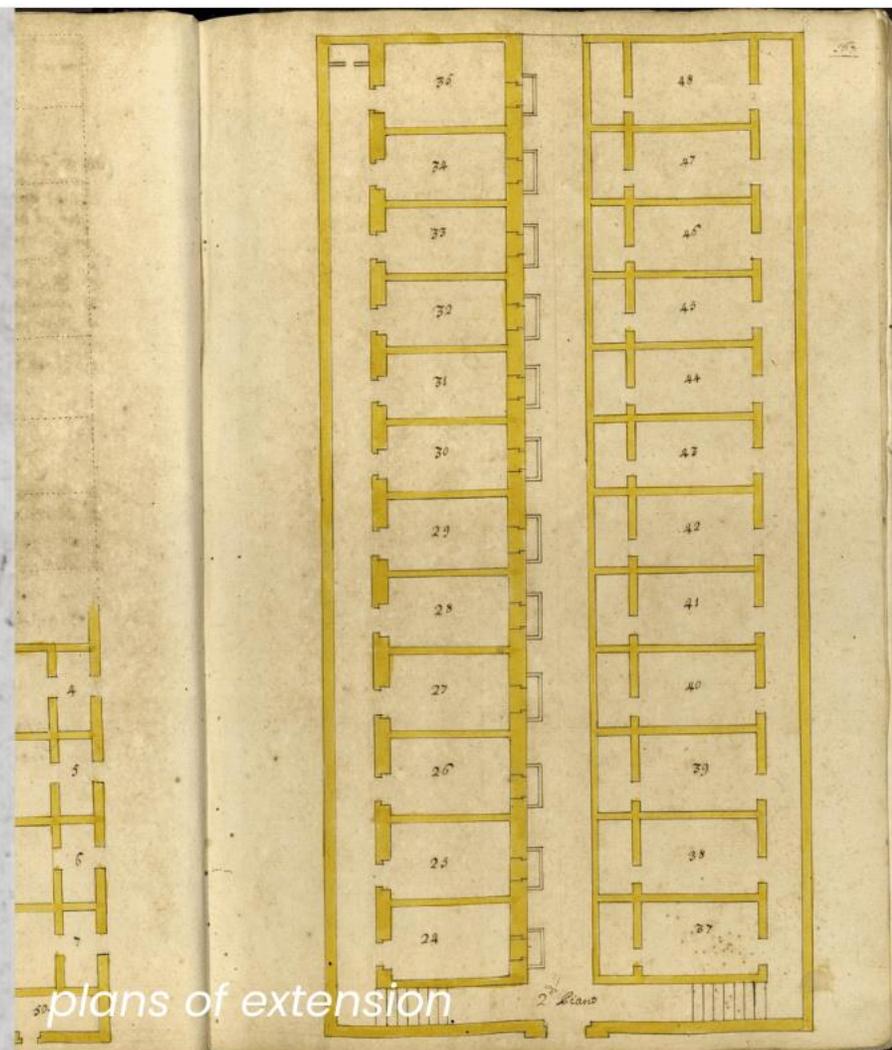
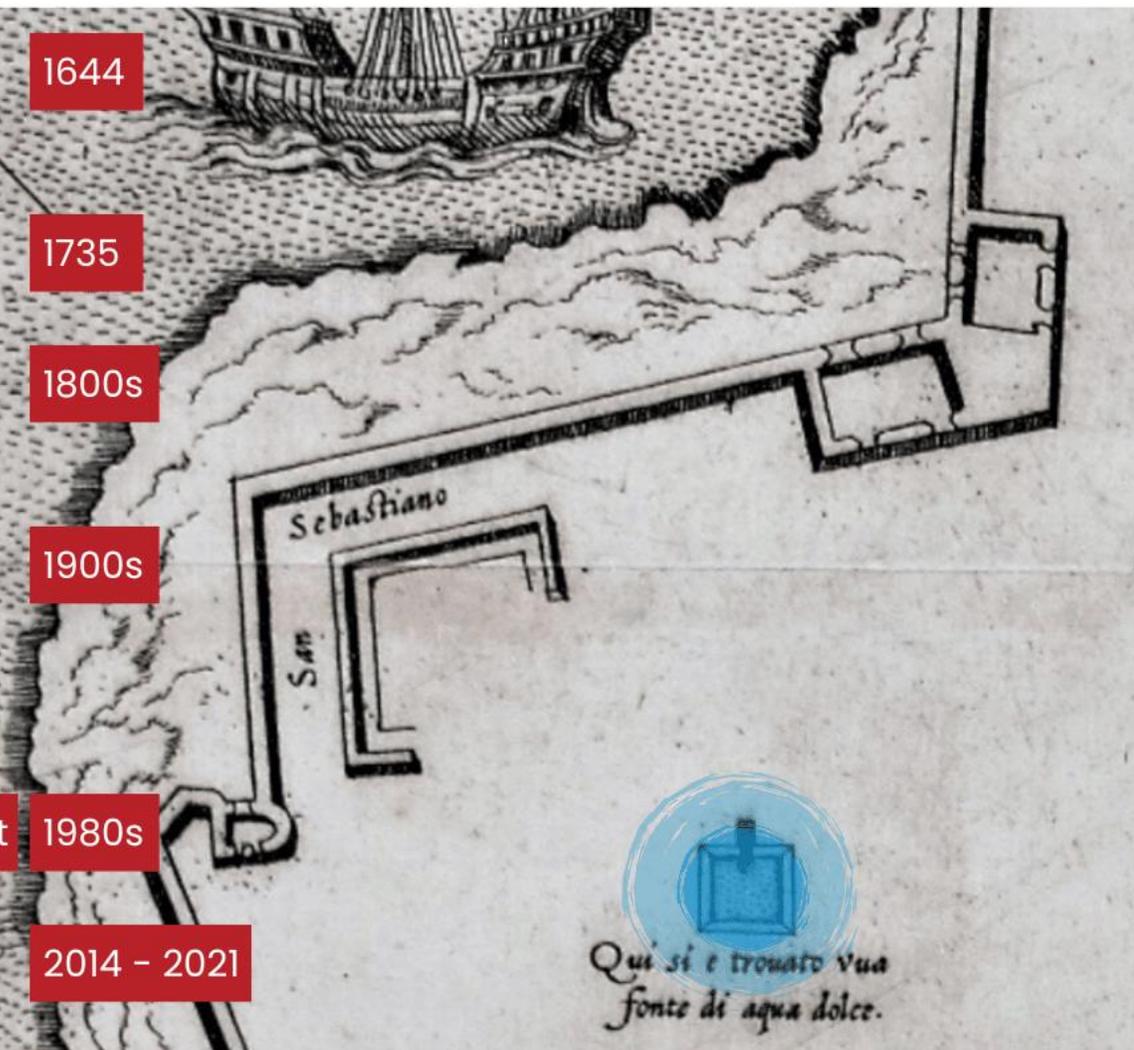
building extension 1735

Bakery and fountain addition 1800s

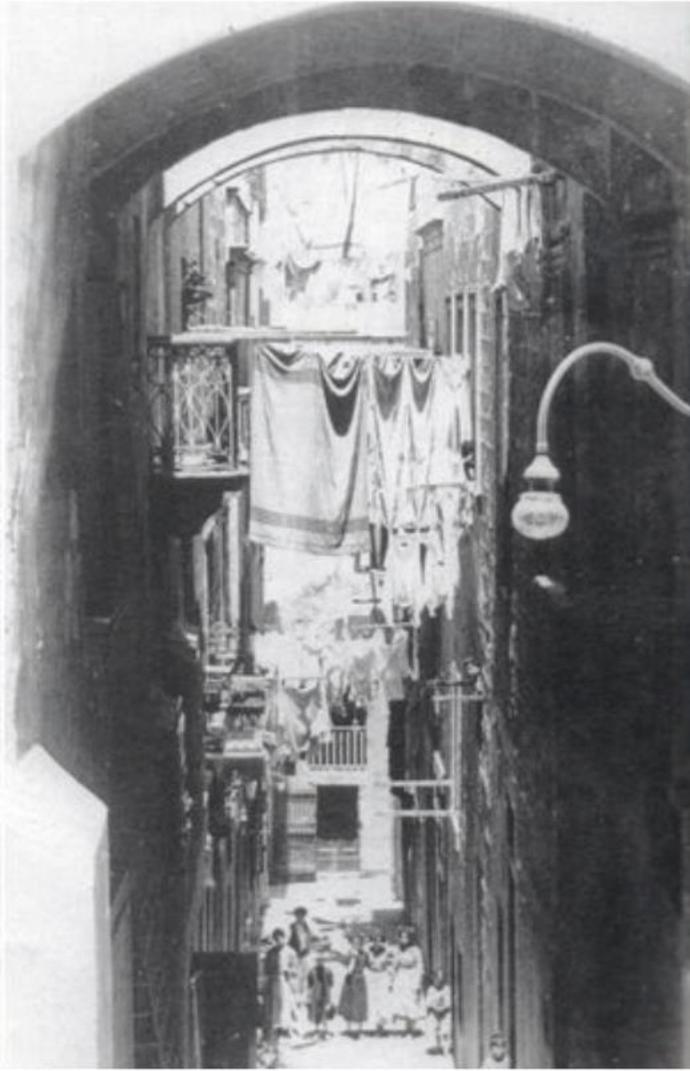
vibrant street life, densely populated, a cultural & commercial hub 1900s

building made vacant 1980s

Valletta2018: giving the space a new life 2014 - 2021



plans of extension

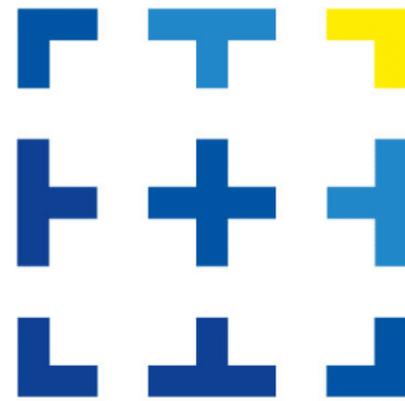


collective memory



before any interventions





EU funds
for **Malta**
2014-2020

European Regional Development Fund



4 QUALITY
EDUCATION

An icon representing quality education, featuring a white outline of an open book and a pencil standing vertically to its right.

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE

An icon representing industry, innovation, and infrastructure, consisting of three white interlocking cubes arranged in a 2x2x1 structure.

11 SUSTAINABLE CITIES
AND COMMUNITIES

An icon representing sustainable cities and communities, showing a white outline of a cluster of buildings of varying heights.

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION

An icon representing responsible consumption and production, featuring a white circular arrow that loops back to its starting point.

VISION

The Valletta Design Cluster shall be the foremost **design-focused cluster** of its kind in Malta, **addressing the needs of designers and design enterprises** for business development, **networking** and **internationalisation**

Building on the existing strengths of the design industry in Malta

The Valletta Design Cluster shall serve as a **design industry catalyst for growth and investment, training and exchange, cross-sectoral, interdisciplinary collaboration, with a strong international dimension.**

MISSION

engaging with a wider cultural urban ecology

enterprise ecology

public cultural organisations

social activists

Valletta Design Cluster

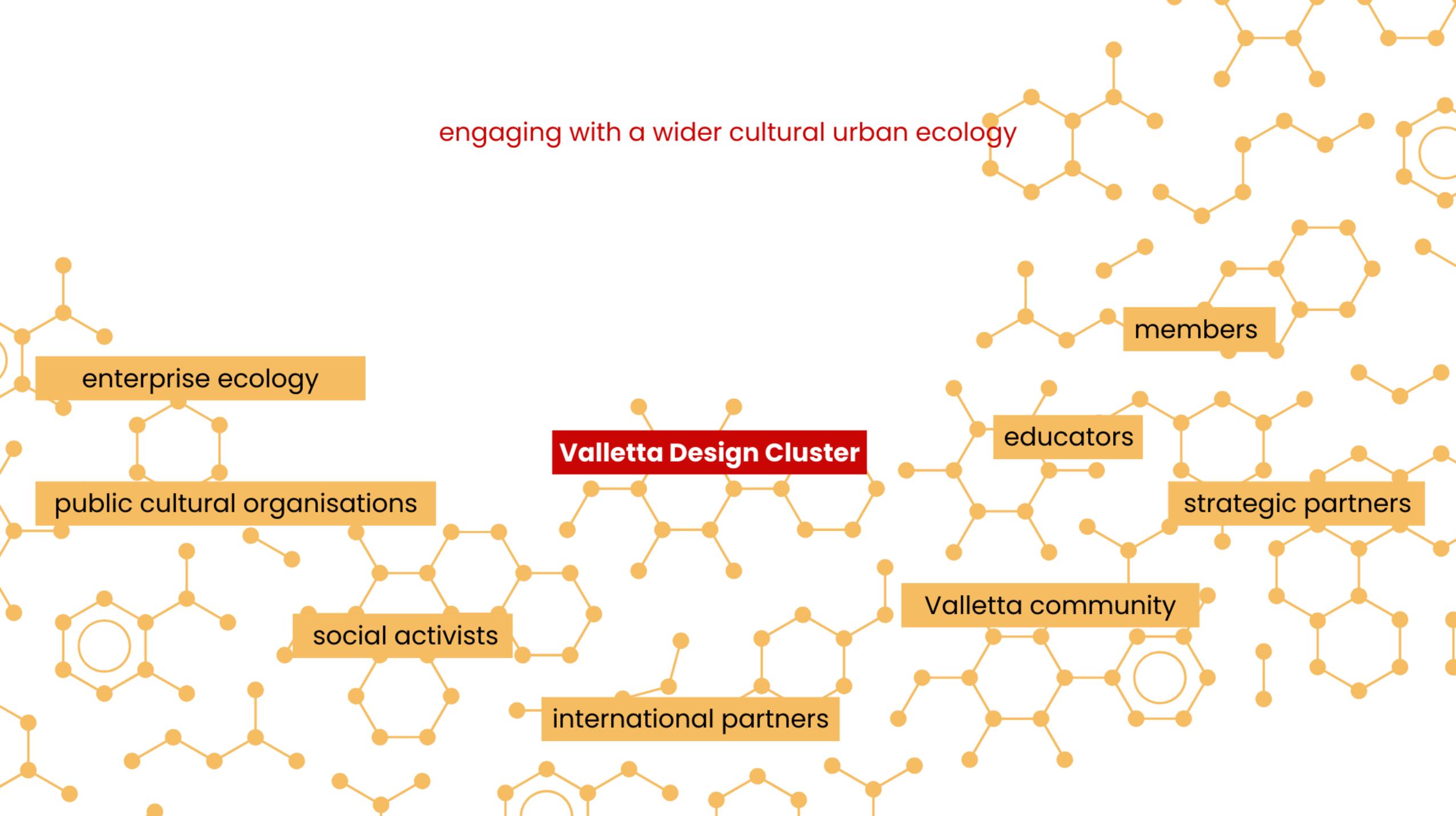
international partners

educators

Valletta community

members

strategic partners



design principles for the VDC's community
engagement platform

self organising

caring towards
emergent ideas
and practices

responsiveness to
users' needs

complex & constant
interaction

participative
sustainability

focus on community
well-being

cultivating
diversity



valletta2018.org

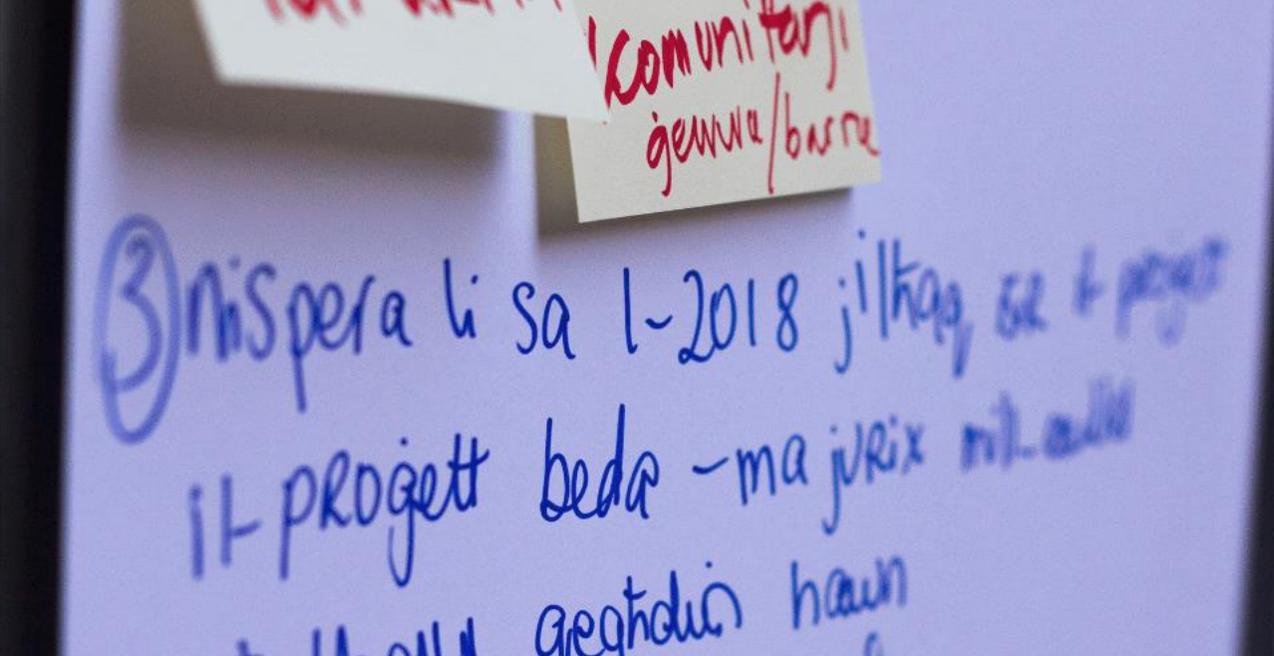
LAQGHA GĦAR-RESIDENTI TAŻ-ŻONA TAL-BIĊĊERIJA L-ANTIKA, BELT VALLETTA

il-Ħamis 23 ta' Ġunju 2016 - 6:00 ta' filgħaxija

TRIQ SAN KARLU, MAĠENB IL-BINJA TAL-BIĊĊERIJA
KANTUNIERA MA' TRIQ SAN KRISTOFRU

caption:

*"Meeting for the residents
of the Old Abattoir area
in Valletta"*



door knocking
artist and resident workshops
street meetings
site interventions
tours

Roof Garden

Studios

Coworking Space

**Artist -In-
Residence Spaces**

Makerspace

Food Space

**Meeting &
Conference Spaces**







Makerspace



Food Space



Studios





Vogue Xchange fashion show

Tinkering Days

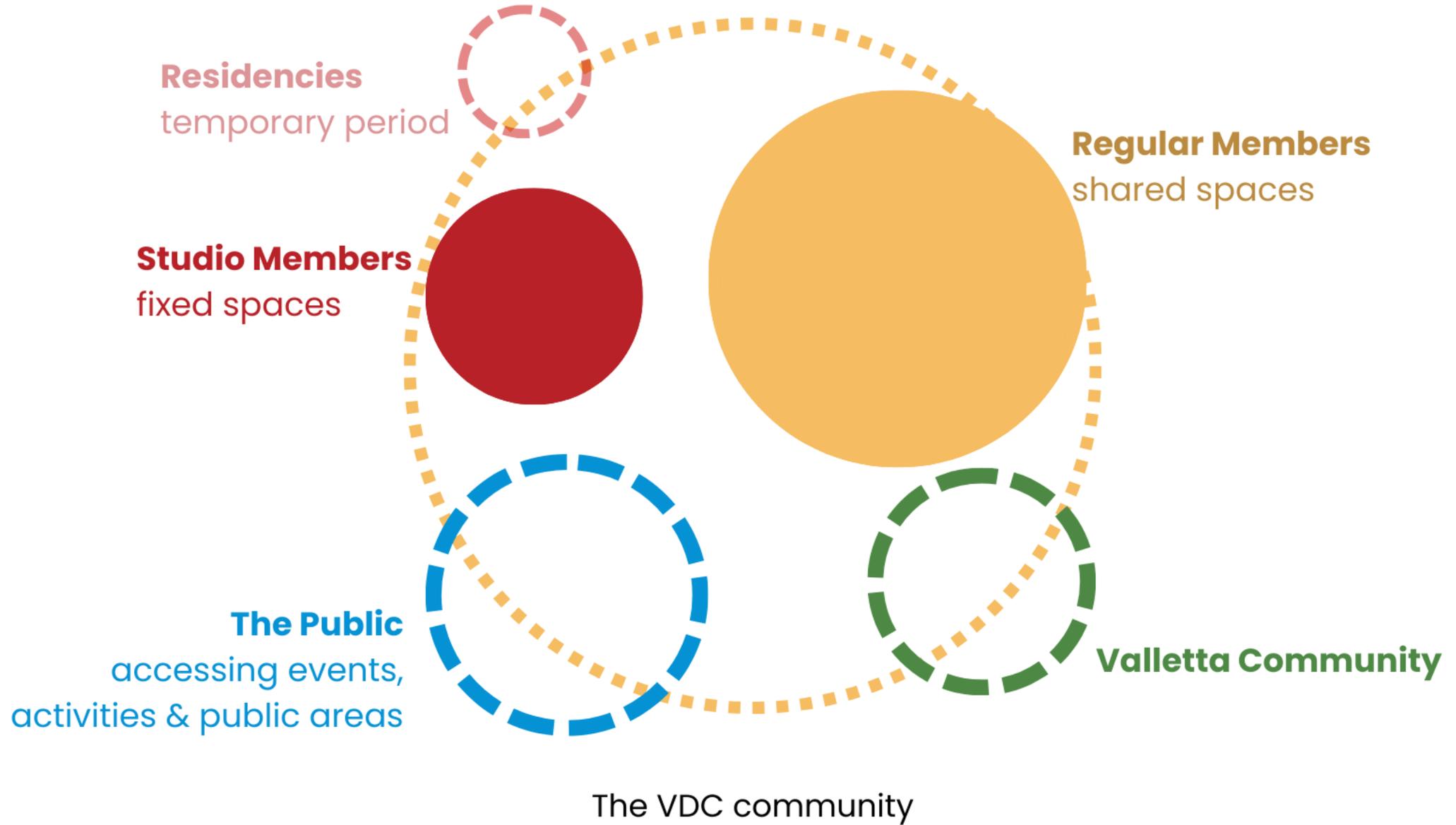


Public Space



Roof Garden





Regular Membership
Individuals/Freelancers €220.00

Regular Membership
Micro Enterprise NGOs/VOs/Public Entities
Bundle (up to 10 members) €320.00

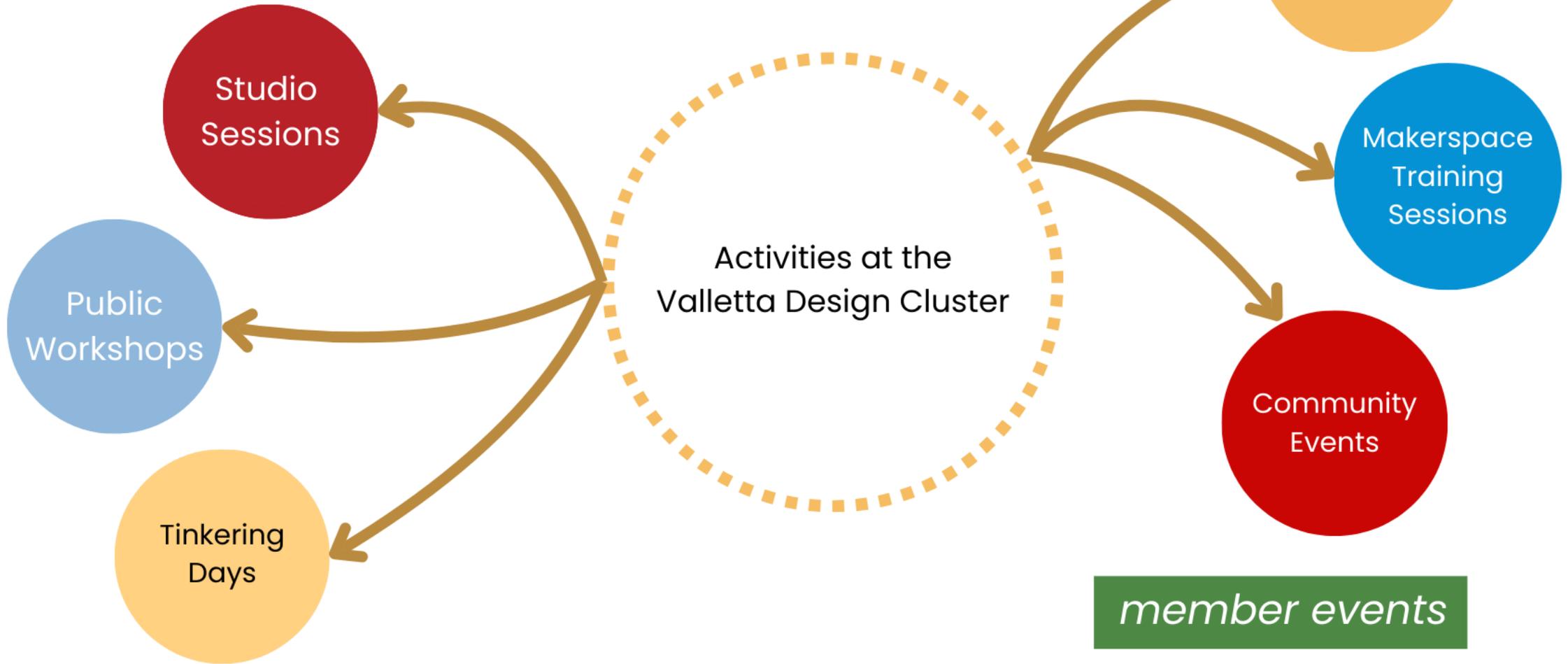
Regular Membership
Nano Enterprise NGOs/VOs/Public Entities
Bundle (up to 5 members) €220.00

Regular Membership
Student €20.00

Regular Membership
Valletta Based Community Organisations €20.00

Studio Membership
Studio Divided by 2-3 people €1452.00

public events



member events



bread and butter workshop



repair cafe

public events



TINKERING DAYS

14-09-24

TIME: 10:00 - 18:00

VALLETTA DESIGN CLUSTER



WORK WITH US

HIGHLIGHTS FROM THE MAGNA ZMIEN COLLECTION

11AM, SAT 27 JAN 2024

VALLETTA DESIGN CLUSTER



VALLETTA DESIGN CLUSTER

public events

Studio Sessions





VALLETTA
DESIGN
CLUSTER

the
GOLDEN
glitch



GOVERNMENT OF MALTA
MINISTRY FOR THE NATIONAL HERITAGE,
THE ARTS AND LOCAL GOVERNMENT

public events





VALLETTA
DESIGN
CLUSTER

16-17
NOV

THE MOBILITY INNOVATION DESIGN SPRINT

VENUE: **VALLETTA DESIGN CLUSTER**



Co-funded by the
European Union

public events

Challenges

Gentrification

Covid-19 and communication

kickstarting a community



Image by Guido Stilon



more about us

reach out



facebook.com
[/vallettadesigncluster](https://www.facebook.com/vallettadesigncluster)



instagram.com
[/valletta_design_cluster](https://www.instagram.com/valletta_design_cluster)

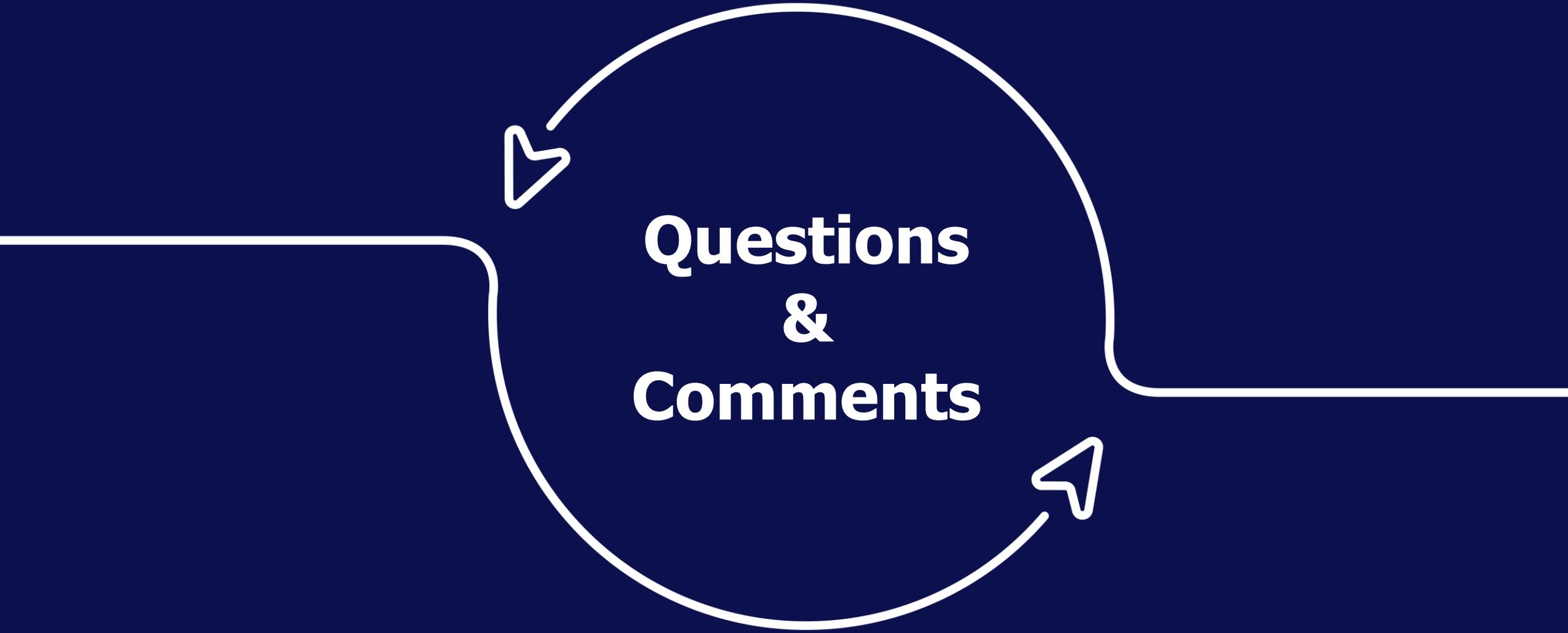


linkedin.com/company
[/valletta-design-cluster](https://www.linkedin.com/company/valletta-design-cluster)

francesca.cassar@vca.gov.mt

Thank You!





**Questions
&
Comments**



**Group
Activity**

> **TO START...**
STAKEHOLDER MAPPING

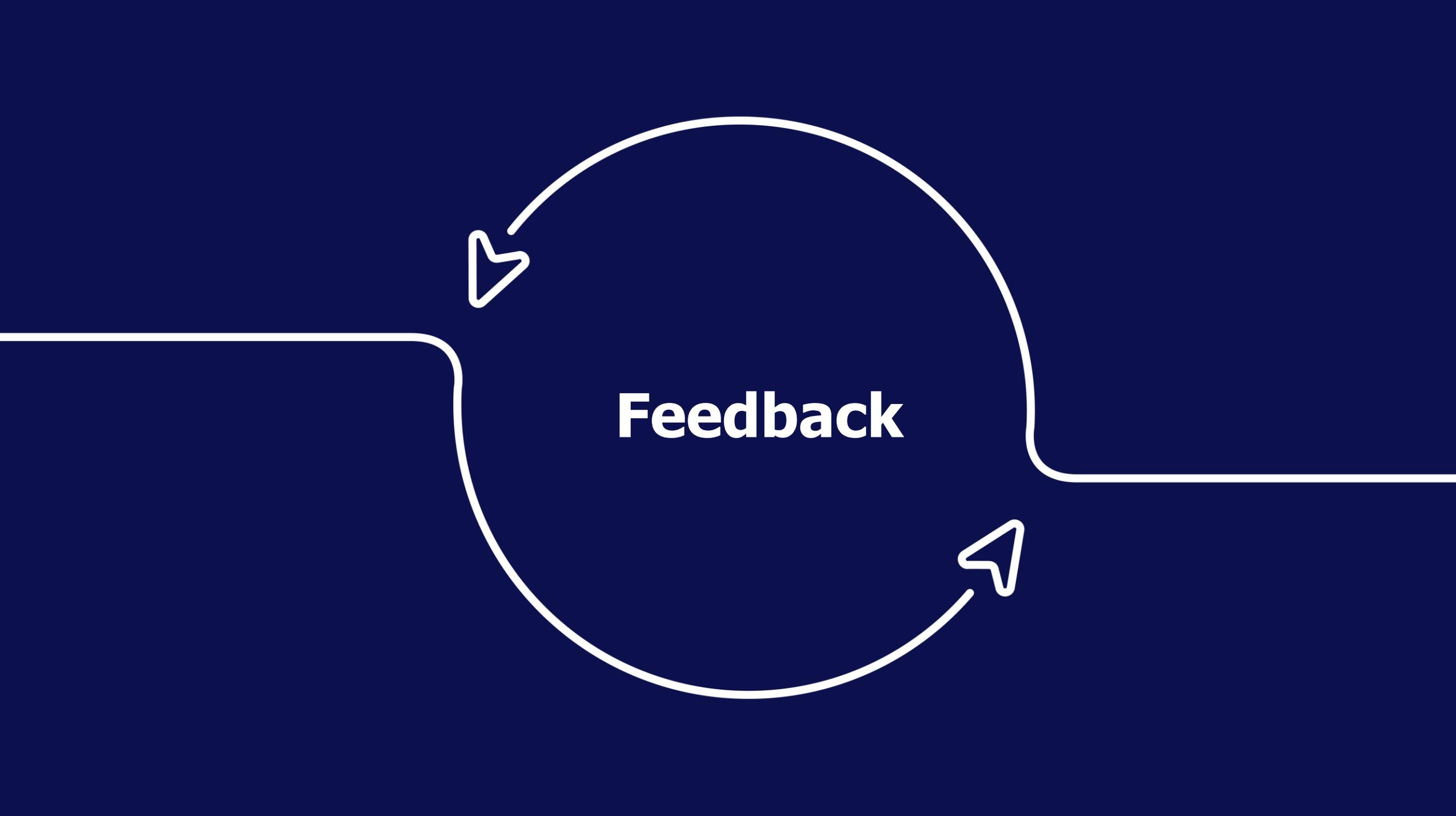


Communities of policy-makers, implementers, civil society, researchers, private sector representatives, cynics, doubters need to become part of the creation of outcomes. NEB must engage with streamlining and realigning flows of value around the realities of people and place.

STAKEHOLDER MAPPING

HOW DOES IT WORK

- Discuss briefly on your current projects & select one as an example to use for this activity (5 minutes)
- Brainstorm potential stakeholders freely using the sticky notes & flip chart (10 minutes)
- Discuss and amend using the guiding questions at your table (15)
- Map the stakeholders on the grid (10)
- Appoint a rapporteur to provide feedback.
- Engage with Francesca throughout for any comments or questions.



Feedback

RAPID FEEDBACK

- Was it a useful exercise? How likely are you to use it in future projects?
- Did any interesting or enlightening considerations emerge from the discussion?
- Did the exercise help identify previously overlooked or underrepresented stakeholders?



What's next for you?

12:00

Plenary Discussion & Reflection

12:40

Applying NEB Beyond THRIVE

12:50

Closing

13:00

Lunch

Thank you

