

The City at Eye Level & Placemaking Training

stipo

2027 Berlin



placemaking
europe

placemaking
germany

CREATIVE
BUREAUCRACY
FESTIVAL





Join us in October for the City at Eye Level & Placemaking Training, and learn about a human-scale centred approach to urban development, places for people, co-creation with communities, social life, and great public spaces.

Place: Berlin

Date: May 31st - June 2nd

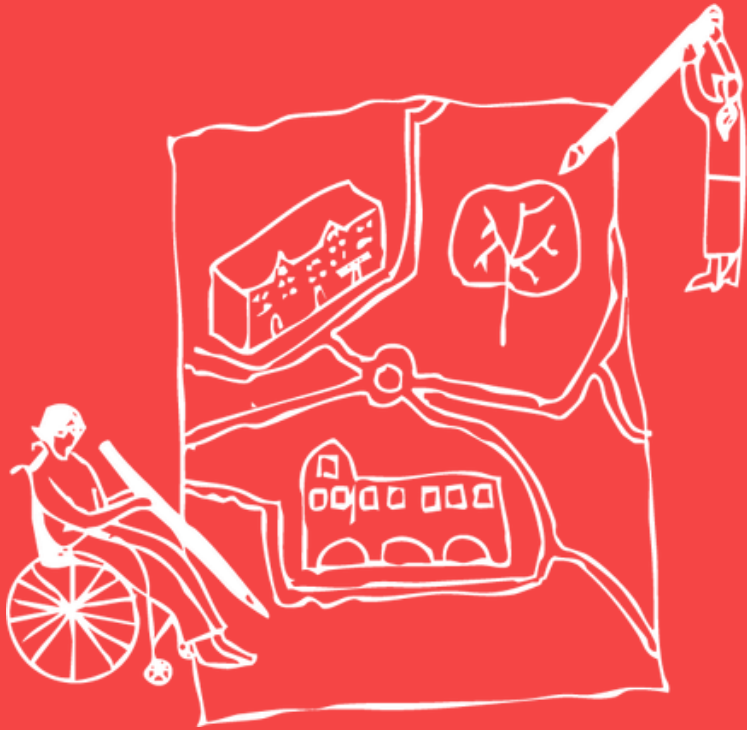
To fully benefit from the in-person sessions, participants are required (or prompted) to complete 13 online training videos at their own pace before attending.

The training is for: professionals in urban planning, urban development, urban regeneration, public space, street management, co-creation and community building; planners, designers, developers, civic leaders, municipalities, project managers, community builders, BID managers.



In this training you will:

- Deepen your theoretical insights in:
 - the 'software': create vibrant places with social life; learn how people experience place; urban psychology and urban anthropology
 - the 'hardware': the city at eye level and placemaking criteria; human-scale development; public spaces at the heart of urban transformation
 - the 'orgware': work on systemic change in combination with tactical urbanism; long-term vision and short-term action; place management and Business Improvement Districts (BIDs); funding mechanisms.
- Work on systemic transitions towards healthy urban environments, social quality, green & safe neighbourhoods, densification and transformation with human-scale equity and new mobility.
- Learn to implement practical step-by-step tools from our toolbox.
- Engage in interactive workshops where you can bring in your own cases.
- Visit exciting sites of best practice in Bankside, London with local guest speakers.



The training is hosted by STIPO, team for better cities and sustainable growth, initiator of 'The City at Eye Level' books and knowledge programme and co-founder of Placemaking Europe.

For this edition, we collaborate with PlacemakingX, Placemaking Europe, Placemaking Germany, and the Creative Bureaucracy Festival



For more information
contact us at
michelle.moonen@stipo.nl



“The weekend after the training I visited my city and found myself observing with completely different eyes. Why do I like this street so much? What makes me feel welcome? All of a sudden I’m analyzing much more.”

— Anh, project manager at the City of Almere

Cities worldwide face challenges to improve the quality of urban development and public spaces.



How do we create great streets and places where people want to be, where people can live a healthy lifestyle?



How do we co-create the environment together with local communities?



How do we create green areas with great social and economic quality, diversity and equity, mixed in use and at human scale?



ELEMENTS IN THE TRAINING

- The City at Eye Level: Creating human-scale streets, criteria for better streets and the mechanisms for creating great and active ground floors.
 - Placemaking: Transform public spaces into social meeting places where people feel at home.
 - Placemaking as Part of a Larger, Long-Term Approach: From Placemaking to Place-Led Development and Place Management. What is the business case for placemaking to drive systemic change?
 - How to co-create, engaging the community in the design of public space in an inclusive and sustainable manner.
 - Learning by Doing: Hands-on tools 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; tools to co-create with the local community and tools to measure impact.
- We will apply the tools to local cases in London.
- Knowledge Exchange: Plenty of space for knowledge exchange. Apply your own experience to practical examples and the challenges you encounter in your work.
 - Site Visits & Local Guest Speakers: Experience London's public spaces and hear from local experts.
 - Online Videos: Before the three-day training, access 10+ online videos covering essential theory and then conduct online exercises. This approach allows participants to dive straight into applying the theory during the training, maximising the value and the practical learning experience.
 - Networking and Relaxation: Get to know your fellow participants, inspire each other and become part of the City at Eye Level and Placemaking community. Enjoy good food & drink and have fun together.



OUR EXCITING LOCATION: BANKSIDE

The training will take place at Berlin Global Village, the central hub for development policy and international cooperation in Berlin. Home to a diverse network of over 50 non-governmental organizations, the centre promotes global justice and inclusive urban dialogue. With its welcoming and socially engaged atmosphere, Berlin Global Village offers an ideal setting for reflection, exchange, and co-creation during our training.



Address of the training venue:

Berlin Global Village

Am Sudhaus 2

12053 Berlin, Germany



[Berlin Global Village](#)



LEARN FROM:

The founding partners of STIPO - Hans Karssenberg and colleagues, together with Christian Grauvogel, co-founder and director of Transformati.on 2050. Through our global network of partners, we help cities develop strategies for a better City at Eye Level.

For this training, we are proud to collaborate with:

- Creative Bureaucracy Festival
- PlacemakingX
- Placemaking Europe



STIPO works on better, more inclusive and more sustainable cities. We shaped our approach by studying the characteristics of areas that last. We are value-driven and our vision is summarised in six core values: long lasting quality, soul of the place, public quality, mixed use, mental ownership by the users and human scale. We have existed for 30+ years and are based in Amsterdam, Athens and Milan. We are the leading training centre for the City at Eye Level and placemaking in Europe. We have given 130+ trainings internationally to over 5,000 professionals.

STIPO

The City at Eye Level

placemaking

europe



Placemaking Europe is the European network of front-runners in placemaking, who together accelerate placemaking as a way to create healthy, inclusive, and beloved communities. The network has over 20,000 participants throughout Europe.

PlacemakingX is the global cooperative network of placemaking, currently formed by 100+ leaders and 1,500+ advocates from 85+ countries around the world.

Placemaking Europe

Placemaking X

placemaking

europe

Placemaking Germany is an open platform and NGO dedicated to reimagining public space across Germany. As part of the wider Placemaking Europe movement, they connect citizens, designers, municipalities, and change-makers to co-create places that are inclusive, vibrant, and sustainable. They host events, share tools and stories, and build partnerships across sectors. Offering deeper opportunities for professional exchange, learning, and collaboration - from job boards to workshops and urban labs.

Placemaking Germany



The Creative Bureaucracy Festival puts excellent, creative solutions to community issues and the people behind them in the limelight. Everything from small adjustments to big visions for the future! The festival represents a shift from a “no because” culture to a “yes if” culture that embraces experimentation and new ideas. In doing so, the festival aims to refresh the reputation of public administrations and appeal to imaginative new talent.

Creative Bureaucracy Festival

“During the training I developed a more holistic view on how you can connect city, neighbourhood and street - not just as a collection of buildings and residents, but as one living system.”

— Lieke, Social entrepreneur in Rotterdam



FOR YOU? FOR WHO:

- Professionals in urban planning, urban development and urban regeneration
- 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
- Young professionals aiming to develop their skills in placemaking



THE THREE DAY PROGRAM AT A GLANCE

Monday 31st May 2027

GLOBAL TRANSITIONS & PLACES

- Welcome
- Burning questions
- Lecture “The Global Lens: Reflecting on current Urban Transitions”
- Lunch (included)
- Guest lecture: To be announced
- Site visit
- Tool workshop: Place Game

Evening: dinner (included)

Tuesday 1st June 2027

ACT NOW & STREETS

- Guest lecture: Bankside perspectives
- Guest lecture Reimagining High Streets (Jan Kattein Architects)
- Lunch (included)
- Guest lecture: To be announced
- Tool workshop: Eye Level Game
- Guest lecture: To be announced

Wednesday 2nd June 2027

MAKE IT LONG-LASTING

- Burning questions
- Lecture “Placemaking as a holistic, transitional, systemic, city-wide approach”
- Guest lecture: To be announced
- Open Space: bring in your cases
- Certificates & celebration drinks (included)

All three days start at 9.30am

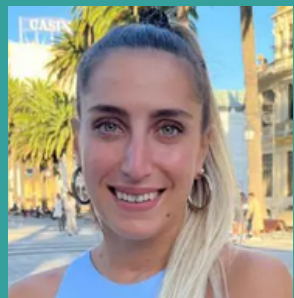
MEET OUR INSPIRING SPEAKERS:



Hans Karssenberg
Partner STIPO
Placemaking Europe



Minouche Besters
Partner STIPO
Training host



Dimitra Zouni
STIPO Greece
Training facilitator

More speakers will be announced as we near the training



WHAT DO WE OFFER?

- The three-day training in Berlin (“learning by doing”) including three lunches and a joint dinner
- Site visits to see best practice examples in London, accompanied by local experts
- Three months access to 9 online training videos, 4 best practice videos and online exercises: on the foundations of placemaking, the city at eye level, software, hardware, orgware and co-creation.
- Access to all our open source resources, including a hard copy of The City at Eye Level book, background materials and the toolbox from [The City at Eye Level](#), [Placemaking Europe](#), [Project for Public Spaces](#), and [STIPO](#)
- Welcome into the international City at Eye Level community.



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PRICE

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

- € 1,100*: freelancers covering their own costs, non-profits and smaller organisations up to 5 employees.
- € 1,400*: organisations of more than 5 employees.



* All registrations go through our website www.stipo.nl:

<https://stipo.nl/event/the-city-at-eye-level-placemaking-training-2026-londen/?lang=en>



SIGN UP NOW!

Register by filling out the form here. Have any questions? Contact us via email.



<https://stipo.nl/sign-up-form-city-at-eye-level-training/>



training@stipo.nl / michelle.moonen@stipo.nl

ORGANISED BY

STIPO. Find more info: www.stipo.nl.

In collaboration with Creative Bureaucracy Festival, Placemaking Europe and PlacemakingX.