



Promoting Excellence in Planning Education and Research

Booklet of Materials ExCo & CoRep Meetings

Helsinki, July 6 & 7, 2010



Contents

ExCo Meeting Agenda	4
CoRep Meeting Agenda	5
AESOP Objectives 2011 – 2014, Willem Salet	6
Secretary General's Report, Anna Geppert	10
Treasurer's Report for 2009, Thomas Matta	12
A Corporative Communication Strategy for AESOP? Giancarlo Cotella	17
Towards a Further Consolidation of <i>Planning Education Series</i> , Giancarlo Cotella	24
AESOP Excellence in Teaching Prize, Andrea Frank	26
Young Academics Network Report, Ceren Sezer	27
Annex	34
2012 AESOP Congress Application: METU Ankara, Turkey	
AESOP Secretary General Application: Izabela Mironowicz, UT Wroclaw, Poland	

AESOP Executive Committee Meeting Agenda



July 6th 2010, 10:00 – 18:00; Dipoli, Room 13

- | | | |
|--------------|---|---|
| 10:00 | Introduction
Welcome, President's report, outline of key activities | W. Salet |
| 10:30 | Quality policy : next steps? | Maros Finka |
| 11:30 | Coffee break | |
| 12:00 | Organisation matters
Secretary General's Report
Treasurer's report
Website | A. Geppert
Thomas Matta
Giancarlo Cotella |
| 12:45 | Planning education
Excellence in Teaching Prize
AOB Planning Education
GPEAN | A. Frank

A. Frank |
| 13:00 | Lunch | |
| 14:30 | Planning research
Thematic groups
BPP, BCP Prizes
AOB planning research | B. Banachowicz |
| 14:45 | Young academics | Ceren Sezer |
| 15:00 | Planning policy / links with other organisations
Isocarp
European Planning studies, DISP | W. Salet
P. Ache |
| 15:45 | Eastern European Schools | B. Banachowicz |
| 16:00 | Coffee break | |
| 16:30 | AESOP events
Debriefing: Istanbul HoS,
Turku PhD workshop
Coming Congresses: Perth 2011
Coming HoS: Tirana 2011 – definition of the topic! | K. Nilsson

W. Salet |

AESOP Council of Representatives Meeting



July 7th 2010, 9:00 – 13:00; Dipoli, Room 26

09:00 Introduction, policy matters

Welcome, President's report, outline of key activities
AESOP Program 2010-2013

W. Salet
W. Salet

09:15 Organisation matters

Secretary General's Report
Treasurer's report
Website

A. Geppert
Th. Matta
G. Cotella

10:00 Planning education

Excellence in Teaching Prize
AOB Planning Education

F. Lo Piccolo

10:10 Planning research

Best Published paper prize
Thematic groups
AOB planning research

E. Silva
B. Banachowicz

10:20 Planning policy / links with other organisations

Journals (EJSD, EPS, DisP)
Other associations (GPEAN, UN Habitat)
Isocarp, ECTP
Policy towards eastern schools

P. Ache
A. Frank
W. Salet
B. Banachowicz

10:30 Young academics

Ceren Sezer

10:45 Coffee break

11:15 Election of the Vice-Secretary General

Hearing of candidates, vote

11:30 Election of the host for 2011 PhD workshop in Europe

Hearing of candidates, vote

11:45 Election of the host for the 2012 Congress

Hearing of candidates, vote

12:00 Election of the host for the 2012 Heads of Schools

Hearing of candidates, vote

12:15 AESOP events

AESOP Congress Handbook
Debriefing: Istanbul HoS, Turku PhD workshop
Coming Congresses: Perth 2011 (presentation)
Coming HOS: Tirana 2011 (presentation)

P. Skayannis
K. Nilsson

13:00 Lunch

AESOP Objectives 2011 – 2014

Willem Salet

In Naples 2007, COREP established a midterm business plan, addressing AESOP objectives and resources towards 2010. The present report briefly evaluates the outcomes of the 2007-2010 plan, before the prospects for the coming years towards 2013 are formulated.

The objectives of the 2007-2010 plan

The President unfolded the objectives towards 2010:

1. The strengthening of AESOP's profile as a professionally managed and acting body. Items:
 - Investigate costs and efficiency of a permanent office to support SG and President, communication function & channels, data bases & routines;
 - Communications: improving WWW presence, ICT access improvement to information;
 - Improve systematic work with scholarly activities like working groups, PhD workshops;
 - Conferences, introduction of elements of professional financial management;
2. Promoting ongoing debates and initiatives regarding planning education and planning qualification for future professionals. Items:
 - Survey & critical observation on Bologna progress and impact;
 - Survey on various aspects of assessments and quality control;
 - Formation of working groups to prepare and discuss professional policy;
 - Accreditation of schools, programs;
 - Building lists of experts

Main instruments: working groups, commission of reports, counseling.
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3. Promoting AESOP's agenda with politicians and key stakeholders in place development and management in Europe. Items:
 - Draft 'spatial literacy' strategy;
 - Identify stakeholders and actors;
 - Better liaison with new members and potential new members (nations or schools);
 - Liaise with other associations and organizations

Main instruments: working groups, conferences/ seminars/ meetings/ site visits, communications, WWW, working paper series (spatial literacy).

The outcomes of the 2007-2010 plan

Ad a. Professionalization

COREP decided not to establish a permanent secretariat. Instead, SG and President are supported with AESOP secretariat assistance (25.000 E annually). This assistance proved well and enabled adequate service to members. The amount of support might have to be considered again when the upcoming SG takes office. The AESOP website is under construction. It will enable professional communication by the end of 2010. Data bases and routines will be provided via the new web. The large expenditure for the web construction (up to 30.000 E) was enabled by the very positive balance and profit made through the joint ACSP/ AESOP conference in Chicago. Thematic groups and PhD workshops are running successfully. This also goes for conferences of thematic groups, which are stimulated with incentives (for instance bursaries/ awards for PhD seminars). At AESOP wide level, the annual Head of School meetings have been institutionalized.

Ad b. Planning education and planning qualification

The experiences and impacts of “ten years Bologna” have been analyzed and intensely discussed at several HOS meetings, the results are reported in AESOP new Planning Education Series. This also goes for the various aspects of assessment and quality control of planning schools in different national systems. The EXCO is strengthened with the appointment of a special quality officer and also special member dedicated to integrate central European planning schools in the Europe wide context of planning schools. A task force has been established to promote issues of quality assurance of AESOP schools. A very intensive debate on accreditation and quality assessment of local schools has resulted in the decision by COREP to establish a new AESOP facility of ‘qualified and reflective advice’ by a Europe wide Pool of Experts. Site visits to new members are not yet routine but might be promoted by the Pool of Experts under construction. The social and scientific valorization of planning knowledge has been brought prominently on the AESOP agenda.

Ad c. Political and professional contacts: external liaisons

New steps into a spatial literacy strategy have been set by defining the challenge of planning knowledge as a double strategy of ‘practically rooted’ and ‘scientifically’ (informed?). The combining of both existential drives in unique planning knowledge requires new steps of cooperation with key stake holders in both professional and scientific domains. Contacts with professional planning associations have been established in order to discuss such items as the professional profile of the spatial planner, the joint educational quality standards in Europe (in order to acquire free access to professional work), the role of professional organizations in the life long professional education (see the Istanbul HOS meeting which is joined with ISOCARP). AESOP also participates in the platform of European planning associations (recently established by ECTP) in order to promote the social and political profiling of the planning profession. Also in the scientific domain intensive contacts are held globally with planning school associations and relevant organizations (ACSP, GPEAN, UN Habitat). New contacts will be established with planning journals in order to promote the scientific quality of dissemination planning knowledge.

The Objectives for the period 2011-2014

New objectives built on the existing trajectories which in some cases only recently have started to become manifest. New objectives also are brought forward in the awareness that in times of financial and economic crisis we will have to explore more actively the potential of external sponsorship.

AESOP's general mission is to promote the excellence of the planning experience and knowledge with regards to education, research and management of planning schools. Within this general perspective, the central objectives towards 2013 focus (1) on the development of the AESOP support system of quality assurance for planning schools , (2) on the quality improvement of AESOP's regular activities , (3) on the external promotion of activities and external liaisons and (4) on the further professionalization of AESOP's organizational performance.

1. Developing comprehensive support systems on behalf of the quality assurance of the education, the research and the management of planning schools.

Items:

- Deepen the understanding of the unique object of planning knowledge (guarding the disciplinary roots of planning studies);
- Stimulate in all activities the two faces of planning knowledge: both the rooting in practical experiences and the promotion of scientific valorization of planning education and research;
- Develop comprehensive quality assurance support system for planning schools in the form of an open European platform fostering the quality of education, research and management. In this light, AESOP applied for EU support to enable professional exchange (ERASMUS program);
- Implement the new facility of 'qualified and reflective advice' to local schools by AESOP Pool of Experts;
- Define joint quality standards and support joint assessment processes, joint curricula development and exchange among planning schools;
- Collect and disseminate information about cultural differences of national planning schools and about the differences in regulation of planning schools;
- Overstep the borders of academic environment by providing information about the best practices, problems, models, methods and specific experiences from the planning environment;
- Stimulate Life Long Learning initiatives (European research application) Support the member schools in providing courses for further education.

2. Quality improvement of AESOP activities (conferences, thematic groups, etc).

Items:

- Complete the handbook concerning the organization of AESOP yearly congress, that includes a set of requirements intended to stimulate a prolific learning climate (paper requirements for presentation, review procedures, distinguishing the quality of papers, track chair meetings);
- Discuss with editors of planning journals the characteristic basis of planning knowledge in planning journals; search for ways to raise ISI ratings;
- Develop handbook of guidelines for thematic groups (concerning gathering information about TG activity, setting up new groups and financial support) Stimulate thematic groups to develop as research networks with their own seminars and conferences, with joint research initiatives and good relationships with qualified journals. With their own PhD groups. Transparent information of thematic groups on AESOP web; stimulate the conceptual and methodological base of research initiatives.
- Stimulate the professional and practical experiences of thematic groups and Young Academics initiatives (such as joint meetings with ISOCARP Young Planning Professionals);
- Establish AESOP related summer schools (start Wroclaw September 2010);
- Promote the awards for excellent performance of education and research (continue to issue PhD bursaries, awards etc.);
- Promote and consolidate the AESOP Planning Education Series.

3. External promotion of activities and external liaisons.

Items:

- Take a proactive role in the joint platform of European planning associations in order to promote the planning profession in social and political ways (milestones of century project); develop transparent exchange of information between planning associations;
- Joint research with ECTP into legal options of European legislation with respect to professional recognition and access of planning professions in European states;
- Joint seminars young professionals ISOCARP and young academics AESOP;
- Joint task group with ISOCARP on the interrelationships between supply and demand of planning knowledge (what practices expect from schools and vice versa);
- Promote AESOP's role in GPEAN and other bilateral joint initiatives of planning school associations around the globe;

- Promote involvement of European planning schools in QA activities in EHEA providing comprehensive information about new educational policies;
4. Further professionalization of AESOP's organizational performance.
- Items:
- Stimulate the professional and interactive use of web (for spread AESOP-related information, for exchange of information among AESOP actors, for uses of investigation, for marketing and sponsoring);
 - Integrate new planning schools and planning schools in upcoming countries (e.g.. central and eastern European planning schools);
 - Joint policies and joint promotion of planning discipline within the new platform of European planning associations.
 - Creation and Adoption of a Corporate Communication Strategy in order to make good use of corporate communication as a tool serving AESOP broader goals.
 - A more coherent and thoroughly use of AESOP identity guidelines
 - Further development and consolidation of identity guidelines (ppt template, AESOP exercise book, pencil etc.)
 - Further consolidation of Planning Education Series as 'AESOP Journal';
 - Print and USE of additional AESOP material (flags, banner etc);
 - Realization of AESOP object to give to award winners or to AESOP friends (like the champagne bottle);
 - Realization of AESOP memorabilia (pins, ties, hats etc.);
 - A Communication team, under the supervision of AESOP communication officer, may be (re-established to pursue this task;
 - A preliminary proposal in this concern will be presented in front of AESOP ExCo in Helsinki in July.

Secretary General's Report

Anna Geppert

As most current matters have been presented in detail at the last CoRep meeting in Istanbul, this is only an update of the changes that are affecting our structure.

➤ **Membership in progress :**

Since March 2010, our membership is in progress with:

- one new associate member asking to be upgraded to full member to be assessed by ExCo : the University of Architecture, Civil Engineering & Geodesy, Sofia, Faculty of Architecture, Department of Urban Planning (Bulgaria)
- two new individual members:
 - Elina Krasilnikova, Volgograd State Architecture-Building University, Russia
- two new candidates for full membership which have not delivered full information so far, to be examined by the next ExCo in December :
 - the Department of Built Environment, University of Applied Sciences Lübeck (Germany)
 - the School of the Built Environment, University of Ulster, Northern Ireland (United Kingdom)

This brings our membership to 122 full members (119 + 3 above), 52 associate members (out of which 7 corresponding members and 1 affiliate member), and 51 individual members (49 + 2 above).

➤ **Elections for the Council of Representatives**

Many thanks to our national representatives who have organized the elections for the new CoRep.

The mandate of the new representatives starts after the Helsinki conference for a 2010-2012 period.

We have received the following results by June 30, 2010:

Bulgaria

Elena Dimitrova, UACG Sofia

Czech Republic

Karel Maier, Czech Technical University in Prague

Maxmilian Wittmann, Technical University Brno

Jakub Vorel (substitute), Czech Technical University in Prague

Jiri Palacky (substitute) Technical University Brno

France

Christophe Demaziere, University Francois Rabelais, Tours

Jean-Michel Roux, University of Grenoble

Xavier Desjardins (substitute), University Paris I

Lionel Prigent (substitute), University of Brest

Helga Scarwell (substitute), University of Lille

Maryvonne Prevot (substitute), University of Lille

Didier Paris (substitute), University of Lille

Elsa Vivant (substitute), French Institute of Urbanism (IFU)

Italy

Umberto Janin Rivolin, Politecnico di Torino

Laura Lieto, Università di Napoli "Federico II"

Giovanni Caudò (substitute), Università di Roma Tre

Valeria Fedeli (substitute), Politecnico di Milano.

The Netherlands

Arnold van der Valk, Wageningen University,

Erwin van der Krabben, Radboud University,

Gert de Roo (substitute), Groningen University
 Tejo Spit (substitute), Utrecht University
 Romania
 Tiberiu Florescu, Bucharest University of Architecture and Urbanism
 Florin Machedon (substitute), Bucharest University of Architecture and Urbanism
 Turkey
 Zeynep Enlil, Yildiz Technical University, Istanbul
 Ela Babalik-Sutcliffe, Middle East Technical University, Ankara

The Council in our Charter

Article 16

- a) The Council shall be composed of the following members:
 - 1) the national representatives;
 - 2) the Officials; and
 - 3) up to three additional persons designated by the President
- b) Where a country has one Full Member, it shall represent that country. Where a country has two Full Members, both shall represent that country. Where a country has more than two Full Members, all Full Members of that country shall organise an election of two representatives. The Secretary General shall be responsible for the general oversight of this process.
- c) The President can designate persons only from the European planning schools represented within the Association.

Article 17

- a) Any member of the Council may resign by written notification to the Secretary General.
- b) The Council can expel any member by a two thirds majority vote.
- c) When a position becomes vacant, arrangements can be made to fill the post for the remainder of the mandatory period in accordance with Article 16.

Article 18

Each Council so formed shall last for two years.

Article 19

- a) The Council shall meet at least once annually on the call of the President.
- b) Special meeting of the Council shall be called by the President on the request of at least five of its members.
- c) The Secretary General shall inform Council members of the agenda, date, time and place of each meeting at least two weeks in advance.

Article 20

- a) The quorum of the Council shall be at least seven members, including at least three Officials of the Association and three others from amongst the national representatives.
- b) Members of the Council can designate another members proxy in their absence. No member can be proxy for more than two persons. In calculating the quorum, any proxy must be disregarded.
- c) The Council shall be chaired by the President.
- d) Resolutions shall be carried on a simple majority, except in those special cases stipulated in this constitution. Where voting is evenly split, the President shall have the casting vote.
- e) The Council's resolutions shall be recorded in a register signed by the President and any other Official, and be available from the Secretary General for inspection by Full Members.

Treasurer's Report for 2009

Thomas Matta

Income

The annual income for 2009 was € 105'897. This sum was realised through stable membership fee payments € 66.889, remarkable conference contributions (€ 32.408, ACSP-AESOP Chicago and € 6.300 YA-Meeting Vienna) and a small income from advertisement business (€ 300). However, several members did not fulfil their financial obligations in due time.

Expenses

During 2009 € 67.963 were spent. For details please see the table attached.

Balance

This year's balance shows a **surplus of € 37.934**. This is primarily the result of the lower than expected expenditures for the new AESOP-website (due to delay of contract) and various other items.

Conclusion & remarks

The aim of AESOP treasury policy is to achieve a balanced annual budget (annual expenditure should not exceed income). Given the spending praxis of the last few years it has proved possible to achieve this aim. Membership fees and congress contributions remain AESOP's main sources of income.

The standard of AESOP-services and strategic activities has been raised continuously over the last few years, which has necessitated additional budgets. New strategic activities (e.g. the new AESOP-website) need still specific consideration and will incur considerable costs. What is very positive therefore was the decision made by the Council of Representatives in Naples to raise the membership fee from 2008 and to provide a full secretarial support to the Secretary General.

In order to maintain the quality of current services and to improve them still further additional income sources (e.g. income from advertisement business) and the revision of some budget items have to be discussed.

26 June 2010

Andreas Voigt, AESOP Treasurer till 31.12.2009;

Thomas Matta, AESOP Treasurer since 1.1.2010

AESOP FINANCIAL STATEMENT 2009



INCOME		Budget 2009 €	realised €	Notes
A	Membership fees	67'000	66'889	
B	Congress contributions to AESOP	7'000	6'300*	Sponsorships YA-meeting Vienna; Liverpool fees: paid 2010
	Joint Conferences	32'500	32'408	ACSP-AESOP Chicago 2008
C	Advertisement Business	2'000	300	
Total Income		108'500	105'897	

EXPENSES		Budget 2009 €	realised €	Notes
1	Publishing and printing	1'110	0	Included in pos. 4
2	Yearbook (incl. planning education and surveys)	5'000	0	PE2 and Yearbook 2009+10: 2010
3	Websites, databases	35'000	6'243	Conclusion of contract delayed: € 27'000 to be invoiced 2010
4	Office of Secretary General	25'000	25'000	Saving: € 6'000, leads to deduction in budget 2010
5	ExCo: Business meetings	13'000	10'962	
6	ExCo: additional business trips	4'000	0	
7	StaCo: Standing Committee for congresses	2'200	0	
8	CoRep seminars / HoS	2'500	0	Fees Lille April 09 outstanding
9	YA: Young Academic's working group	3'500	15'515*	Sponsorship Vienna 2008: € 5'000 > balance expenses = € 4'215
10	Thematic Groups	2'500	1'067	Some groups sleeping
11	AESOP joint seminars	2'200	0	
12	GPEAN (incl. business trips)	1'000	1'609	Ahmedabad Nov. 09
13	"AESOP Prize Paper" award	500	0	
14	"AESOP Best Conference Paper" award	500	500	
15	"AESOP Excellence in Teaching for Practice" award	1'000	1'000	
16	AESOP PhD Workshop Grant	2'500	2'500	
	YA bursaries	1'750	1'750	Manchester PhD-workshop
17	Hardship support	2'000	0	
18	Unforeseen, miscellaneous	2'000	0	
19	Bank and VISA charges	1'500	1'817	
Total Expenses		108'760	67'963	

Balance (Income ./ Expenses)	-260	37'934
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26 June 2010

*) including YA-meeting Vienna

AESOP Assets 2009				
UBS	01P		CHF	EURO
		Balance 31.12.2008	1.692,44	1.141,09
		Income 2009	15.206,10	10.252,41
		Expenses 2009	971,98	655,34
		Balance 31.12.2009	15.926,56	10.738,16
	7EK		CHF	EURO
		Balance 31.12.2008		17.127,32
		Income 2009		95.645,16
		Expenses 2009		67.172,99
		Transfer from Closure Account 7FJ		527,24
		Transfer from S1		137.527,68
		Transfer to S1		184.798,25
		Balance 31.12.2009		-1.143,84
	7FJ		CHF	EURO
		Balance 31.12.2008		542,41
		Income 2009		0,00
		Expenses 2009		15,17
		Closure Account 7FJ - Transfer to 7EK		527,24
		Balance 31.12.2009		0,00
	S1		CHF	EURO
				46.579,00
				226.908,12
		Balance 31.12.2009		273.487,12
		Balance UBS		283.081,44
PB	PB		CHF	EURO
		Balance 31.12.2008		1.743,63
		Income 2009		0,00
		Expenses 2009		118,80
		Balance 31.12.2009		1.624,83
		Total		284.706,27

AESOP

REMINDER STATUS (22 June 2010)



REMINDER STATUS 3

SERIOUS RISK TO BE SUSPENDED

Full Members

University of Ferrara
Paolo Ceccarelli
Ferrara
Italy

AESOP-Code: F-039-12

Yıldız Üniversitesi
Aysenur Ökten
Istanbul
Turkey

AESOP-Code: F-090-03

Liverpool John Moores University*

Prof. Chris Couch

Liverpool
United Kingdom

AESOP-Code: F-044-07

Leeds Metropolitan University*

Dr. Jennifer Seavers

Leeds
United Kingdom

AESOP-Code: F-044-20

Associate Members

University St. Kiril i Metody
Prof. Dr. Vlatko Korobar
Skopje
Macedonia

AESOP-Code: A-389-01

Anglia Ruskin University Cambridge - Chelmsford
Dr. Matthias Hardinghaus
Chelmsford
United Kingdom

AESOP-Code: A-044-05

Individual Members

University of Louisville
Prof. Peter B. Meyer
Louisville, KY
United States

AESOP-Code: I-001-09

Birzeit University
Derar M.Y. Sa'ed*
Birzeit town
Palestine

AESOP-Code: I-970-01

Tel Aviv University
Tovi Fenster

Israel

AESOP-Code: I-097-01

UET
Muhammad Arshad Chouhan
Islamabad
Pakistan

AESOP-Code: I-092-02

University of Juba
Elnazir Ramadan*
Khartoum
SUDAN

AESOP-Code: I-249-01

* Invoices and / or reminder invoices were returned due to unknown recipient. We are in the process of searching the person respectively the people in charge.

AESOP
REMINDER STATUS (22 June 2010)



REMINDER STATUS 4	TO BE SUSPENDED
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Full Members

Centre for Regional Studies Gyula Horvath Pecs Hungary AESOP-Code: F-036-01	Izmir Institute of Technology Assist. Prof. Dr. Fatma Senol Izmir Turkey AESOP-Code: F-090-06
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Associate Members

University of Strathclyde Glasgow Dr. Hildebrand Frey Glasgow United Kingdom AESOP-Code: A-044-06	University of Napoli Prof. Elvira Petroncelli Napoli Italy AESOP-Code: A-039-02
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University of Southern California Prof. Senior Associate Elizabeth Dean Los Angeles United States AESOP-Code: A-001-01
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Individual Members

Stephan the Great University Viorel Chirita Suceava Romania AESOP-Code: I-040-02	Mr. Thomas Clarke London United Kingdom AESOP-Code: I-044-02
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A Corporate Communication Strategy for AESOP?

Giancarlo Cotella

Introduction

During recent years, AESOP has been at a crossroads. On the one hand it has established itself as a major facilitator within the European planning academic community and on the other hand it has been (and still is) faced with a wealth of opportunities which will provide future growth. AESOP aims at the quality improvement of AESOP's regular activities, the further professionalization of AESOP's organizational performance and the external promotion of activities and external *liaisons*, as indicated by three of the four objectives for the period 2010-2013.

Within AESOP broader strategic (re)alignment, the present document builds on the assumption that it will be to the great benefit of the Association to make good use of concepts and tools related brand identity and corporate communications to serve its broader goals. A successful communications effort will greatly enhance the ability of AESOP to advance its cause amongst its members and to the wider world at large.

In this light, the document aims to provide a first input for discussing the possibility to establish a Corporate Communication Strategy (CCS) for AESOP. It does so shedding some light on the concept of brand and corporate communication, to then introduce a preliminary discussion of what added value the establishment of a CCS for AESOP may produce, as well as what actions may be required in this field.

Without any pretence of exhaustiveness, the added value the present document may provide to ExCo activities resides in its potentials to inform and raise an internal confrontation on the issues above, so to get things moving in this concern. In this perspective, ideas, comments and suggestions from all ExCos members are not only welcomed but warmly encouraged!

Brand identity and Corporate communication

The word 'Corporate communication' may mean different things to different people. The issues of 'branding' and 'corporate image' often generate confusion, as words as 'brand', 'corporate image', 'brand identity' etc. are often used as synonyms.

In this concern, some help is provided by the work of brand experts, that define 'brand' as 'the promise, the great idea and the expectations that consumers' minds build in relation to a specific product, service or company' (Wheeler 2006: 4), 'an organization, a product or a service with a personality' (Olins 2008: 8) or 'customers' stomach feeling in relation to a product, e service, an organization. Not what a company says to be, but what customers thinks a company is' (Neumeier 2005).

The above considerations shows how a brand may be built on a product, a service, an enterprise or an organization, but also on an event, a phenomena, a person etc. In the idea of brand one can identify two aspects. An interior one, represented by the distinctive characteristics of an organization, and an exterior one, that is constituted by what the customers/clients perceive about the organization itself.

There are many reasons that explains why it may be an advantage to strengthen the brand around an organization. First of all, within a competitive environment organizations are forced to make themselves recognizable in order to distinguish themselves from similar subjects. Furthermore, a consolidate brand manage to attract customers in an easier way. Last but not least, a brand strategy constitute a learning process for the organization itself, allowing for a sharper and more nuanced definition of its identity to be achieved through additional coherence among the different initiatives pursued and the channels of communications opened to promote the organization to the general public.

In this light, the 'brand' of an organization may be conceived as a design, marketing and communication tool that should condition every aspects of the life of the organization itself. In so doing it should contribute to further enhance the coherence amongst the different activities of the organization and to make the organization's strategy visible and tangible to the outside world.

The set of tools that an organization put in place in order to build and consolidate its own brand is defined as Corporate Communication Strategy (CCS), i.e. a strategy acting upon the channels of communication that an organization use to interface with the outside world (Wheeler 2006).

Alina Wheeler defines nine characteristics an organization aiming to consolidate its brand in the market should be particularly careful about (2006: 17):

- Vision (a coherent background inspiration);
- Meaning (the deep reason why it exists);
- Authenticity (clear position within the market);
- Differentiation (among competitors);
- Sustainability (the ability to continue to perform through time);
- Coherence (in terms of quality of offered services);
- Flexibility (ability to adapt to ongoing transformation in order not to lower its performance);
- Commitment (in the management of the organization itself);
- Value (to be recognizable for quality and uniqueness).

Similarly, it is possible to individuate four different fields of communication through which a brand makes itself visible and tangible for customers:

- **Products:** The services an organization produces/provides, the way they works as well as their aspect, their price, their peculiarities etc.
- **Environment:** The place where an organizations 'shows up' providing its products, where customers live an experience of direct contact with the organization's brand;
- **Communication:** The channels through which an organization presents itself to the external world and the group of subject it addresses;
- **Behaviours:** The characteristics of the way in which an organization relates with its clients and with neighbouring organizations.

Some of the above mentioned elements are applied below to AESOP context, in order to shed some light on what a CCS would imply.

The internal and external environment AESOP operates in

AESOP is a network organization operating mainly in Europe and secondarily engaging in activities in other parts of the world (US and Asia in particular). It bases its operations on a very flexible and decentralized organizational backbone, almost entirely depending on volunteering. This is partly due to its remit since inception, the (until recently) relatively limited resources and the organizational structure at place.

It has complex, mainly project-based and project oriented, structure and its day-to-day running mainly involves the management and coordination of a variety of sub-groupings and organizations. At the level of each project, management involves coordinating the work of relatively *ad hoc* teams of academics and/or professionals for a relatively short period of time.

Academia is historically and inherently characterized by fragmentation and an individualistic culture thus an organization trying to achieve collective outcomes has to be flexible and with a clearly defined remit. Striving to achieve these collective goals with relatively limited resources, AESOP puts extreme importance on effective and efficient spending. The organization as such is basing its operation on voluntarism with limited outsourcing whenever key technical skills and knowledge are required that are not available in-house.

The Association operates within a very dynamic environment. At a global scale it is engaging with several similar bodies, mostly in cooperative efforts. At the European scale it is engaging with a wide variety of national and transnational organizations and key individuals. More importantly, the range of partners has been rapidly expanding in recent years, and with it the scope of AESOP's engagement. Within the context of EU integration, a host of new dynamics have emerged that influence AESOP's members and AESOP as such: the pan-European planning related initiatives (ESDP, TA, ESPON etc.), the Bologna process, the need for pan-European qualification/skill transferability and accreditation and the emergence of an academic institutional evaluation agenda. Issues related to the publication of books, papers and journals also constitute issues that recently emerged.

The key theme of most activities AESOP has been engaging with since its inception concerns 'facilitation' and 'fostering'. The yearly congress, the most high profile activity is indeed an event facilitating networking and contact between academics. AESOP is good at that, so much so that the same facilitation theme applied to the YA Network led to a very successful set of initiatives as the series of YA meetings started in 2007 in Bratislava and the PhD workshop, introduced long before. Other activities like the Head of Schools meetings (HOSs) also fall within the same key theme, while activities like advertising/news/jobs lies in the area between facilitation and commercial activities. In sum, facilitating

seems to be what AESOP does best and the relevant activities greatly support the whole organization financially.

In recent years, AESOP tried to take stock of its past achievements and present/future challenges and move closer to a 'client-base' approach that has the provision of service to its members at its core. Recent expansion into the areas opened up by the European integration process proved to be very much appreciated by members. The growing attendance of – and positive reactions to – HOS meetings is a concrete evidence of this, together with a growing number of requests for AESOP to increase its role in quality insurance, academic evaluation, accreditation. At the same time, AESOP has been making progress also in relation to publication and scientific diffusion. Publishers have expressed interest in working and establish permanent *liaisons* with AESOP, and the capacity of AESOP to store and manage its conference papers will be enhanced by the launch of the new website.

In general, all these initiatives, carefully prepared by the creation of new competences and by the establishment of adequate organizational structures within AESOP, are allowing the Association to play a more proactive role towards its members, thus adding a client-based approach focused on the provision of service to complement the more general facilitating role.

Such enlargement of the scope should entail an equally important change in the corporate communications. As AESOP would grow in engagement with new actors and arenas of actions, so would its brand reflect these changes and be transmitted more widely. This expansion in scope would therefore require the proper infrastructure in place otherwise there is the risk that that whole effort may fall into a communication gap that generate negative associations.

Issues surrounding AESOP CCS and proposal for future steps

The CCS introduced by this document aims to work on 'what AESOP signals about itself'. The goal of such a strategy is to consolidate a favourable 'brand' for AESOP, reflecting to the wide array of stakeholders, partners, members and the 'outside world' the reality and the organizational 'culture' of AESOP in a broadly consistent way.

As said, the key element of AESOP CCS should lie in its brand. Enhancing and strengthening AESOP's brand can provide a powerful added value for the successful operation of the organization. Important steps forward in this concern has been made under the supervision of Nikos Karadimitriou (former ExCo Communication Officer), through the production and application of AESOP Identity guidelines. However, it requires perseverance in order to implement the guidelines themselves throughout the organization and not let it drift.

Similarly, it is important to highlight how a CCS aiming to consolidate AESOP's brand can't be only about its logo, strap-line, colours etc. It has to concern the overall image of the organization in terms of culture, services, management and performance or, to use Wheeler's words, *products, environment,*

communication and *behaviour* (see table 1). In this sense, the higher the profile AESOP aims to, the more it needs to be careful about creating positive associations to the right stakeholders in terms of the above four elements. The image has to live up the reality and viceversa.

Fields of communication	AESOP context
<i>Products</i>	Facilitation/fostering of interactions Consultancy Awards Thematic group support Actions towards specific goals (pan-European accreditation)
<i>Environment</i>	AESOP Congress / Congress in cooperation with other organizations Heads of School meetings YA meetings PhD workshop Thematic Groups meetings Participation at other events (ESPON, RSA etc.)
<i>Communication</i>	Website Newsletter Yearbook Planning Education disP European Planning Studies EJSD (?)
<i>Behaviour</i>	attitude towards member schools attitude towards membership requests attitude towards sister organizations attitude towards other organization attitude towards clients requiring consultancy general attitude towards the outer world

Table 1: Unfolding AESOP fields of communications

The creation and adoption of a CCS very much depends on AESOP's primary stakeholders inside the organization (ExCo, CoRep, HOSs, YA, TGs, Awards' Committees, Experts' pool etc.) so arguably, a process creating such a strategy should meaningfully entail engaging with these stakeholders in the first instance. For an effective CCS, early stakeholders' identification and engagement is therefore an important mechanism to understand who, how and to what extent AESOP influences and is influenced by. Opening a dialogue between the key primary stakeholders can enable AESOP to get more feedback about what it is doing, what it should be doing, who is targeting and who it should be targeting. Hence, this document is trying to provide a basic framework of topics to consider towards the goal of achieving a

CCS rather than a complete strategy in itself; the latter could usefully emerge as a result of a broader discussion.

Such a process needs to be managed carefully exactly because of its great potentials and ideally has to have a set of persons allocated specific duties and appropriate funding to fulfil this role. Former AESOP Communication Team, set up in March 2003 to support the role of AESOP's as a network organization, can be considered a first embryonic attempt in this concern. Through its activities, it aimed to provide information and contacts on members and institutions; to promote and advertise activities and current developments in the planning field; to encourage communication and discussion within and outside AESOP. The Team was composed by an heterogeneous group of people, including ExCo Communication Officer, AESOP Secretary General, the person responsible for the old website, a representative of YA, and the former editor of AESOP Yearbook. However, in the majority of the cases the activities of the CT has been mainly related to specific initiatives of its coordinator (i.e. ExCo Communication Officer), as in the case of the preparation of AESOP identity guidelines, and previous attempts to prepare a CCS for AESOP has been left unattended, mostly due to the lack of momentum. After 2007 then, the website project overshadowed any possible initiative in this concern.

At present day, with the new website waiting to be launched soon, a very interesting window of opportunity will open in relation to the development of AESOP communications. The whole concept of a Communication Team (CT) and its position and remit within AESOP should be re-examined under that light. In order to avoid the pitfalls of its ascendant, a renewed CT should be at the same time more flexible as well as more rooted within AESOP key structure, i.e. the ExCo. In this concern, there may be no need to establish a devoted structure/appoint specific people to the CT. More effectively, a minimum 'CT core' may be established (including ExCo Communication Officer, SG, SG Assistant and YA Communication Officer?), in order to discuss and develop issues in a closer group, in so doing preparing the necessary material to inform ExCo decisions on Communication matters, as well as engaging with the different stakeholders in ExCo (but also outside) in relation to different issues. More in particular, AESOP CT should:

- Proactively interact with ExCo (and more in particular with AESOP president) in order to maintain AESOP CCS in line with its mission and goals (and therefore contributing to enhance the coherence of the latter with AESOP brand and viceversa);
- Through the info provided by the Secretary general, to be aware of all the activities going on in AESOP and therefore guarantee the diffusion and application of AESOP identity guidelines in all AESOP areas;
- Manage the new website and teach/assist AESOP stakeholders in its use;
- keep open channels of communication between AESOP and YA and the respective communication technologies;
- Prepare ad hoc proposal to be evaluated by the ExCo towards a further consolidate and promote AESOP brand;
- At the end of every year, produce a budget forecasting in relation to the initiatives planned for the future programming period and interact with the ExCo (and more in details with the Treasurer) in this concern;

- Organize and run regular CT meetings (in concomitance with AESOP ExCo meetings?) in order to discuss the development of AESOP CCS and to fine-tune it in relation to AESOP goals and activities (and viceversa);
- Proactively interact with other stakeholders in relation to the different fields of competence (Awards' committee heads, Experts' pool head, Thematic groups's coordinator etc.)

It will be crucial for the CT to carefully consider the capacity of the main communication techniques to deliver what AESOP is aiming at, the most crucial of them being a new website whose technological features will provide a flexible interactive platform that allows for delegation to coexist with strategic forms of control.

More in details, possible first steps towards the consolidation of AESOP's brand should focus on the following crucial issue:

- To promote a more coherent and thorough use of existing identity guidelines in all AESOP areas (AESOP, YA and TGs events, Aesop documents, awards, communications etc.);
- To establish new ways to further implement AESOP identity guidelines (ppt layouts, letters layout, certificates, flags & banners, folders, pencils & note-books etc.);
- Further consolidation and 'regularization' of Planning Education Series as 'AESOP Journal';
- More thorough use of publication/advertisement possibilities in AESOP 'affiliate' journals;
- Further consolidation of AESOP newsletters;
- Creation of specific AESOP objects to deliver to awards' winners or to 'AESOP friends' (AESOP champagne bottles are a good example of this);
- Creation of 'AESOP memorabilia' (pins, ties, hats, shirts etc.) to be awarded in special occasions or to be sold at AESOP events.
- ... suggestions warmly welcomed!

Refereces

Neumeier M. (2005) *The Brand Gap*, Berkeley (CA): New Riders.

Olins W. (2008) *The Brand Handbook*, London: Thames & Hudson.

Wheeler A. (2006) *Designing Brand Identity*, Hoboken: John Wiley & Sons.

Towards a Further Consolidation of AESOP *Planning Education Series*

Giancarlo Cotella

What is Planning Education?

AESOP is the only representation body which brings together the Planning Schools of Europe. Given this unique position, AESOP aims to strengthen its profile as a professional body, mobilizing its resources in order to take a leading role and entering its expertise into ongoing debates and initiatives regarding planning education and planning qualification of future professionals. AESOP will promote its agenda with politicians and all other key stakeholders in place development and management across Europe

Planning Education is AESOP publication series, and addresses contemporary issues and challenges for learning and training in the field of Planning in Europe.

The landscape of higher education is in evolution due to the implementation of the Bologna reform but also to the important changes occurring in planning practice. The journal enlightens these changes and presents AESOP initiatives regarding accreditation and quality assessment of our diplomas and professional recognition of our diplomas. It also provides a forum for ideas and debates about contents, methods and ethics in planning education.

Issues published until now

The first issue focussed upon the outcomes of the First Second meeting of AESOP Heads of Schools which took place in Leuven in April 2007 and was dedicated to the important matter of the European recognition of the Planning profession. It also presents AESOP's core requirements for planning education. Adopted by AESOP in 1995, these common principles and values are shared by our 152 member schools from all Europe.

The second issue is based upon the outcomes of the Third and Fourth meeting of AESOP Heads of Schools, which took place in Lodz in April 2008 and in Lille in April 2009 respectively. It is dedicated to the AESOP considerations on Quality Issues in a Changing European Higher Education Area. It also presents a series of reflections of the issue of Interdisciplinarity in Planning, whose implication are crucial for AESOP goal of promoting excellence in planning education and research.

Towards a consolidation of Planning Education

Planning Education is in the process of improving its quality. Papers gathered in *Planning Education n°1* have been collected with the humble design of providing our community with a trace of our exchanges and debates, justified by the importance of the questions at stake. Its audience widely surpassed editors'

expectations – since it has been made available on our website, in autumn 2008, the electronic version of *Planning Education n°1* has been downloaded almost 2000 times.

From then, convinced that a journal dedicated to Educational questions is of interest to the community, the editors worked hard intending to improve the editorial quality of the series. *Planning Education n°2* “*Quality Issues in a Consolidating European Higher Education Area*” constitute the result of the employed efforts, and presents itself as a product whose coherence and quality were enhanced.

Following the 5th Heads of School Meetings (Istanbul, Turkey – April 2010), *Planning Education n°3* will focus on “Planning Education and Practice”. As already announced in *Planning Education 2*, in order to further consolidate the publication and improve its quality, a set of actions has to be undertaken.

The following list constitute a first attempt to reflect on the latter:

- Institution of a Planning Education Editorial Board (Series Editor-in-chief: Anna Geppert. Editorial Board: Past AESOP Presidents? Experts from AESOP Experts’ pool? Someone from YA? AESOP Communication Officer? Open to proposal...).
- The Editorial Board will have to cooperate closely with the sub-committee responsible for the Head of School Meeting, as HoS will continue to constitute an important source of material for PE (The journal was born to display the results of those meetings).
- However, the Heads of Schools meeting will not remain the solely source of contributions. Open call for papers and a peer-review process will be launched in order to further improve the quality of the publication. In the beginning, peer reviews may be arranged by the editorial board. Anyway, if the process consolidates, a list of potential reviewers may be needed to deal with different themes.
- PE need to be ‘regularized’. It should be prepared and published at least once a year (in November/December?). In this way it will play as a link between old HoS meeting (summary + further exploration of the issues at stake through the Call for papers) and the new HoS (inform the debate that will take place. This will help to take the debate forward, avoiding the risk to start (almost) from scratch every HoS meeting).
- PE should be organized under a specific editorial format. The Editorial board should decide upon a format/layout (front/back covers, approximate nr. Of pages, layout, nr. of articles and their approximate length, shape/character of the editorial, place for AESOP communications/news at the end, how to deal with tables/figures/references etc.). A set of editorial guidelines need to be put together, to be provided to the different authors in order to enhance the formal coherence of the received papers.
- A calculation of printing costs needs to be made, as well as a systematic policy of dissemination needs to be foreseen (of course, still maintaining the open access policy on our website).

AESOP Excellence in Teaching Prize

Andrea Frank

Last year's prize winner (description of the module) has been published in CEBE Transaction, a freely accessible online journal on educational/pedagogical issues in the built environment:

CEBE Transactions, Vol. 7, Issue 1, April 2010.

Contents

Editorial: Hearing the Student Voice; Dr Andrew Roberts 1-5 (5)

The Effectiveness of the Traditional Architectural Critique and Explorations of Alternative Methods; John Stuart-Murray, 6-19 (14)

Teaching and Learning Ethics Using an Audience Response System: Experiences From a Planning Perspective; Deborah Peel, Heather Browne, Kenny McCartan, 20-37 (18)

Blogging It: Encouraging Reflective Thinking for Architectural Practice; Jennifer Barrett, 38-50 (13)

An Evaluation of Students' Engagement and Experience With a Technology Supported Learning Activity; Dr Raymond T Abdulai, 51-66 (16)

Delivering Professional Planning Education Across National and Professional Boundaries; Dr Olivier Sykes, Dr Lionel Prigent, 67-79 (13).

[http://www.cebe.heacademy.ac.uk/transactions/pdf/OlivierSykes7\(1\).pdf](http://www.cebe.heacademy.ac.uk/transactions/pdf/OlivierSykes7(1).pdf)

Delivering Professional Planning Education across National and Professional Boundaries

Olivier Sykes* and Lionel Prigent**

Abstract

The module 'Local Development: the practice of policies of regulation and economic development' which was awarded the 2009 AESOP Excellence in Teaching Prize, was delivered for students of the Masters programme Sustainable spatial planning and environment (Aménagement et urbanisme durables, environnement) at the University of Western Brittany, Brest (Université de Bretagne occidentale). This article discusses the rationale for the development of the module and the conception of planning which underpins it. The authors describe the learning objectives, outcomes and the structure of the module and reflect on the experience of delivering it.

Keywords: Planning Education, International Collaboration, Internationalisation

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Young Academics Network Report

Ceren Sezer

YA have four themes of activities to report in this EXCO Meeting:

- ISOCARP WORKSHOP, September 2011
- YA CONFERENCE, Delft, February 2011
- PHD WORKSHOP 2011
- YA RESPONSIBILITIES AND TASKS

AESOP YA+ISOCARP YPP Joint Workshop, Nairobi, Kenya, September 2010

The collaboration of AESOP YA and ISOCARP YPP for the organization of the joint workshop went very successfully. We have two YA members who won YA bursaries. ISOCARP and local government are providing accommodation and farewell dinner to the workshop participants.

We are in contact with Zeynep to formulate future collaborations of YA and YPP for this workshop. We thought the best option might be to attach this event to one of the congresses, either AESOP or ISOCARP. This might also help for financing the event from local sources (like municipalities, other governmental institutions and consultants). Zeynep Enilil is proposing to divide the costs of the workshop in between AESOP and ISOCARP.

We agreed with Zeynep that in the following years' workshops, YA CT members will take more active role in the decision making process of the workshop themes and coordinators. She is very open to any kinds of ideas and collaborations.

YA Conference, Delft, February 2011

Proposed date: 16-18 February 2011

Venue: Delft University of Technology, Faculty of Architecture

Main Theme: Diversity in Urbanism, Learning across cultures and disciplines

"The term 'diversity' has recently taken centre stage in various fields as an important element to boost adaptability and sustainability of the social and ecological systems. The term has established enough potency to hold a place of influence in our contemporary vocabulary and thus warrants further attention and study. This includes its connection to the field of urban studies. However, do we really understand the complexities inherent in these relationships? Is diversity a necessary component of the content and processes in spatial design and planning? What are the consequences of the diversity agenda on urban studies, particularly its connections to spatial design and planning?"

This conference focuses on discussion of the concepts of diversity that relate to the field of spatial design and planning. It addresses the issues relating to environmental, social and cultural diversity. This calls for attentions in multiple notions of design and planning to establish a set of frameworks that contemporary design and planning can follow. It aims to enable us to make critically sound and socially conscious choices in complex situations."

Sub Themes:

1-Cross-national Studies: *Knowledge, Technology and Policy Transfer, and Universal Design in Diverse Local Conditions*

2-Resilience and Climate Change

3-Citizens, Communities and Urban Transformation

For the outline of the conference program, please see the last page of this report

A proposal for the AESOP PhD Workshop 2011: From Cluj Technical University – Cluj, Romania. One of the YA members, Andrei Mitrea from Cluj University (<http://fau.utcluj.ro/>) (the site is unfortunately only

in Romanian) proposed to host the event in Cluj, Romania. Please refer to the Annex, for some information about the university, faculty, student organization and the city.

YA CT members, Job responsibilities and Tasks: Currently, we are working on documents which define job responsibilities and tasks of YA CT members. If you would like to comment on these documents, could you please refer to the next? Thank you.

JOB RESPONSIBILITIES

YA Representative (1)

- Communication with AESOP general secretary about the state of affairs
- YA Conference
- Organization of CT Meeting
- Presentations in EXCO meeting
- Financial issues
- EXCO and COREP meeting

Coordination Officers (4)

- Web tasks
- Communication tasks
- Thematic group coordination
- YA Conference organization
- Event organization (YA drinks, roundtable discussion, joint workshops like ISOCARP YPP and others, YA Award ceremony)
- Elections
- Publications (Newsletter, YA members' journal publications, YA CT publications)
- Sponsorship (financial, publication, gifts, online access to journals, such)
- Bursaries (5 bursaries for PhD workshop)

AESOP YA COORDINATION TEAM'S TASKS

YA Representative

-Communication with AESOP general secretary about the state of affairs

-YA Conference:

Every year, the CT organizes a small conference on planning related issues. Its goal is to bring members of the young academics together and provide an opportunity for knowledge exchange.

To give an idea: In 2009, this conference was in Vienna, hosted by Vienna University of Technology, and in 2010 in Prague hosted by Czech University of Life Sciences Prague. The university hosting the YA conference is in most cases the University of the YA committee chair.

The conference generally takes place in **February** of each year and it lasts **3-4 days** (depending on budget, number of participants, and the number of tracks).

It is a small conference for **appr. 40** participants, including invited speakers.

The hosting university usually decides the title and sub-themes of the conference. However, YA Coordination Team members are also asked for their opinion on the chosen themes.

Financial matters:

The conference is free of charge, so there is no participation fee.

Accommodation of participants, conference material and food is also paid by the hosting university, with the support of external funds.

Organizational matters:

The organization is mainly coordinated by LOC of the host university with the support of YA CT.

This support might be about distribution of calls, preparation of proceedings, contacting to keynote speakers, and such. To give an idea about the previous years' themes:

Vienna Conference 2009 (Planning as rear view mirror or crystal ball? Diversities of Planning Cultures, Traditions, Identities)

Sub-themes:

- Past Planning and Planning Futures (chair: Luigi Mazza)
- Public Participation in Planning (chair: Simin Davoudi)
- Bridging Planning Cultures, Traditions and Identities (chair: Petra Hirschler)
- Cities of the Future (chair: Zeynep Meray Enlil)

Prague Conference 2010 (Landscapes of Planning, Guessing What it is all about...)

Sub themes:

- What can be termed "good" in planning? (chair: Heather Campbell)
- Why do masterplans fail? (chair: Umberto Janin-Rivolin)
- Does Heritage Matter? (chair: Klaus Kunzmann)
- Can Planning be Eco-logic? (chair: Henry Hanson)

-Organization of CT Meeting: The YA Representative organises the meeting of the CT. Therefore it is generally organized at the university of the YA Representative

-Presentation at the EXCO Meetings: The EXCO meeting is the gathering of AESOP EXCO members. It takes place 3 times a year. The meeting is generally held in April, during the AESOP conference in July and in December. The YA representative gives a power point presentation about the activities of YA. In this presentation YA representative introduces: the CT team members, general overview of the activities of an earlier period, and plans for the coming period.

COREP meeting

Coordination Officers (4)

The four other members of the CT share the tasks between them. Each takes responsibility for their own tasks. Previously there was a predetermined organization (web officer, communications officer). However, often the result would be an unbalanced workload. With a more flexible approach the work load should be better shared and there will be a shared feeling of responsibility for the success of the Young Academics workshop. The tasks of the CT are described below.

Web tasks: The web site is the main mode of communication between members. It is therefore very important that it is well maintained and updated. Because it can be a lot of work and sometimes urgent, it is best if all CT members have administrator rights. Currently the main web tasks are:

- Accepting the applications of members. After applicants have filled in the web form to become a member, the application has to be approved. Generally this is a formality. It will show in the things to do section on the right of the screen when the administrator logs in.
- The news section has to be updated. Currently, there is some news but not a lot. Perhaps it can be stimulated by contacting universities or members of AESOP.
- Updating social networking groups (Facebook, Twitter etc)
- Announcement of elections

Communication tasks

- Preparing a list of all members and divide them in different category according to the measure of their involvement in academia (Master students, PhD students, Post doc students and young practitioners) and tracking potential active members who are keen to add to network.
- Preparation of the announcements of the events to members
- Promotion and extension of network (E-mails to head of departments, Posters to be displayed at seminars, Brochures to be handed at events, newsletters, and links to other social networking group)
- Co-ordinating and creating the YA newsletters (collecting ideas, data, outlining, designing, etc)
- Tracking the procedures and progress of best paper publication and CT publications
- Updating the content and structure of website to be done together with web designer: publishing news about conferences, workshops, organization of YA archive, blogs and forums etc.
- Communication with members (updating profiles, events, elections, forums, blogs, etc)

-Searching and contacting potential sponsors and maintaining contact with current sponsors (journals, planning organisations, and governmental organisations). The role of the co-ordination team is to try to recruit sponsors to provide financial support and / or gifts that may be distributed to participants during workshops / YA conference / social events. The co-ordination team should also attempt to encourage journal editors to contribute by providing free access to online journals or free hard copies. Journal editors should also provide support and tips on submitting articles to help YA members publish their work.

Thematic groups

The thematic groups are groups of young academics organised around a particular theme. Currently they parallel the thematic groups of AESOP.

The CT coordinates the thematic group and recruits group chairs.

Role of the group chair is to;

- facilitate use of the thematic group,
- encourage discussion of the relevant topic and submission of papers,
- encourage new members to join and take part in discussions / submit papers.

Group chairs can be external from the YA team. A member of the YA co-ordination team is responsible for managing the track chairs to ensure each is aware of their role and responsibilities and also to monitor the use of each thematic group.

Joint Workshop – ISOCARP Young Planning Professionals and AESOP Young Planning Network

ISOCARP (The International Society of City and Regional Planners) has a Young Planning Professional group. YPP is coordinated by a senior professor, Prof. Zeynep Enlil from Yildiz Technical University, Istanbul (e-mail Zeynep). The main requirement of the YPP membership is having job experience of min 3 years (and age max 32). (see link)

As an outcome of the joint meeting of ISOCARP AND AESOP EXCOs in April 2010, YPP and YA decided to organize joint workshops everyday year. In the meeting, different options of collaboration have been argued: The joint workshop might be a part of either annual ISOCARP or AESOP conferences. Or, YAN members can be invited to YPP workshops. What is the aim and content of YPP workshops? The main idea is to generate few days of brainstorming on a real problems of a selected case area. The coordination of this workshop is made by chair of YPP, local committee from selected case study, and an ISOCARP advisor. However in Istanbul meeting the contribution of YA to the workshop organization has not been detailed.

The first joint workshop will be in Nairobi, Kenya in September 2010. The calls have been done in various websites. The requirements to attend the workshop are a letter of interest, and being under 35. AESOP is providing two bursaries for YA for this workshop (only for this year).

AESOP PhD Workshop

The Aesop PhD workshop is organized by the hosts of the AESOP conference in **July** of that year in the preceding three days. It offers PhD students an intensive course to support the development of their PhD studies. The workshop will bring young European and other international planning researchers' together to exchange ideas and knowledge. The workshop will be a mixture of small intensive working groups and supporting plenary sessions with keynote lectures from the mentors. It requires an active participation and presentation of research issues, theories and methodology to discuss.

Participants to the PhD workshop get free access to the main AESOP conference. Five bursaries will be given to the five best papers of the PhD workshop.

In years when the conference leaves the continent, a voluntary host university should organize the PhD workshop. These can be approached by the CT or the by the ExCo.

Requirements

PhD students wishing to join the workshop are required to submit an abstract not later than **January 31st** accompanied by a letter of introduction that will be the base for selection of participants.

The letter of introduction should include:

- Stage in the PhD process
- Whether you have previously participated in an AESOP PhD workshop
- What you hope to achieve joining the PhD workshop
- Earlier workshop presentations and papers

Notification of acceptance will be presented **March 15**. Registration and full paper is required **June 1**. Papers will be distributed to the participants **June 7**.

YA CT member responsible for the PhD workshop

Every year we have at least one person from the YA CT, who takes the lead for the PhD workshop. This CT member will ...

- *) be introduced as official member of the organising committee
- *) be included in any discussion and e-mail correspondence
- *) be included in the discussion and selection of mentors
- *) be included in the participant selection process
- *) be invited to stay at the PhD workshop for free (his travel expenses will be covered from the YA budget or organizing committee)

PhD workshop Website

In the last years the YA website was used as official PhD workshop website, in particular for:

- *) advertising the workshop
- *) up/down loading the abstracts
- *) up/down loading of the papers
- *) up/down loading of the presentations
- *) up/down loading of the info
- *) dealing with queries of the participants

Mentors: The YA network would be delighted to suggest possible mentors.

AESOP Conference Events YA

1) YA activities at AESOP conference– timeslots required

The YA network organises the following 3 events at the main AESOP conferences

a) AESOP – YA Award Ceremony: A timeslot of 90 minutes is needed for this session. If it is possible it should be scheduled on the first day of the conference. This would allow the awarded persons to invite the audience to their presentation in the 'normal' paper-session. Awards: 'best paper in conference' awarded at the YA meeting 2010 in Prague + AESOP-YA bursary winners 2010.

b) YA Roundtable: A timeslot of 90 min is needed for a roundtable discussion of topics / skills that are of interest for young academics. Examples include: publishing papers, time management and funding opportunities. If possible it should not be the first or the last session of the day. Having a good timeslot will help to make this activity attractive and well attended.

c) YA Drinks Reception: An evening timeslot should be made in the programme. In previous years this was organised after the General Assembly (as it was scheduled the last two years), which is not overlapping with any other evening activity like the Welcome Reception, Congress Dinner, e.g. of the conference itself. In order to organise this event a local partner (PhD student) from the department should be found who knows the places to go and to help organise this event.

2) YA activities in at congress – advertisement: We hope that we can advertise our activities on the official congress website as well as in the programme book of the conference.

3) YA CT: In order to make our activities a success we need as many hands as possible on the ground. Therefore we would be delighted if we can be provided with: **4** fee-waivers for the YAs present and active at the conference

4) Award for the 'best paper in conference' nominated at the YAmeeting in the same year

Every year we nominate the best paper in the conference of the YA meeting. The prize will include the possibility for the lucky winner to rewrite the conference paper into an article ready for publication (these have to be contacted by the CT) as well as a fee waiver for the AESOP congress in Helsinki, where the awarded person will be invited to present his/her paper. So we need a fee-waiver for the lucky winner.

Elections

The elections are organized every year to replace the CT members leaving. One year these are two members and the next year three. The call for candidates should be made around **15 October** and a second call should be made around the **1st of November**. Candidates can fill in their profile and candidate themselves on the election section of the website. Membership is closed from the **16th of November** till the end of the elections. The possibility to candidate oneself ends at the **last weekend of November** after which voting is opened the **following Monday**. The voting period is two weeks, thus ending **mid December**. The AESOP Secretary General, who is the only one that has access to the election page, announces the results no more than a week later.

Day 1_16 th February 2011		
11.30-12.00	Registration (light meal is provided)	
12.00-12.30	Opening ceremony	
12.30-13.30	Keynote speaker#1	
	Panel A-1 Moderator A-1	Panel B-1 Moderator B-1
13.30-13.55	Presenter A-1.1 (20+5 min)	Presenter B-1.1 (20+5 min)
13.55-14.20	Presenter A-1.2 (20+5 min)	Presenter B-1.2 (20+5 min)
14.20-14.45	Presenter A-1.2 (20+5 min)	Presenter B-1.2 (20+5 min)
14.45-15.15	Discussion	Discussion
15.15-15.30	Coffee break	
	Panel A-2 Moderator A-2	Panel B-2 Moderator B-2
15.30-15.55	Presenter A-2.1 (20+5 min)	Presenter B-2.1 (20+5 min)
15.55-16.20	Presenter A-2.2 (20+5 min)	Presenter B-2.2 (20+5 min)
16.20-16.40	Discussion	Discussion
17.00-18.00	Presentation of a Development Project in Delft	
Day 2_17 th February 2011		
09.00-10.00	Keynote speaker#2	
10.00-10.15	Coffee break	
	Panel A-3 Moderator A-3	Panel B-3 Moderator B-3
10.15-10.40	Presenter A-3.1 (20+5 min)	Presenter B-3.1 (20+5 min)
10.40-11.05	Presenter A-3.2 (20+5 min)	Presenter B-3.2 (20+5 min)
11.05-11.30	Presenter A-3.3 (20+5 min)	Presenter B-3.3 (20+5 min)
11.30-11.55	Presenter A-3.4 (20+5 min)	Presenter B-3.4 (20+5 min)
11.55-12.30	Discussion	Discussion
12.30-13.30	Lunch	
13.30-16.30	Workshop/ Field trip	
18.30-21.00	Dinner	
Day 3_18 th February 2011		
09.00-10.00	Keynote speaker#3	
10.00-10.15	Coffee break	
	Panel A-4 Moderator A-4	Panel B-4 Moderator B-4
10.15-10.40	Presenter A-4.1 (20+5 min)	Presenter B-4.1 (20+5 min)
10.40-11.05	Presenter A-4.2 (20+5 min)	Presenter B-4.2 (20+5 min)
11.05-11.30	Presenter A-4.3 (20+5 min)	Presenter B-4.3 (20+5 min)
11.30-12.00	Discussion	Discussion
12.00-13.30	Lunch+Working group meeting	
	Panel A-5 Moderator A-5	Panel B-5 Moderator B-5
13.30-13.55	Presenter A-5.1 (20+5 min)	Presenter B-5.1 (20+5 min)
13.55-14.20	Presenter A-5.2 (20+5 min)	Presenter B-5.2 (20+5 min)
14.20-14.45	Presenter A-5.3 (20+5 min)	Presenter B-5.3 (20+5 min)
14.45-15.15	Discussion	Discussion
15.15-15.30	Coffee break	
15.30-16.15	Concluding Speech and Closing ceremony (Prof.Vincent Nadin)	

Total number of presenter = 30+3 keynote speakers

Cluj Technical University, The Faculty of Architecture and Urban Planning (FAU)

Source: Andrei Mitrea (YA member, PhD Candidate in Helsinki University - [mitrea.jr at gmail.com](mailto:mitrea.jr@gmail.com))

About Cluj: <http://en.wikipedia.org/wiki/Cluj-Napoca>

About Faculty: <http://fau.utcluj.ro/> (the site is only in Romanian):

Here is some info to be found on the webpage: The FAU was created in 1970, as a Department of the Civil Engineering Faculty within the Technical University in Cluj, UTC-N. The English version available at: <http://www.utcluj.ro/english/index.php>. Since 1998, FAU is one of the nine independent faculties within the UTC-N and is accredited by the Ministry of Education and Research. It currently has a total student number of about 600 students (about 100 students per year). The duration of studies is 6 academic years, followed by a final project (diploma) and a dissertation. It trains specialists in architecture, urban planning and design (although there is (yet) no separate department for urban and regional planning), design and building conservation, through its curricula and March programmes.

The curricula for the six academic years can be found here (in Romanian):

http://fau.utcluj.ro/programe_anuale.php, as well as the descriptions of courses (in Romanian as well): http://fau.utcluj.ro/programe_analitice.php.

A contact list with the academic staff: <http://fau.utcluj.ro/staff.php> (Resumes under:

<http://fau.utcluj.ro/cvuri.php>). I have been in contact directly with the Dean, Prof. Adriana Matei regarding the possibility of organizing an AESOP YA workshop. I would also recommend Conf. Dana Vais, as she is also a strong supporter of developing FAU's international relations.

The Association of Architect Students (AstA):

<http://astacluj.wordpress.com/> (in Romanian), as well as contact

details: <http://astacluj.wordpress.com/contact/>

A short description of AstA: The Association of Architect Students is a non-profit and apolitical organization which brings together students of the Faculty of Architecture and Urban Planning in Cluj. It was created in response to the need of forming and expressing an identity of architect students, and to create an organizational framework necessary for student involvement in city life. The main event organized by AstA are the Days of Architecture, a biennial cultural event designed to strengthen relations between schools of architecture in Romania and abroad, to promote the image of the FAU and to encourage collaboration among FAU's students and other actors in connected fields of interest.

Adrian Pop is President of AstA ([adrian.pop at astacluj.org](mailto:adrian.pop@astacluj.org)). I have talked to him again yesterday, and AstA is providing full support with the logistics and organization, as it has an extensive experience with the organization of the Days of Architecture. There is also the possibility of linking the AESOP YA workshop to the Days of Architecture (some time in early May next year), which might provide an interesting discussion platform and a starting point for the partnership with AESOP (starting with next year, there will be a separate track dedicated to Planning. Peter Ache has also been invited, and he will very likely be present as well).

The Centre for Architecture ± Cluj:

<http://plusminuscluj.wordpress.com/despre/#en> (in English) and: <http://plusminuscluj.wordpress.com/> (in Romanian).

Ceren Sezer has been in contact via e-mail and phone over the past weeks with Tiberiu Bucsa ([tiberiubucsa at yahoo.com](mailto:tiberiubucsa@yahoo.com)), one of the founding members of the ± Cluj Association. You have full support from ± Cluj as well.

METU Proposal to Host The 2012 AESOP Congress in Ankara, Turkey

A. Information about Middle East Technical University

A.1. Introducing the METU Department of City and Regional Planning

Middle East Technical University (METU), founded in 1956, is one of the leading universities in Turkey with its high quality education, excellent research environment, independent thinking and depth and breadth of international ties. METU, which is a campus university in Ankara, the capital city of Turkey, has 40 undergraduate programs within 5 faculties. Additionally, there are 5 Graduate Schools with 97 masters and 62 doctorate programs. The university has about 23,000 students of which 4,500 are in masters and 2,700 are in doctorate programs. English as the language of instruction in all its degree programs has greatly facilitated METU's efforts to accommodate international students and researchers. METU hosts over 1500 international students from nearly 80 different countries.

The **Department of City and Regional Planning** in METU is Turkey's first planning school. As such, the Department has always assumed the responsibility of setting the agenda and leading international and national debates on planning, development, design, and their theories, discourses, approaches and education. Department's undergraduate and graduate curricula have been designed with the understanding that the challenges facing urban planners have multiplied especially in the last three decades and the scope of tasks that planners are expected to undertake has considerably widened. As far as planning education is considered, this means that planners need to be equipped not only with conventional skills but also with the skills required to cope with the new challenges.

Having been established in 1961, the Department of City and Regional Planning in METU will be celebrating its **50th year** in 2011, which also marks **50 years of planning education in Turkey**. The Department is preparing for a number of local events in 2011 to celebrate the first 5 decades of planning education in Turkey with a view to bring into discussion the future of cities, current problems and issues in planning practice, and assessing the strengths as well as weaknesses of planning education. The foundation of the Association of Turkish Schools of Planning in 2004 has greatly helped the development of such debates in Turkey and local meetings and workshops have significantly increased in the recent years.

The METU Department of City and Regional Planning is willing to host the 2012 AESOP Congress with a view to integrate these ongoing and planned activities and discussions in planning in the local context into a wider **international context**. A number of planning schools in Turkey have been members of AESOP for over two decades and have been actively involved in, and participated to, AESOP congresses. However, an AESOP congress has never been organised in Turkey so far. The proposal to host the 2012 AESOP congress in METU in Ankara will not only help better integrate the local discussions regarding the city and planning into the Europe context, but will also contribute to the history of AESOP congresses and current debates in planning theory, practice and education in Europe by providing an opportunity to approach these issues and debates from a relatively different perspective that blends European, East Mediterranean and to a certain extent Asian cities' planning issues.

A.2. METU's congress facilities, capacity and past experiences

METU campus has a rich history of hosting international and local events, such as conventions, seminars, meetings, conferences, concerts, and other cultural activities. With 40 undergraduate programs, 97 masters and 62 doctorate programmes, the need for a modern, high capacity and high quality convention centre has been deeply felt over the last decades and the Campus entered the 2000s with a new **Cultural and Convention Centre** that encompasses the most recent technological facilities. The centre consists of nine halls, two foyers, a restaurant, support and service units and benefits from the rich facilities and resources of the METU campus.

The Cultural and Convention Centre has nine halls, all with internet access (See **Appendix 1**):

The Grand Hall: seating capacity of 850 persons
Hall A seating capacity of 193 persons
Hall B seating capacity of 196 persons

Hall C seating capacity of 55 persons
Hall D seating capacity of 110 persons
Hall E seating capacity of 15 persons

Hall F seating capacity of 40 persons
Hall G seating capacity of 30 persons

Hall H seating capacity of 20 persons

In addition to the University's Cultural and Congress Centre, the **Faculty of Architecture** with its unique design and architecture (See **Appendix 1** for photographs) offers a range of meeting and seminar rooms as well as an amphitheatre: (apart from the amphitheatre, all the studio rooms and classrooms have internet access)

8 Studio Rooms	seating capacity varying from 60 to 90 persons
6 Classrooms	seating capacity varying from 30 to 40 persons
1 amphitheatre	seating capacity of 400 persons

The Faculty of Architecture is only a 10 minute walk away from the Cultural and Convention Centre. The access between the two sites is provided by a good quality **pedestrian alley**, requiring a pedestrian crossing over the vehicular traffic only once. However, the campus is designed and managed as a **pedestrian-priority zone**, and the mentioned crossing is supported with various traffic calming measures, making it safe and easy to move around the campus. The Cultural and Convention Centre also has a large car park capacity.

The two sites, i.e. the Cultural and Congress Centre and the Faculty of Architecture, provide **ample capacity** both for hosting combined sessions, such as opening sessions and closing ceremonies, that would need to accommodate all participants and for running **over 20 parallel sessions**, offering a flexibility and freedom in organising conference tracks.

The university is experienced in hosting large-scale international and national conferences. Each year over 10 international conferences take place at METU. The most popular and regular of these are the METU ERC (Economic Research Centre) conferences, Bi-annual Social Science conferences, and Defence and Aerospace Conferences.

The Department of City and Regional Planning is also experienced in hosting large-scale conferences. A number of the annual Urbanization Day Colloquiums were organised by the Department. Urban and Regional Research Centre (KBAM) based at the Department also organised conferences and seminars at the Campus.

As for the University's financial capacity to support such organisations, past events stand as a testament to METU's capacity and more importantly commitment in hosting national and international scientific events. The METU Presidency encourages international events and organisation, and regarding the AESOP 2012 Congress proposal in question, it has been confirmed that the Presidency give their full support.

B. Information about the location

B.1. Location, accessibility, hotel capacity

Ankara is the capital city of Turkey and as such has direct flights from a variety of locations in Europe, as well as very frequent flights from Istanbul, which is the airways hub of Turkey. There is one airport in Ankara for commercial flights, The Esenboga Airport, which was renewed and expanded to become an award-winning modern airport complex. There are frequent (every 30 minutes) shuttle buses from the airport to the city centre, as well as public transport bus services.

Being the capital city, hotels and accommodation capacities are abundant. Ankara has a potential to host more than 30.000 visitors. For the Congress, hotels from three different parts of the city are proposed as described in more detail in **Appendix 2**. These locations offer participants a range of choice among campus life, historical city or modern city. All three clusters cover over 20 hotels with a total capacity of approximately 5000 people.

B.2. Introducing Ankara for spatial planners

Ankara is one of the five entirely-newly-planned capital cities of the world, and as such accommodates a rich heritage of modernist architecture. As the new face for the Turkish Republic established in 1923, the urbanization of Ankara was driven by the state, and the production of space was considered as a part of building a nation. Buildings, statues, and even parks were manifestations of the spirit of the

Republic. The spatial assets are not limited to the heritage from the early periods of Republic and modernist architecture however; the Citadel of the city and surrounding settlements are also spectacular. Furthermore, Ankara has some characteristic geographical features that provided opportunities as well as challenges to its planning, such as a system of valleys entering to the heart of the city providing fresh air and open spaces. The city also hosts an immense agricultural research park (Ataturk Forest Farm) in its heart and a system of lakes and environmentally sensitive areas in its south. Both assets raise questions as to how these can be protected and sustained.

After becoming the capital, the population of Ankara started to rise dramatically. High rates of migration dating back to the 1950s resulted in a large stock of unauthorised housing. Regeneration and redevelopment efforts in such areas have left Ankara with some best-practice cases as well as numerous failure stories that approached the housing problem without a holistic view, neglecting the access to labour markets, socio-economic aspects, as well as issues of environmental enhancement and quality of life. Lessons learned from both types of experiences are worth exploring in the context of a European planning conference.

In addition, the spatial development of Ankara offers contrasts in terms of studying the traditionally compact core and the newly sprawling dispersed residential areas. Gated community examples can also be seen in these new development areas. The transformation of rural communities into the urban, as a result of the sprawl of the metropolitan Ankara is another issue that needs to be assessed within the concepts of sustainable development, community-building, and social-cultural integration.

Beginning from the 1980s the increasing importance of global functions in Istanbul, has negatively affected the attraction of Ankara. In order to change this trend in recent years, there are considerable efforts to boost high-tech industries in conjunction with universities' R&D centres, which may be interesting for planners working on new planning measures and instruments for supporting the economic base of urban areas.

The variety of planning and development issues in Ankara provides opportunities to plan a rich programme of **Mobile Workshops** (see **Appendix 3**). In addition, there are various interesting historical sites and old and modern cities in the vicinity of Ankara, which are to be explored from a planning point of view during the **Post-Conference Tours** (see **Appendix 4**).

C. The proposed congress theme

The theme of the 2012 AESOP Congress to be held in METU, Ankara is proposed to be:

The Constant Change of Discourses in Spatial Development and Planning: Revisiting the "Old", Rethinking the "New"

Discourses, theories, approaches, practices, and finally education in spatial development and planning have been subject to broad and in-depth debates over the past three decades. Many discourses have been critically assessed in the face of changes in the economic, social and spatial sphere. While these criticisms led to a change in our understanding of planning discourses, theories and practices, which were initially labelled as the "old", we experienced an inflation of "new" concepts. The past decade also saw the questioning of these so-called "new" discourses and approaches.

The economic downturn in many European countries towards the end of this decade already have impacts on their spatial policies and will have profound impacts on the planning and policy agenda in the near future. It is clear now that some of the "new" concepts also need to be rethought and a numerous of those that were once labelled as "old" are to be revisited. This over-consumption of ideas and concepts are perhaps typical to the era, but it is also clear that planning theorists, practitioners and educators need to reconsider what is real and what is superfluous in this high inflation of discourses.

This congress, therefore, is a call to review this constant launch of ideas in spatial development and planning. It is a call to discuss whether some of the "old" discourses are still relevant and vital to our understanding of the planning discipline; and whether some of the "new" concepts need to be reconsidered in the light of experience and practice in the field.

In line with this main theme, proposed tracks in the congress will include, but are not limited to, the following key topics:

THEORY AND PRACTICE

- **Planning theory:** What are the new discourses on planning? How can we conceptualise the newly emerging urban and regional issues? Considering the constant emphasis on holistic understanding and approach in planning, as well as the emphasis on integrated planning, do we need to revisit some aspects of comprehensive planning?
- **Planning practice:** Are planners to become merely mediators? Or are they to steer the planning practice in line with their value systems and towards the greater public good?
- **Planning education:** The Bologna process is driving education towards interdisciplinarity, to which planning education can respond and adopt easily. However, is this weakening the establishment of planning as a “discipline” in its own right? How can we establish planning as a “multidisciplinary discipline”?

DEBATES

- **Planning in the Era of Neoliberalism:** Is there really a Neo-liberalist planning? What are the contradictions of neo-liberalising urban planning? What will be the new approach in the increasing volatility of global economic conditions?
- **Growth and de-growth:** Initiated by environmental concerns, and then supported further by the debates of ecologists for de-growth, is de-growth what we should be planning our cities towards? What is the experience from approaches based on “managing growth” and how do they support and feed into the concept of de-growth? While fitting in with the realities of shrinking cities, can we adopt a de-growth strategy in rapidly growing global cities or the cities of Asia and South America?
- **Regional Development Policies:** Do we still have to depend upon the endogenous growth theories? What does neo-Keynesianism offer for the regions that have difficulty to cope with the new economic conditions?
- **Urban form:** Compact city models have many proponents as well as opponents. There has been so much debate over the applicability of compact city measures in existing urban areas. Polycentricism appeared as an alternative form that borrowed certain aspects from compact city model. Is polycentricism more realistic and applicable? Are compact city arguments still relevant?
- **Sustainable mobility:** New urbanism and “planning for less travel” received popular support in the light of environmental challenges that urban and car-oriented lifestyles pose. Are such planning approaches really resulting in more sustainable mobility outcomes? Are we to reconsider the applicability of, and actual benefits from, such approaches?

POLICIES AND INSTRUMENTS

- **Urban Future and Housing Policies:** How will the housing policies be affected by the demographic, economic and social changes expected in the European urban future?
- **Urban Regeneration:** There is broad agreement that regeneration projects should embrace not only physical, but also economic, environmental, social and cultural aspects. What is the feedback from practice?
- **Sustainable City Visions, Resilient Cities, Competent Cities:** Are these concepts here to remain with us? Can these visions become models for city planning and development? How about eco-cities, low-carbon cities? Are they sub-topics to resilience and competency? Are the good-practice cases promising?
- **Climate Change, Risks Management and Planning:** What are the measures to be taken in order to cope with the effects of climate change and mitigate the disasters? Is there a new need for a different planning perspective in the era of increasing (un)expected risks?
- **Diversity, Multiculturality and Social Cohesion:** What kinds of policies are needed in order to respond to and embrace the increasing diversity and multiculturality of the European cities? Is there a need for a new policy agenda?
- **Planning Legislation and Instruments:** What kind of new instruments and legislation are needed in order to cope with the constantly changing conditions? To what extent are the project based approaches able to create more liveable cities?
- **Government/Governance:** How did the shift from government to governance affect planning institutions and practices? Or is it business as usual?



Name: Izabela

Surname: Mironowicz

School: Wrocław University of Technology, Faculty of Architecture, Poland

Position: associate professor, director for studies in planning

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STATEMENT OF MOTIVATION

New goals discussed recently within AESOP concern generally **widening external influence** of our association. Increasing interest in cooperation with external bodies has brought already into existence joint meetings and projects with ISOCARP and ECTP. In following years this trend will be unavoidably more and more important. This is to say that AESOP would look for cooperation with professional bodies, research/scientific associations and last but not least EU institutions. Obviously we have to attract new planning schools.

These challenges require both **internal AESOP activities** and **perfectly harmonised cooperation within Executive Committee and Council of Representatives**.

The role of Secretary General – as I understand this function – is to facilitate successful implementation of defined goals in terms of organization. Secretary's General responsibility is to work on 'making things happen'. Gaining quite a broad experience in this field I believe I would be able to assist in planning and arranging organizational framework of AESOP activities.

These activities focus on couple essential ongoing and planned projects. These are: **quality assurance system in planning education, core curricula, new events, active role in professional training, image/brand of AESOP**.

We have to keep working on broadening international cooperation not only in terms of bilateral exchange supported by Erasmus or Leonardo programmes but also by undertaking joint projects starting from joint courses/workshops and finishing on big events under the auspices of AESOP. Possibilities are numerous: summer schools, workshops for academics, intensive programmes run by a few universities, joint diplomas. AESOP – as a European association – should reinforce and facilitate **multinational cooperation and understanding of planning and teaching of planning**.

All of them require deeper involvement of Council of Representatives into programmes undertaken by AESOP. Having more than 170 members we need to define new structure to ensure wide participation of planning schools in AESOP projects. **We have to work on internal democratization and responsibility-sharing**. Secretary General has to ensure operational framework to implement this strategy.

EDUCATION – QUALIFICATIONS – TRAINING

2000 PhD in Urban Design and Planning

Wrocław University of Technology, Faculty of Architecture

PhD thesis *Spatial Patterns of Business Services* awarded by Minister of Regional Development, Planning and Construction of the Republic of Poland

1997 Diploma in Urban Design and Planning

Wrocław University of Technology, Faculty of Architecture

1992 MSc in Architecture

Wrocław University of Technology, Faculty of Architecture

LANGUAGES: Polish (native), English, French, Russian (basic)

MEMBER of:

Society of Polish Town Planners (board member of SPTP and Vice-President of SPTP Lower Silesia)

Commission on Architecture, Urban Design and Town Planning in Wrocław (board member); commission is an advisory body to the Mayor of Wrocław and City Council

Task Force for Planning Education and Career Development established by **Polish Academy of Sciences – Committee on Spatial Economy and Regional Planning** (KPZK PAN)

Council of Representatives of **Association of European Schools of Planning** (AESOP)

European Urban Research Association (EURA)

TEACHING and TEACHING PROGRAMMES

National Level: core curricula for planning

External expert for the Guidelines in Planning for the General Council for Higher Education (elected body represents the range of staff and students, advisory body for the Minister of Science and Higher Education)

Coordinator of the Polish Schools of Planning Task Force working on Guidelines in Planning

Wrocław University of Technology

As a Director for Studies in Planning I am responsible for Programmes in Planning at the Faculty of Architecture, Wrocław University of Technology.

Being a member of the Teaching Programmes Commission at my Faculty I work also on general framework of Urban Design, Urban Planning and Regional Planning modules for Programmes in Architecture.

I am Erasmus coordinator for studies in planning.

Courses (recent) for Master students:

- **Urban Planning** (lecture 30 hrs, design studio 2x60 hrs)
- **Urban Development** (lecture 45 hrs, design studio 60 hrs)
- **Planning Technique** (lecture 30 hrs, classes 30 hrs)
- **Local plans** (lecture 15 hrs, design studio 60 hrs)
- **Development Strategies and Marketing Places** (lecture 30 hrs, project 45 hrs)
- **Urban Regeneration** (lecture 30 hrs, design studio 60 hrs)
- **Seminar in Urban Regeneration 'Urban Translations'**
- **Urban Design and Urban Studies** for students in **Conservation** (lecture 30 hrs, design studio 3x45 hrs)
- **Urban Design and Urban Studies** for students in **Architecture** (lecture 30 hrs, design studio 2x45 hrs)
- **International course in Urban Regeneration 'Urban Dimension'** in collaboration with **Brandenburgische Technische Universität Cottbus** (seminar 15 hrs and design studio 60 hrs)
- **Masters seminar**
- **Supervisor of 30+ Master theses** in Urban Design, Urban Planning, Urban Development, Urban Regeneration



Other institutions (ongoing cooperation):

- **Gdańsk University of Technology**, Faculty of Architecture: visiting professor at post-graduate studies in **Urban Regeneration** and **Urban Management** (Diploma in Urban Regeneration, Diploma in Urban Management)
- **Chamber of Town Planners**: invited lecturer at CPD courses for professionals
- **Society of Polish Town Planners**: invited lecturer for public lectures in urban studies
- **Brandenburgische Technische Universität Cottbus**: guest lecturer at DERDIEDAS lectures
- **Hochschule Für Technik** in Stuttgart: guest lecturer at **International Planning** module



Recent International Cooperation in Teaching and International Urban Workshops:

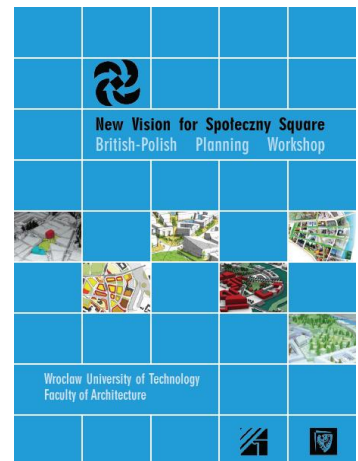
- **2008: 1st British-Polish Planning Workshop 'New Vision for Społeczny Square'**

Head Coordinator and Editor of Workshop Book

Workshop aimed at creating new urban concept for neglected area in Wrocław city centre. The site is one of the city's most unwelcoming places. We wanted to keep asking the most essential question: what should Społeczny Square be to us? And answer this question.

'New Vision for Społeczny Square' (edited in cooperation with Anthony Clerici) is available from:

<http://urbanworkshop.eu/pas.html>.



- **May 2009: Urban Study Tour for Master students** (Urban Design, Planning Architecture, Conservation, including international Erasmus students)

Head Coordinator

We have visited West Midlands: Birmingham (including workshop at Birmingham City University), Telford, Ironbridge, Warwick, Leamington Spa.

Our issue was to study urban regeneration cases (Birmingham, Ironbridge), understand the form and function of new towns, historical towns and specialized towns in the UK.

Short report on Urban Study Tour 2009 is available at

http://www.rtpi.org.uk/download/6461/tripwire-May_June-09.pdf.



- **2009: International Urban Workshop 'Gardens of Art'**

Head Coordinator

Workshop aimed at creating a plan for revitalising Szewska Street in Wrocław (street in the very heart of downtown Wrocław): a strategy based on sustainable development,



defined as the balance of elements that are to bring back the sense and importance to this significant axis, to balance a whole spectrum of issues. That spectrum would range from a vision of development, through general urban and spatial solutions, to detailed explanation of key places. The concept of the International Urban Workshop 'Gardens of Art' was specific because of real public involvement and partnership. It explored multi-level education – not only were the students expected to learn something from the public, but the public 'was expected' to learn from students. We wondered if the professionals involved in the workshop might learn from both groups. Local authorities might study these recent innovations in public involvement.

Details available at <http://www.urbanworkshop.eu>.

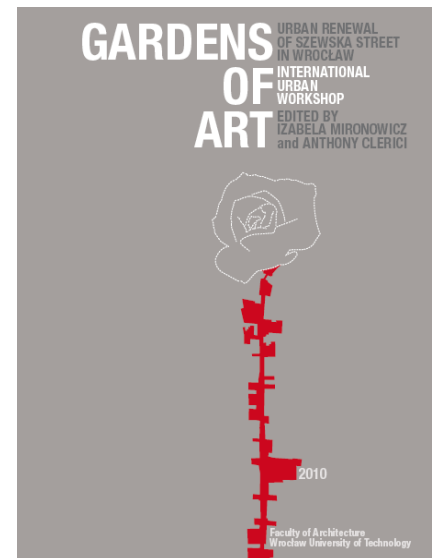
The urban planning workshop involved students of Wrocław University of Technology, University of Wrocław, University of Łódź, Silesian University of Technology, University College London: Bartlett School of Planning (UK), Institut d'Aménagement du Territoire et d'Environnement de l'Université de Reims (France) and Brandenburgische Technische Universität Cottbus (Germany) studying planning, urban design, architecture and conservation, 3 professional organizations (RTPI West Midlands E&I Group, Society of Polish Town Planners, RIBA West Midlands) and City of Wrocław.

It has been run jointly by academic teachers and professionals from design companies, both from Wrocław and abroad – the UK, France, Germany, Italy.

Everybody is welcome to visit International Urban Workshop 'Gardens of Art' webpage

<http://www.urbanworkshop.eu/new.html> and download workshop book:

Mironowicz I., Clerici A., (eds.), 2010, **'Gardens of Art' Urban Renewal of Szewska Street in Wrocław. International Urban Workshop**. ISBN 978-83-7493-491-6.



➤ 2010: UN Habitat & AESOP European Urban Summer School

Head of School

UN-Habitat and AESOP want to bring together young professionals and experienced academics and practitioners from across Europe to discuss the most important planning issues.

The Summer School will facilitate intra-European exchange of practitioners and academics and will promote trans-European debates on and understanding of planning matters. It will promote cooperation between professionals, academics, politicians and other stakeholders in spatial development and management and, as a consequence, will contribute in improving the quality of life of Europe's citizens and foster debate on important planning topics.

These aims correspond to UN Habitat's focus and the AESOP Charter.

European Urban Summer School 2010 knowing that 'old', 'past' and 'heritage' are fashionable will be exploring the question if they are also sustainable?

European Urban Summer School is organized in cooperation with: **ISOCARP** (The International Society of City and Regional Planners), **Young Academics Network** fostering creative interaction among Young Planning Scholars of the Association of European Schools of Planning and **Young Planning Professionals Programme** providing opportunities to Young Planning Professionals within ISOCARP to share their experiences in an attempts to resolve complex and multi-dimensional planning problems.

EUSS 2010 will be hosted in **Poland by Wrocław University of Technology**; future hosts will be selected through a call for proposals procedure.

Date:

10-19 September 2010

Call for participation and teaching is OPEN.

Visit EUSS webpage:

<http://www.euss.pl>



Recent AESOP activities:

March 2008. Łódź (Uniwersytet Łódzki). **3rd AESOP Meeting Heads of Schools:** New Challenges for European Planning Schools.

- Presentation **State and Future of Planning Education and Planning Practice in Poland**
- Chair of Workshop III: *Exploring Cooperation Possibilities with Schools in Central Europe in Planning Education and Research.*

November 2008. Reims (Univeristé de Reims Champagne-Ardenne, Institute d'Aménagement du Territoire et d'Environnement). Lessons on European Spatial Planning by Andreas Faludi.

March 2009. Lille. **4th AESOP Heads of Schools Meeting.** Presentation **Interdisciplinarity and Planning in Eastern European Countries.** (available at: <http://www.aesop-planning.com>)

July 2009. Liverpool. **23rd AESOP Congress 2009:** Why can't the future be more like the past?

- Presentation **Metropolitan Form. How Future Will Be Different From the Past** (with prof. D.C. Prosperi, Florida Atlantic University),
- Presentation **A comparison of the link between planning education and planning practice in two European countries** (with dr A. Frank, Cardiff University).

FRANK A., MIRONOWICZ, I., **2009, Planning Education in Poland.** Case Study prepared for *Revisiting Urban Planning: Global Report on Human Settlements 2009*. Online at:

<http://www.unhabitat.org/downloads/docs/GRHS2009CaseStudyChapter10Poland.pdf>

March 2010. Dębe. Joint Ministry of Regional Development, Polish Academy of Sciences – Committee on Spatial Economy and Regional Planning and Society of Polish Town Planners on Challenges for Planning Education. Presentation: **Planning Education at the Universities of Technology.**

MIRONOWICZ I. **2010, Interdisciplinarity and Planning in East European Countries.** Planning Education No 2. AESOP.

April 2010. Istambul. **5th AESOP Heads of Schools Meeting.** Presentation (ExCo and CoRep): **Concept of Joint UN Habitat and AESOP European Urban Summer School** (approved as AESOP event).

July 2010. Helsinki. 24th AESOP Congress: Space is Luxury.

- Presentation (ExCo and CoRep): SG Application
- Presentation **Quality Assurance and Accreditation of Planning Education – Comparing Approaches from Three Different European Countries.** (with dr A. Frank, Cardiff University and Prof-Dr D. Kurth, University of Applied Sciences in Stuttgart)
- Presentation **Urban Change. Can We Plan New Urban Form?** (with prof. D.C. Prosperi, Florida Atlantic University)

RESEARCH

My research focuses on urban transformation including both its development and internal changes of urban structures. This first aspect of transformation leads to the new city model. The new form of the city is not simply an 'up scaling' the old into a new larger one. We observe the emergence of a new model of the city: the next urban transformation. This new model have to be different from 'compact' or 'nodal' cities known from the past. The second aspect is transformation of internal city structures. Urban patterns respond to social needs and technical development. If one agrees that city can be described as a physical representation of civilisation – there is no doubt that the form of the city should follow the level of civilisation reached by particular society. Places change their role and rank within city structure. It is a kind of natural process where places are transformed in response to new needs. In this evolution we can find the stage of decline or even degradation. Places become 'useless' losing their utility and meaning, and probably as a consequence, their importance within the city structure. These places may be or even should be adapted to new needs and therefore create new elements of the city structure. This kind of understanding urban transformation leads inevitably to urban regeneration. Recently I'm working on my book on models of urban transformation.

The separate track of my research interest is planning and urban design education.

I am practicing urban designer/urban planner as well as independent expert in planning matters.

**AWARDS:**

- 2001** Minister of Regional Development, Planning and Construction of the Republic of Poland Award for PhD Thesis '*Spatial Patterns of Business Services*'
- 2005** Dean of Faculty of Architecture Award
- 2006** Rector of Wrocław University of Technology Award
- 2007** Golden Medal of Wrocław University of Technology
- 2008** President of the Republic of Poland Bronze Medal for Public Service
Rector of Wrocław University of Technology Award
- 2009** Rector of Wrocław University of Technology Award

BEYOND WORK...

Hiking/Climbing, Blading, MBiking, Haute Cuisine, Wine

Hieronymus Bosch's 'The Garden of Earthly Delights' /Pablo Picasso's 'Guernica'

Beethoven's Piano Sonate No. 17 in D minor, op.31 no.2 'Tempest' /The Eagles 'Take It to the Limit'

Mario Vargas Llosa's 'Conversation in the Cathedral' /Shakespeare (whatever)