

A graphic with the text "REAL PLAY CITY" in large, bold, white, sans-serif capital letters on a dark blue background. Below the text is a white silhouette of a city skyline with various buildings and trees. To the right of the skyline, a white silhouette of a person is performing a handstand, with one leg raised high and arms extended.

CHALLENGE

OPEN CALL

DEADLINE: 04.OCT.2020



PLACEMAKING

[illegible]

What is the Real Play City Challenge?

Are you a decision-maker in your city that loves play as much as we do? Do you know how much the power of play boosts children's creativity and development? And have you ever tested city-wide initiatives that integrate play into cities?

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

The financial, social, and emotional pressure associated with the COVID-19 pandemic faced by children and their families underlines the need for smart-investment and high impact initiatives at scale to enable children to play and cities to build back better.

This is a chance to create real impact for children in cities through the promotion and scaling of placemaking initiatives that inspire city-wide, child-friendly, safe places to play. So, tell us about a city-wide, playful initiative you've created that benefits children for the chance to showcase it internationally and replicate it in other cities, enabling access to play for children all over the world.

We want to support, promote, and share initiatives that have the potential to:

- Inspire more cities, placemakers, urban planners, real-estate developers, and other stakeholders to take action in child-friendly, safe and playful urban practices.
- Optimise, integrate and disseminate international knowledge and experience to strengthen child-friendly, safe and playful urban practice
- Enhance impact by catalyzing, replicating, and scaling child-friendly, safe and playful initiatives in different contexts around the globe.

What is child-friendly, safe & playful placemaking?

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

Placemaking is a global movement that transforms public spaces to become the heart of every community. Beyond planning and design, it focuses on the connection between people and the city space in a collaborative process that shapes it for the better. By reclaiming space for play, small interventions can scale up to completely change the childhood experience.

Child-friendly, safe and playful placemaking:

- Makes smart investment and high impact interventions in the short term with potential for longer-term resilience.
- Tests ideas before making substantial political and financial commitments, Enabling financially constrained cities to build back better from the impacts of COVID-19.
- Brings children, caregivers, and the community together through play, enabling play as everyday freedom and expression.
- Integrates formal and informal play into public space beyond the playground, transforming spaces that were not associated with play before.
- Combines planning, design, social, and research interventions to create real impact for children.
- Stimulates the community to take their own initiatives and make an impact with limited resources.
- Enables constant, agile assessment and shaping of public space for and with children and the community.

We believe that integrating play and placemaking tools into city space will help cities to create stimulating experiences for children, more livable neighborhoods for families and better cities for all.



Why should I take part?



By taking part you have the opportunity to:

- Showcase your city-wide initiative and be part of a global network of cities, urban planners, and placemakers recognised for action and expertise in child-friendly urban practice.
- Gain insights, ideas, and inspiration from cities, placemakers, and internationally recognised experts to address your challenges and implement creative ideas.
- Attend workshops, webinars, and meetings that support the impact, scaling, and reach of city-wide initiatives.
- Build commitment, investment, and value of city-wide initiatives by providing information to decision-makers in events such as at the Real Play City Challenge masterclass, at the H22 Summit, and at the World Economic Forum's The Great Reset.
- Showcase your initiative to a high-profile jury and, in case of selection, be recognised as a potential approach to scale impact.

Am I eligible?



The open call for cities welcomes city decision-makers such as mayors, municipalities and city-wide organisations who drive integrating play in cities through city-wide strategies and initiatives. We are looking for proven city-wide child-friendly, safe and playful initiatives that have been successfully implemented, contributed to a measurable impact for children and that have potential to inspire replication, adaptation and action of child-friendly, safe and playful placemaking in cities internationally. We look for city-wide initiatives that

- brought a powerful impact for children between the age of 0 and 15.
- facilitated lighter, quicker, cheaper placemaking principles
- were developed and implemented for and with the community, including children.
- have potential to share, learn and develop with international cities in line with the Urban Play Framework and the City at Eye Level for Kids.
- be a compelling case study that inspires more cities and decision-makers to enable play for children.

By submitting an initiative you confirm that you are available to attend the scheduled events in the timeline in 'What Happens Next', agree with our Terms and Conditions and commit to meeting the requirements described in this open call.

Initiatives will be evaluated by a jury panel according to the criteria below. The jury will also support a diverse and balanced selection by selecting initiatives with a range of impact, stakeholders, location, scale and contexts with the potential to mutually reinforce and build international momentum.

- **CREATING REAL IMPACT** - How does your initiative create a realistic and tangible impact for children, their caregivers and local communities?
- **ADDRESSING CHILD-FRIENDLY, SAFE & PLAYFUL FRAMEWORKS** - Which dimensions and goals of the Urban Play Framework and the City at Eye Level for Kids does your initiative address and how?
- **QUALITY OF PLACEMAKING** - how does your initiative stimulate creative, functional, safe and practical placemaking interventions that respond to local contexts.
- **EXTENDING THE EVIDENCE BASE** - how does your initiative assess and evaluate impact for children, their caregivers and the wider community?
- **INCLUSIVENESS & LOCAL CO-CREATION** - how does your initiative inclusively engage and co-create with children and the community?
- **DELIVERABILITY** - what steps did you take to enable deliverability and implementation, including budget, organisation, materiality, construction and risk management.
- **CREATIVE SYSTEM OF GOVERNANCE** - how did you use creative governance to facilitate bottom-up initiatives at scale and with diverse reach?

What makes a winning initiative?

To participate in the Real Play City Challenge, you are asked to submit an entry form including a PDF submission in a portfolio style. Submissions are due **4th October at 23:59 (CET)**. The PDF submission should include:

What should I submit?

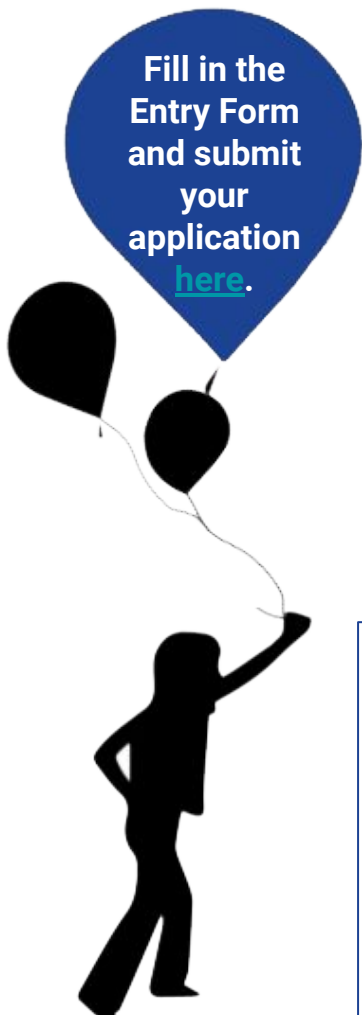
— Responses to the following questions (maximum 10MB & up to 3 x A3 pages):

- 1. Why is your city a great candidate for the Real Play City Challenge?**
What are your city's values and goals for integrating play? How does your initiative contribute to advancing child-friendly, safe and playful urban practice? How would your city inspire and share knowledge with other cities?
- 2. How, why and where did the initiative take place?**
What were the challenges, motivations and demands of local children and caregivers in relation to play? How does your initiative address these challenges, enhance existing opportunities, and transform a space from what was there before?
- 3. How does your initiative respond to the Real Play Coalition Urban Play Framework?**
Have a look at our [quick guide](#) for details on the framework.
 - Describe the challenges and opportunities you identified in your city (considering the Urban Play Framework Dimensions and Goals) and aim to address through your intervention.
 - Identify what impact your intervention aims to achieve in each Dimension.
 - Explain how you intend to measure the success of your intervention.
- 4. How does your initiative respond to the City at Eye Level for Kids Framework?** Have a look at our [summary](#) and [quick guide](#) for details on the framework.
Which parts of the framework are addressed in your initiative? How would you use the framework in future implementation?
- 5. What have you implemented as part of your city-wide initiative?**
What projects, policies and processes form part of your initiative? What placemaking principles have informed your initiative?
- 6. What are the impacts of your initiative for children, their caregivers and local communities?**
How does your initiative create impact in the short and long term?
- 7. How does your initiative create effective and inclusive engagement and local co-creation processes?**
Who did you reach with these processes and how? When and how did you engage and co-create as part of your initiative? How did engagement and co-creation processes influence your initiative?
- 8. What steps did you take to deliver your child-friendly, safe and playful initiative?**
How did you plan for adequate budget, materials, organisation etc.? What support was necessary to deliver your initiative and how did you secure it?
- 9. How did you assess and evaluate your child-friendly, safe and playful initiative?**
What is your approach to data collection, analysis and evaluation? To what extent did your implementation strategy correspond to the final delivery of the initiative?
- 10. How did your initiative facilitate placemaking interventions?**
Who is involved in the governance of your city and how? How has your initiative enabled other bottom-up initiatives? How does your initiative support short term and long term action?
- 11. What are your objectives and steps for the future?**
What are your ambitions for your initiative? What would help your initiative to achieve impact at scale? How would you inspire others to catalyse, replicate and scale initiatives in their context?

Fill in the
Entry Form
and submit
your
application
[here](#).

— Please ensure that your entry form includes:

- Applicant details
- Pdf submission
- Answers to the questions in the entry form
- A letter from the municipality in the provided template authorizing the submission of the proposal and certifying the applicants position/role.
- Ten high resolution photos representative of the initiative.
- An audio visual testimonial of the initiative, highlighting the challenges addressed and the impact achieved.
- Up to four existing pdf documents which explain your city-wide initiative (Max 10MB each).



What happens next?



Your initiative will be evaluated over three rounds for its technical and strategic performance by a high-profile jury panel:

Round 1: **Successful entry** based on eligibility and completion of the submission.

Round 2: **Nomination jury:** Panel of independent experts in child-friendly, safe and playful urban practice.

Round 3: **Winners jury:** Panel of global cities leaders and experts.

Three city-wide initiatives from around the world will be selected, which will have the possibility to showcase their initiatives online.

Winners will be announced publicly in November 2020 when the Real Play City Challenge begins. During the challenge winning cities will have the opportunity to participate in workshops, webinars and meetings and to gain support to showcase their initiative and improve its impact. Events will be held online and all participants will be notified of arrangements before the event.

Any questions about the Challenge can be sent by email to info@realplaycitychallenge.org by 13th September. Responses will be published online by 20th September.

Open call launch	07 SEP 2020
Q&A Deadline to submit questions	13 SEP 2020
Q&A Responses to questions published	18 SEP 2020
Webinar by UNICEF on child-protection	SEP 2020
Webinar Science of learning through play	14th SEP 2020
Deadline for submissions Open call	04 OCT 2020
Notifying winners	23 OCT 2020
HELSINGBORG H22	
Winners public announcement	02 NOV 2020
Masterclass for cities	04 NOV 2020
Placemakers presentation to cities	05 NOV 2020
Cities & Mayors meeting (WEF)	To be confirmed
WEF - Storytelling video about Real Play City Challenge	SUMMER 2021

Supporting documents

Open call should be read in conjunction with the following documents:

- [Terms & Conditions for Cities](#)
- [Urban Play Framework Quick-Guide.](#)
- [City At Eye Level for Kids Framework Summary & Quick-Guide.](#)

Further reading in child-friendly, safe and playful urban practice:

- [Real Play Coalition - Reclaiming Play in Cities](#)
- [STIPO - City at Eye Level for Kids](#)
- [Unicef - Shaping Urbanisation for Children](#)
- [Arup - Designing for Urban Childhoods](#)
- [Arup & Bernard van Leer Foundation – Proximity of Care Approach](#)
- [NACTO - Streets for Kids](#)
- [Bernard van Leer Foundation - Urban95 Starter Kit](#)



REAL PLAY CITY



CHALLENGE

The Real Play City Challenge is a partnership between the Real Play Coalition (Ingka Group [IKEA], The LEGO Foundation, National Geographic, UNICEF & Arup) and PlacemakingX (STIPO, Hannah Wright, Huasipichanga).

Photo credit: Nawaf Al Mushayt

REAL PLAY CITY



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Disclaimer | The information contained in these documents is confidential, privileged and only for the information of the intended recipient and may not be used, published or redistributed without the prior written consent of the project developers.



1. Template for Cities

For the Cities Open Call we request:

A letter from the municipality authorizing the submission of the proposal and certifying the applicant's position/role.

Please attach any document that certifies your position within the Municipality. (ie. contract, designation or any other) and the authorization to submit the application on behalf of the city. If the document is not in English, please provide a translation. This document will be a validation that you are authorized on behalf of the City to participate in the Challenge.

You can also use the following guidelines provided:

To whom it may concern,
Real Play City Challenge

Hereby, I, (full name), appointed as (your position) at the municipality of (name of the municipality - local government) certify that (full name of the person submitting the application) in the capacity of (position of the authorised person) is authorized to submit this application on behalf of (Name of the Municipality or local government) to participate in the Real Play City Challenge.

(Full name of the authorised person) is hereby also appointed as the contact person for purposes of the Challenge.

Attached to this letter are the documents that prove the capacity under which both, the signatory and the authorised person work at the (name of the Municipality or Local Government)

Kind Regards,

FULL NAME
Signature
Date



2.Template for Placemakers

For the Placemakers' Open Call:

Optional

• A letter of commitment to support the scalability of your project. This letter can come from a municipality, local government, public or private organisation, NGO or community representative. You may also want to attach a certification letter of any organization or institution that has already supported you with the implementation of your initiative.

Attaching one or several certifications or letters of support is optional but highly recommended.

Find here some guidelines that work as a reference to develop the aforementioned letters. You can always include a brief description on how you and the supporting institution are either planning to collaborate with each other or have already worked together.

To whom it may concern,
Real Play City Challenge

Hereby, I, (full name), in the capacity of (position) (organization name) state my support to (Placemakers' name) to participate in the Real Play City Challenge.

We consider this initiative is highly relevant in the area of _____ and well in line with the focus of our institution. Therefore we extend our commitment to support the scalability if the project in case (Placemaker's name) is selected as a winner in the Real play City Challenge.

Kind Regards,
FULL NAME
Signature
Date

