

# REAL PLAY CITY

## CHALLENGE REPORT



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CREDITS

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## The Challenge

Play is essential for children to thrive both now and in the future, but many urban environments lack opportunities for play. That's why the Real Play City Challenge aims to reclaim places for children to play in cities and urban areas.

The Real Play City Challenge is a global competition meant to create real impact for children in cities by promoting and contributing to scaling efforts of child-friendly, safe and playful placemaking initiatives.

The Real Play City Challenge is an initiative realized in collaboration by the Real Play Coalition (Ingka Group [IKEA], The LEGO Foundation, National Geographic, UNICEF & ARUP) and PlacemakingX (STIPO, Hanna the Planna & Huasipichanga)

The Real Play Coalition was formed with the key ambition of creating a movement that narrows the play gap for 100 million children by 2030.

PlacemakingX is a global network of leaders from more than 70 countries worldwide, who, by accelerating placemaking, are turning the spaces we live in into places we love.

## What is child-friendly, safe & playful placemaking?

The urban environment has a profound influence on children's wellbeing. Play is rocket fuel for learning and development. A stimulating, safe, and playful environment supports children's social and emotional wellbeing, and supports community cohesion for more resilient cities. Every city should be able to provide places beyond the playground for children to reclaim and integrate play in their everyday life.

Placemaking transforms public spaces into the heart of every community. Placemaking focuses on the connection between people and their city spaces, in a collaborative process where cities are shaped for the better. By reclaiming spaces for play, small interventions can scale up to deepen childhood experiences in cities.

Great playful cities employ both a long-term city-wide strategy and the short-term action of local initiatives, so that top-down and bottom-up work together. This is why we invited both cities and placemakers to join the Challenge.



Child-friendly, safe & playful placemaking:

- Brings children, caregivers, and the community together through play.
- Integrates formal and informal play in public space beyond the playground, transforming spaces that were not associated with play before.
- Combines planning, design, social, and research interventions to foster real impact for children.
- Stimulates communities to create their own initiatives, and make an impact with limited resources.
- Represents smart investment and high impact interventions in the short term with potential for longer-term resilience.
- Can reduce risk by testing ideas before making substantial political and financial commitments, enabling cities with financial constraints to build back better from the impacts of COVID-19.
- Fosters participation of children, caregivers and other stakeholders.

Play and placemaking create stimulating experiences for children, more liveable neighbourhoods for families, and better cities for all.

## How did the Challenge work?

The Real Play City Challenge 2020-2021 celebrated placemaking and city-wide initiatives that have effectively fostered an enabling environment for community-driven play approaches. We invited initiatives globally in our **open call for placemakers and cities**. Winning initiatives were supported, promoted and shared.

- The Real Play City Challenge was driven by the following objectives:
- Inspire more cities, placemakers, urban planners, and other stakeholders to take action.
  - Optimise, integrate and disseminate international knowledge and experience and promoted the use of two frameworks: The [“Urban Play Framework”](#) and [“The City at Eye level for Kids”](#) (both can be downloaded on the website).
  - Help initiatives to scale up in different contexts around the globe.
  - Provide funding to support the scalability plans of the placemaking initiatives.

The Real Play City Challenge was announced during the **10th World Urban Forum in Abu Dhabi**. The 2020-2021 Open Call was officially launched in September 2020.

# What were the lessons learnt?

The 2020-2021 Real Play City Challenge highlighted child-friendly placemaking initiatives all over the world and this is indeed something to celebrate.

The challenge allowed us to develop insights in the current state of play. Initiatives came from six different continents, showing efforts in different contexts across the globe. The needs and scales in which projects operate are diverse.

The Real Play City Challenge brought together cities and placemakers, to foster both top-down and bottom-up approaches to creating places to play in cities.

The Challenge offered a platform for inspiration, knowledge exchange and evidence building.

Placemaking has proven to be a valuable tool in the context of Covid-19:

- focuses on the connections between people and their city spaces as a collaborative process.
- brings smart investment with high-impact interventions in the short term, and lays the foundations for establishing robust and resilient communities in the long-term
- can help financially-constrained cities to build back better in the aftermath of Covid-19. While Covid-19 has forced us to become disconnected from one another, placemaking can help bring us back together.

In the post Covid-19 city, public space will be a key driver for recovery. The lessons from the Real Play City Challenge show the opportunities of taking children and their caregivers as one of the focus points in building back better.

**The Real Play City Challenge shows the potential for cities to work together with playful placemaking initiatives. They mobilise the energy of local communities, are quicker, lighter, smarter in their initial implementation, and have the potential to scale up and replicate, when supported by city-wide frameworks.**

## Real Play - Real Impact Outreach figures and measures



Powered by 2  
**FRAMEWORKS**



### IMPACT BY SOME OF THE AWARDED INITIATIVES

There are 101 community-based Play Labs set up in the peri-urban areas of Dhaka for children aged 0-5 years with plans to scale to hundreds of schools nationally.

-BRAC

Playful signage in public space boosted caregiver-child interactions by up to 33%. The initiative is scaling in four cities in the US.

-PLLAN

1 Kart can be used by up to 30 children accessible anywhere based on its modular system. One 40 foot container could impact 120.000 children per week.

-Nüdel Kart



### KNOWLEDGE SHARED

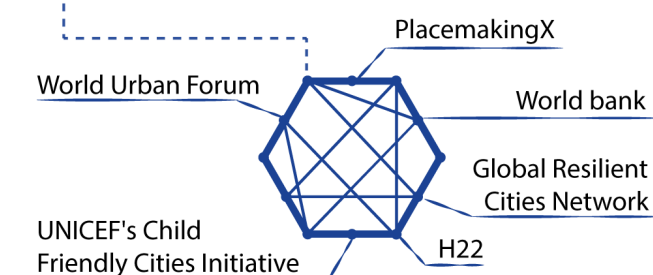
Webinars



Masterclass for Cities



Actors engaged:  
**NETWORKS, DEPARTMENTS, AND PROFESSIONS**



Urban planners, Architects, Mobility experts, Psychologists, Geographers, Economists, Researchers, Early childhood experts, Teachers, Landscaping professionals, Lawyers.



Health, Transport, Planning, Early Childhood, Education, Social, Regeneration, Parks and recreation, mayors and deputy mayors.

## WINNING PLACEMAKING INITIATIVES

**BRAC:** Community based Play Lab

**PLLAN:** Playful Learning Landscapes Action Network

**NÜDEL KART:** Playground Ideas

### SPECIAL MENTIONS:

- Our Ideal World by PlayAfrica
- Participatory Spatial Intervention (PSI) by Catalytic Action
- Tamaulipas by Macia Studio

Placemaker submission from 6 continents

**SUBMITTED INITIATIVES BY REGION**

11%  
North America

18,5%  
Latin America & Caribbean

30%  
Europe

18,5%  
Africa & Middle East

18,5%  
Asia

3,5%  
Australia

## WINNING CITY-WIDE INITIATIVES

**CHILD-FRIENDLY CITIES:** 52 new playgrounds, 1 per month over 6 years.

**AFUERA STRATEGY:** 633 kids have directly benefited. 7,422 inhabitants have benefited indirectly. The ultimate goal is to reach a total of 346,692 children aged between 0 and 14 years old.

**ZONA DE CALMA:** Implemented calm zones for children with a plan to create at least 20 more.

**HOP POP-UP PLAYGROUNDS:** Despite Covid-19, they organised 5HOPS and reached a total of 150 children and families. From October, they will organise 90 HOPS per week in 18 districts & 180 neighborhoods and reach over 10,000 children and families each month.

## OPEN CALL MAP LEGEND



Awarded:



4 cities



6 regions



6 place makers



4K reach



# Who are the 2021-2020 winners?

Six placemakers and four cities from six different continents were announced as winners. This indicates that play is considered to improve our cities globally.

The winners were announced at the H22 Summit 2020 in Helsingborg, Sweden, a platform for accelerating innovation to co-create smarter cities. Together with H22, we believe that tomorrow's smart city is built by the children of today.

A total of €50k funding was awarded to the winning placemakers to support the scalability of their initiatives.

We celebrate those cities that create systems capable of facilitating bottom-up changes that result in playful and engaging environments.

## What can we learn from the Winners?

The **Real Play City Challenge Webinar Series** was a space for the winners to come together to exchange knowledge and to showcase and develop their initiatives. During the webinar series the winners received support and feedback from their fellow placemakers, the jury and multidisciplinary experts.



Tirana, the capital of Albania, Europe, has been developing a vision for a multi-scale, child-friendly, and playable city. Tirana was selected as the winning city because the transformations of its public spaces are instructive and replicable to all cities, especially those facing budgetary constraints.

Tirana's transformation into a playful and healthy city for children is occurring at many scales. The change is visible in both the city's small neighbourhood pockets and its monumental public spaces and schools. It presents itself in the form of single-day play pop-ups and larger-scale public initiatives over multiple budgetary years. The fundamental principles are:

**Principle 1:** Constantly improve the quality of play spaces. Install bigger trees to provide shade, benches for caregivers, allow kiosks and mobile food vendors.

**Principle 2:** Buffering protection from cars. Sacrificing vehicle space, especially in denser urban areas.

**Principle 3:** Design play features for babies. To ensure that even the youngest are brought into the culture of play.

**Principle 4:** Distribution - Play in every corner of every neighbourhood! Every family in Tirana should have access to high-quality play within a ten-minute walk.

**Principle 5:** Test, consult, monitor, improve. Tirana has a neighbourhood-scale evaluation and monitoring tool.

**Principle 6:** Maintenance. Sustainability comes from the public embracing new projects. Maintenance plans for every project have to be in place before construction begins.



**PLLAN**, based in Philadelphia, USA, is one of the Real Play City Challenge winners. The Playful Learning Landscapes Action Network (PLLAN) applies research-based child development principles to creating playful learning environments that promote community activation and increased equity. The jury particularly valued the development of skills such as collaboration, creative innovation, and critical thinking.

**“Children spend 80% of their waking hours outside of school. There is strong evidence that playful learning is one of the best ways to maximise a child’s learning during the “other 80%”.** PLLAN’s aim is to transform cities into hubs of playful learning by embedding it into the cities’ infrastructure, parks, libraries, bus stops, recreational centres and more. PLLAN’s evaluations have demonstrated significant impact, which was a key factor for the jury.

PLLAN’s **scalability plan** includes developing an interactive locator app called ‘PlayAPP’; scaling-up their operation into two new cities, and expanding their existing playbook to include a section on planning and architectural design.

## Key findings of the webinar series were:

**Creative governance at the city-level facilitates the active participation, safety and inclusion of children,** while simultaneously fostering opportunities for them to play and thrive.

**Scale light, quick and smart placemaking initiatives to transform small change to big impact.** To build back better, we need to identify opportunities for interventions to evolve beyond their small-scale impacts into generating much larger change.

**Evaluate changes on how people behave and feel in a space in order to understand real impact.** It’s proven that play helps develop strong social and emotional skills, which are the foundations for a child’s self-esteem, empathy, and the ability to work with others. One of the Real Play City Challenge Webinars focused on identifying the impact of playful and child-friendly urban practices and how they can be measured. The webinar provided an overview of the tools and frameworks used for assessment and evaluation.

## When measuring the success of projects, it is essential to:

- collect objective data on how people behave in relation to new public interventions.
- measure subjective data on how people feel as they use a space.
- measure both spatial and child development factors.

## Measurements can be dissected into three areas:

1. physical or operational factors;
2. shifting behaviour; and
3. resulting impacts on the interactions between caregivers and children.

Such observations allow placemakers to deploy the same strategy in different places and experience quick and iterative feedback loops.



## BRAC

**BRAC Community based Play Lab** implemented in Dhaka, Bangladesh, is a placemaking initiative for children from low-resource settings, specifically designed for dense cities with little provision for children to play in open spaces safely. The model promotes children's learning and wellbeing by offering them a combination of play spaces and equipment. BRAC uses various tools to measure their impact on child development, mental health, playfulness, language development, play-based learning, and keeping the implementation faithful to its objectives.

There are 101 community-based Play Labs set up in Dhaka's peri-urban areas for children aged from 0-5 years. The Play Labs give pre-school children a safe place for learning through play, administered by a locally trained and recruited Interactive Play Leader. The Play Labs provide affordable and age-appropriate materials, indoor and outdoor play spaces, and a supportive community. BRAC was one of the Challenge's winning initiatives that will open new labs as part of their **scalability plan**. The jury valued BRAC's efforts to provide safe spaces, a model for training local people and strengthen communities to help build back better. BRAC are forming a comprehensive plan to survey, design, train and implement their initiative at scale, first in Dhaka and then throughout Bangladesh.



### The key factors that winning initiatives agree are crucial for good evaluation are:

- to involve and engage communities from the very beginning;
- to equip communities with the knowledge and tools to improve their daily lives; and form partnerships with universities and independent research bodies.

### Safety considerations when implementing play solutions in vulnerable contexts.

Comparative research has been conducted on the approaches to enable play in vulnerable context (ARUP, 2019). The findings in different contexts show that:

- **Risk, opportunity and safety is a priority issue** because children are exposed to both natural and human hazards.
- **Play is still not considered an urgent part of children's development** process, but there is an opportunity to create awareness.
- **A strong understanding of the context is essential** to analyse the challenges, needs, and opportunities present for both children and caregivers.

## TAMAULIPAS



**Tamaulipas**, based in Mexico City, was awarded a special mention for its inclusiveness and local co-creation. Tamaulipas is the first permanent urban toy in Mexico City. It is a replicable children's participatory methodology, an urban design strategy, and an example of how accepting children can trigger new paradigms in education, urban planning and spatial justice. Tamaulipas transformed an underused garden-like space into an urban toy.

Tamaulipa's proposal to **scale up** is the production of a document to strengthen the methodology of the initiative. The objective is to generate a detailed visualisation of the impacts and share their social behaviour and cohesion methods. The document builds a strong case to demonstrate how and why Tamaulipas' methodology can generate positive results for play-friendly public spaces.

Some of the challenges and opportunities recognised by the winning initiatives are:

### Challenges:

- Working with bureaucratic organisations
- Different perceptions about vulnerability
- Diverse parenting culture
- Engaging locals effectively

### Opportunities:

- Learning local techniques and how to communicate with children effectively.
- Sharing knowledge and creating awareness on play and child-friendly design, and its positive impact in vulnerable contexts.
- Developing adaptable projects to different contexts and needs, including perceptions of vulnerability.
- Training the working team on child safeguarding protocols to mitigate risk and allow comfortable and safe interaction and children's participation.





## Nüdel Kart

**Nüdel Kart**, developed in Melbourne, Australia, is a winning placemaking initiative of the Challenge. It is a built-for-scale, mobile, loose parts play and learning kart for children aged 3-12 years that instantly transforms any space into a rich and deep play experience, regardless of the context. Easily maintained and portable, the Nüdel Kart can be reconfigured in endless ways and contains research-backed materials to stimulate children's development. Nüdel Kart is all-inclusive, non-gendered and non-themed.



Nüdel Kart creates a safe space for community connections in places where this is extremely difficult due to experienced trauma and differences in culture, language, and social norms.

Playground Ideas (Australia) developed Nüdel Kart in conjunction with children, parents, playworkers, and educators through a rigorous process of consulting, testing and observing. Nüdel Kart is a portable playground that can be brought and assembled, meaning that it can function in vulnerable contexts.

During the Real Play City Challenge, Nüdel Kart developed a **scalability proposal** focused on delivering upwards of 50 Nüdel Karts to East African schools and early learning centres alongside a local NGO partner.

**Participatory Spatial Intervention, (PSI)**, CatalyticAction's PSI was awarded a special mention in the Challenge for their placemaking interventions located in Bar Elias, a city in Lebanon with many refugees and a lack of basic services. The physical interventions transform public spaces into social spaces that break barriers across nationalities, age and gender. Their ultimate aim is to reduce vulnerabilities and improve wellbeing of all residents. Throughout the interactive process, the residents of Bar Elias, both hosts and refugees, worked closely with the CatalyticAction team to better understand how wellbeing is negotiated and how resilience is practised, resulting in a joint effort co-produce the city.

CatalyticAction's immediate next step **to scale** consists of a training program to strengthen the local capacity to deliver co-designed and child-friendly built interventions. The long-term vision is that the local community will replicate the approach used for the Participatory Spatial Intervention (PSI) and lead the implementation of future child-friendly infrastructure initiatives in Bar Elias.



## Participatory Spatial Intervention

**Child safeguarding and participation are fundamental principles of safe, child-friendly and playful urban practices.**

Child-safeguarding refers to reducing the risks of potential harms that a child could face. A team of experts from UNICEF shared knowledge and considerations to help placemakers to mitigate any risks for children. The following points are crucial:

- Thinking about children's rights and child-safeguarding during planning and implementation.
- Conducting thorough risk assessments to mitigate any possible risks within your activities. The best interests of the child are the paramount (first and last) consideration.
- Ensuring the whole team is suitably prepared to work with children, behave appropriately for the context and age, and are trained in all relevant protocols.
- Responding to child safeguarding concerns by following protocols. All organizations working with children should establish their own child safeguarding protocols and processes for reporting concerns.
- Reporting child safeguarding concerns and any incidents to the authorities.

**Nine principles for meaningful child participation from the Committee on the Rights of the Child:**

1. Transparent and informative: Children know their role and how much their contribution can bring impact.
2. Voluntary: a child has the right also to not participate if there is no consent.
3. Respectful: Consider children as individuals capable of forming a view.
4. Relevant: Keep real expectations.
5. Facilitated with child-friendly environments and working methods.
6. Inclusive: Diverse and open.
7. Supported by training: Improve the skills of the parties involved.
8. Safe and sensitive to risk.
9. Accountable: Share the outputs with the children and receive feedback.

**Our Ideal World** by PlayAfrica is one of the placemaking interventions awarded a special mention in the Challenge. Based in Johannesburg, South Africa, the initiative is a flexible and adaptable education workshop designed to teach creative problem solving to children aged between 7 and 12 years. It provides space and encouragement for children to: participate meaningfully in placemaking, by providing a safe nurturing environment for children to share their feelings, insights and ideas about their neighbourhood. Our Ideal World teaches children design thinking by using play, creativity and problem-solving to develop tangible ideas for creative inventions to add value to their neighbourhood. The result is creating a sense of personal empowerment and ownership through their participation in placemaking initiatives.

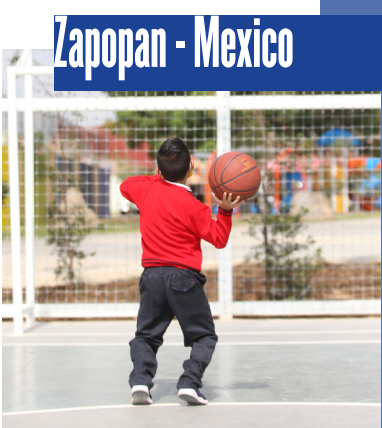
To **scale-up** their initiative PlayAfrica is developing a Toolkit to build the capacity of placemakers, educators and others to lead a participatory workshop so that they can positively influence the development of more child-friendly, safe and playful urban environments, with a focus on African cities and towns. The aim is for the toolkit to be used by new people, helping to translate theory to practice and providing for flexibility and local adaptation.



## Our Ideal World



Three cities were awarded special mentions of the Real Play City Challenge, serving as inspiration to start a journey to reclaim play spaces.



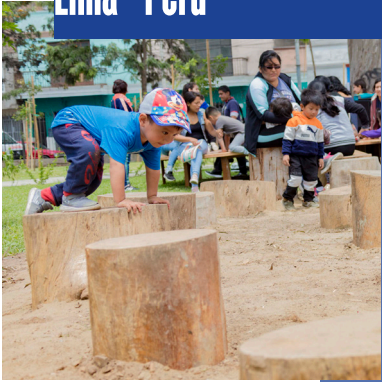
Zapopan - Mexico

**Afuera Strategy:** The Afuera Strategy is part of the Zapopan Ciudad de los Niños Program, which seeks to incorporate international recommendations, such as those of the Network of Cities Friendly to Girls and Boys, via urban planning. The Afuera Strategy provides a co-design model for the recovery of public space, in which children alone decide on the content of the public space in their community. The Strategy consists of the materialisation of participatory budgeting exercises led by children. Its ultimate goal is to include kids in the construction of their city and the City of Zapopan is currently assessing and planning to intervene in two new neighborhoods at the street level.



Istanbul - Turkey

**‘HOP’ Pop-up Playgrounds:** In 2019, Istanbul, home to 4 million children, began building 150 daycare centers to serve 15,000 children and began offering free public transportation to mothers with toddlers. The city also launched Istanbul95 in partnership with the Bernard van Leer Foundation. Recognising play as a fundamental children’s right, Istanbul recently appointed a Chief of Play and Recreation and began preparing Istanbul’s ‘Master Plan for Play’. In addition to building and improving playgrounds, Istanbul launched “HOP Pop-Up Playgrounds”. Here, staffed and creative play events are organised all across the city that have a special focus on those young children with fewer opportunities and spaces for play.



Lima - Peru

**Zona de Calma:** Lima has launched an city-wide child-focused initiative called Lima95, which incorporates multiple projects to advance child-friendly, safe and playful urban spaces throughout the city. All of the projects are based on a lighter-quicker-cheaper model that uses limited resources to create significant transformations and change the lives of the youngest Limeños. Lima is also working to maintain a record of their successful design strategies and best practices because they believe that if Lima, a city that has suffered one of the worst Covid-19 death tolls in the world, can improve the city for its children during this pandemic, then any city can.

## Masterclass for Cities:

### Enhance impact in playful cities by co-creating with community & placemakers.

Cities from 20 countries worldwide, including the winning cities of the Challenge, attended the Real Play City Challenge Masterclass, where city leaders explored how catalysing change in city governance can help support playful cities’ co-creation between placemakers and communities. Change calls for creative bureaucracy and an attitudinal shift away from a “No because” to a “Yes, if” culture that can help in making the necessary steps towards the co-creation of playful cities.

During the Masterclass, cities identified and discussed stages in the process of delivering playful cities:

<b>1</b> <b>Interested</b> I see value in playful cities and have ideas that need further development, knowledge, buy-in or resources to get going.  <b>What to do?</b> Define the problem and the urgency. Find examples and allies.	<b>2</b> <b>Ready</b> I have buy-in, resources and ideas in place to start a playful city initiative, policy, or strategy straight away.  <b>What to do?</b> Identify expertise (i.e. placemakers), opportunity and champions.	<b>3</b> <b>Started</b> I am in the process of delivering a playful city initiative, policy, or strategy.  <b>What to do?</b> Ensure bureaucracy is on board across departments. Get stakeholders involved and prepare to evaluate impact.	<b>4</b> <b>Tried &amp; tested</b> I have delivered a playful city initiative, policy, or strategy, and I am assessing the impact.  <b>What to do?</b> Show how playful child-friendly initiatives are positive for all age groups.	<b>5</b> <b>Embedded</b> I have embedded playful city practices & outcomes in my organisation, working culture and projects. Child-friendliness is present in all policies.  <b>What to do?</b> Show that a bureaucracy open to collaboration is a win/win.
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**Lessons learnt from the Masterclass for Cities:**

- Play is a beneficial way of co-creating with children and a great source of energy and enthusiasm.
- Announce your project step by step to adapt as you learn and manage expectations and uncertainty.
- Identify performance indicators with the community and existing networks.
- Cities that make most progress with new agendas like playful cities have a network of champions, including a champion within the municipality.

## Cities on the frontline

Engaging more cities in safe, child-friendly and playful placemaking and fostering city-wide strategies was a goal of the Real Play City Challenge.

More than 300 cities were reached through Cities on the Frontline - a virtual thought leadership speaker series organised by the Resilient Cities Network and the World Bank Group's City Resilience Program, allowing this goal to be met.

The series’ first session of 2021 featured the Real Play City Challenge, and was entitled “**PLAYFUL CITIES: Why cities need play and placemaking to foster children’s wellbeing and city resilience?**”. Anuela Ristani, Tirana’s Deputy Mayor for Foreign Affairs, explained how playful placemaking interventions are enabling the city to build back better from the impacts of COVID-19. Representing the winning city-wide initiative of the Real Play City Challenge, she shared knowledge to help cities to respond to the pandemic and to make plans for a resilient recovery.

The session also included presentations by Louise Thivant Johannsen, the Child Friendly Cities Initiative Advisor for UNICEF and representative from the Real Play Coalition, and Hans Karssenberg from PlacemakingX.



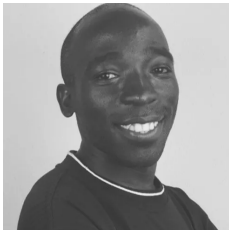
# Our High Profile Jury

The jury reviewed applications received from North and Latin America, Europe, Africa, Asia and Australia.

## Nomination jury members:



Sara Candiracci  
ARUP



Mark Ojal  
UN-Habitat



Hannah Wright  
PlacemakingX



Jens Aerts  
BUUR



Helen Hadani  
Brookings Institute

## Winners jury members:



Cecilia Vaca Jones  
Bernard van Leer  
Foundation



Norliza Hashim  
Urbanice Malaysia



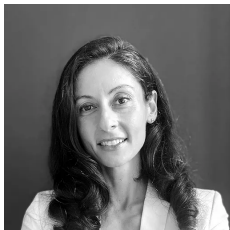
Bo Stjerne Thomsen  
Lego Foundation



Louise Thivant-Johannsen  
UNICEF



Alice Charles  
World Economic Forum



Lauren Sorkin  
Global Resilient Cities  
Network

Chair: Viviana Cordero  
PlacemakingX



Co-chair: Victoria Chavez  
PlacemakingX



Chair: Ethan Kent  
PlacemakingX



Co-chair: Viviana Cordero  
PlacemakingX



# What comes next?

We are interested in creating new editions of the Real Play City Challenge to transform more cities and spaces into safe and playful places for children.

We would also like to explore new activities and expand our funding partners to continue raising awareness and generating real impact. Opportunities for future editions include:

- Implementing projects on the ground to showcase, test, scale and replicate initiatives;
- Creating matchmaking style events between placemakers and cities;
- Creating a 'sister cities' program where cities can exchange knowledge;
- Providing a myth-busting session with both new and proven concepts;
- Hosting new webinar topics and practical workshops on the ground; and
- Inviting and expanding a network of people and institutions that are willing to bring more play to children.

The Real Play City Challenge has built up a wealth of resources now available for future editions:

Real Play City Challenge **Open Call guidelines for Cities and for Placemakers**, including submission and application forms, evaluation criteria and jury process Network built up among global partners, cities and placemakers Partnership with H22 Helsingborg for announcement Outreach tools including the **website**, **LinkedIn Group** and **Facebook Group** and a communication strategy Knowledge building tools including webinar slides, videos and handy summaries of frameworks supporting child-friendly, safe and playful urban practice. A legal structure to run an international open call that provides a platform to showcase good practices.

## Join us!

Are you a city or organisation that loves play as much as we do? Do you know how much the power of play boosts children's creativity and development? The Real Play City Challenge is looking for cities that are willing to expand their child-friendly play strategies, and organisations that would like to boost this project.

Contact us at [www.realplaycitychallenge.org](http://www.realplaycitychallenge.org)



# ACKNOWLEDGEMENTS

Winners of the Real Play City Challenge:

Placemakers Open Call:

BRAC Community based Play Lab  
PLLAN – Playful Learning Landscapes Action Network  
Nüdel Kart by Playground Ideas

Open Call for Cities:

Child-friendly Cities by City of Tirana - Albania

Special Mentions of the Real Play City Challenge:

Placemakers Open Call:

Our Ideal World by PlayAfrica  
Participatory Spatial Intervention (PSI) by CatalyticAction  
Tamaulipas by Macia Studio

Open Call for Cities:

Afuera Strategy by City of Zapopan – Mexico  
HOP’ Pop-up Playgrounds by City of Istanbul - Turkey  
Zona de Calma by City of Lima – Peru

Nomination jury members:

Sara Candiracci - ARUP  
Mark Ojal -UN-Habitat  
Hannah Wright - PlacemakingX  
Jens Aerts - BUUR  
Helen Hadani - Brookings Institution  
Chair: Viviana Cordero - PlacemakingX  
Co-chair: Victoria Chavez - Huasipichanga

Winners jury members:

Cecilia Vaca Jones - Bernard van Leer Foundation  
Norliza Hashim - Urbanice Malaysia  
Bo Stjerne Thomsen - LEGO Foundation  
Louise Thivant-Johannsen - UNICEF  
Alice Charles - World Economic Forum  
Lauren Sorkin - Global Resilient Cities Network  
Chair: Ethan Kent - PlacemakingX  
Co-chair: Viviana Cordero - Huasipichanga

Speakers at Webinar Series:

Bo Stjerne Thomsen - Lego Foundation  
Viviana Cordero - PlacemakingX  
Will Newton - ARUP  
Zelda Yanovich - Lego Foundation  
Paul O’Hara - ChangeX  
Simon Battisti - Qendra Marrëdhënie  
Helen Hadani - Brookings Institute  
Anna Siprikova, NACTO Streets for Kids  
Sam Sternin - urban behavioural consultant  
Houssam Elokda - Happy City.  
Emerald Upoma Baidya & Jahanara Ahmad - BRAC  
Shelly Kessler: Playful Learning Landscapes  
Sara Candiracci, Arup  
Marcus Veerman & Laurette Hargreaves - Nudel Kart  
Selva Gurdogan - SUPERPOOL  
Jonathan Robinson - CIVIC  
Sally Proudlove - Head of Safeguarding in the UK Committee for UNICEF.  
Karin van Son - Chief of Governance in UNICEF’s Private Fundraising and Partnerships Division in Geneva  
Louise Thivant-Johannsen - Child Friendly Cities Initiative Advisor and Child Participation expert, UNICEF  
Reetta Mikkola - Advocacy Officer, UNICEF  
Moderators: Vivian Doumpa, Ramon Marrades, Hannah Wright.  
Facilitators: Giulia Gualtieri, Victoria Chavez, Bernarda Coello, Melissa Cavanna, Viviana Cordero  
Technical Support: Nazaket Azimli, Marta Popiolek.

Masterclass:

Charles Landry - Creative Bureaucracy  
Hannah Wright - PlacemakingX  
Vivian Doumpa - PlacemakingX

Cities on the Frontline:

Lina Liakou - Resilient Cities Network  
Femke Gubbels - Resilient Cities Network  
Lauren Sorkin - Resilient Cities Network  
Francis Ghesquiere - The World Bank  
Anuela Ristani Deputy Mayor for Foreign Affairs, City of Tirana.  
Louise Thivant Johannsen, Child Friendly Cities Initiative Advisor, UNICEF.  
Hans Karssenberg, PlacemakingX.  
Hannah Wright - PlacemakingX  
Zelda Yanovich - LEGO Foundation

H22 Speakers:

Jeanette Gibb - H22 organization  
Euan Wilmshurst - Lego Foundation  
Louise Thivant-Johannsen - UNICEF  
Hans Karssenberg - PlacemakingX  
Hannah Wright - PlacemakingX



# REAL PLAY CITY



## CHALLENGE

The Real Play City Challenge is an initiative realised in collaboration by the Real Play Coalition (Ingka Group [IKEA], The LEGO Foundation, National Geographic, UNICEF & Arup) and PlacemakingX (STIPO, Hanna the Planna and Huasipichanga).

Join the Real Play City Challenge open group on LinkedIn to connect with the winners and a larger network of enthusiasts that aim at reclaiming places to play in cities.

Website: [www.realplaycitychallenge.org](http://www.realplaycitychallenge.org)

[LinkedIn Group](#)