

What is the Real Play City Challenge?

Are you a placemaker, an urban planner or a designer 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 tested placemaking initiatives that integrate play into cities?

Play is essential for children to thrive 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 to play in cities and urban areas 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 promotion and scaling of child-friendly, safe and playful placemaking initiatives. Tell us how your initiative has benefited children for the chance to share, develop and replicate it in local or international contexts, 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:

- Be part of a global network of urban planners, placemakers and cities recognised for action and expertise in child-friendly, safe and playful urban practice.
- Exchange knowledge with placemakers peers, city governments and internationally-recognised experts to strengthen child-friendly urban practices.
- Attend workshops, webinars and meetings that support the impact, scaling and reach of your initiative.
- Have your initiative reviewed by a high-profile jury and, in case of selection, be recognised as a potential approach to scale impact locally or internationally.
- Present your project to an international audience, with the chance to gain attention and have your initiative grow internationally.
- Be one of the winning proposals that receive a money award to further develop your initiative and catalyse adoption in different local and international contexts.

Am I eligible?



The open call welcomes placemakers such as public space activists, planners, designers, developers, social innovators, childhood professionals, schools and community organisations who drive transformation of city space for and with children and the community.

We are looking for proven concepts that have been successfully implemented with a measurable impact and that have potential to scale. We look for initiatives that:

- brought a powerful impact for children between the age of 0 and 15.
- used lighter, quicker, smarter 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 Real Play Coalition Urban Play Framework and the City at Eye Level for Kids frameworks.

Applicants can submit proposals that make effective use of lighter, quicker and smarter placemaking principles and that are framed with a budget for implementation up to a maximum value of € 12,000. The number of applications selected for a share of the € 50,000 available for awards will depend on the quality of the proposal and budget needed for implementation. By submitting a proposal you confirm 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.

Proposals will be evaluated by a jury panel according to the criteria below. The jury will also support a diverse and balanced selection by selecting proposals 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 spatial, social, economic and environmental 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.
- **ADAPTABILITY, REPLICABILITY & SCALABILITY** - what makes your initiative adaptable, replicable & scalable in local and international contexts?

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):

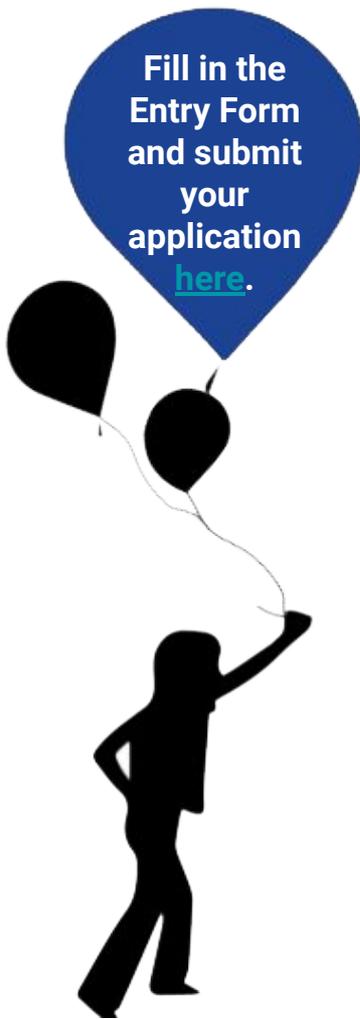
- 1. Why is your placemaking initiative a great candidate for the Real Play City Challenge?**
What inspires you to integrate play into cities through placemaking? How does your initiative contribute to advancing child-friendly, safe and playful urban practice? How would your initiative inspire other placemakers and cities? How important is the impact that your initiative created for children?
- 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 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 child-friendly, safe and playful initiative?**
What spaces, projects, programmes 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? How does your initiative respond to local spatial, social, economic and environmental contexts?
- 7. How does your child-friendly, safe and playful 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. What makes your child-friendly, safe and playful initiative adaptable, replicable and scalable in local and international contexts?**
What would your initiative look like at the city-wide scale? How would you develop and improve your initiative?
- 11. What are your objectives and steps for the future?**
What are your ambitions and objectives to scale up and/or replicate your initiative at a local or international level? What steps would help the initiative to achieve impact at scale? How would you help others to catalyse, replicate and scale the initiative in their context?

— Budget (maximum 1 x A4 page):

Share with us the budget used to develop your initial initiative.

Share a rough estimate of the proposed budget needed to achieve scale ambitions demonstrating cost efficiency. The Real Play City Challenge will fund up to a maximum of €12,000. If the budget exceeds this amount, secured external co-funding is allowed. Please indicate expenses linked to the materials, production, staff, logistics and other costs, you consider would be needed for future implementation.

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 of support or commitment in the provided template from a municipality, city, public or private organisation, NGO or community representative willing to support the scalability of the project or that have supported the already implemented initiative (optional).
- Ten high resolution photos that demonstrate your initiative - including before and after implementation.
- An audio visual testimonial of the initiative, highlighting the challenges addressed and the impact achieved.

What happens next?



Your proposal 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.

Winners will be notified by email on October 23rd 2020 and announced publicly in November when the Real Play City Challenge begins. During the challenge winning placemakers will have the opportunity to participate in workshops, webinars and meetings to gain support to develop, share and scale their initiative and improve its impact. Events will be held online and all participants will be notified of arrangements, with the exact time slots days 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

Q&A Deadline to submit questions 07 SEP 2020

Q&A Responses to questions published 13 SEP 2020

Webinar UNICEF on child-protection 18 SEP 2020

Webinar Science of learning through play SEP 2020

Deadline for submissions Open call 14 SEP 2020

Notifying winners **04 OCT 2020**

23 OCT 2020

H22 - HELSINGBORG

Workshops for placemakers 03 NOV 2020

Placemakers **presentation** to cities 05 NOV 2020

Placemakers **presentation** to public 06 NOV 2020

Placemakers scalability proposal **deadline** 09 DEC 2020

Scalability proposal **Approval** 18 DEC 2020

Awards for placemakers JAN 2021

Placemakers' Project Implementation JAN - JUN 2021

Results reporting by Placemakers JUL 2021

Placemakers' initiatives & results publication JUL - NOV 2021

Supporting documents

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

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

— [Terms & Conditions for Placemakers.](#)

— [Urban Play Framework Quick-Guide.](#)

— [City At Eye Level for Kids Framework Summary & Quick-Guide.](#)

- [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: Ethan Kent