Current Trends in Science and Landscape Management

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Chapter 4

An Alternative Approach to Sustainable City Development: Cittaslow/Slow City

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INTRODUCTION

Cities have entered a rapid development phase since the Industrial Revolution in the 19th century. In recent years, globalization triggered by the social, economic and technological developments both in the world and in Turkey has brought with itself the process of urban change and transformation. The incremental growth of cities both physically and by population has also been continuing in the 21st century. While the start of the 21st century is a turning point where technological and industrial developments have reached its peak, the disturbance of the ecological balance and the depletion of the natural resources have been its byproducts. In the past, according to the first predictions made by the United Nations, it has been clearly stated that by 2030 60% of the world population will be living cities. While urban areas have been the increasing choice of the world population, the negative impacts of modern cities on the environment is an obvious reality. Some of these impacts can be listed as; the increase in the use of motorized vehicles, degradation of environmental quality, population density, noise, decreased quality of life, increased energy consumption, ignorance of environmental policies, increased greenhouse gas emissions, impacts of global warming, destruction of agricultural and forest habitats, increase in the ecological footprint and social segregation (Oktay, 2001; Egger, 2006; Çahantimur & Yıldız, 2008; Jarrar & Al-Zoabi, 2008; Yalçıner Ercoşkun & Karaaslan, 2009; Çöteli, 2012; Mikaeili & Memlük, 2013; Karakurt Tosun, 2013a).

Faster lifestyles, in addition to the faster growth of cities, have had an important influence on how cities are shaped. As Çahantimur & Yıldız (2008: 3) have stated, although these developments have also had positive outcomes, the implemented policies have led to the development of cities without identities containing populated urban environments that lack planning and infrastructure, and therefore, are insufficient in meeting people's needs. Together with the awareness of these negative developments, the concept of 'sustainability' has emerged and the ways to achieve it have started to be investigated.

The rapidly growing cities have started influencing the wellbeing of human life and other living beings as the source of many problems. It has become necessary to take precautions against the degeneration of cities as a result of these developments. The increase of the negative impacts of today's city life on people, have led to the development of new alternatives for a better environment and social life. While these alternatives could be manifold, the most often mentioned alternative is 'sustainable

cities' (Altuntaş, 2012: 135).

Themes regarding sustainable cities and urban environments have become increasingly popular since the beginning of the 1990s (Roy, 2009: 278). As a result of the problems which rapid development have led to, many countries are trying to develop cities that are ecologically sustainable or reshape existing cities around ecological principles (Coşkun Hepcan *et al.*, 2013: 805). The 'Slow City' concept that emerged as a an alternative against the problems of urbanization, which is a widespread practice today, is one of the most popular sustainable development models of the 21st century.

Considering the adverse interactions between changing lifestyles and natural resources as significant threats to sustainability, studies have mainly focused on the physical dimension of the problem. The neglected socio-cultural dimension of sustainability, however, dictates that it is a necessity to ensure ecological sustainability through fundamental changes in the social, cultural and economic structure (Çahantimur & Yıldız, 2008: 3). Noteworthy at this point, slow cities are meant to support sustainable development in cities from a social, ecological and economic perspective.

In this chapter, the 'Slow City' concept has been introduced under the framework of sustainable development emphasizing urban development in line with the sustainability principles. The 'Slow City' concept has been introduced as an alternative approach to sustainable cities and information on its historical development, membership criteria and planning/design principles have been provided. The study concludes with the pitfalls of the concept and its applications, and some factors that might need to be considered in practice.

THE SUSTAINABLE DEVELOPMENT CONCEPT

The sustainable development concept has come to the agenda due to factors such as environmental problems reaching high costs and irrecoverable levels, economic development being reconsidered against environmental constraints, and the need for the conformance of the environment with other sectors (Yazar, 2006: 1). The existence of species in accordance with each other and without threatening one another can also be defined as sustainable development (Ekinci, 2014: 178). The main objective in sustainable development is to increase the quality of life and reach the target socio-economic levels through environmental policies (Atıl *et al.,* 2005: 217). Struggling to control the use of limited resources, events such as global warming or environmental pollution that disturb natural cycles, and consumption habits have come to have more extensive and negative impacts together with globalization. As an answer to these problems while also prioritizing development, the 'sustainable development' concept has taken off and has an important place in the agenda today (Şahin & Kutlu, 2014: 56). Sustainable development, in other words, can be described as the compromise between economic development and environmental protection. The sustainable development approach that emerged in the last 30 years is an assertion to mitigate many economic, social and ecological problems (Şahin & Kutlu, 2014: 55). In order to ensure sustainability, the relationship between economic, social and ecological processes should be evaluated holistically, and aims and objectives should be in line with these dimensions during decision-making and policy development (Keskin, 2012: 84). In summary, with sustainable development three main variables should be taken into consideration; the economic, social and ecological factors (Şahin & Kutlu, 2014: 56).

While it has been claimed that the basis of the sustainability concept was put forward in the Stockholm Conference that took place in 1972, the concept was first documented in the 'World Charter for Nature' adopted in 1982 by IUCN (International Union for Conservation of Nature and Natural Resources). According to this charter (UN, 1982; Yazar, 2006: 3; Karakurt Tosun, 2009),

> *"Ecosystems and organisms, as well as the land, marine and atmospheric resources that are utilized by man, shall be managed to achieve and maintain optimum sustainable productivity, but not in such a way as to endanger the integrity of those other ecosystems or species with which they coexist".*

The 1987-dated 'Our Common Future (Brundtland) Report' presents the economic dimension of the concept (Altuntaş, 2012: 136). The report suggests that a balance needs to be built between environmental protection and economic development, and that development needs to be sustainable against deteriorating environmental problems (Çöteli, 2012: 77). In the 'Brundtland Report', sustainable development is defined as *"development that meets the needs of the present without compromising the ability of future generations to meet their own needs"* (UN, 1987).

Sustainable development has become an important issue in the agenda since UNCED (the United Nations Conference on Environment and Development) was held in Rio in 1992. Following the Brundtland Report, the 'Rio Conference' in 1992, 'Agenda 21' and the Habitat-II 'City Summit' that took place in 1996, the sustainability philosophy changed the world agenda after a change in its own philosophy (Yazar, 2006: 9; Altuntaş, 2012: 136).

According to Öztunalı Kayır (2007: 561-562); the sustainability concept had not gained an international clarification since the 1992 'Rio Conference' until the 'World Summit on Sustainable Development' that took place in Johannesburg in 2002. As a result of it being approached from a development point of view, it had led to ideological discussions.

It was also an important subject discussed in the Habitat-II 'City Summit' held in 1996. Here, the objective was to improve the living environment and to make them livable in most general terms through this summit. The 'City Summit's main goal was to have healthy, safe, equal, and sustainable cities, towns and village now and in the future (Özcan, 2007: 692).

The adoption of the 'sustainability' principle and the goal of ensuring 'livable environments' in the 1992 'Rio Conference' of the United Nations and in the Habitat II 'City Summit' that took place in 1996, necessitates today that sustainable urban development be based on an 'ecological foundation' (Özcan, 2007: 689).

Today, it has been accepted that sustainable development is a long-term conceptual goal that includes economic, social, political and environmental components and that the discussion should be on the mutual interaction of these components (Altuntaş, 2012: 136). The approaches that interpret the interaction between these components from different point of views, however, exhibit different requirements. According to Çahantimur & Yıldız (2008: 5), the common objective of these requirements is to increase the quality of life.

SLOW CITY/CITTASLOW AS AN ALTERNATIVE TOOL FOR ACHIEVING SUSTAINABLE CITIES

'Slow City', which is a sustainable urban development model that emerged as a reaction against concerns of globalization, have also developed as a result of increased awareness towards urban and environmental issues in the world since the 70s (Donat & Savaş Yavuzçehre, 2016: 118).

Today, declining populations and emigration are common with small cities due to reasons such as limited employment opportunities and social attractions, and insufficient educational institutions and health facilities etc. In order to prevent this downturn, cities need to either support industrial development or protect their unique features. The 'Slow City' movement that emerged as a response to the homogenized lives and patterns have recently expanded to many countries, and therefore, the number of slow cities has escalated rapidly. Slow cities that try to protect their unique features against the impacts of globalization are also a new management model for local governments (Pajo & Uğurlu, 2015: 66; Baldemir *et al.*, 2013a: 29). Moreover, the 'Slow City/Cittaslow' movement draws attention with its intent to protect the calm features that exist within a city and prevent the disappearance of local features resulting from the standardization of lifestyles, and introduces a promising model to manage rapid urbanization (Bilgi, 2013: 47). Together with all these features, the 'Slow City/Cittaslow' movement contributes to the economic development of small cities, also protecting their unique features and, as Sezgin & Ünüvar (2011: 146) have stated, brings a different perspective towards the sustainable city concept.

There are many local and foreign studies written on the 'Slow City/Cittaslow' movement, which escalated rapidly in recent years. In studies, the 'Slow City/Cittaslow' movement has been subject to many research in a variety of fields regarding sustainable development, local development, rural development, urban quality of life, sustainable urbanization, sustainable tourism and planning of slow cities (Knox, 2005; Mayer & Knox, 2006; Pink, 2007; Miele, 2008; Pink, 2008; Knox & Mayer, 2009; Ağı Günerhan *et al.*, 2010; Akman & Argun, 2010; Keskin, 2010; Mutdoğan, 2010; Şahinkaya, 2010; Ergüven, 2011; Radstrom, 2011; Sezgin & Ünüvar, 2011; Türkseven Doğrusoy & Dalgakıran, 2011; Yurtseven & Kaya, 2011; Yücel & Karabağ, 2011; Carp, 2012; Gündüz, 2012; Karabağ *et al.*, 2012; Özhancı *et al.*, 2012; Öztürk, 2012; Semmens & Freeman, 2012; Sırım, 2012; Baldemir *et al.,* 2013a; Baldemir *et al.,* 2013b; Bilgi, 2013; Çerçi, 2013; Karakurt Tosun, 2013b; Pink & Servon, 2013; Sungur, 2013; Yalçın & Yalçın, 2013; Yıldırım & Karaahmet, 2013; Yılmaz & Güneş, 2013; Yurtseven & Karakaş, 2013; Coşkun Hepcan *et al.*, 2014; Ekinci, 2014; Hatipoğlu, 2014; Pink & Lewis, 2014; Tayfun & Acuner, 2014; Kaptan Ayhan & Karatepe, 2015; Pajo & Uğurlu, 2015; Gündüz *et al.*, 2016; Kazançoğlu & Dirsehan, 2016; Ünal & Zavalsız, 2016; Yılmaz *et al.*, 2016; Yüksel Özmen *et al.*, 2016).

Historical Development

Essentially, the 'Slow City' notion was influenced by the 'Slow Movement' that preceded itself. The 'Slow Movement' being the intellectual foundation for the development of Slow Cities, is expressed as an alternative lifestyle to the fast pace of cities that increased since the Industrial Revolution and expanded with globalization (Donat & Savaş Yavuzçehre, 2016:118). According to Radstrom (2005), although the

'slow' concept and the manifests regarding the term have been put forward a long time ago, the reason that made more people pay attention to this concept is the 'Slow Food' movement started by Carlo Petrini in the Italian city of Bra in 1986 (Mutdoğan, 2010: 1). The 'Slow Food' movement is seen as a response to globalization and the fast food culture that came with it. The movement, wanting to protect local products and food -in particular- and to emphasize their cultural connections, started with a protest against the McDonalds fast-food chain attempting to open up a branch in the famous Piazza di Spagna in Rome. The 'Slow Food' movement gained international recognition in Paris after the founding of a grassroots organization called 'Slow Food International', in 1989 (Mayer & Knox, 2006: 326; Mutdoğan, 2010: 1; Slow Food International, 2015).

The 'Slow City/Cittaslow' movement, which is an extension of the 'Slow Food' movement, is an effort of some small cities striving to exist with their local values. The 'Slow Food' practice is the essential criteria of the 'Slow City/Cittaslow' effort. One membership condition of the Cittaslow network is for the candidate city to initially be a member of the closest 'Slow Food Convivium' and to sign an agreement promising to be in accordance with the 'Slow Food' values. The membership process does not progress until this agreement is signed and the 'Slow Food' requirements are met. As a result, all Cittaslow cities are also members of the 'Slow Food Convivium' (Pajo & Uğurlu, 2015: 71).

Emerging from the Slow Food Movement Slow City/Cittaslow, which became an international organization with its local branches around the world and manifested as an alternative to the 21st century's crowded, chaotic, large and fast cities, aims to use the Slow Food philosophy in the planning and design of small cities (Miele, 2008: 135-136; Mayer & Knox, 2006: 321; Tayfun & Acuner, 2014: 47).

Cittaslow, which is made up of the Italian word citta (city) and the English word slow, is a union of cities that aims to transform the city identities and lifestyles standardized through globalization and technological developments into more unique and special environments for city dwellers and visitors by considering some core values of residents. The 'Slow City/Cittaslow' movement emerged in 1999 under the vision of Paolo Saturnini, the mayor of Greve in Chianti (Figure 1) (Tayfun & Acuner, 2014: 47).



(A) (B)

Figure 1: (A) First slow city, Greve in Chianti, Tuscany/Italy (WeChianti, 2016); (B) Piazza Giacomo Matteotti, Greve in Chianti, Tuscany/Italy (Dentro le Mura, 2013)

The official name of the institutional structure that Slow Cities form is the 'International Network of Cities where Living is Easy', however, it is essentially an association designated as 'Cittaslow International'. Since its establishment, the union's

headquarters were identified as the city of Orvieto in Italy. In the charter of 'Cittaslow International', the association was labeled as a non-for profit entity under Act 2, and its official language was determined as Italian and/or English under Act 6 (Cittaslow International Network, 2014; Donat & Savaş Yavuzçehre, 2016: 118).

The 'International Network of Cities where Living is Easy', shortly the Cittaslow-Slow City movement, escalated to four Italian cities (Bra, Greve in Chianti, Orvieto, Positano) in 1999, following its inspiration from the 'Slow Food' movement (Mutdoğan, 2010: 3; Donat & Savaş Yavuzçehre, 2016: 118). Under the foundation of the first move that led to the announcement of Chianti, a small city in Tuscany, as the first slow city lies the desire to form a network of cities where an alternative lifestyle is offered against the chaotic and fast pace of large cities, where the cultural and natural heritage of the city is embraced, local identity is protected, and local food is supported instead of fast food and chain restaurants (Doğan, 2015: 3). The reason behind why the 'Slow City/Cittaslow' movement first emerged in Italy is not because of coincidence; rather, it is because of the dedication of the Italians to their food culture (Sezgin & Ünüvar, 2011: 132).

Within the scope of the movement, Paolo Saturnini carried the idea of cities re-examining themselves and revealing a different development model in order to increase the quality of life to the national level. In a short time, his ideas were adopted by the mayors of Bra (Francesco Guida), Orvieto (Stefano Cimicchi) and Positano (Domenico Marrone) of Italy's Tuscany region, and by Carlo Petrini, the president of Slow Food International. Following the announcement of Chianti as the first Slow City, the cities of Bra, Positano and Orvieto, respectively, were declared as Slow Cities.

The first meeting of the 'Slow City/Cittaslow' movement was held in the city of Orvieto, the same year that Chianti was announced a slow city.



Figure 2: The 'Slow City/Cittaslow' logo (Source: Cittaslow International Network, 2011)

The manifesto of this approach that aims to provide a better quality of life in cities by also embracing the 'Slow Food' movement was made by the names mentioned above. The objective of the 'Slow City/Cittaslow' movement, which has the logo of a snail (Figure 2), and, which today has expanded to 243 member cities located in 30 countries including Australia, Canada, France, Netherlands, New Zealand and USA in particular (Table 1), is to apply the 'Slow Food' philosophy to the community scale. As well as being a philosophical response to the concerns led by globalization, the 'Slow City/Cittaslow' understanding is grounded on notions such as prioritizing locality and ensuring sustainability. In addition, the movement includes a set of goals and principles such as encouraging cultural diversity in cities, protecting the natural environment and improving the quality of life (Mutdoğan, 2010: 3; Sezgin & Ünüvar, 2011: 131-132; Doğan, 2015: 3; Cittaslow International Network, 2011; Donat & Savaş Yavuzçehre, 2016: 118; Gündüz *et al.*, 2016: 212; Cittaslow International Network, 2017).

The 'Slow Food' movement has reached a large audience around the world (Sezgin & Ünüvar, 2011: 116). According to Mayer & Knox (2006), however, the 'Slow City/Cittaslow' movement is unique to Europe and to member cities mostly in

Italy, Germany, Norway and UK (Coşkun Hepcan *et al*., 2104: 334). As expected, the country with the highest number of Slow Cities is Italy where the movement was founded. In UK, the town of Ludlow was the pioneer to becoming a member of the slow city network. Subsequently, the towns of Alysham and Diss in Norfolk joined the association in 2006, followed by many cities and towns from countries like Germany, the Netherlands and Portugal (Table 1). Meanwhile, numerous cities are in line as candidates. While 38% of the slow cities are in Italy, 72% is in Europe, in an estimate not including Turkey. Although the movement has mostly expanded in Europe, the philosophy has also contributed to the local development agenda in a few US cities (Sezgin & Ünüvar, 2011: 132; Coşkun Hepcan *et al.*, 2014: 334; Donat & Savaş Yavuzçehre, 2016: 119).

Table 1: Number of 'Slow City/Cittaslow' certified cities around the world (Cittaslow International Network, 2017)

Australia **(3)**	France **(7)**	Netherlands **(11)**	Sweden **(1)**
Austria **(3)**	Germany **(18)**	New Zealand **(1)**	Switzerland **(1)**
Belgium **(6)**	Great Britain **(5)**	Norway **(4)**	Taiwan **(4)**
Canada **(3)**	Hungary **(1)**	Poland **(27)**	Turkey **(14)**
China **(6)**	Iceland **(1)**	Portugal **(6)**	Turkish Republic of Northern Cyprus **(3)**
Colombia **(1)**	Ireland **(1)**	South Africa **(1)**	
Denmark **(2)**	Italy **(83)**	South Korea **(13)**	U.S.A. **(2)**
Finland **(1)**	Japan **(2)**	Spain **(9)**	

The 'Slow City/Cittaslow' movement is an internationally accepted development model and can be qualified as a roadmap that supports sustainability by increasing competition in the tourism sector (Yıldırım & Karaahmet, 2013: 15).

Slow City Requirements for Certification

Towards the development of more livable spaces in means of urban quality, the 'Slow City/Cittaslow' movement has been influential, in particular, in settlements with less population numbers. In all efforts during or after the 'Slow City' membership process, the first objective is to slow down change in living environments (Yılmaz & Güneş, 2013: 204).

In principle, slow cities aim for a lifestyle that support local values and respect the environment. Being a member of the 'Cittaslow Association' helps a community with economic development, as well as offering them a better quality of life. In order for a city to be able to get a Cittaslow certification, it needs to sign the 'Cittaslow International Charter', which includes 72 principles that cities need to comply with (Mutdoğan, 2010: 5; Sezgin & Ünüvar, 2011: 130; Cittaslow International Network, 2014).

Cities that aim to increase the urban quality of life, follow environmental and infrastructure policies, use and develop new technologies for the improvement of urban lifestyles are labeled as a 'Slow City' and these cities can join the 'Slow City/Cittaslow' network once they comply with the charter principles (Miele, 2008: 139).

In 1999, when 'Cittaslow International' was being founded in Italy, a number of principles were set forth for member cities to follow certain standards. The 'Slow City' manifesto that had 59 criteria collected under six headings emphasized that, for cities

under the population of 50.000, life could be sustained with more humanistic and traditional values without completely standing against modern life. In the following years, because cities applying for Cittaslow membership were from all around the world instead of just Italy and Europe, the need to update these criteria came up. A Scientific Committee made up of scientists from various countries was assigned to carry out a study. After three years of research, a new set of criteria for certification and excellence was identified. These criteria can be collected under seven sections; (1) energy and environmental policies, (2) infrastructure policies, (3) quality of urban life policies, (4) agricultural, touristic, and artisan policies, (5) policies for hospitality, awareness, and training, (6) social cohesion and (7) partnerships. Cities that apply to be a 'Slow City/Cittaslow' member are required to comply with these criteria categorized under seven sections (Mutdoğan, 2010: 3; Sezgin & Ünüvar, 2011: 130-133; Yurtseven & Kaya, 2011: 92; Özhancı *et al.*, 2012: 164; Sırım, 2012; 124; Yalçın & Yalçın, 2012: 34; Yılmaz & Güneş, 2013: 208; Cittaslow International Network, 2014; Cittaslow Türkiye, 2014; Pink & Lewis, 2014: 706; Güneş *et al.*, 2015: 317; Pajo & Uğurlu, 2015: 68-69). Cities also need to organize activities and projects in accordance with the membership criteria, which increased to 72 as of 2014 (Cittaslow International Network, 2014; Donat & Savaş Yavuzçehre, 2016: 119).

One of the biggest updates to the criteria was that it allowed countries to develop national criteria through their national Cittaslow network in order to improve the success of implementation. In this direction, countries were allowed to add their own criteria as long as it was less than 20% of the total rating obtained from each section. Here, the objective was to adapt the 'Slow City/Cittaslow' criteria due to differences in countries. In the case of Turkey, the Municipality of Seferihisar, the country's first Cittaslow member city, is currently carrying out studies to determine criteria to be included in the Turkish network (Yılmaz & Güneş, 2013: 208; Cittaslow Türkiye, 2014).

The membership criteria and guidelines of the 'Slow City/Cittaslow' movement that could also be seen as an alternative approach towards sustainable urbanization are also in line with sustainability principles and guidelines. The 'Slow City/Cittaslow' principles are essentially based on the use of renewable energy resources, air and water quality, biodiversity, preservation and improvement of the quality of life, economic, ecological and social equity. The membership requirement for the population to be below 50.000, allows the 'Slow City/Cittaslow' movement to function as an alternative sustainable urban development model for small cities whose population remain under a certain size (Doğan *et al.*, 2014: 8).

Energy and environmental policies

Under this section, the following objectives are emphasized; improving the soil, air and water quality and documenting the fulfillment of legal obligations, comparing residents' potable water consumption with the national average, carrying out projects to promote and expand the recycling of urban solid waste, constructing systems that control noise and electromagnetic pollution, reducing public light pollution, promoting industrial and domestic composting, using wastewater treatment plants for sewage disposal, promoting energy saving in buildings and public areas, supporting the development of alternative energy resources and local government projects for energy recovery, promoting energy production from public renewable resources, controlling

electrical energy consumption per household, limiting the use of genetically modified organisms in agricultural production, preventing vandalism, reducing visual pollution (unauthorized banners, illuminated signboards etc.), participating in existing 'Agenda 21' projects, protecting biodiversity, adopting environmental management systems and implementing standards such as EMAS, ECOLABEL, ISO 14000, SA 8000 (Mutdoğan, 2010: 3-4; Bilgi, 2013: 48; Cittaslow International Network, 2014; Cittaslow Türkiye, 2014; Kaptan Ayhan & Karatepe, 2015: 68).

Infrastructure policies

Themes regarding urban planning and public spaces are emphasized in this section. Some of these include public parks, green spaces, public bathrooms, playgrounds and walking trails, and their design for the use of people with disabilities. In addition, plans for the recovery and improvement of cultural features, transportation alternatives, efficient bike paths connected to schools and public buildings, length of the bike paths in comparison with the city roads, bicycle parking racks at interchange zones such as subway and bus stops, eco-mobility planning as an alternative to the use of private vehicles, accessibility of people with disabilities to public spaces, removal of architectural barriers for people with disabilities, initiatives for family life and pregnant women, programs that facilitate family life and participation in local events, sustainable distribution of merchandise in urban centers and creation of spaces for the commercialization of local and natural products, agreements with artisans to get help with sales, applications to guarantee access to technologies, verified accessibility to medical assistance centers and health services, the inclusion of minimum number of required equipment in green spaces, plans for service infrastructure, carrying out urban design work projects, reconstruction and improvement of the urban style, development of projects for the reuse of the city and deteriorating urban spaces, percentage of residents that commute daily to other towns and the integration of the Urban Renewal Program's (URP) functions with the Cittaslow information offices (Mutdoğan, 2010: 4; Cittaslow International Network, 2014; Cittaslow Türkiye, 2014; Sırım, 2012: 127; Kaptan Ayhan & Karatepe, 2015: 69; Hekimci, 2015).

Creating pedestrian friendly public spaces are provided under a separate heading because decreasing traffic congestion is particularly important. This section specifically aims to increase pedestrian use in the city, and to have the whole city be accessible in this means instead of just historical places. In addition, a public relations office where the community can provide suggestions for a better quality urban life is a function that enables information flow and communication between the community and management. Lastly, one subheading is about the rearrangement of work hours of shops in the city also considering communitys' needs and requests. This rearrangement of work hours will enable employees to have more free time (Mutdoğan, 2010: 4).

Quality of urban life policies

In the second act of the 'Cittaslow International Charter' it is stated that one of the objectives is "*to promote and spread the culture of good living through research, testing and application of solutions for the city organization*" (Cittaslow International Network, 2014; Donat & Savaş Yavuzçehre, 2016: 119). This section consists of elements that aim to protect the historical fabric and structure of the city in order to preserve the natural and cultural values in general means. Aside from this, it deals with the necessary systems required to sustain the community's quality of life at the scale of

the city. These can be summarized as planning for urban resilience, interventions of recovery and increasing the value of civic centers, support of bio-architecture projects, recovery/creation of social green areas with productive plants and/or fruit trees, improving urban livability, requalification and reuse of marginal areas, establishment of a service desk for sustainable architecture, monitoring and reduction of pollutants, promotion of social infrastructure, promotion of private and public sustainable urban planning, creation of spaces for the commercialization of local products, creation of shopping centers for local/natural products by protecting and increasing the value workshops, use of information technology for improving interactive services directed towards residents and visitors, development of a cable network city with the use fiber optics or wireless technology, prevention of thefts, regulation of alarm systems' noise levels, color arrangements regarding the city's architectural structures, and reduction of impervious surfaces (Mutdoğan, 2010: 4; Cittaslow International Network, 2014; Cittaslow Türkiye, 2014; Kaptan Ayhan & Karatepe, 2015: 69).

Agriculture, tourism and artisan policies

Local production and consumption is one of Cittaslow's foremost principles (Slow Food International, 2015). For this reason, this section includes the most important criteria required for 'Slow City/Cittaslow' certification.

Protecting local production includes the criteria that need to be fulfilled in order to ensure the sustainability of the local economy and the preservation of the local culture/identity. Local products are among the most important criteria. Withstanding the loss of identity and culture resulting from globalization, Cittaslow emphasizes the need to respect and sustain local traditions and support local production. For this reason, committing to support and strengthen local production is regarded as the most important criteria required for the Cittaslow certification process to begin (Bilgi, 2013: 49). Important requirements in this section are; planning for the promotion and expansion of organic agriculture (Kaptan Ayhan & Karatepe, 2015: 72) and, within this context, development of agro-ecology, annual inventory of local food and their sale at places accessible to the consumer, prohibiting the use of GMO in agriculture, providing information on organic production, use of local and, if possible, organic products in communal public restaurants such as school canteens, education of flavors and promoting the use of local and possibly organic products in the catering industry and with private consumption, familiarizing the community with Presidia[1] products, and increasing the capacity of the hotels (Mutdoğan, 2010: 4; Cittaslow International Network, 2014; Cittaslow Türkiye, 2014).

In order to protect local production as well as local seeds for future generations (Knox, 2005: 4), the preservation of seed diversity and local production, and seed cultivation to increase and expand their use are important Cittaslow criteria for ensuring sustainable food security (Bilgi, 2013: 49).

In addition, protection of handmade and labeled artisan production, quality certification of handmade and artisan products, increasing the value of working techniques and traditional crafts, conserving and increasing the value of local and cultural events, increasing incentives that promote local production are some of the other Cittaslow criteria that are under the heading of protecting local production (Bilgi, 2013: 49; Cittaslow International Network, 2014; Cittaslow Türkiye, 2014). Increasing knowledge of local and cultural events by organizing activities regarding these themes,

increasing the value of rural areas through greater accessibility to resident services, new ideas for enforcing plans concerning land settlements previously used for agriculture are among other criteria in this category (Mutdoğan, 2010: 4; Cittaslow International Network, 2014; Cittaslow Türkiye, 2014).

Policies for hospitality, awareness and training

Included in this section are requirements such as providing information for tourists, training the local community on hospitality, availability of 'slow' itineraries, quality of hospitability, and support the close connection between the local community and community characteristics, a good welcome, removal of physical and cultural barriers that prevent the full and extensive use of the city's resources (Yılmaz, 2008; Cittaslow International Network, 2014; Cittaslow Türkiye, 2014; Kaptan Ayhan & Karatepe, 2015: 70).

In order for the 'Slow City' project to succeed, the local community also needs to take ownership of the project and its implementation. For this reason, awareness should be increased and questions such as 'What will being a 'Slow City' bring?', 'What will be done?', 'What are the objectives?' should be clearly explained (Sırım, 2012: 125). In addition, organizing outreach activities to inform residents about membership to the Cittaslow network, active presence of associations operating with administration on Cittaslow themes, support of Cittaslow campaigns, use of Cittaslow logo on headed paper and website, organization of educational garden and park activities in order to publicize the 'Slow' philosophy, increase awareness of operators and traders, encourage participation to projects that aim to protect local seeds, presence of 'slow' trails, development of programs that promote 'Slow City' and 'Slow Food' activities are among activities that should be carried out in order to increase awareness (Bilgi, 2013: 50; Cittaslow International Network, 2014; Cittaslow Türkiye, 2014).

Furthermore, in order to more extensively promote and expand the slow food approach, organization of various school activities, protection of products and species under risk of extinction, provision of explicit information to the local community on the 'Slow Food' and 'Slow City' concepts and, therefore, the organization of training and educational activities on these themes are among requirements. Objectives such as the adoption of active techniques suitable for launching bottom-up processes in the more important administrative decisions, and in this context, the training of trainers, and/or administrators and employees on Cittaslow themes in order to increase awareness about local features among 'Slow City' residents as well as younger people residing in other cities of the world, flavor and nutrition education to schools that are involved in the 'Slow Food' movement, systematic and permanent information for the citizens regarding the meaning of Cittaslow, and health education should be implemented. In addition, attention is given to fostering awareness among students about where and how food is produced, how the production and distribution process works, information on the differences between enriched artificial food and organic food, producing local varieties with traditional methods, and preserving the food and nutrition culture prepared with local products through their use in communal restaurants and school canteens (Bilgi, 2013: 49-50; Cittaslow International Network, 2014; Cittaslow Türkiye, 2014; Kaptan Ayhan & Karatepe, 2015: 70).

Social cohesion

Under this heading, the following are among the listed themes; prevention of the

discrimination of minorities, integration of disabled people, support of children care, youth employment and their integration to the system, poverty, multicultural integration, political participation, municipal investment on public housing, the existence of youth activity areas, and a youth center (Cittaslow International Network, 2014; Cittaslow Türkiye, 2014).

Partnerships

Goals to support 'Slow Food' and 'Slow City' campaigns and activities, collaboration with other organizations promoting natural and traditional food, support for twinning projects and cooperation for the development of developing countries, also including the dissemination of the 'Slow City' and 'Slow Food' philosophies, are placed under this heading (Cittaslow International Network, 2014; Cittaslow Türkiye, 2014).

As a result, the most important preliminary criterion to be a 'Slow City' is for the population of the candidate city to be below 50.000. Preservation of the natural and historical structure, sustenance of the cultural and social traditions and existence of corresponding lifestyles are few of the other fundamental principles. In addition to these, at least 50% of the criteria listed under the seven headings need to be fulfilled. The city can next apply to the national Cittaslow authority. Following an approval, the application is forwarded to 'Cittaslow International' located in the City of Orvieto in Italy, and if the candidate city can fulfill the necessary requirements and propose solid steps and plans for future fulfillments, then they are granted membership. While the city is not expected to implement the remaining criteria right away, the applicants need to show proof that they will be accomplished in time (Mutdoğan, 2010: 4; Cittaslow Türkiye, 2014). The city's fulfillment of the required criteria and its certification as a slow city by the 'Slow City Association' is regarded as a process and it is monitored every five years for continuity (Cittaslow International Network, 2014; Karakurt Tosun, 2013b: 231; Donat & Savaş Yavuzçehre, 2016: 119).

The main objective with these criteria listed under the headings is for the residents to be more sustainable in the day-to-day life by helping them make clear decisions regarding areas of communication, transportation, hospitality, consumption, trade and administration (Mutdoğan, 2010: 5).

Planning and Design Principles under the Sustainability Framework

According to Güney (2008), with regards to the 'Slow City/Cittaslow' movement, *"there is a difference between living well and living slow. Living well is about an easy and comfortable life style, also being able to take advantage of services and problem solutions"*. Living slow, however, is a different phenomenon; it is to "make haste slowly" or *"festina lente"* as expressed in Latin. The implied meaning here is to benefit from the legacy and knowledge of the past using the opportunities of today and tomorrow. The intention is to become calmer and slower, but more humanistic, environmental, and respectful of the past and future generations (Bilim, Sanayi ve Teknoloji Bakanlığı, 2013). Radstrom (2011: 95) also indicates that the word slow should be interpreted as *"taking the time for quality"* instead of having *"a slower pace of life"*.

The planning and design principles should center on this notion of taking the time for better quality of life. In addition, according Radstrom (2011: 91), the Cittaslow network can benefit the planning community with its attempt to sustain the local

identity in smaller cities. The movement encourages urban and regional plans to preserve cities' unique characteristics, and therefore, aims to sustain the local identity as a holistic, place-based solution.

In planning slow cities, both the sustainable city planning principles and the slow city criteria should jointly be taken into consideration. With sustainable planning the focus should be on holistic planning approaches where environmental, economic and social objectives are addressed collectively. In this direction, as Bilgi (2013: 56) have also stated, it is thought that many of the Cittaslow membership criteria such as encouraging structures that emphasize the historical urban texture, expanding pedestrian roads, increasing bike paths, encouraging mass transportation, promoting bio-architecture, and increasing the urban green space are identified under the framework of urban planning and design principles.

The planning process, however, is not simple. It is not easy to avoid the socio-cultural, economic, political and technological changes and their impacts that have developed as a result of urban ecosystems' degradation due to globalization. It is possible, however, to take precautions against the demolishing impacts of these changes through the holistic assessment of the biological and cultural capacity of urban ecosystems. The most important principle of this holistic planning and conservation approach is to functionally sustain the unique identities, characteristic features and differences of cities in order to ensure their healthy development (Bilgi, 2013: 47).

From upper scale planning to on-the-ground design, having a holistic planning understanding required to improve the urban quality of life and having healthy, livable cities that reflect their identity is an important dimension. The realization of sustainable urban development depends on an ecology based planning process and a design approach that strengthens the ecology-economy-energy relationship leading to a naturally compatible living style (Aklanoğlu, 2009: 33-34).

Knox & Mayer (2006) reflect on the 'Slow City/Cittaslow' movement as an alternative approach to sustainable urban development and planning. According to the authors, the criteria for being a slow city are clearly related with the three elements of sustainability; the environment, economy and equity, which is also known as the 3 'E's of sustainability. Environmental measures such as air pollution control, waste management, light pollution control, and use of alternative energy resources aim to protect the environmental assets of cities and towns. Some criteria are related to economic development by improving the production and consumption of local products. While the criteria are not directly relevant with equity measures, they are indirectly involved through the created economic opportunities resulting from the movement's emphasis on local products (Öztürk, 2012: 28).

According to Yurtseven *et al*. (2010), like the Cittaslow criteria, the fundamental Cittaslow objectives are also in line with the sustainability objectives. The Cittaslow objectives can be summarized as (Keskin, 2010: 52);

- Provide livability and quality of life through the use of technology
- Ensure sustainable development using regional assets
- Provide equal income distribution by contributing to the local economy
- Protect the natural environment and historical features

According to Knox (2005) and Uslu (2009), the sustainable city approach fundamentally aims to make sure that cities are more livable and healthy places as living environments, and ensure global sustainability through local actions (Coşar,

2014: 227). In fact Cittaslow, as the subject matter, represents an approach that could lead to sustainability as a grass-root movement that has expanded to the global scale.

According to PCE (1998), the following objectives should be considered in achieving sustainability at urban environments (Vasconcelos, 2006: 51):

- Reduce the ecological footprint by improving resource use efficiency and waste reduction
- Maintain the natural environment and life-supporting ecosystems with actions to limit global and local environmental threats,
- Enable opportunities for true individual and community participation
- Recognize cultural diversity
- Maintain the physical and social infrastructure
- Provide transport systems that provide mobility, accessibility and choice
- Have a healthy, safe and pleasant environment with opportunities for recreation and leisure
- Provide affordable housing and recognize residents' social needs
- Provide business opportunities and employment choices

In addition, the 'Melbourne Principles' developed in Australia in 2002 that consists of ten short bullet points should be taken into consideration for achieving sustainable cities (Table 2). These principles are essentially designed to guide decision-makers; however, they could also be a starting point and a manual in defining urban sustainability (Edwards, 2007).

Table 2: The Ten Melbourne Principles of UNEP/IETC (2002) (Newman & Jennings, 2008)

a. Vision	Provide a long-term vision for cities based on: sustainability; intergenerational, social, economic and political equity; and their individuality
b. Economy and Society	Achieve long-term economic and social security
c. Biodiversity	Recognize the intrinsic value of biodiversity and natural ecosystems, and protect and restore them
d. Ecological Footprints	Enable communities to minimize their ecological footprint
e. Model Cities on Ecosystems	Build on the characteristics of ecosystems in the development and nurturing of healthy and sustainable cities
f. Sense of Place	Recognize and build on the distinctive characteristics of cities, including their human and cultural values, history and natural systems
g. Empowerment	Empower people and foster participation
h. Partnerships	Expand and enable cooperative networks to work towards a common, sustainable future
ı. Sustainable Production and Consumption	Promote sustainable production and consumption, through appropriate use of environmentally sound technologies and effective demand management
j. Governance and Hope	Enable continual improvement, based on accountability, transparency and good governance

These principles provide a guideline for achieving sustainability in several phases of the process such as visioning, empowerment, management, and consumption; as well as for economy, biodiversity and ecosystem related factors (Sezgin & Ünüvar, 2011: 28).

In this chapter it had previously been stated that sustainability principles consist of long-term goals for the future. According to Üçer (2009), however, while the 'Slow City/Cittaslow' movement also has future goals, it is more invested in the present (Keskin, 2010: 52). Meanwhile, learning lessons from present applications is an important part of the planning process shedding light to future practices.

DISCUSSION AND CONCLUSION

Globalization making a serious impact on the past century together with increasingly congested cities has also increased the speed and consumption in cities lowering the quality of life. In cities where all things are faster, more crowded, and dominated by globalization, people have difficulty adapting to this style of living. It can be seen that in addition to increasing social and cultural circulation, and creating diversity, changing life standards have been increasingly demolishing the local and regional values (Mutdoğan, 2010: 2). For this reason, the transformation that has occurred in this century have created chaotic and repetitive urban environments where the ecological balance and traditional settlements have gone through big changes, and therefore, have led to the idea to reexamine local resources and traditional features (Oktay, 2001: 48).

In this means, cities wanting to protect their local identities against the impacts of globalization have reacted to becoming more like each other. One reaction is the 'Slow City/Cittaslow' movement, which is the interest of this study. In this context, the movement aims to mitigate the disadvantages of globalization, and/or reduce negative impacts, and function to develop awareness on this issue (Ünal & Zavalsız, 2016: 889-910). In summary, the 'Slow City/Cittaslow' movement in the literature, as a different means to support both development and protection, aims to improve the quality of life, protect the placed-based identity, and to ensure sustainability and local development by taking into consideration the balance between conservation and development (Mutdoğan, 2010: 2; Kaptan Ayhan & Karatepe, 2015: 73-74). It is inevitable for globalization trends and consumption culture to take advantage of the 'Slow City' membership as a branding strategy to increase cities' tourism potential and competitive capacity. The distinct and unique features of this movement, however, are tied to its emphasis on sustainability, localness, and production over consumption (Türkseven Doğrusoy & Dalgakıran, 2011: 141). In fact, even the existence of slow cities as a concept that slows down the daily pace of humankind is considered an important subject (Polat, 2011).

As Altuntaş (2012: 146) have stated, it should be remembered that because of such cities, there will be an increase in the presence of communities that have heightened ecological awareness, are respectful of the nature and each other, live with the knowledge of the ecosystem cycles and functions, produce as much as they consume, protect their local culture and take ownership of their city. As a result, there is a need for sustainable urban development models that aim to leave future generations a livable world without taking away their right to live.

If city managers and individuals embrace the slow city movement, the 21st century individual can get an opportunity to make an assessment of an alternative lifestyle, which is of better quality, healthier and more relaxed, and far from a lifestyle full of financial worries that goes by hastily (Karakurt Tosun, 2013b: 235). At the end, it is not possible for the 'Slow City' movement to be completely successful even if local

governments, organizations, NGOs, and experts embrace the movement, unless there is public attention and support.

NOTE:

[1]Presidia: Presidia is a food label that aims to sustain quality products at risk of extinction, protect unique regions and ecosystems, recover traditional processing methods, safeguard native breeds and local plant varieties (Slow Food International, 2015)

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