



Re-naturing cities: EU experience for Russia

Final assignment

Fall semester, 2018-2019

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Introduction and background

GreenMan is an EU co-funded EST-LAT-RUS action implemented by Pskov State University in cooperation with a consortium of Russian, Latvian and Estonian partners in 2012-14. This action aimed at creating in Pskov and partner EU cities demonstration objects of green infrastructure and sets of promotion and training materials to build sufficient capacity for objects' sustainability. Details about the project implementation, partners and deliverables can be found on http://www.estlatrus.eu/eng/news/green_man_project_successfully.

The project was largely successful, and its legacy is explored by many end-user groups in Pskov, and it also gave rise to some follow-up activities. The students will be asked to explore this legacy, map stakeholder groups related to project outputs and possible follow-ups, and come up with a range of communication tools and formats supporting the sustainability and promotion of the outputs, and also their further development.

You will report on your assignments on **Monday, December 17**. We ask you to show 10 min presentations reflecting on the process of working on the assignment and distribution of responsibilities within project groups, and describing your project results. The documents produces for assignments 1-3 and the link for the assignment 4 need to be sent to assignment coordinators by Monday, December 17, 10 am (local time). Please, consult the course schedule to find out about the slots booked for the field work period, consultations and project reporting and discussion seminar.

Assignments

1. A policy brief

Please, consider that you are a referent to the Governor of Pskov Region or any other high level decision maker marginally concerned with the state of green infrastructure in Pskov (or regarding Pskov as model case that can be scaled up to the whole country); you can chose a particular policy-maker you prefer better. You are tasked with developing a policy brief, i.e. a document that offers an overview of issues, explores various stakeholder perspectives, and suggests options for taking a decision of developing a policy. The issue you need to explore is how to use or develop green infrastructure in a Russian city (your specific example is Pskov) in order to make it more liveable, and what are the barriers and opportunities; in particular, you are asked to explore the legacies and lessons learned from the project GreenMan given that it offers interesting demonstration cases and aimed at building new capacity for the development and promotion of green infrastructure and ecosystem services in Pskov. In order to understand the legacy of the project, analyse local and broader institutional conditions, and to assess possible options and their acceptance by stakeholder groups, you need to visit project sites, to talk to project participants and end-users (including potential ones) and to study applicable regulation and standards.





There are many ways to write a good policy brief. We suggest that you chose one that you find the most suitable for your group and for your ideas. Templates and recommendations are easily searchable in the www. Just make sure that you have all the contents required above and that your text does not exceed two pages. Visuals (pictures and maps) are appreciated if they support your argument, but please, make sure that with all your figures you manage within 3 pages.

2. Proposals for a follow-up project

Consider that you are an NGO based or operating in Pskov and you want to apply for an EU INTERREG action capitalising on the experience of the project GreenMan. You are aware that it provided some good demonstration cases, and the idea you want to propose is not replicating GreenMan, but enhancing and promoting its outputs (e.g.) and/or developing entirely new sites having in mind what was achieved in GreenMan and what is the uptake and sustainability of its legacies. To complete your assignment you need to understand framework conditions (e.g. frames set by applicable regulation, implementation practices and interest & acceptance by stakeholder groups), to check your idea for feasibility and its fit to the INTERREG project call, to identify partners in Russia as well as other countries eligible to this call, and prepare a summary of your project application. Please keep in mind that INTERREG is seeking for actions that will be implemented in and relevant for all the countries participating in the project. Although we expect that you proposed action is meaningful in terms of trans-boundary cooperation, we expect you to prepare summary only for the Russia's part of the project (as much as it is possible).

To get sufficient insight into the topic and to develop a realistic and fundable project idea, you need to visit project sites, to talk to the participants and end-users of GreenMan (including potential ones) and to study applicable regulation and standards. In order to find out about the structure of an INTERREG project description, please search in www for an open INTERREG call or application instructions; it can be a call open for a different region than yours, however the overall structure of the application would be the same. Please make sure that your summary also contains measurable indicators demonstrating the success of all your key deliverables at short- and long-run, and also outlines your strategy for ensuring financial sustainability of your key outputs. The summary document should not exceed 2 pages, or 3 pages in case if you annex figures (illustrations, maps, drawings) explaining your project proposals.

3. Communication strategy for reaching and mobilising citizens

Consider that you represent an NGO involved to GreenMan or the municipality of Pskov, and you received a small grant you can use to support the sustainability of the outputs of GreenMan through the development of a marketing strategy reaching a range of stakeholders interested (also potentially) in the development of GreenMan sites and/or using it as an example or inspiration for other sites in Pskov. You need to identify your target groups, explain their stakes and possible contributions and benefits, and describe how would you motivate them to take part (and in what order).

To get sufficient insight into the topic and to develop a realistic and appealing marketing strategy, you need to visit project sites, to talk to the participants and end-users of GreenMan (including potential ones) and to study applicable regulation and standards. There are many ways to write a good communication strategy (or it can be called a marketing strategy sometimes). We suggest that you chose one that you find the most suitable for your group and for your ideas. Templates and recommendations are easily searchable in the www. Just make sure that you have all the contents required above and that your text does not exceed two





pages, or 3 pages in case if you annex figures (illustrations, maps, drawings) explaining your idea and your strategy.

4. A web-based decision support tool

You are asked by the owners of the results of GreenMan project to prepare a web-based decision support tool that would inform decisions concerning green areas (with a focus of GreenMan sites), direct awareness raising and information actions, and provide comprehensive and to-point answers to their possible concerns. Technically, this should be a web application with an introduction page explaining the project and its legacies and a page with an extended list of frequently asked questions (FAQ) grouped in several sections. Where necessary, answers need to be illustrated by photos, schemes, maps etc. A clickable online map is strongly recommended to provide potential users quick access to information about different sites mentioned in the FAQ section.

As a first step, we suggest you to identify your target end-users. On the next steps, you need to visit project sites, to talk to the participants and end-users of GreenMan (including potential ones) and to study applicable regulation and standards. This will provide you with deeper insights into the topic and help to understand the preferences of your end-users.

Have fun and do not hesitate to ask questions!

Yours,

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