

CITTASLOW BEST PRACTICE SUBMISSION PROPOSAL (FOR CHIOCCIOLA ORANGE AWARDS 2025)

Title of the Project: “Cittaslow Idea Marathon: Intergenerational Co-Design for Easy-Living Neighborhoods”

Applicant Municipality: Cittaslow Metropol Antalya (Antalya Metropolitan Municipality)

Location of Practice: Yeşilbayır, Döşemealtı District, Antalya - Türkiye (Cittaslow Metropol Pilot Neighborhood)

Category: Community participation and inclusive urban transformation

Main Theme Relevance: Intergenerational momentum toward future / continuous improvement / urban well-being

Start and End Date: April 8–9, 2025

Lead Organizations and Partners:

Antalya Metropolitan Municipality (Cittaslow Metropolis Antalya),

ANSİAD (Antalya Industrialists’ and Businesspeople’s Association),

Habitat Association

Number of Participants: 110+ (predominantly high school students, with mentors; teachers, mentors, professionals, and senior residents)

Methodology: Interdisciplinary teams, mentorship-driven design sprint, co-creation process inspired by Kaizen (continuous improvement)

Main Objectives:

- Empower youth as urban co-creators
- Facilitate intergenerational dialogue
- Design sustainable and inclusive neighborhoods
- Localize Cittaslow principles via participatory urban governance

Key Themes Explored:

- Sustainable cities and green mobility
- Biodiversity and food security
- Disaster resilience and community well-being
- Cultural tourism and youth entrepreneurship

Outputs:

- 11 visionary urban design concepts
- While three projects were awarded as winners, all eleven concepts demonstrated such strong potential that they are being considered for phased pilot implementation throughout 2025.
- Awarded gold to top teams

Impact Highlights:

- Enhanced youth civic literacy and urban awareness
- Strengthened intergenerational collaboration
- Institutional commitment to iterative urban innovation

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Link For Idea Marathon:

- 1- <https://www.instagram.com/reel/DIaxZXPo5MA/?igsh=MXU5aWowbnpyZ3M5aA>
- 2- <https://www.instagram.com/reel/DIlweE2IY5b/?igsh=MXdxcmkbg2bjVucg>
- 3- <https://cittaslowturkiye.org/tr/yesilbayirin-genc-beyinleri-cittaslow-fikir-maratonu-icin-bulustu-9-10-nisan/>

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The Cittaslow Idea Marathon is a pioneering participatory design initiative spearheaded by Cittaslow Metropolis Antalya (Antalya Metropolitan Municipality) in partnership with ANSİAD (Antalya Industrialists' and Businesspeople's Association) and the Habitat Association, two of Türkiye's leading civil society organizations. Conceived as a dynamic and inclusive co-design platform, the initiative aimed to reimagine the Yeşilbayır neighborhood as a model Cittaslow Metropol quarter, integrating principles of sustainability, resilience, and community-driven urban transformation.

Organized as a 36-hour co-creation sprint on April 8–9, 2025, the Ideathon brought together over **110 young participants**, primarily high school students from the **Döşemealtı district**, in

an immersive environment designed for inclusive innovation. Participants were guided by a multidisciplinary group of **mentors**, including **urban planners, local designers, academicians, business leaders, association presidents, and senior residents**. This unique constellation of experience and energy enabled **deep intergenerational dialogue**, where diverse actors collaborated to generate transformative and inclusive ideas for shaping the future of urban living.

Methodology and Vision

Working in interdisciplinary teams, participants delved into critical themes such as:

- Sustainable cities and green mobility
- Biodiversity and food security
- Disaster resilience and community well-being
- Cultural tourism and youth entrepreneurship

Each team received comprehensive mentorship and training in idea development, entrepreneurial thinking, and public presentation skills. The culmination of their efforts was presented to a jury comprising representatives from the municipality, ANSIAD, and the Habitat Association.

This innovative participatory model draws inspiration from the Kaizen principle of continuous improvement. It establishes a cyclical structure for annual iteration, wherein outcomes are evaluated, enhanced, and expanded upon each year through feedback loops and evolving community needs.

Beyond being a singular event, the Cittaslow Ideathon is envisioned as a dynamic framework for inclusive urban governance. It empowers youth as co-creators of their future cities, fosters multi-stakeholder collaboration, and instills Cittaslow values through direct, hands-on engagement.

Philosophy and Youth Empowerment

The Cittaslow Idea Marathon was far more than a competition — it was a collaborative urban transformation process, firmly rooted in the principles of participatory governance. As organizers, we intentionally adopted a co-design approach, driven by the conviction that the

sustainable future of our cities cannot be imagined or built without the active participation of younger generations.

We believed that envisioning a Cittaslow Metropol neighborhood should not be the task of institutions alone. It must be shaped by those who will ultimately live in, care for, and inherit these urban spaces. In this context, engaging youth in the processes of design, dialogue, and decision-making was not only a strategic priority — it was also an ethical and civic responsibility.

For us, it was crucial that young people were not simply passive attendees of the event. They were encouraged — and empowered — to own the process. Their sense of belonging, agency, and creative authorship became the true foundation of the transformation we collectively sought.

This youth-centered methodology offered a concrete and scalable way to localize the principles of Cittaslow — not only as policy frameworks but as lived, embodied values. By embedding these values in the civic imagination of the next generation, the Ideathon helped ensure that the transformation was not fleeting, but enduring.

In fostering this sense of ownership and stewardship, the Cittaslow Ideathon didn't just generate innovative ideas. It cultivated custodians of change — young individuals prepared to carry forward the ideals of inclusive, sustainable, and human-centered cities with long-term commitment, responsibility, and care.

Impact and Results

The Cittaslow Ideathon engaged over 110 participants, predominantly high school students from the Döşemealtı District, alongside senior residents, urban planners, municipal officials, and local NGOs — forming a diverse and dynamic stakeholder group.

Participants were organized into intergenerational design teams, bringing together high school students, their supporting teachers, and a diverse group of mentors including urban planners, local designers, academicians, business leaders, and representatives from civil society. This multigenerational and multidisciplinary constellation enabled a rich exchange of ideas, experiences, and worldviews, cultivating mutual understanding and collaborative creativity. Through this collaborative process,

Through this structure, youth were not only guided, but truly empowered to co-create actionable solutions alongside seasoned professionals and engaged community members. The presence of educators ensured both pedagogical continuity and the reinforcement of civic learning outcomes, while mentors provided real-world insights that grounded the creative process in practical urban transformation scenarios.

11 visionary urban concepts were developed. These concepts addressed key urban sustainability and well-being challenges, including:

- Green mobility and walkability
- Shared cultural and intergenerational spaces
- Inclusive and accessible street design
- Neighborhood-scale circular economy initiatives

A public jury, composed of municipality representatives and experts from ANSİAD and Habitat, selected 3 standout projects for pilot implementation in 2025. These pilots will be developed in collaboration with municipal technical teams and integrated into the 2025 action agenda for Yeşilbayır as a Cittaslow Metropol neighborhood.

Beyond tangible outputs, the Ideathon significantly enhanced civic awareness, design thinking capacity, and urban literacy among youth, laying the groundwork for their future engagement in participatory city-making processes.

Vision for the Future

We propose to scale this initiative under the name: **“Cittaslow Ideathon: Youth and Intergenerational Creativity for Slow Cities”** as a **trans-local and trans-generational network for participatory transformation.**

In the first phase, the Ideathon will be implemented across **Cittaslow Network member districts in Türkiye**, encouraging each locality to organize its own version of the event in alignment with their unique identity and priorities.

At the **end of each year**, selected best ideas from local marathons will be **gathered in Antalya** for a national showcase, serving as a platform for peer-learning, evaluation, and

recognition. This will not only **build national coherence around Cittaslow values**, but also foster **friendly competition and innovation among member cities**.

In the next step, **top-rated projects** will be nominated to represent Türkiye in international Cittaslow forums. This initiative lays the groundwork for the organization of an **International Cittaslow Ideathon**, envisioned to be hosted in Antalya. The event would bring together youth and urban changemakers from around the world, reinforcing the city's role as a **catalyst for intergenerational, participatory, and sustainable urban futures** within the global Cittaslow movement.

This long-term vision aligns perfectly with the *Chiocciola Orange Award*'s core theme for 2025: **“Cultivating the Momentum Towards the Future”** — not only through ideas, but by nurturing a **living ecosystem of shared knowledge, creative governance, and continuous improvement**.