

A young child with dark hair is playing in a sandbox. The child is wearing a blue jacket with a white Nike logo on the sleeve and is holding a red shovel. The child is smiling and looking towards the camera. The background shows a grassy area and a blue tarp. The image is overlaid with a semi-transparent white shape that contains the text.

re-value

## Detailed Roadmap for the City of Písek Waterfront Pilot: Explore

Re-Value Deliverable D6.7

## Report information

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## Executive Summary

This report outlines the objectives, context, and planned activities of the Re-Value pilot in the city of Písek. It introduces two pilot areas – Mezimostí and the Portyč housing estate – and describes their current conditions, broader transformation goals, and the participatory methods used to involve local actors and residents. It then presents a roadmap consisting of ten specific measures, ranging from green infrastructure to community engagement tools, to be tested between 2025 and 2026. These measures aim to support climate adaptation, social inclusion, and public space improvement, and may serve as models for future city-wide implementation.

Mezimostí is an area located at the intersection of residential, administrative, and commercial zones, where civic buildings blend with pedestrian blocks, public spaces, greenery, and the Otava River. The area is partially urbanized, yet it also includes underused and paved surfaces (e.g., parking lots) that offer potential for improvement. Thanks to its natural connection to the river and proximity to the city center, the site holds significant recreational and ecological potential, which has not yet been fully utilized. In contrast, the Portyč housing estate is a large residential area built in the 1980s, characterized by dense panel housing, a strong residential function, and infrastructure typical of its time. It is marked by a high population density, prevailing monofunctionality, and standardized public spaces of limited quality. Some parts of the area show signs of mild social instability. Inner courtyards, heating stations, paved surfaces, a lack of greenery, and overheating during summer months play a significant role here. In contrast, the proximity to the river and views of the city center skyline offer strong potential for overall environmental improvement.

This setting creates an opportunity to implement measures focused on climate adaptation, enhancing public space quality, and strengthening community ties.

## Table of Contents

|                                                                                                                                               |           |
|-----------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>1 Re-Value Practice Pathway.....</b>                                                                                                       | <b>5</b>  |
| 1.1 Desired Impact.....                                                                                                                       | 5         |
| 1.2 Key Outcomes and Enabling Conditions.....                                                                                                 | 6         |
| 1.3 Map the Change Process.....                                                                                                               | 7         |
| 1.4 Process Indicators and Monitoring.....                                                                                                    | 7         |
| <b>2 The Písek Waterfront Pilot.....</b>                                                                                                      | <b>9</b>  |
| 2.1 The Waterfront Pilots.....                                                                                                                | 9         |
| 2.2 Engagement.....                                                                                                                           | 12        |
| 2.2.1 Youth Engagement – Junior Achievement Innovation Camp.....                                                                              | 13        |
| 2.3 Impact Model Workshop Insights.....                                                                                                       | 13        |
| 2.4 Pilot Opportunities, Challenges and Adjustments.....                                                                                      | 14        |
| <b>3 Towards Active Experimentation.....</b>                                                                                                  | <b>16</b> |
| 3.1 Measure 1: Implementation of the 3–30–300 Approach.....                                                                                   | 17        |
| 3.2 Measure 2: Impact Model Workshop.....                                                                                                     | 18        |
| 3.3 Measure 3: Use of the microsimulation model Ecoten.....                                                                                   | 19        |
| 3.4 Measure 4: Establishment of a Re-USE Center in the Portyč Area.....                                                                       | 21        |
| 3.5 Measure 5: Continuation of Organizing Innovation Camps.....                                                                               | 22        |
| 3.6 Measure 6: Support and Development of the Pískoviště Event as a Tool for Participation in Public Space.....                               | 24        |
| 3.7 Measure 7: Acquisition and Use of a Mobile Laboratory (Converted Trailer).....                                                            | 25        |
| 3.8 Measure 8: Earth Day as a Tool for Environmental Education.....                                                                           | 27        |
| 3.9 Measure 9: Touch the Písek (Dotkni se Písku) as a Form of Popularizing Smart Solutions and Public Engagement.....                         | 28        |
| 3.10 Measure 10: Implementation of the Head in Písek (Hlava v Písku) Event as a Tool for Exploring the City and Supporting Participation..... | 29        |

## 1 Re-Value Practice Pathway

The Re-Value project aims to support cities in addressing climate and social challenges by integrating environmental quality, community ties, and public space improvements into urban planning processes. In Písek, the Re-Value project builds on activities that the city has been developing for several years in the areas of public space, social inclusion, and climate adaptation. Although many of these initiatives have so far been planned separately, their integration within the Re-Value project demonstrates how they collectively contribute to a broader transformation of the city. In the pilot locations – the Portyč housing estate and the Mezimostí area, presented later in this report – the city focuses on improving **environmental quality**, strengthening **residents' connection to the Otava River**, supporting **neighborhood ties**, and testing **new approaches** to planning and public engagement.

For example, the establishment of the so-called [Re-USE center](#) directly addresses the need to connect environmental goals with support for community infrastructure and the circular economy. Similarly, the planned use of a microsimulation model by [ECOTEN](#) helps to better understand how the proposed changes will affect the urban climate – for instance, in relation to heat waves. Participation in events such as [Earth Day](#) or [Head in Písek \(Hlava v Písku\)](#) shows that the aim is not only to inform, but above all to foster a closer relationship between the city, its residents, and the specific places addressed within the Re-Value project.

The two focus areas have different characters and starting conditions – while **Portyč** is the city's largest housing estate, with a high population density, a strong presence of disadvantaged groups, and long-standing infrastructure issues, **Mezimostí** is a space without a clear identity, yet offering great potential due to its proximity to the historic center and the river. The planned interventions in both parts of the city focus on improving the quality of the environment, revitalizing public life, and engaging local residents. Together, they contribute to transforming the city into a place where people enjoy living.

### 1.1 Desired Impact

Písek recognizes that the city must respond to climate change and social challenges in a way that makes sense both for its people and for the place itself. That is why the city strives to approach its development in a manner that is environmentally respectful, welcoming to residents, and prepared for the challenges of the future.

One of the main goals is to achieve **climate neutrality** by 2050. The city has committed to this target by signing the Covenant of Mayors and has developed a Sustainable Energy and Climate Action Plan (SECAP) in 2021, which outlines how to reduce emissions, save energy, and better cope with the impacts of climate change.

However, Písek's efforts are not based solely on environmental measures. Other areas play a crucial role as well – such as **social cohesion**, **affordable housing**, and **high-quality public space**. These goals are anchored in the city's strategic documents, such as the Strategic Plan for Social Inclusion, the Long-term Strategy for the Development of Social Services, the Housing Strategy, the Sustainable Greenery Plan, and the Sustainable Mobility Plan.

The Re-Value project helps to bring these themes together. Thanks to the so-called NEB Impact Model<sup>1</sup> the city can better understand and assess how individual actions affect not only the climate but also neighborhood relations and the functioning of public space. In the Portýč and Mezimostí areas, these approaches are being tested in practice – generating experience that can later be applied to other parts of the city.

## 1.2 Key Outcomes and Enabling Conditions

The Re-Value project in Písek aims to achieve concrete results that combine climate, social, and spatial impacts within the urban environment. The outcomes will be measured using a set of defined indicators (KPIs).

### Key Outcomes:

- **Increased urban greenery coverage in pilot areas (targeted according to the 3–30–300 standard)**  
*KPIs: increase in the number of trees in pilot locations; increased share of residents with access to high-quality green space within 300 m distance.*
- **Improvement of public space quality and microclimate**  
*KPIs: number of implemented blue-green measures; outputs of the microsimulation model [ECOTEN](#).*
- **Increased resident participation in planning and community activities**  
*KPI: number of participants in workshops, school programs, and events such as [Head in Písek \(Hlava v Písku\)](#) and [Earth Day](#), as well as feedback collected through public workshops during the sensemaking phase, school programs (including input from pupils and teachers), and the participatory [Mobile laboratory \(Karavan\)](#) tool.*
- **Support for social inclusion and community infrastructure in Portýč**  
*KPIs: establishment and operation of the [Re-USE center](#), utilization rate, and number of center users.*

### Conditions enabling the implementation of change:

- **Strategic documents and planning frameworks**  
The city has developed and updated the SECAP, an active Sustainable Mobility Plan, and a spatial plan reflecting the need for adaptation and participation.
- **Institutional background and stakeholders**  
The Re-Value project involves many partners: *Smart Písek*, municipal departments, cultural organizations Malthouse Písek (Sladovna Písek), schools, non-profits, and international Re-Value partners.
- **Technological readiness**  
The city uses tools such as **microsimulation** modeling ([ECOTEN](#)) and digital GIS layers for green space planning.

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<sup>1</sup> originally developed in the [CrAft](#) project and adapted/applied in Re-Value. For a detailed description of the Impact Model in Re-Value and its application via an Impact Model Workshop and NEB Impact Model Dominoes the reader can refer to Re-Value Deliverables [D1.1](#) and [D1.3](#).

- **Financial framework**

The Re-Value project is supported by the **Horizon Europe** program and builds on other funding opportunities (e.g., SFŽP, IROP).

## 1.3 Map the Change Process

Change in the city of Písek does not result from a single decision, but rather as a gradual process that connects various tools, actors, and time horizons.

### Targeted Changes:

- **Short-term:** community engagement, improved public spaces, increased visibility of climate as a topic.
- **Medium-term:** adaptation to overheating, support for circular economy, activation of public spaces.
- **Long-term:** city climate neutrality by 2050, improved quality of life, strengthened social cohesion.

### Intervention Methodologies:

1. **Soft Interventions**

– Participation, education, culture.

→ [Impact Model Workshop](#), events like Head in Písek (*Hlava v Písku*), Earth Day, school Innovation Camps, [Mobile Labortory \(Karavan\)](#).

→ *They strengthen residents' relationship with their environment and create a shared vision for change.*

2. **Hard Interventions**

– Blue-green infrastructure, street furniture, space revitalization

→ *Tree planting according to the 3–30–300 standard, revitalization of public spaces, establishment of the [Re-USE center](#).*

3. **Technological Tools**

– Impact measurement, planning

→ *Microsimulation model [ECOTEN](#) (urban microclimate), GIS green space analysis.*

These interventions serve as a testing platform – verifying them in a specific context enables broader implementation across the city. The entire process is linked to KPIs defined within the Impact Model and the city's strategic framework.

## 1.4 Process Indicators and Monitoring

Monitoring is carried out based on indicators (KPIs) that reflect the main impact areas for Písek: environmental performance, social perspective, and quality of public space.

What do we measure?

- Number and type of engagement activities  
e.g. public events such as Earth Day, Hlava v Písku, and the Impact Model Workshop.
- Involvement of educational institutions  
Number of participating schools in Innovation Camps or thematic programmes.
- Direct feedback collected from citizens  
e.g. participatory tools such as surveys and the Mobile Laboratory (Karavan).
- Qualitative monitoring tools  
Interviews, informal conversations, and participatory evaluation activities conducted on site.
- Ongoing assessment through the Theory of Change (ToC)
- An ongoing evaluation approach based on the Theory of Change<sup>2</sup> methodology, which helps track how specific activities (e.g. tree planting, community events) contribute to long-term goals such as stronger communities or increased climate resilience.

Note: Outcome indicators are listed in section [1.2](#)

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<sup>2</sup> In the context of the Re-Value project in Písek, evaluation does not simply mean measuring what has been physically implemented – such as how many trees were planted or how many people attended a workshop. Instead, it involves tracking the entire change process using the Theory of Change (ToC) methodology, which makes it possible to systematically assess how individual activities contribute to the city's long-term goals.

1. **What we do** – specific activities such as tree planting, community events, or participatory planning.
2. **What it brings** – for example, improved quality of public spaces or increased citizen participation.
3. **What impact it has** – such as better microclimate, stronger local communities, or greater public interest in urban development.
4. **How it contributes to the overall goal** – such as climate neutrality, a more sustainable urban environment, or increased resilience to climate change.

The ToC methodology helps articulate the logic of change – that is, why and how individual steps should lead to specific outcomes. It also enables early identification of assumptions and risks, and the design of relevant indicators (KPIs) to evaluate the project's real impact. In Písek, this method is used to connect physical interventions with cultural and social transformations that together shape new approaches to urban planning, as described by [Vogel \(2012\)](#).

## 2 The Písek Waterfront Pilot

One of the goals of the Re-Value project is to restore the connection between the city and the Otava River through interventions in two key locations – the **Portyč** housing estate and the **Mezimostí** area. Both areas face spatial, social, and infrastructural challenges that limit their ability to contribute to a functional, resilient, and integrated urban environment.

The Re-Value project focuses on climate adaptation through blue-green infrastructure, support for social inclusion in vulnerable areas, public engagement in planning processes, and revitalization of public space through culture.

From the beginning, the Re-Value project vision has been rooted in the idea of bringing the Otava River closer to the people and integrating it more fully into the daily life of the city. Over time, this vision has expanded to include an emphasis on resident involvement, revitalization of the area through cultural activities, and support for community life – for example, through public events or the opening of a community-oriented [Re-USE center](#).

The activities along the riverfront in Písek combine environmental improvement, the strengthening of neighborhood relations, and the overall enhancement of public space. It is not just about testing individual measures, but about exploring approaches that could serve as inspiration for other parts of the city.

### 2.1 The Waterfront Pilots

The Re-Value project in Písek focuses on two distinct urban areas along the Otava River – the **Portyč** housing estate and the **Mezimostí** waterfront area. Each of these locations presents specific challenges as well as opportunities.



*Figure 1: 3D model of the Portyč area, Screenshot from DJI Terra, July 2025*

**Portyč** is the largest housing estate in the city, located on the left bank of the river. It was built in the 1980s as a densely developed residential zone with prefabricated panel construction. Despite several phases of revitalization, issues such as social exclusion, outdated infrastructure, lack of parking, and safety concerns persist. Public transport services are insufficient, and parking remains a major problem. However, there have been significant improvements in climate adaptation – through the construction of flood protection measures, the partial expansion of green infrastructure, and the revitalization of public space during the regeneration phases carried out in 2009–2010 and 2013–2014.



*Figure 2-3: Photos of the Portyč housing estate 2024, photo by Jan Roucka*

**Mezimostí**, located between the Stone Bridge and the New Bridge, consists of two differently utilized parts. The left bank is primarily made up of the residential complex “Titanik,” completed in 1999. The right bank serves mostly administrative purposes and is home to the Cultural Centre and other public institutions. Although the area is close to the historic city center, it is disconnected from the river, and recreational access to the water is limited. The location offers potential for the creation of high-quality public spaces, improved pedestrian accessibility, and urban design improvements in relation to the river, although the city does not yet have a specific plan for the site.



*Figure 4-5: Photos of Mezimostí area 2024, photo by Jan Roučka*

From a mobility perspective, both areas face certain spatial constraints. In Portýč, car traffic and large parking areas dominate, many of which are underutilized and occupy valuable public space. Mezimostí functions as a pedestrian-through zone with lower traffic intensity, but also lacks a conceptual solution for better pedestrian connectivity and improved walking comfort. Cycling infrastructure exists in the form of a main cycle path along the Otava River, but its connection to the inner urban network is insufficient and requires adjustments.



*Figure 6: 3D model of the Mezimostí area, Screenshot from DJI Terra, July 2025*

The energy infrastructure in these areas has not yet undergone significant transformation in the last 15 years. However, the city of Písek has long been working on improving its energy efficiency and is preparing for the development of community energy systems, for example through the recently established Energy Management Office. The city already has experience with the use of renewable energy sources – particularly through the operation of a small hydroelectric power plant – and plans to expand into additional sources in the future, such as photovoltaic installations.

Both locations are also included in the city’s zoning plan, and their development is guided by broader strategic documents, such as the Housing Strategy, the Sustainable Mobility Plan, and the Sustainable Energy and Climate Action Plan (SECAP). These frameworks provide the essential conceptual foundation for concrete actions and decisions aimed at creating a more sustainable and functional urban environment.

Within Re-Value, the city of Písek has committed to testing new approaches to sustainable urban transformation through local pilot actions, particularly in the areas of public participation, nature-based solutions, and circular economy principles.

## 2.2 Engagement

The target area in Písek involves a diverse group of stakeholders whose active participation is essential for implementing planned activities and achieving long-term environmental transformation. The Re-Value project includes various municipal departments (e.g., the Department of Environment, the Department of Education and Culture, the Investment Department), the municipal organization *Smart Písek*, cultural institutions such as Malthouse Písek (Sladovna Písek), schools, local non-profit organizations (e.g., Naděje, Romodrom), and expert partners such as [ECOTEN Ltd.](#) and the architectural studio Unit.

A key element is the active involvement of the public. This takes place in several ways:

- **Participatory planning** - target: general public, including residents and passers-by:  
Through the [Impact Model Workshop](#) or public events such as (Head in Písek) *Hlava v Písku*, Touch the Písek (*Dotkni se Písku*), or *Earth Day*.
- **School programs** - target: pupils and teachers:  
As part of *Re-Value*, cooperation with schools is underway, including Svobodná Primary School, which participates in thematic workshops and project days.
- **Community activities** - target: local residents and neighbors:  
For example, the establishment of the [Re-USE center](#) is intended not only as an environmental intervention, but also as a tool for strengthening neighborhood relations and informal education.
- **Mobile Laboratory (Karavan)** - target: residents, underrepresented groups, passers-by:  
In 2025, a caravan will be used for the first time as a mobile facility visiting the focus areas of *Portyč* and *Mezimostí*, enabling informal conversations with residents directly on site. It will become an important tool for collecting feedback, sharing information about planned activities, and building trust in public space. Thanks to its mobility, it will also help reach population groups that are not typically involved in planning processes.
- **Neighborhood Guide** - target: all residents of Písek, with special attention to those less engaged:  
As part of the participatory activities, a *Neighborhood Guide* was created in 2025 – a printed and online publication that presents planned changes in various parts of the city in a simple and accessible way. It provides practical information and helps residents better understand the ongoing transformations in their surroundings. The guide contributes to improved awareness, strengthens trust in public institutions, and supports the active involvement of a wide range of residents.

## 2.2.1 Youth Engagement – Junior Achievement Innovation Camp

A significant element was the cooperation with young people through the *Junior Achievement Innovation Camp*, implemented in collaboration with *JA Europe* and local schools. The assignment topics were closely linked to the goals of the pilot project – for example, the quality of public spaces, water accessibility, green and blue infrastructure, and the city's relationship with the Otava River. **(More later in this report: Measure 5: [Measure 5: Continuing the organization of Innovation Camps](#))**

## 2.3 Impact Model Workshop Insights

The first part of the workshop focused on working with NEB Impact Model Dominoes, which helped participants visualize current and potential impact and how different interventions affect the environment, community, and more. During this phase, suggestions of topics for new impact Dominoes cards emerged, such as ensuring access to the river or using blue-green infrastructure. The discussion initially proceeded with caution and focused on negative aspects and limitations in the area (e.g., legislative barriers for photovoltaics, cultural clashes in the target zones, urban heat islands), but gradually evolved toward practical and positive proposals.

In the second part of the workshop, the NEB Impact Model Wheel was used as a tool to map the impacts of the proposed interventions and to discuss how they could lead to the desired changes – by identifying the necessary pathways and actions.



*Figure7: Impact model workshop in Písek, 17-18 October 2024, photo by Terezie Hroudova*

Participants agreed that strengthening trust and citizen engagement should be the starting point for all future actions. This social dimension emerged as a key priority to ensure the long-term success and legitimacy of planned interventions

Among the proposed scenarios were, for example:

- **Short-term interventions:** installation of mobile greenery, ensuring better access to the river, or placing small artistic elements in public spaces.
- **Social innovations:** involving so-called community mediators (“public space sherpas”), organizing neighborhood events, or creating a “book of people” as a means to share residents’ stories and experiences.
- **Long-term transformations:** such as launching an architectural competition, planting permanent greenery, or building new infrastructure for community and cultural activities.

The workshop also revealed that some of the tools used need to be simplified in the future – for example, the *Impact Model Wheel* was too complex for some participants. It also became clear that it is important to work with the NEB Impact Model Dominoes in a more specific way and allow more space for longer and deeper discussions, rather than trying to generate as many proposals as possible.

## 2.4 Pilot Opportunities, Challenges and Adjustments

The activities described in this roadmap build on what Písek originally identified in the Re-Value proposal. In the Grant Agreement, the city emphasised the need to regenerate the riverfront zones of Portýč and Mezimostí, improve public participation, and align urban transformation with long-term strategic planning, particularly through the update of its Sustainable Energy and Climate Action Plan ([SECAP](#)). The roadmap takes these objectives further by translating them into tangible actions, locally rooted interventions, and specific partnerships.

Compared to the original proposal, the roadmap offers a more detailed and practical view of how the city intends to achieve these goals. For example, while the GA refers in general terms to public participation, the roadmap outlines specific tools and engagement formats — including a mobile laboratory visiting target neighbourhoods, a reuse centre that supports circular economy and community development, and school programmes that involve younger generations in shaping their environment. In addition, it identifies concrete stakeholder groups and implementation actors, from municipal departments and NGOs to cultural and educational institutions.

Another advancement lies in the integration of innovative planning tools, such as a microsimulation model for analysing microclimate scenarios or the NEB Impact Model, which were only briefly mentioned or implied in the initial proposal. Their application in real-life settings helps the city test different solutions and assess their impact on climate resilience, public space quality, and social inclusion.

The Re-Value project offers an opportunity to test new approaches to urban planning that combine climate adaptation measures, public engagement, and the revitalization of public spaces through cultural and community activities. It is supported by the city, backed by the expertise of *Smart Písek*, access to analytical tools (e.g., [ECOTEN](#), GIS), and aligned with the city's strategic documents.

Key challenges in the target areas include the low quality of public space, the presence of socially disadvantaged groups, and a certain degree of public distrust toward change. The Re-Value project addresses these issues through targeted communication, school activities, public events, and the use of a mobile caravan as an on-site contact point. Based on initial experience, some activities were adjusted to better support communication and improve the clarity of the overall process. For example, the Neighborhood Guide was created – a clear and accessible publication that introduces residents to the planned changes and provides practical information.

Finally, the roadmap strengthens the link between pilot actions and broader strategic frameworks, such as the [SECAP](#), the Strategic Plan for Social Inclusion, and the Sustainable Mobility Plan. It shows how lessons learned from Portyč and Mezimostí can inform the city's long-term development path and inspire future initiatives beyond the Re-Value project.

While the update of the [Sustainable Energy and Climate Action Plan \(SECAP\)](#) was initially planned for an earlier phase of the Re-Value project, it has been rescheduled to take place in 2026. The process remains part of the project's core commitments, and the insights gained through pilot activities will directly inform the updated strategy.

## 3 Towards Active Experimentation

This chapter presents an overview of ten specific measures that link physical interventions in public space with social innovations, education, and cultural activities. These measures serve as a testing platform for exploring new approaches to urban planning, with an emphasis on active public participation, the development of blue-green infrastructure, support for circular economy principles, and the strengthening of neighborhood and community ties.

Scenarios, stories and partnership models are not seen as standalone products but emerge naturally when working with these ten measures. They will be built<sup>3</sup> via concrete activities within the Re-Value project and will also serve as tools for evaluating the impacts of the planned measures.

- The **scenarios** will be built, for example, on the proposed green and blue measures in Portýč and Mezimostí (Measures number 1 and 2), the results of microsimulation modeling (Measure number 3, or participatory public space planning).
- **Stories** will capture the transformation processes taking place through the establishment of the [Re-USE Center](#) (Measure number 4), youth involvement in Innovation Camps (Measure number 5), or cultural interventions such as “[Pískoviště](#) and Mobile laboratory (Laboratoř na cestách)” (Measure number 7).
- **Partnership models** will be shaped through collaboration between the city, schools, cultural institutions, and community actors – particularly within the framework of the mobile laboratory - Measure numbers 5,6,7.

Overview of Planned Measures:

1. Implementation of the 3–30–300 standard
2. Impact Model Workshop
3. Use of the microsimulation model [ECOTEN](#)
4. Establishment of a community [Re-USE Center](#) in Portýč
5. Continuation of organizing Innovation Camps
6. Support and development of the [Pískoviště](#) event as a tool for participation in public space
7. Acquisition and use of a mobile laboratory (converted trailer)
8. Earth Day as a tool for environmental education
9. Touch the Písek (*Dotkni se Písku*) as a form of popularizing smart solutions and engaging the public
10. Implementation of Head in Písek (*Hlava v Písku*) as a tool for discovering the city and promoting participation

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<sup>3</sup> Story-building, scenario-building and investment & partnership building are 3 Innovation Cycles in the Re-Value project, supporting the cities in addressing 6 systemic challenges.

In summary, these ten measures are not only intended to deliver specific spatial or social improvements, but also to serve as a learning process. By treating the pilot area as a testing ground, the city aims to explore new methods of inclusive planning, circular economy practices, and nature-based solutions. The insights gained through this experimentation will inform future actions toward climate neutrality and contribute to the values of the New European Bauhaus, including sustainability, aesthetics, and community belonging.

## 3.1 Measure 1: Implementation of the 3–30–300 Approach

This measure focuses on the implementation of the internationally recognized 3–30–300 approach, which provides a simple yet effective framework for improving the quality and accessibility of urban greenery. The goal is to ensure that:

- every resident can see at least 3 trees from their home,
- each city district has a minimum of 30 % tree canopy cover,
- everyone has access to a public green space within 300 meters.

### **Implementation in the target areas:**

This approach will first be applied in the pilot areas (Portýč and Mezimostí). For each area, the current state will be assessed based on the 3–30–300 criteria, shortcomings will be identified, and specific measures proposed (e.g., tree planting, improved access connections, revitalization of green spaces). This process will be supported by public participation and the use of available data and GIS analyses.

The results of this assessment will be used in 2025 to compare various intervention scenarios (e.g. increased tree cover, improved permeability, additional shading elements) and to prioritize those with the highest positive impact. The prioritization process will be closely linked to the Impact Model and will inform the activities of the upcoming Innovation Cycles.

Thanks to the fact that the analytical part of the project covers the entire city, this approach can later be systematically replicated in other parts of Písek. The outcome will be a long-term framework for the planning and development of green infrastructure.



*Figure8: area of interest from ASITITs upcoming 3-30-300 analysis, screenshot from analysis 3-30-300, May 2025*

## 3.2 Measure 2: Impact Model Workshop

This measure focuses on using the participatory tool Impact Model Workshop, which enables key stakeholders (municipal governments, citizens, experts, businesses) to connect in the search for shared visions and concrete solutions for area development. The methodology is based on the definition of impact pathways and emphasizes identifying the impacts of individual measures in terms of time (present and potential) and space (spatial mapping).

Although each city participating in Re-Value developed its own tailored activities, the measures implemented in Písek were designed and tested in close collaboration with Re-Value partners. Consortium members contributed through expert input, facilitation of workshops, and the co-development of tools such as the Impact Model and Innovation Cycles. Their support ensured the transferability and strategic coherence of the outcomes.

**The aim of the workshop for Písek is to:**

- support sustainable decision-making based on data and human values,
- integrate different perspectives and needs within the territory,
- create alignment between soft and hard measures in the field of urban development.



Figure9: Impact model workshop in Písek, 17-18 October 2024, photo by Terezie Hroudova

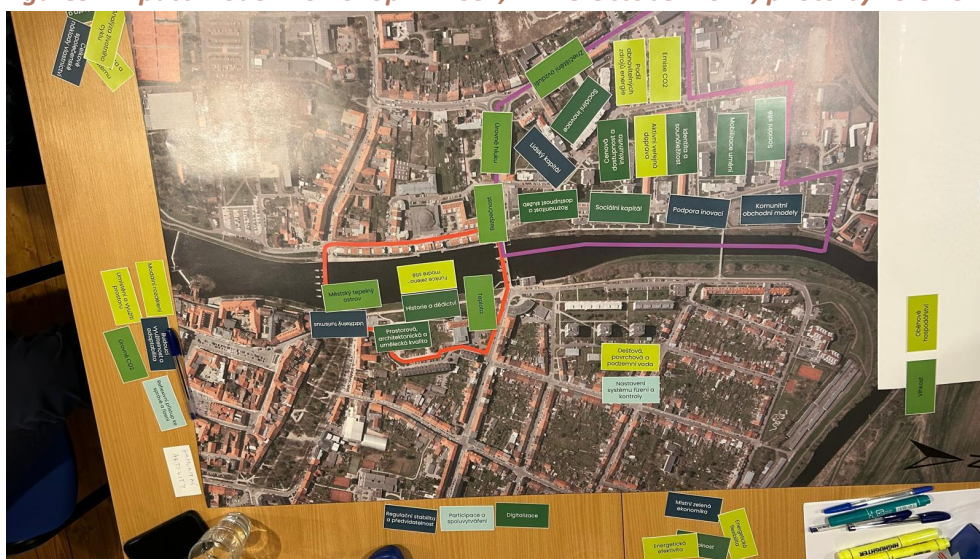


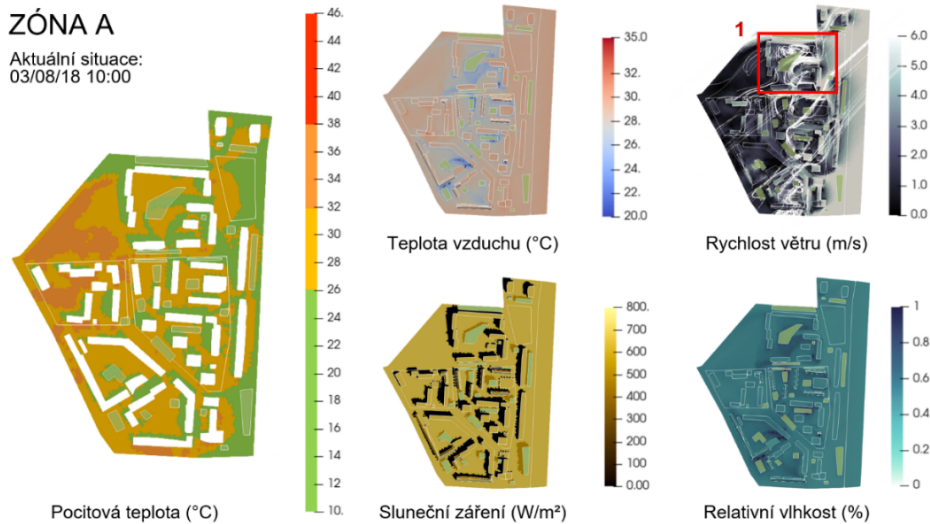
Figure 10: Impact model workshop in Písek, 17-18 October 2024, photo by Terezie Hroudova

## 3.3 Measure 3: Use of the microsimulation model Ecoten

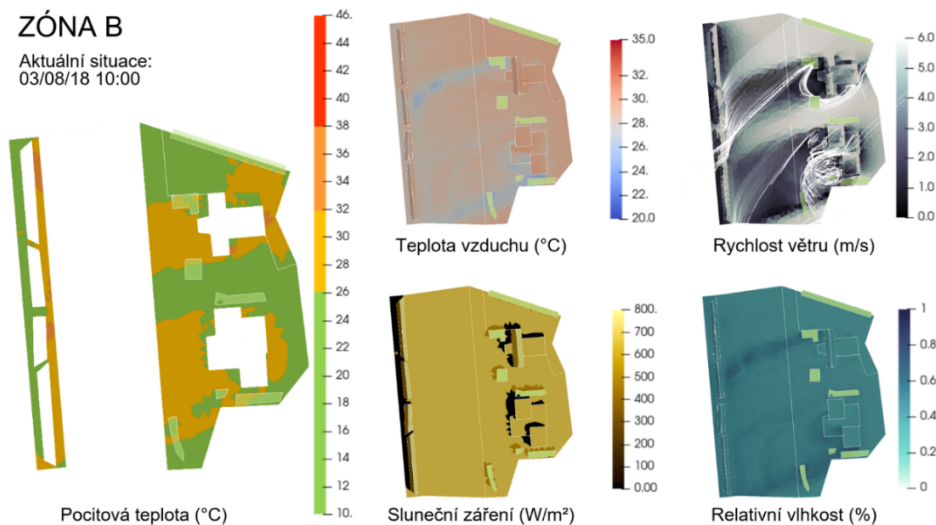
This measure focuses on using the microsimulation tool for urban microclimate developed by the company [ECOTEN](#), which allows detailed simulation of parameters such as air temperature, wind flow, solar radiation, humidity, and perceived temperature. This is based on a 3D model of the city, meteorological data, surface materials, and vegetation.

The model's outputs are visually easy to understand and make it possible to evaluate the impact of specific urban interventions on residents' thermal comfort.

Simulations provide concrete recommendations for addressing overheated areas, improving air circulation, or increasing shading in urbanized parts of the city. Identified interventions – such as tree planting, changes to street profiles, or surface modifications – have measurable impacts that can be quantified and visualized. The results support more informed decision-making within strategic planning and serve as an effective tool for communication with the public and other stakeholders.



**Figure 11:**



**Figure 12: Micro simulation analysis prepared for the city of Písek by ECOTEN, screenshot from the analysis, February 2025**

Thanks to the universality of the methodology, microsimulation can be applied both in selected target areas and across the entire city.

The next step is to carry out comparative simulations for different intervention scenarios in both pilot areas – for example, increasing tree coverage, changing surface permeability, or adding shading elements such as pergolas, shade sails, or shelters. The aim is to assess which combination of measures contributes most effectively to improving thermal comfort. The results will serve as a direct basis for prioritizing small-scale interventions during the implementation phase in the upcoming period. The model is flexible and can be

scaled according to needs – from supporting specific revitalization projects to developing city-wide climate adaptation strategies.

### 3.4 Measure 4: Establishment of a Re-USE Center in the Portyč Area

The aim of this measure is to establish a new community [Re-USE center](#) in the Portyč housing estate, offering residents the opportunity to prevent waste generation through the reuse of items – mainly small household equipment and electronics. The center will serve as a place where people can drop off functional or repairable electronics, appliances, furniture, or other items that would otherwise end up in collection yards or landfills, and at the same time take other items for free or through exchange.

The proposal also includes the possibility of expanding the center's function with a space for repairs and minor adjustments – a so-called repair zone, where workshops focused on basic electronics repair, appliance maintenance, or creative upcycling could take place. In this way, the center could fulfill not only environmental but also social and educational functions and contribute to building community ties.

In terms of spatial placement, the project is exploring the possibility of using unused heat exchange stations from the city's original heating system, which have lost their purpose due to a system change. These facilities are often well-located, technically suitable, and easy to adapt for new uses with minimal impact on the urban structure of the housing estate.

Currently, the project is in the preparatory phase of a feasibility study, which takes into account the spatial potential of the area, the legal framework for handling e-waste, and various operational models (e.g., municipal, non-profit, in cooperation with schools or community workshops). The final form of the centre will continue to evolve.



*Figure 13: Photo of the heat exchanger station at Portyč housing estate, May 2025, photo by Jan Roucka*



*Figure 14: Photo of the heat exchanger station at Partyč housing estate, May 2025, photo by Jan Roucka*

## 3.5 Measure 5: Continuation of Organizing Innovation Camps

Innovation Camps represent a participatory method aimed at activating the younger generation in our city and involving them in finding concrete solutions to current urban challenges. Within the Re-Value project, this form of collaboration has proven to be highly effective – not only in terms of outputs and ideas, but especially thanks to the atmosphere of cooperation, creativity, and motivation that the participants themselves bring to the process.

The camps take place in the form of intensive team-based work, where pupils and students from local schools spend a day designing solutions to specific problems related to a particular area, public space, climate, or community life. During the event, they collaborate with experts, architects, city representatives, and facilitators, ensuring not only high-quality outputs, but also the development of participants' skills in communication, critical thinking, and teamwork.

This format has become a popular and functional tool for participation and education, which we plan to continue developing in the coming years. Based on positive feedback from schools and students, we want to include Innovation Camps as a regular activity aimed at sustainable development and supporting local identity. The outputs from these meetings are further used as inspiration for planning and decision-making in public space – whether in the form of concrete interventions or as part of broader strategies.



Figure 15-16-17: Photos from Innovation Camps in Písek in November 2024, photo by Jan Roucka

## 3.6 Measure 6: Support and Development of the Pískoviště Event as a Tool for Participation in Public Space

The Pískoviště event, organized annually by Malthouse Písek (Sladovna Písek), represents a unique format of participatory and cultural-educational intervention in the city's public space. For several days, Malthouse (Sladovna) transforms its indoor and outdoor areas into a multifunctional zone full of creative play, artistic activities, and shared experiences for families with children.



**Figure 18: Photo of the sand sculpture, April 2024**

A key element is openness, playfulness, and the opportunity for co-creation of both the atmosphere and the program itself.

The event consists of a series of themed stations, workshops, performances, and installations that change each year based on a central theme. In 2025, the main theme is “Recreation – 100 Years Since the Invention of Recreation in Písek”, symbolically reflecting on the freedom of leisure time and the importance of rest, spontaneity, and physical and mental regeneration.



**Figure 19: Window to the Future, April 2025, Photo by Eva Sholtz**

The program usually includes theatrical and musical performances, animation entries, community activities, workshops, and opportunities for rest in a pleasant and inspiring environment. The event actively engages both children and adults, connecting different generations and offering space for informal learning, playful participation, and sharing.

This measure aims to systematically support Pískoviště, as a tool of urban participation, and build on its success in previous years.



*Figure 20: Pískoviště, live theatre for children April 2024, photo by Milos Prokysek*

The event has proven to be an effective means of engaging diverse population groups in public life – for example, through interactive stations designed by local artists and educators, open co-creation spaces for families with children, and accessible programming that removes typical cultural or social barriers. The event attracts both long-term residents and newcomers, and encourages informal participation through play, creativity, and storytelling.

### 3.7 Measure 7: Acquisition and Use of a Mobile Laboratory (Converted Trailer)

This measure involves acquiring a trailer that will be converted into a mobile laboratory – an interactive exhibition space serving as a tool for communication with the public, support for participation, and cultural education. The mobile laboratory project was developed in collaboration with Malthouse Písek (*Sladovna Písek*), which is the main content guarantor.

**The mobile laboratory** – also called the “*Lab on the Road*” – will operate in target areas, at community and cultural events, festivals, and in less frequented parts of the city. Its goal is to bring Re-Value themes closer to people and create a welcoming, inspiring space for dialogue, exploration, and sharing.

**Equipment and functions of the mobile laboratory will include:**

- “**Window to the Future**” – visual representation of future urban development scenarios
- **Sensory bars** – engaging smell, touch, sight, and hearing for a deeper perception of space
- **Interactive objects with sand and projection** – enabling children and adults to interact

# re-value

- **Animations** – fun formats that introduce topics of urbanism and sustainability
- **Formats for capturing ideas and questions** – tools for collecting feedback and questions from residents
- **Structures and constructions from recycled materials** – supporting creativity and the theme of recycling
- **Sound workstations** – recording and playing back stories and residents' voices
- **Shadow theatre** – an interactive artistic format for working with imagination
- **Sensory games** – activities for children and adults supporting sensory perception of space
- **Options for interacting with urban plans** – simple visualizations that visitors can comment on or modify
- **Coffee bar and light refreshments** – promoting a friendly atmosphere and longer stays on site

The mobile laboratory will be designed to be self-sufficient and ecological, with an emphasis on high-quality visual identity and thoughtfully curated content. A key component will also be the mediator – a trained professional who will respond to the specifics of each location and tailor the program to the public and the topic.

The mobile lab will complement the portfolio of tools for participation, communication, and the cultivation of public space in the city of Písek. It will contribute to greater awareness, interest in city affairs, and the creation of community dialogue across generations.





*Figure 21-22: Decorating mobile lab, Pískoviště May 2025, photo by Milos Prokysek*

## 3.8 Measure 8: Earth Day as a Tool for Environmental Education

Earth Day is an annual global event focused on promoting environmental protection, sustainable development, and ecological awareness across generations. In Písek, the event is held regularly as a public gathering for both schools and the general public, where environmental topics are presented through interactive stations, educational activities, creative workshops, and demonstrations of good practices in sustainability.

The municipal organization *Smart Písek* actively participates in the event – whether by hosting its own thematic station, contributing to program preparation, or collaborating with other partners in education, culture, and the environment. The main goal of its involvement is to raise awareness of the city's activities in climate and energy strategy, blue-green infrastructure, and smart solutions for a sustainable city.

Thanks to its informal and playful environment, Earth Day has a strong reach, particularly among younger generations and families with children. It creates a space for sharing, learning, and engagement in key topics that are important to the city in the long term. This measure aims to strengthen and systematize the role of *Smart Písek* as one of the main participants in the event, while also developing formats that enable direct visitor interaction and a deeper understanding of the links between urban planning and the environment.



*Figure 23-24: Earth Day , April 2025 in Písek and demonstration of how to sort waste properly and how to work with virtual reality, photos by Jan Roucka*

### 3.9 Measure 9: Touch the Písek (Dotkni se Písku) as a Form of Popularizing Smart Solutions and Public Engagement

Touch the Písek (*Dotkni se Písku*) is an annual city festival offering a diverse program for all generations – from cultural performances and presentations by local organizations to interactive activities for children and adults. As part of this event, the municipal unit *Smart Písek* has a regular presence with its own booth focused on promoting smart urban solutions and actively engaging the public in the city's development.

The *Smart Písek* booth serves as both an informational and experiential point, where visitors can interactively learn about ongoing projects – for example, in the areas of digitalization, energy, transport, participation, or the environment.



**Figure 25: Touch the Písek (Dotkni se Písku) June 2024, photo by Jan Roucka**

This measure aims to strengthen the use of the Touch the Písek (*Dotkni se Písku*) event as a communication platform through which the city can present its strategic activities in a clear and engaging way. The participation of *Smart Písek* in this event is important not only for raising public awareness, but also as a means of building trust, gathering ideas, and fostering a culture of cooperation between the city and its residents.



**Figure 26: Touch the Písek (Dotkni se Písku) June 2024, photo by Jan Roucka**

### 3.10 Measure 10: Implementation of the Head in Písek (Hlava v Písku) Event as a Tool for Exploring the City and Supporting Participation

Head in Písek (*Hlava v Písku*) is an annual event organized by the municipal unit *Smart Písek*, offering city residents the chance to discover Písek from a new perspective. The event's goal is to make usually inaccessible places available and thus strengthen residents' connection to the city and its history.



**Figure27: Presentation of student projects in the field of architecture and urban planning within the Head in Písek (Hlava v Písku) September 2024 event, photo by Jan Roucka**

The program includes guided tours, lectures, and excursions to various parts of the city, such as the municipal power plant, the old waterworks, or Malt House (Sladovnu). Participants have the opportunity to get a behind-the-scenes look at these sites and learn more about their operation and history. The event also includes rides through the Písek Hills and other activities focused on exploring the city.

*Smart Písek* is involved not only in the logistics but also in the content of the event, striving to bring its activities and projects closer to the city's residents. The event is open to all interested parties, aiming to support citizen participation in city affairs and strengthen community bonds.



**Figure 28: Head in Písek (Hlava v Písku) and the Malt House (Sladovna) visit September 2024, photo by Eva Scholtz**

## About Re-Value – Re-Valuing Urban Quality & Climate Neutrality in European Waterfront Cities

The Re-Value partnership consists of nine European waterfront cities and selected European organisations that work to make the urban transition irresistible for everyone. This is done by demonstrating how climate neutrality and urban quality can be aligned, by re-valuing the cities' connection to their waterfronts, strengthening co-benefits and mitigating potential adverse impacts.

Ålesund (Norway), Bruges (Belgium), Burgas (Bulgaria), and Rimini (Italy) demonstrate how integrated urban planning and design can be optimally deployed to achieve climate neutrality and significantly reduce GHG emissions by 2030. In addition, Cascais (Portugal), Constanța (Romania), İzmir (Türkiye), Písek (Czechia), and Rijeka (Croatia) learn, replicate and develop their own participatory story-building, data-driven scenarios, and financial and partnership models on integrated urban planning and design to accelerate their journeys to climate neutrality.

The partnership is coordinated by the Norwegian University of Science and Technology (NTNU) and is funded by the European Union's Research and Innovation funding programme Horizon Europe under grant agreement 101096943.

Learn more about the partnership and the outcomes on [re-value-cities.eu](https://re-value-cities.eu).

## Partners



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