

JOIN US IN JUNE FOR A UNIQUE **CITY AT EYE LEVEL** AND **PLACEMAKING** EXPERIENCE IN BERLIN AND LEARN ABOUT IMPROVING THE **HUMAN SCALE** OF CITIES AND CREATING **SOCIAL QUALITY, GREAT STREETS** AND **PLACES FOR PEOPLE**.

IT IS A TRAINING WITH **THEORETIC INSIGHTS** AND **PRACTICAL STEP BY STEP TOOLS**, COMBINED WITH **INTERACTIVE** MOMENTS WHERE YOU CAN BRING IN YOUR **OWN CASES**, AND A **FIELD TRIP** TO THE MANY VERY **INSPIRING CASES** THAT **BERLIN** HAS TO OFFER.

THE TRAINING, TOOLTESTING AND FIELD TRIP TAKES PLACE ON **JUNE 2-4, 2025**, IN BERLIN. THEN ON **JUNE 5**, WE OFFER YOU TO JOIN THE ANNUAL AND RENOWNED **CREATIVE BUREAUCRACY FESTIVAL**, WITH A NETWORK OF OVER 2,000 PROFESSIONALS.

DISCOVER EVERYTHING YOU NEED TO KNOW ABOUT THE **CITY AT EYE LEVEL**, **PLACEMAKING** AND **PLACE MANAGEMENT**, **TACTICAL URBANISM**, **HUMAN SCALE** AND IMPLEMENTING **LONG-TERM STRATEGIES**.

SINCE 2015, STIPO HAS GIVEN **125 TRAININGS** AND REACHED MORE THAN **4,000 PROFESSIONALS** IN URBAN DEVELOPMENT, PLANNING, DESIGN AND PLACEMAKING. BECOME A MEMBER OF THIS **INTERNATIONAL CITY AT EYE LEVEL COMMUNITY** AND EXPAND YOUR NETWORK WITH AN INTERNATIONAL AND INTERDISCIPLINARY GROUP OF PROFESSIONALS.

Cities worldwide face their own challenges according to their social and economic contexts to improve the quality of urban development and public spaces. But how do we create great streets and places where people want to be? Where people can live a healthy lifestyle? Green areas with great social and economic quality, mixed use and human scale? How do we co-create the environment together with the local communities?

Learn the HOW TOs firsthand. Join our City at Eye Level & Placemaking Training & Field Trip in Berlin and learn how to improve cities, streets, and places by developing a people-centered approach to placemaking. The training includes exciting site visits to local spots and talks from local guest speakers, offering a unique blend of training and city exploration from a placemaking perspective.

Prepare ahead with our online materials and dive deeper during the training. This allows us to dedicate our three days live to the tool testing, learning by doing. The training is interactive and enriching.

For more information contact us at

olga.sowa@stipo.nl

THE CITY AT EYE LEVEL & PLACEMAKING TRAINING & FIELD TRIP

BERLIN

JUNE 2nd-4th, 2025





ELEMENTS IN THE TRAINING

- **The City at Eye Level:** Creating human-scale streets with interaction between buildings and streets. Learn about the mechanisms of creating great and active ground floors.
- **Placemaking:** Transform public spaces into great social meeting places where people feel at home.
- **Placemaking as Part of a Larger, Long-Term Approach:** The journey from Placemaking to Place-Led Development, Place Management, and the business case for placemaking to drive systemic change.
- How to **co-create**: engage the community in public space, in an **inclusive** and **sustainable** manner.
- **Learning by Doing:** Hands-on tools to directly apply new knowledge such as the Eye Level Game, the Place Game, the Anchors of Life method and urban anthropology, tools to study public life and analyse the quality of a place and a street, tools to co-create with the local community and tools to measure impact. Apply the tools to local cases in Berlin.
- **Knowledge Exchange:** Plenty of space for knowledge exchange. Apply your own knowledge to practical examples and challenges you encounter in your work.
- **Site Visits and Local Guest Speakers:** Experience Berlin's public spaces and hear from local experts.
- **Online Preparatory Material:** Access online videos covering essential theory before the training. This allows participants to dive straight into applying the theory during the training, maximizing the value and practical learning experience. Conduct online exercises after each video.
- Throughout the three days, there will also be opportunities to get to know your fellow participants and inspire each other.
- **Networking and Relaxation:** Get to know your fellow participants and inspire each other. Enjoy good food and drinks together during the training days.



LEARN FROM

The founding partners of STIPO. Through our global network of partners, we help cities develop strategies for a better City at Eye Level.

Our core partners are Placemaking Europe, the global network PlacemakingX, Project for Public Spaces, UN-Habitat. Additionally, we have a global network of local partners with whom we collaborate for locally rooted knowledge and networks.

For this training we are proud to collaborate with Placemaking Europe and the Creative Bureaucracy Festival, bringing you unparalleled expertise and insights from around the globe.

STIPO works on better cities and sustainable growth. We are value-driven. We work on better, inclusive and sustainable cities. We formed this method by studying the characteristics of areas that last. Our vision is summarized in six core values: long lasting quality, soul of the place, public quality, mixed use, mental ownership of the users and human scale. We exist for 30+ years and are based in Amsterdam, Athens and Milan. We are the leading training center for the City at Eye Level and placemaking in Europe.

Placemaking Europe is a European network of 12,000+ front-runners, who together accelerate placemaking as a way to create healthy, inclusive, and beloved communities. To make the spaces we live into places we love. Create a thriving, equitable, and sustainable world by joining values, passion, and action around our public spaces.

The Creative Bureaucracy Festival puts excellent, creative solutions to community issues and the people behind them in the limelight. The festival represents a shift from a "no because" culture to a "yes if" culture that embraces experimentation and new ideas.

FOR WHOM

- Professionals in urban planning, urban development, urban regeneration and public space and urban planning
- Experts working on improving streets, squares, and parks in cities
- Civic leaders engaged in placemaking and community-driven approaches
- Politicians looking to enhance public space
- Entrepreneurs, real estate owners, and developers interested in learning about the City at Eye Level
- Young professionals aiming to develop their skills in placemaking



WE OFFER

- A three-day practical training and field trip in the vibrant city of Berlin
- Learning by doing, at inspiring locations with cases
- Background material for theory and practice and a pragmatic action toolbox from [The City at Eye Level](#), [Project for Public Spaces](#), and [STIPO](#)
- International experience, examples and membership to the international City at Eye Level community
- Access to all our open source resources, including hardcopies of "The City at Eye Level" books
- An interdisciplinary group at the masterclass.

PRICE

Fee includes lectures, book, materials, lunches and closing drinks (on the last day):

- € 990: freelancers and small non-profits covering their own costs
- € 1,400: organisation of more than 5 employees
- € 250: there is one scholarship ticket for students and starters. Apply [here](#).

Early Bird: Get your early-bird tickets till February 4th or sooner once they run out (limited amount).

*Prices are ex. VAT & registration fee

SIGN UP NOW!

Register at our [Eventbrite page](#) or send an email to: olga.sowa@stipo.nl if you need to request for an invoice. Doubt whether you qualify or can't cover the full ticket price? Send us an email.

ORGANISED BY

STIPO. Find more info: www.stipo.nl

