cittaslow

FLUCTUATING BETWEEN IMPROVEMENT AND COMMODIFICATION OF 'QUALITY OF LIFE'

TWO CASE STUDIES
ABBIATEGRASSO AND SEFERIHISAR

POLITECNICO DI MILANO ★ FACULTY OF ARCHITECTURE AND SOCIETY

**CİTTASLOW: FLUCTUATING BETWEEN IMPROVEMENT AND
COMMODIFICATION OF 'QUALITY OF LIFE'
TWO CASE STUDIES: ABBIATEGRASSO AND SEFERIHISAR**

M.Sc. URBAN PLANNING AND POLICY DESIGN

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To my parents,

FOREWORD

First of all, I would like to thank my supervisor at Politecnico Di Milano, Prof. Dr. Carolina Pacchi, for her guidance, advice, criticism and encouragement with my sincere appreciation. Secondly, special thanks to Professor Stefano Moroni and Professor Davide Ponzini for their kindness, comments and suggestions during my graduate thesis and Samet Akboğa, Candaş Balta from Seferihisar Municipality, Daniela Colla from Abbiategrasso Municipality and Aldo Graziani from Cittaslow International for the kindness of providing me with valuable information on the present issues of slow cities.

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September, 2016   Gyulfie RUSHENOVA SALIEVA
                                                                        (Urban Planner)

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ABSTRACT

In the 21st century, as a result of improvement of mass production technologies and ICT revolution, products and ideas are moving all around the world at an incredible pace. Identical planning ideas or policies are being applied in different territories in order to take a part in the global competition of cities. Lieto (2013) argues that "Planning ideas cannot be viewed as facts or bare truth, least of all fixed "things" that can be moved from one city to another. Rather, they are myths"(p.1). Inappropriately, what we see in contemporary cities is contradictory to the thoughts of Lieto. This condition is same for the small towns. Saturnini, the founder of Cittaslow, has illustrated that "Cities are all becoming uniform; they are losing their identity, their soul. He recognised that, in the long run, cities would suffer for becoming large global metropolises with no local connections. In other words, cities will become "everywhere communities" (Calthorpe and Fulton cited in Radstrom, 2011) losing the sense of place which had defined them for centuries" (Radstrom, 2011, p.91). At that point, Cittaslow has arisen as a reaction to the severe effects in urban areas originating from homogenization. In contradiction, critics has emerged regards to Cittaslow vulnerability to global branding, and marketing approaches, that be influential for the cities' economies and growth strategies. (Mayer, and Knox. 2010)

According to these approaches, Cittaslow philosophy, and its international network will be analysed within two critical questions, first of them is: What kind of guidelines it offers to the small cities; whether the Cittaslow criteria offer a framework that helps to improve the quality of life or to commodify the good life? Eventually, this evaluation will enable to find out how the Cittaslow idea is being applied to the cities regards to 'quality of life', as well as, for whom? By establishing deeper knowledge of its criteria and organizational structure can lead the investigation into the answers of these questions, at the same time, an extensive critique of the Cittaslow network can be established with its strengths and weakness. At the same time two case studies, which are selected from different countries, will help us to observe how implication of Cittaslow policies differs in a diverse planning context. Abbiategrasso, a neighbour city of Milano and Seferihisar which is located within Izmir Metropolitan Region will be studied comprehensively.

Keywords: Urban Planning Policies, Cittaslow Movement, Quality of Life, Commercialization, Abbiategrasso and Seferihisar

SUMMARY

This thesis gives specific attention to the Cittaslow Movement as an international network that offers "*A different way of development, based on the improving of life quality*"[1] to the small cities, and argues about its effects on the different countries; in a diverse planning context, whether the implication of its policies differs or not. The investigative question of the thesis is: how the Cittaslow idea is being applied to the cities regards to 'quality of life', as well as, for whom?

As a beginning point, the first chapter introduces the topic and the way of research; brief information is given about why the Cittaslow idea has been chosen, why it is remarkable for an investigation. In the same chapter, the aim and the methods of the thesis are stated, as well. The thesis combines both theoretical and empirical research. Theoretical research is used for establishing a better understanding of the Slow City Movement and two initiating movements which are Slow Movement and Slow Food. In addition to this, a comprehensive evaluation of Cittaslow organisational structure and policies are done under the light of its own legal documents. By the help of several scholars' papers and books, the theoretical part is finalized. Empirical research is completed for challenging the different application of Cittaslow idea, both in Italy, where the idea has arisen at first, and in Turkey, where the Cittaslow Movement is quite new but popular. For the empirical part, field surveys are organized for both Abbiategrasso and Seferihisar. In the meantime, interviews with both municipal employees and inhabitants are made.

Roots of the Cittaslow, as the second chapter, mainly focuses on the emergence of Cittaslow Movement, as well as its relation with two main trigger movements that let Cittaslow Movement came into existence: Slow Food and Slow Movement. All these movements go hand in hand and try to find an answer for a

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[1] http://www.Cittaslow.org/section/association (Retrieved Date 17.04.2016)

better quality of life in various aspects. On one hand, Slow Movement as an individual uprising encompasses all kind of slow living and lets various slow communities occur in every aspect of the life; such as slow living, travelling, working, and so on. On the other hand, Slow Food as *"A global, grassroots organization"*[2] has a specific role against to massive standardization of food in the contemporary world. After that, the idea of Cittaslow has arisen as a reaction to the severe effects in urban areas originating from homogenization. As a first inference, the name of "Cittaslow" is made up of one Italian word "citta" means city and an English word "Slow". The term of "Slow" gained another mean within the Cittaslow Movement that refers: *a different way of development, based on the improving of life quality*.[3] Even if these three movements share similar philosophies, their way to come into existence and expansion policies can be contrasted with each other easily. Therefore; to resolve their organisational structures of each movement and to distinguish their differences and similarities are the main goals of the second chapter.

In the third chapter, the focus will be on two main topics: How Cittaslow idea works in an institutional manner in order to enable the movement to be spread out around the world since the beginning of the foundation and what kind of framework it offers to the small cities either to improve the quality of life or to commercialisation of good life. The Cittaslow associational structure is studied with regards to both in global and national scale. While the main point is to figure out the relationship between several Slow Cities at international level and at the national level, another point is to examine the linkage between different hierarchical bodies within Cittaslow organisational structure. Moreover, Cittaslow official documents are investigated in order to understand its charter. Formal and content evaluation of requirement of excellence helps to recognize each policy that is being applied so as to become Cittaslow. Establishing deeper knowledge of Cittaslow goals and organizational structure can lead the survey into an extensive critique of the Cittaslow network with its strengths and weakness.

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[2] http://www.slowfood.com (Retrieved Date 17.04.2016)
[3] http://www.Cittaslow.org/section/association (Retrieved Date 17.04.2016)

With the intention of taking a step forward to case studies which are located in Italy and Turkey, each of them is examined at the national scale in the fourth chapter. In the same chapter, the main intention is to investigate how the idea of Cittaslow differs among different countries, more precisely in Italy – Abbiategrasso and Turkey - Seferihisar. Under the light of empirical research, these case studies will examine comprehensively in order to discover different and similar application of Cittaslow policy, as well as, to understand if there is any effect of Cittaslow strategies in the spatial planning.

Final Chapter, the fifth chapter, mainly includes a brief summary of the research and findings.

1. INTRODUCTION

The city is where we born, we learn, we create; a place that shapes our life as well as ourselves. All these kinds of interaction - either among inhabitants or between the inhabitants and the urban environment - let the city as well as human beings come into being.

The relationship between the city and its inhabitants has been changed according to the variation of the social economic conditions in the different period of time. Both main role of the inhabitants and the structure of the city are being changed simultaneously for the sake of development in a structural sense and in an economic sense. At the beginning, the inhabitants can be assumed as creators of their cities, and then with the industrial revolution, the role has been changed into the workers of the city. Nowadays, in millennium cities, it can be clearly seen that inhabitants' role of the process of creation is altered into a different form; mostly, inhabitants are now the consumers in the city. Harvey (2008) declared that "Quality of urban life has become a commodity, as has the city itself in a world where consumerism, tourism, cultural and knowledge-based industries, as well as perpetual resort to the economy of the spectacle, have become major aspects of urban political economy"(p.31). On the other hand, cities are evolving into a node for all kind of flows; such as capital, information, as well as population. Furthermore, technological improvement accelerates all these flows in the city. All of these components trigger the transformation of cities as well as ourselves. The idea is, by changing relationship between ourselves and cities can change cities, and vice versa. Harvey continues with the declaration that "The right to the city is far more than the individual liberty to access urban resources: It is a right to change ourselves by changing the city" (p.23).

At the same time, cities are getting bigger and bigger, there are a great number of drawbacks of the urbanisation. With the huge amount of the population and inestimable size of the metropolitan cities, it is hard to create a sufficient

environment for each individual. In addition, the complexity of cities is increasing by population growth and immigration. In order to meet needs of existing and new users of the cities, similar solutions are applied all around the world. Thus, homogenisation can be observed in various aspects of such as; lifestyle, food, architecture, etc. Cities are getting similar, as well. The current tendency of commodification and homogenization are going hand in hand, and affect all of us, eventually. The inevitable question emerges; how we can improve our quality of life against all the drawbacks of urbanisation and is it possible to reshape the relation between the city and people who are living there?

In 1999, Cittaslow-an international network of municipalities was born as a theme concept for *a different way of development, based on the improving of life quality.*[4] The idea has arisen in Italy and has become an international network of small city municipalities all around the world which links 30 countries and 213 cities according to updated list in March 2016.[5] Cittaslow philosophy is directly in contradiction of consumption culture that can be seen our contemporary cities. The Cittaslow Movement is triggered by the Slow Food's philosophy which states that awareness of changing the way of consuming food can change the way of producing it. This approach can also be adopted in cities by changing the role of inhabitants in the cities. There is a strong linkage between Cittaslow and Slow Food Movement; as stated by the international web page: "The main goal of Cittaslow, was and still is today, to enlarge the philosophy of Slow Food to local communities and to government of towns, applying the concepts of eco gastronomy at practice of everyday life."[6]

Moreover, Miele (2008) puts emphasis on the fact that "Several commentators, who have written mostly in praise of Cittaslow principles and initiatives, have assessed the movement as an example of a network of towns that critiques consumer culture and promotes a form of sustainable development" (Mayer and Knox, 2006; Knox, 2005; Pink, 2007, in Miele, 2008, p.117).

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[4] http://www.Cittaslow.org/section/association (Retrieved Date 17.04.2016)
[5] http://www.Cittaslow.org/download/DocumentiUfficiali/CİTTASLOW_LIST_MARCH_2016.pdf (Retrieved Date 30.04.2016)
[6] http://www.slowfood.com (Retrieved Date 17.04.2016)

Since the Cittaslow movement has established, it influences 213 cities all around the world. There are several organizations that connect cities; what makes Cittaslow divergent is important. One these differences could be the obligation for meeting several criteria, and preparation for achieving for the others. Without tangible steps, it is not possible to be one of the members. Most of the obligatory criteria are strongly related to ensuring environmental and urban quality as well as sustainable usage of resources. Seven main policies of Cittaslow are Energy and Environmental Policies, Infrastructure Policies, Quality of Urban Life Policies, Agricultural, Touristic and Artisan Policies, Policies for Hospitality, Awareness and Training, Social Cohesion and Partnerships. Under these seven main policies, there are 72 criteria in total.

However, within the Cittaslow policies, there are some difficulties or threats, as well.   Cittaslow itself is producing scarcity by creation special environment for good life. Gunduz, Oner and Knox (2016) explains that "With their strong claim on authenticity of culture and built environment, slow cities have become magnets for affluent groups including global elite, which may provide a clash with the local community dynamics." (p.211) In other words, they flourish as authentic places and attract people's interest in a globalized world. Hoeschele indicates another uncertainty about the network, he (2010) states that "If nothing is done about altering the scarcity-based economy, Cittaslow may merely serve the interests of the 'leisure class' either within the city, or among tourists" (p.72). Moreover, after the policy has been changed in 2014, some new criteria are added in order to satisfy visitors' expectations. Specific criteria for increasing tourism are added in the requirements; there is no control mechanism in order to protect the cities from too much touristic development trend that can cause to weaken the relationship between inhabitants and city. In short, gentrification can occur. Hoeschele (2010) puts emphasis on this fact, "The potential problem of gentrification as a result of urban planning to improve the urban fabric is ignored" (p.77) This point is crucial for Cittaslow, maybe more than regular basis, if its primary target is to offer a framework that helps to improve the quality for its citizen.

During this research, application of Cittaslow's policies will be analysed within two different planning contexts in order to understand whether the Cittaslow

criteria offer a framework that helps to improve the quality of life or to commodify the good life? The main point is that to understand 'quality of life' for whom?

1.1 Purpose of Thesis

The thesis elaborates the Cittaslow concept for a better understanding in theoretical and practical extend. Two critical questions will be the core part of the thesis, first of them is: What kind of guidelines it offers to the small cities; whether the Cittaslow criteria offer a framework that helps to improve the quality of life or to commodify the good life? The second one is: Who is targeted by the Cittaslow's policies, in other words; 'quality of life' for whom?

1.2 The Methods Of The Thesis

The thesis follows both analytical and empirical research methods, such as; literature search, field survey, interviews with inhabitants and public authorities of the survey areas, as well as, collection and interpretation of the statistical data.

2. ROOTS OF THE CITTASLOW

In order to have a better understanding about Cittaslow which has emerged in the end of 90s in Italy, this chapter will focus on former trigger movements and their philosophies; Slow Food and Slow Movements. All these movements go hand in hand and try to find an answer for a better quality of life in various aspects. The crucial thing needed to be underlined is that how Slow Food and Slow movements reflect on urban environment and they led us into the core of Cittaslow Movement. Even if the three movements share similar philosophies, their way of come into existence and growth policies are quite different from each other. Therefore, to resolve their organisational structures of each movement and to distinguish their differences and similarities are the main goals of this chapter, as well as, a better understand these movements and their evolution throughout the time will guide the research into an extensive critique of Cittaslow.

2.1 Slow Movement

The slow movement is an individual uprising against to 21st century's fast pace of life in different extends like; living, travelling, eating. Since at the end of the 80s it was not a well know act among people, nevertheless with the emergence of Slow Food movements which is one of the well-known movement and one of the strongest grass-root organisations; the slow movement has expanded on all over the world. Slow communities occur in every aspect of the life; such as slow living, travelling, working, and so on. As it is defined an individual uprising formerly; the slow movement has started to gain solidarity with online and offline slow initiatives at present time. Although there is no organizational level and no head office, every slow activism gives strength to the movement; such as, Slow Food which is the most well-known of it. The slow movement is being tried to spread their philosophy via summits, meetings, and internet by slow activists who have been undesirably affected by problems of the fast pace of life and who advocate need of slowing down.

"'Slow' encompasses several layers of meaning that go beyond simply 'sustainable'. Slow is the opposite of 'fast'- fast food, fast money, fast living - and all of the negative consequences 'fast' has had for the environment and for the health of people and societies. 'Slow' embodies cooperation, respect, sustainability, gratitude and resilience."[7]

The slow movement is strongly tied with the Slow Food and both of them gives inspiration to the birth of Cittaslow idea; however, the term of "slow" in their names refers different meanings and their main intentions quite differ from each other.

Radstrom (2011) defines "Slow Activism", "as an influential grassroots movement. Around the world, there are many separate occurrences of a slow philosophy and these are not necessarily linked to Slow Food or Slow Cities" (p.94). And states that "These grassroots movements, however, are indicative of a general dissatisfaction with the speed of life and the loss of quality with an increase of quantity and haste. The scope is generally individual, and the word 'slow' is usually used in its literal definition regarding time" (p.95).

Carl Honoré, one of the well-known slow activists and author of *In Praise of Slowness* explains the slow movements as "A cultural revolution against the notion that faster is always better. The Slow philosophy is not about doing everything at a snail's pace. It is about seeking to do everything at the right speed. Savouring the hours and minutes rather than just counting them. It is about doing everything as well as possible, instead of as fast as possible; quality over quantity in everything from work to food to parenting."[8] To understand the concept of slow movement, this explanation is crucial. The philosophy of slow movement mainly puts emphasis on the slowing down the pace of time in order to find efficient speed for our daily life activities. It is possible to have more pleasure in our life by this way. It is declared by Carl Honoré that "We are obsessed with the destination and have lost the art of enjoying the journey. Everything has to be instant so we miss out on the joy of anticipation, of looking forward to things. We lose the pleasure of striving to make something happen."[7]

Honore (2004) also compares "Fast" and "Slow": "'Fast' is busy, controlling, aggressive, hurried, analytical, stressed, superficial, impatient, active, quantity over quality. 'Slow' is the

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[7] http://www.slowlivingsummit.org/what-is-slow-living/ (Retrieved Date 17.04.2016)
[8] http://www.carlhonore.com/books/in-praise-of-slowness/ (Retrieved Date 17.04.2016)

opposite: calm, careful, receptive, still, intuitive, unhurried patient, reflective, quality over quantity. It is about making real and meaningful connections with people, culture, work, food, and so on" (p.14)

Another approach is that how the speed of life reshapes our cities. Is there any possibility to evolve our cities with regard to slow movement philosophy in order to increase the quality of our life?

Since the beginning of the industrial era; cities have been planned in order to enable people, goods, and resources to move as fast as possible. Nowadays, our cities are surrounded by heavy transportation infrastructures; such as massive airports, harbours, highways, furthermore ultimate improvements of ICT also eager to add more infrastructure to the city regards to "smart city" idea. Although, these infrastructures give us several opportunities like to be able to travel abroad or to reach goods easily; there are various drawbacks, too. Many cities are suffering because of pollution, mostly caused by private transportation policies. The key issues are: to be aware of the fact that both our natural environment and we as human beings have limits and to be able to balance the drawbacks and opportunities can help us to create better places to live.

"If I am to impact the land for my survival, I attempt to do so in such way that the land can heal as rapidly and as aesthetically as possible. I consider that to be ethical land use" (David R. Moyer, 1993, in Beatley, 1994, p.1).

Another aspect is to understand the ties between inhabitants and cities. The city is where we born, we learn, we create; a place that shapes our life as well as ourselves. All these kinds of interaction - either among inhabitants or between the inhabitants and the urban environment - let the city as well as human beings come into being. Throughout the history, relationship between the city and its inhabitants has been changed according to variation of social economic conditions in particular period of time. At the beginning, inhabitants can be assumed as creators of their living environment, cities were being built all together. Then with the industrial revolution, the role has been changed into the workers of the city. Nowadays, in millennium cities, it can be clearly seen that inhabitants role of the process of creation is altered into a different form; mostly inhabitants are now the consumers in the city. As David Harvey (2008) declared that "quality of urban life has become a commodity, as has the city itself, in a world where consumerism, tourism, cultural and knowledge-based

industries have become major aspects of the urban political economy" (p.31). The city, where we are living in altered in order to circulate the money by changing inhabitants' behaviours with mass shopping malls where they can consume the money that we earned as fast as possible. Even in the public and semi-public spaces, consumerism can be observed; main squares of cities are surrounded by global companies: airports and train stations are being turned into big shopping malls that many examples can be observed in various cities.

Another important point about the slow movement is about the environment. Radstrom (2011) focuses on the behaviour of people who embrace the slow philosophy. She claims that "They also have strong interests in environmental quality and physical wellbeing, stemming from active and alternative transportation, for example. Walking in a city that is as opposed to driving, results in increased personal health and environmental health. It also assists a person in seeing their city from a different point of view, encourages more social interaction, promotes the sense of a slower pace of life, and therefore increases an individual's quality of life. By adhering to the slow movement, a person can live in a fast paced and hectic city environment, but still, lead a slower and higher quality of life on an individual level" (p.94)

Carp (2012) supports this idea by claiming that "Slow movement themes are often associated with sustainable principles, which create a link between social and ecological dimensions of places. They contour a lifestyle model that aims at bringing back a human-scale alternative to the dominantly industrial-scale technologies and economies that rule the world." (Carp citied in, Panait, 2012, p.76)

A strong quote in a manner of psychology comes from Milan Kundera (1995): "There is a secret bond between slowness and memory, between speed and forgetting. A man is walking down the street. At a certain moment, he tries to recall something, but the recollection escapes him. Automatically, he slows down. Meanwhile, a person who wants to forget a disagreeable incident he has just lived through starts unconsciously to speed up his pace as if he were trying to distance himself from a thing still too close to him in time. In existential mathematics that experience takes the form of two basic equations: The degree of slowness is directly proportional to the intensity of memory; the degree of speed is directly proportional to the intensity of forgetting." (p.34)

2.2 Slow Food

The slow Food movement is against to massive standardization of food in the contemporary world. In particular, its first spark was opposed to fast food chain where unhealthy and identical food is being sold in all over the world. Slow Food is defined by its official website as "a global, grassroots organization" which aims "to prevent the disappearance of local food cultures and traditions, counteract the rise of fast life and combat people's dwindling interest in the food they eat, where it comes from and how our food choices affect the world around us."[9]

The story of it began with reaction to one of the biggest fast food chains McDonald restaurant which is planned to open at the Spanish Steps in Rome in 1986. After this strong objection, in 1989, Carlo Petrini and a group of activists signed the Slow Food Manifesto in Paris. So as to, international Slow Food movement was formally established. Subsequently, the movement became a global grassroots organization with several congresses, fairs, and so on. Moreover, it is still being supported by international Slow Food communities at international level.

"The name was selected to represent qualities that are the opposites of fast food-sustainable farming; artisanal production; fresh, local, seasonal produce; recipes handed down through generations and leisurely dining with family and friends" (Mayer and Knox, 2010, p.1552).

According to the Slow Food manifesto for quality, the notion of food and food production strongly depends on three interrelated values "good, clean and fair"[9] and each of them has a particular definition:

1.   **Good**: fresh, flavoursome and healthy food that is produced with respect for local traditions and environment,

2.   **Clean**: sustainable production methods without any damage on the environment, safeguard of ecosystem and biodiversity, as well as, producer's and consumers' well-being,

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[9] http://www.slowfood.com (Retrieved Date 17.04.2016)

3. **Fair:** fair conditions at both production (regarding compensation that local producers can have) and consumption (concerning fair prices for consumers) phases of food.

"Our movement is founded upon this concept of eco-gastronomy – a recognition of the strong connections between plate and planet. Slow Food is good, clean and fair food. We believe that the food we eat should taste good; that it should be produced in a clean way that does not harm the environment, animal welfare or our health; and that food producers should receive fair compensation for their work. We consider ourselves co-producers, not consumers, because by being informed about how our food is produced and actively supporting those who produce it, we become a part of and a partner in the production processes"[10]

In addition to these definitions, the manifesto redefines roles of the consumer and the producer, as well. By increasing the awareness of how consumers' choices can affect the production process; "the consumer thus becomes a co-producer who goes beyond the passive role of consuming and takes an interest in those who produce our food, how they produce it and the problems they face in doing so."[11] On the other hand, the role of the producer is assumed as an essential role within the chain of production and consumption foods. The producer is responsible for assuring the quality of food and being able to exchange food production experiences and knowledge.

In the light of former information it is clear that even if the main idea is to supply people "good, clean and fair"[10] food with more than 160 countries in the organisation, the philosophy of it is going deeper by resolving correlation between food and our lifestyle. As it is emphasised in the manifesto "eating is an agricultural act and producing is a gastronomic act."[10] The correlation between food and our way of life is underlined together with different aspects; such as local traditions, policies about agricultural production, environment, health and so on.

Mayer and Knox (2006) stated the concept of "territory" in Slow Food that "connects the environment aspects of a place to the culture and the history of people who inhabit the

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[10] http://www.slowfood.com (Retrieved Date 17.04.2016)
[11] The "Slow Food Manifesto for Quality" was accessed online, on April 17, 2015.
Available from: http://www.slowfood.com/wp-content/uploads/2015/07/Manifesto_Quality_ENG.pdf

territory and have utilized it for generations for traditional food production. One example of Slow Food program that highlights the importance of territory is the so-called "Salone del Gusto" (p.326).

"Through our food choices we can collectively influence how food is cultivated, produced and distributed, and as a result bring about great change."[12] With this expression, we can recognize that the Slow Food movement starts to as an individual act and goes beyond with the power of joint action. Furthermore, this collective power can enable people around to world to change the food chain in order to increase the quality of food, to guarantee biodiversity and eco-system.

Figure 1 Logo of Slow Food

To go deeper with the main of the" slow" in Slow Food: "slow" does not refer to food that is prepared or cooked slow or food that needs to be eaten slowly, the key point about the mean of slow is that food which is embraced with the culture of country, region or city or wherever. To be clear, it is not obliged to produce and consume just the traditional food, but it is needed to be blended with "taste of territory", by this way it is possible to escape the standardization pressure of our era.

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[12] http://www.slowfood.com (Retrieved Date 17.04.2016)

A good example can be rice for Italian case. Even if the origin of rice is coming from China, risotto has a worldwide glamour as an Italian way of rice. In the northern part of Italy, there is a saying "Rice is born in water but dies in wine"[13], this shows us that how strong is the connection between rice and Italian cuisine. Mayer and Knox (2010) remarked also this issue; "Slow Food movement stresses on local distinctiveness through traditional specialties, traditional foods and ways of producing; such as wine, cheese, fruits and vegetables and traditional ways of preparing and cooking signature dishes." (Mayer and Knox, 2010, cited in Öztürk, 2012, p.22)

This connection did not occur immediately, but slowly within the time. This fact is same for various topics, not just about food.

Sharon Zukin (2009) argues this idea in an urban extend: "In every era, trade routes and travellers have carried new ideas and materials across great distances, permitting indigenous groups to create fusions that gradually grow into new historical traditions. From this point of view, current global trends are neither stronger nor more innovative than "native" weavers who integrate imported dyes into traditional rug patterns or musicians who learn to play traditional instruments in a foreign rhythm. What is new in our age, though, is the erosion of material production as the major source of cities' and nations' authentic cultural identity and the rise of the idea that cultural creativity can renew their distinction. When the same idea, though, is applied in many cities of the world, it results in an all too visible homogenization" (p.3)

In this sense, the ideological extend of Slow Food may also physically reflect urban context. Consumption and production of food have a great variety within the city. For local scale, the interrelation is clearer than the large scale cities.

Carlo Petrini (2001) declared that the perception of territory is a "combination of natural factors (soil, water, slope, height above sea level, vegetation, microclimate) and human ones (tradition and practice of cultivation) that give a unique character to each small agricultural locality and the food grown, raised, made and cooked there" (cited in Mayer and Knox, 2006, p.326)

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[13] http://www.fao.org/rice2004/en/p7.htm (Retrieved Date 20.04.2016)

The fact is visible for a local scale that is uniqueness is a product of features of territory and human being interrelation. But what about the upper scale? By changing our habit of consuming and producing food, can our living environment be transformed subsequently? We cannot talk about entire changes while the cities already exist with their strong infrastructure, but physical revolution possibilities can be seen even now with the idea of urban farming which can let our cities become greener. This can be enhanced by the existence of Slow Food communities in cities.

Petrini (2001) described Slow Food philosophy as "tranquil, calm, unhurried and restorative of body and soul". On the other hand, his definition for "fast foods" declared that; "diminish opportunities for conversation, communion, quiet reflection, and sensuous pleasure, thus short-changing the hunger of the soul" (cited in Jackson, 2007, p.2).

In contradiction to this explanation, critics are arisen against to Slow Food philosophy. The movement promotes organic and local food, however, not everyone can afford to do so, with slow food strategies it is not possibly feed the global population. Due to this fact, there is a risk for Slow Food to become an elitist movement.[14]

In order to constitute the basis for Slow Food and to understand how it is working, the structure of Slow Food has been investigated. The structure of the organisation is comprised of different level of entities on the international, the national and local level. At the international level, the highest leading body is Executive Committee where decisions are taken about the future improvements of the network. In addition to this, International Council is organizing relationship among the network. All of these international bodies are placed in Bra - the mother town of the Slow Food. The president of Slow Food is Carlo Petrini, who moved the idea of Slow Food into the institutional level. At the national level, some countries have their own autonomous Slow Food organisations which need to respect political guidelines determined by Slow Food international. The National level has a substantial position for local level and membership. At the local level, Slow Food idea occurs in cities as a "Convivium", which is the smallest part of the Slow Food organization in cities. There are over 1,500 convivia worldwide[15], these are responsible for organizing

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[14] http://recipes.howstuffworks.com/slow-food-movement.htm (Retrieved Date 17.04.2016)
[15] http://www.slowfood.com (Retrieved Date 17.04.2016)

events and projects in various cities in order to gather people together under the name of food. Convivium, thus, is considered as the backbone of Slow Food.

The slow Food movement is being flourished by various initiatives such as the Terra Madre network, the Earth Markets network, University of Gastronomic Sciences, Slow Food Foundation for Biodiversity, etc. Thanks to funding support from the European Union, membership fees, and donations; the network of Slow Food communities are becoming wider and wider. 291 convivia is founded Italy, on the other hand, Turkey has 25 convivia since April in 2016.

Map 1 Slow Food Worldwide Organisations[16]

2.3 Slow Cities – Cittaslow

After the slow philosophy and the Slow Food movement have raised their voice around the world; request for a high quality of life has targeted new topic: cities. The idea of Cittaslow

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[16] http://www.slowfood.com/about-us/where-we-are/ (Retrieved Date 20.04.2016)

has arisen as a reaction to the severe effects in urban areas originating from homogenization. As a first inference, the name of "Cittaslow" is made up of one Italian word "citta" means city and an English word "slow". The term of "slow" gained another mean within the Cittaslow Movement that refers: *a different way of development, based on the improving of life quality.*[17] Generally a contradiction in term of "slow" has occurred; it is interpreted incorrectly as against to development. According to Radstrom (2011); "It is often assumed that a member city of Cittaslow is simply a slow-growth city or a city in which life is always relaxing and easy-going. Many writers only interpret the word slow based upon the common English use of the word, remaining ignorant of the original intention, which is based upon the Italian cultural interpretation inherent to Slow Food and goes far beyond a simple notion of speed. It represents a higher quality of life and taking the time to achieve and appreciate this quality" (p.95).

Besides of taking the time to increase the quality of our urban environment, Radstrom (2011) also explains that to change a city according to latest urban planning fad is not a primary fact for becoming a great city. And she continues with the fact that where it has been done, it only caused "to lose the qualities and characteristics which originally made them great cities" (p.96). In other words, what needed is; a balance among the background of the city and new development approaches; and create an environment which enables ancient one and new to get on well with each other.

With the philosophy of Cittaslow, authenticity is protected as essential features of cities while the quality of life is being improved. The philosophy states that "there is no doubt that it will be more human, environmentally correct and sensible for the present and future generations; the project will respect small realities in a more and more global connected world"[18]

"Slow cities were not born as a conservation movement, but, rather, as a movement that in the wake of modernisation and globalisation asks itself about how to transfer 'cities' in a globalised world without making them lose their soul in that journey" (Paolo Saturnini cited in Miele, 2008, p. 136).

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[17] http://www.Cittaslow.org/section/association (Retrieved Date 17.04.2016)
[18] The "Cittaslow International Charter" was accessed online, on April 20, 2016.
Available from: http://www.Cittaslow.org/download/DocumentiUfficiali/Charter_2014.pdf

It is needed to be emphasized without Slow Movement and Slow Food organisation, Cittaslow may not occur. All these movements give inspiration to each other, like a snowball they are growing all together. The slow philosophy and the Slow Food movement creates the ideological basis for Cittaslow Movement. There is a strong linkage between Cittaslow and Slow Food movement; as stated by the international web page, "the main goal of Cittaslow, was and still is today, to enlarge the philosophy of Slow Food to local communities and to the government of towns, applying the concepts of eco gastronomy at the practice of everyday life."[19]

Cittaslow-Rete Internazionale delle città del buon vivere - the international network of cities where living is good - [19] has excepted philosophy of slow living and Slow Food. This fact was written clearly in the requirements for excellence[20]. Miele (2008) puts emphasis on this fact by explaining the aim of Cittaslow: "addressing the 'Slow Food' philosophy in their urban design and planning" (p.136).

The opposition of fast life is obvious with the term of "slow" in the name, but to accept the slow living philosophy is not a priority fact for the inhabitants; whereas the slow movement is an individual effort, Cittaslow has an institutional level. As Radstrom (2011) noted that "By adhering to the slow movement, a person can live in a fast paced and hectic city environment, but still lead a slower and higher quality of life on an individual level" (p.94).

Cittaslow is an international network of municipalities which was born as an initiation of Paolo Saturnini who was the mayor of Greve in Chianti in that time. The idea has supported by Mayors of towns of Bra (Francesco Guida), Orvieto (Stefano Cimicchi) and Positano (Domenico Marrone) as well as by Carlo Petrini, the founder of Slow Food. Afterwards, Cittaslow has established officially with an alliance of four municipalities and Slow Food Association at 1999.

The idea of Cittaslow has born in Italy as same as the Slow Food idea. The initiation point of them very close to each other. Just as the Slow Food movement idea which is changing the way of consuming food can change the way of producing it, it can also be adopted in cities by changing the role of inhabitants in the cities. Nowadays, the role of inhabitants is

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[19] http://www.Cittaslow.org/section/association (Retrieved Date 17.04.2016)
[20] The "Cittaslow International Charter" was accessed online, on April 20, 2016.
Available from: http://www.Cittaslow.org/download/DocumentiUfficiali/Charter_2014.pdf

evolving as users and mostly consumers in the city. Harvey (2008) declared that "Quality of urban life has become a commodity, as has the city itself" (p.31), cities are evolving into nodes for all kind of flows; such as capital, information, as well as population. The idea is by changing relationship between ourselves and cities can change cities, and vice versa. He continues with the declaration that "the right to the city is far more than the induvial liberty to access urban resources: it is a right to change ourselves by changing the city" (p.23)

Miele (2008) puts emphasis on the fact that "Several commentators, who have written mostly in praise of Citta`Slow principles and initiatives, have assessed the movement as an example of a network of towns that critiques consumer culture and promotes a form of sustainable development" (Mayer and Knox, 2006; Knox, 2005; Pink, 2007, in Miele, 2008, p.117).

As it is explained before, philosophy of Cittaslow has arisen against to the severe effects in urban areas originating from homogenization. Opposite of what has been stated in Cittaslow Manifesto, Mayer, and. Knox (2010) claims that "Although the Cittaslow movement aims to provide an escape from the homogenized processes of globalization, it has become evident that the movement has been susceptible to global branding, attracting heritage tourism and marketing approaches, which affect the economies and growth policies of these cities" (cited in Gunduz, Oner Knox, 2016, p.211).

Nevertheless, as a theme concept of improvement in small cities; since it has established at 1999, Cittaslow has become an international network of small city municipalities all around the world which links 30 countries and 213 cities according to updated list in March 2016.[21] Italy as a mother territory of the organisation has the majority of 80 slow cities. On the other hand, Turkey has 11 slow cities since 2009, the number of slow cities is expected to increase regards to Turkey's potential.

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[21] http://www.Cittaslow.org/download/DocumentiUfficiali/CİTTASLOW_LIST_MARCH_2016.pdf (Retrieved Date 30.04.2016)
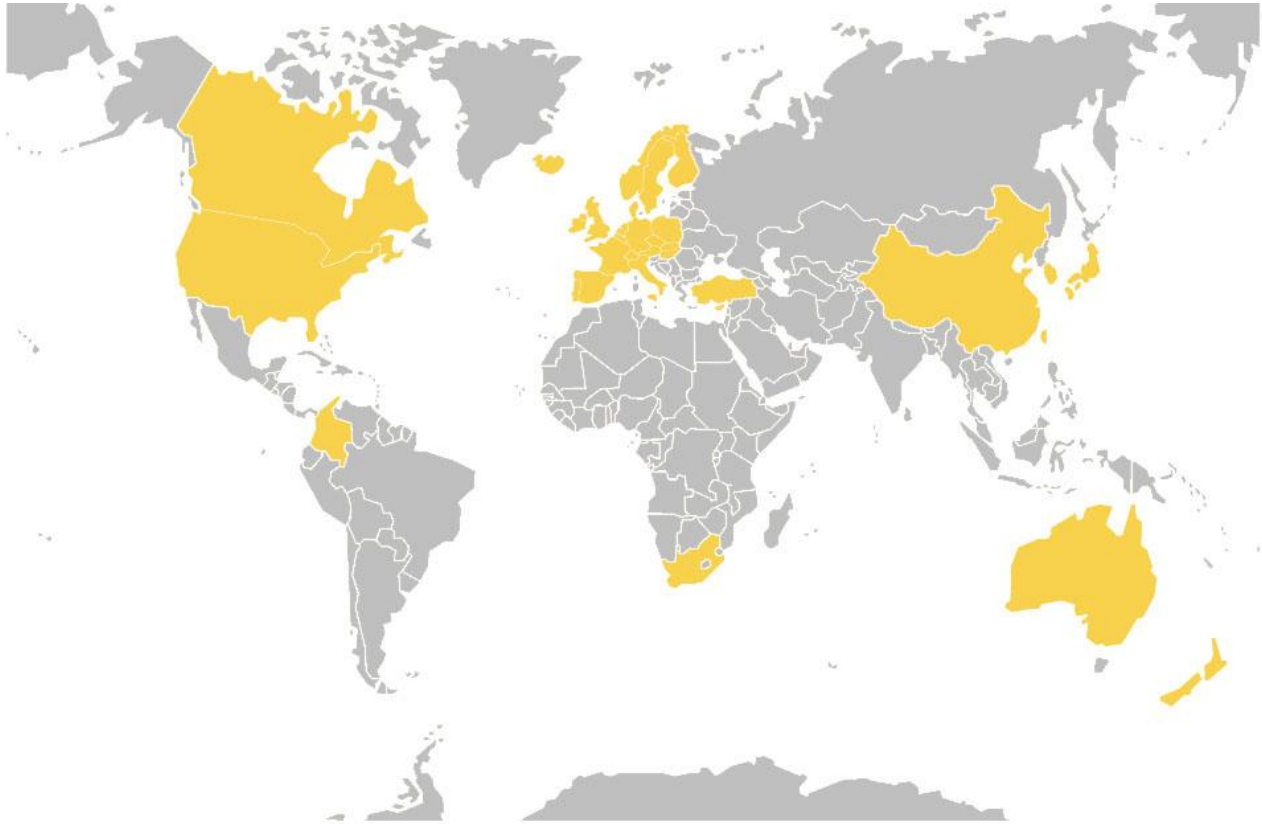
Map 2 Cittaslow International Network (Salieva, 2016)[22]

The philosophy of slow cities has summarised within 10 principals in the European Manifest Cittaslow[23]; these are strongly related to continuous improvement of quality in means of the urban environment, cultural inheritance, landscapes, and biodiversity, as well as guardianship all of these components to be handed down through generations.

As well as Slow Food, slow cities use a snail as the main symbol for the logo. In Cittaslow International Charter (2014) logo is described clearly; "consisting of an orange coloured snail turned to the left and bearing houses and steeples of a city, is a registered trademark and heritage of the association."

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[22]The map is prepared by me according to updated list in March 2016
http://www.Cittaslow.org/download/DocumentiUfficiali/CİTTASLOW_LIST_MARCH_2016.pdf
[23] The "European Manifest Cittaslow" was accessed online, on April 20, 2016.
Available from: http://www.Cittaslow-nederland.nl/eigenbestanden/files/manifest%20English.pdf

Figure 2 Logo of Cittaslow[24]

The philosophy of slow cities can be seen on its logo; the city as a mix of old and new infrastructure rises on its history (seen as houses and steeples are rising on snail shell), all components are living all together with a continuous movement in a slow pace through the future, through generations. Another interpretation can be added: snail is moving by the help of slime (mucus) which prevents damage to the softer tissues and gives to opportunity to a continuous movement. While it is moving, it leaves trace known as 'snail trails'. By adopting this natural movement of snail, we can imagine city proceeds with its all feature though the future by leaving traces behind it.

"The symbol of thematic slow movements (Slow Food, Slow City, and Slow Tourism) is simply snail because of its lifestyle and some specific features. Snails are equipped to enjoy maximum comfort in their passage through life. They have not one, but two, sets of sensory detectors–eyes on stalks and feelers-to ensure they avoid obstacles. Their hard spiral shells protect them from attack from above. And best of all, they have a marvellous mechanism for ensuring their path is always smooth. They secrete mucus as they move which reduces friction and minimizes the risk of injury. As the snail‟s trail unrolls beneath them, they slowly glide along, like celebrities on a red carpet" (Jackson cited in Öztürk, 2012, p.12).

In order to become a Cittaslow, cities need to meet several criteria which are written in requirements for excellence. One of the vital criteria is that a city can apply to join Cittaslow network if their population is less than 50.000. Becoming a Cittaslow can be considered as a process which includes various steps; such as, application fee, a report which declares that

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[24] The "Cittaslow International Charter- Attachment "D" - Logo" was accessed online, on April 20, 2016.
Available from: http://www.Cittaslow.org/download/DocumentiUfficiali/Charter_2014.pdf

at least 50 criteria of the requirements for excellence have been achieved by the candidate city and a field research by the community of Cittaslow to the candidate city. If a city can be accomplished at all steps, afterwards in the first international meeting of Cittaslow the city will be declared as a slow city and will have the Cittaslow certificate.

The six main components of Cittaslow policy are Energy and Environmental Policies, Infrastructure Policies, Quality of Urban Life Policies, Agricultural, Turistic and Artisan Policies, Policies for Hospitality, Awareness and Training, Social Cohesion and Partnerships. All of the criteria will be analysed in order to understand how kind of principles are offered by the Cittaslow Network.

2.4. Conclusion

Under the light of brief descriptions and various interpretations of scholars, differences and similarities appear obviously among all these movements, as well as, the evaluation process of them has revealed.

To start with the similarities, in all three approached it can be seen that they have a strong opposition against to "fast life" of the contemporary era. In fact "fast life" is not a very clear concept. Since drawbacks of current development strategies are obvious in several dimensions having a very general claim is not very strong. On the contrary, the shared goal of increasing the quality and become the brand of quality in different extends can be a strong claim. According to Radstrom (2011)"The hope is that residents and tourists alike will learn of the Slow Food and Cittaslow brand of quality, and will, therefore, purchase these specific local goods. With community economic development measures such as these, Cittaslow is working to ensure that the local landscape will be protected and that local producers will be economically sustained so that large industries – foreign to the local context – will no longer be brought in out of necessity" (p.101)

As an initial point, all of them occurred as a grass-root organization, after that, while slow movement stays at the individual level, the Slow Food has shifted to institutional level with its different components in local and international scale. There are several Slow Food associations named as convivia all around the world. On the other side, Slow City Movement is sculptured as an alternative development policy; as a theme solution for the small cities at the local level. There is a strong administrative structure within the movement itself from

local and international level, this will be analysed deeply in the following chapter. Slow cities are connecting the municipalities, so as to engage local governance bodies at international level. Radstrom (2011) explained that "Both Slow Food and Cittaslow have previously been described as movements. In fact, Cittaslow is more accurately defined as an organization of small cities which have voluntarily signed on to be members. Each city agrees to the shared philosophy, charter, policies and goals held by Cittaslow. This is a unique organisation of cities, moving forward with a common interest that spans borders, cultures and city identities. Whereas Slow Food can be seen as operating as a grassroots movement, Cittaslow is more formally organized and operates on a city policy level" (p.94) In both movement, the main concern is same; to become an elite event. Currently, the critiques are increasing on this topic, on account of Cittaslow it is about to Slow Cities' vulnerability to face with gentrification, for Slow Food it is more about the ability to reach local food. Following chapters, it will be investigated deeply.

There was a strong collaboration between Slow Food and Slow Cities; they linked each other through their shared goals and they located in same locations. As it claimed on the charter of Cittaslow (2009), it cannot exist without the Slow Food organisation. This is one of the primary rules to become a Cittaslow. Currently, this criterion about Slow Food has been changed by the Cittaslow International, however, in practice it is still visible in Slow Cities. (see: Chapter-4 Case Studies)

The limitation of the population is one of the differences; since it is obligatory for Cittaslow, there is no need to this limitation for other slow movements.

3. CITTASLOW: AS A FRAMEWORK OF IMPROVING THE QUALITY OF LIFE OR COMMERCIALIZING TOOL OF GOOD LIFE?

Before moving on to case studies, the focus is on two main topics: How Cittaslow idea works in an institutional manner in order to enable the movement to be spread out around the world and what kind of framework it offers to the small cities to improve the quality of life or to commodify of the good life. Establishing deeper knowledge of Cittaslow goals and organizational structure can lead the survey into an extensive critique of Cittaslow network with its strengths and weakness. As for following, this chapter will focus on a deeper look to Cittaslow associational structure, as well as, its network both in global and national scale. With the intention of taking a step forward to case studies Italy and Turkey, both cases will be separately examined at the national scale.

3.1 Cittaslow International Charter

Cittaslow international charter, declared at 21st of June 2014, includes 29 articles within 9 paragraphs in total. Charter starts with foreword about the establishment of the association and continues with definitions and principles, managing funds, joining, commitments, faculties, and its organs. In addition to these paragraphs and articles at the end of the charter there are 5 attachments: Respectively (A) Charter, (B) General Regulations, (C) Requirements for excellence, (D) Logo and (E) Official assessment cards. (see: Appendix C - Cittaslow International Charter, 2014) Mainly, Cittaslow Charter consists of basic explanations and Cittaslow regulation of network. Mayer and Knox (2006) referred the Charter as the representative of the broader philosophy of the movement and as a blueprint or a roadmap for future urban development which outlines the obligations of a Slow City

regarding environmental protection and sustainability, as well as the quality of life and hospitality.

In order to build extensive understanding how the idea is evolving throughout the time, up to date Charter (2014) and former charter which belongs to 2009 will be compared in this chapter. A considerable amount of investigations have been done for the former charter; yet, there are a few resources about the new charter. In general, it is safe to say, there are several differences between charters of Cittaslow.

At the beginning of the Charter (2014), brief information about the establishment of the association is given, and continuous with Definitions and Principles. Article two (Art. 2) is related to definition of association and the objectives of it. Here, Cittaslow is defined as a non-profit entity which aims "to promote and spread the culture of good living through research, testing, and application of solutions for the city organisation" (Charter, 2014, p.5). It can be said that the association aims to find a solution for making city life better than it actually is. However, the meaning of "the good life" was not described, even though the association is using "good life" in their logo and stressing on it. Unlikely the former carter, the new charter (2014) goes on with the values that will be promoted for sake of the 'good life'. Values are: Identity, memory, environmental protection, justice and social inclusion, community as well as an active citizenship. In fact, all these values just have just written without any clarification. In order to prevent biases about terms, they need a clear explanation which will let association's intention to get stronger.

In Article three (Art. 3) values of association are written as "values the creation of resilient microeconomics, the exchange of good practices across the Network, promotes citizenship actions in local communities, across cities and its territories, in cultural, environmental, social and economic aspect, today and for future generations" (Charter, 2014, p.5). Some of the definitions are overlooked in this article. As similar as, the Article two (Art. 2) a lot of terms have been used without any clarification. Essentially, "values" part needs a clear explanation since it is one of the important parts, in which association' values are directly referred to the international level. Furthermore, another issue is about the language; it is not plain, just like lining up words or terms in succession. Moreover, there is an alteration from the former charter in which article three was strongly related to the Slow Food. Article three (Art.3) was: "The Association hereby undertakes the commitment to actively comply

with and promote in every venue the values and contents of Slow Food by implementing cooperation with the territorial and international organs of the Association" (Charter, 2009, p.5). Hitherto, the strong alliance with Slow Food was defined here in the former charter; it cannot be seen in the new charter, as well as, any indication of the values and contents of Slow Food.

3.2 Manifesto of Cittaslow

At the end of the Charter (2014), there are five attachments; one of them is Charter Document (Attachment A). Charter Document is defined as Manifesto of Cittaslow in Article two (Art.2). This document has been declared in Orvieto, 15 October 1999. Since document represents the initial point of Cittaslow, several claims can be found in it.

At the beginning of the document, it is declared that improvement of local communities depends on their abilities to share and to distinguish their own qualities, and to regain their identity which is observable from outside and deeply lived within. Then it defines globalization not only as an opportunity for exchange and circulation but also as a problem with its tendency for dissolving differences away, in other words, it is a treat which can cause homogenization for communities. In that point of view, charter document is criticized by Hoeschele (2010), he stated that any exploration of the economic, political, or cultural powers that have led us into forced rushing and into losing connection with the environment and the cultural values around us, is not included in any of the foundational documents of the movement. "The charter blames 'globalisation' for promoting cultural homogenisation and a loss of local distinctiveness, but never explicitly states what aspects of globalisation are responsible for this tendency" (Hoeschele, 2010, p.66). Moreover, he continues (2010) with a risk that Cittalsow can face, which is the risk of "becoming a movement that only affects what Marx called the 'superstructure', without having an important impact on the structural relations of production" (Hoeschele, 2010, p.72). To be clearer, base and superstructure are two linked theoretical concepts developed by Karl Marx[25]. He hypothesized that the superstructure effectively grows out of the base where the

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[25] http://sociology.about.com/od/Key-Theoretical-Concepts/fl/Base-and-Superstructure.htm (05.08.2016)

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means and relation with production occurs and shapes superstructure that reflects the interests of the ruling class that controls the base. If Cittalsow could not challenge with the production relations, it may turn into Superstructure without flourishing by base. It can be seen also in the new charter document (2014) that these complications still there. Without exploring the problem and its different sides deeply, it continues directly with a way of finding solutions. It offers to find new solutions for increasing new needs of individuals and communities by research, as a cultural event at the international level rather than become an elite event. As it can be seen from very beginning of the manifesto there is a concern for turning to an elite event. It suggests sharing and recognizing local community's essential qualities without inevitably evolving into an elite event, preferably, as a cultural event. "The Charter highlights 'individuality' and 'creativity' at the local level in opposition to the 'proliferation of uniformity' that occurs in global culture" (Parkins, 2004, p.31). As a final remark on blaming globalization issue, Cittaslow offers solutions or ways to find them: All of them can be a guideline for small cities, but to become an alternative effective development model needs clearer problem investigation.

Then, it goes on with the clarification about the resemblance between Slow Food's and Cittaslow's approaches and their application in different extends. "Slow Food, which of the search for quality, starting from taste, has made the reasons for its success and diffusion at the international level, and the Cities which have distinguished themselves in this activity, represent an international network of the Cittaslow, which decided together to live their mutual experiences, starting from a shared code of concrete and verifiable behaviours, broadening attention to a good table, quality of accommodation, services and urban fabric" (Cittaslow Manifesto, 1999, p.21). Here, there is an unclear statement about the focus on the quality of life, whether it stresses on visitors or inhabitants. Firstly, the used terms should be clarified, what does a "shared code of concrete and verifiable behaviours, broadening attention to a good table" mean? Does "urban fabric" term include also social structure or it just refers the building environment? Secondly, Do inhabitants really need "shared code of concrete and verifiable behaviours, broadening attention to a good table, quality of accommodation, services and urban fabric" for improving their quality of life? Or it is needed for commercialization of the quality of life? These questions also will be raised towards other documents of Cittaslow, the main point is: Quality of life for whom?

In what follows, the charter emphasises on the need for commitments and periodic verifications for all Slow Cities. This fact can be considered as a control mechanism for ensuring that their aim is shared among all the small cities. It continues with Cittaslow's features. Cittaslow is where:

- "An environmental policy is implemented aimed at maintaining and developing the characteristics of the area and urban fabric, appreciating in first place the techniques of recovery and recycle

- An infrastructure policy is implemented functional to the appreciations of the territory and not to its occupation

- The use of technologies aimed at improving quality of the environment and urban fabric is promoted

- Is stimulated the production and use of food products obtained through natural techniques and compatible with the environment, excluding transgenic products, and whereby deemed necessary, to the setup of facilities for the safeguard and development of typical productions in difficulties

- The autochthonal production rooted in the culture and traditions is safeguarded and contribute to the standardisation of the area, maintaining the places and methods, promoting privileged events and spaces for the direct contact between consumers and producers of quality

- Quality of hospitality is promoted as a real moment of connection with the community and its features, removing physical and cultural obstacles that may prejudice the full and widespread use of city resources

- Amongst the citizens, and not just among the operators, is promoted the awareness of living in a Cittaslow, with special attention paid to the world of youth and school through systematic introduction of taste education." (Cittaslow Charter, 2014, p.21-22)

It can be seen from the features of Cittaslow that protection and improvement of natural and urban environment is highlighted. Moreover, food matters in Slow Cities in term of traditions about the production of food and prevention of transgenic crops. As well as, taste education has an initial point of increasing the awareness of living in a Cittaslow as shared concerns with Slow Food. All of these elements will be seen as principles in the requirement of excellence.

As it was mentioned before cities which are eager to join this movement has to undertake several commitments; such as, to establish initiatives for achieving the goals of the movement and to spread the movement, to apply issues intended by the movement regarding to respect the local distinctiveness, and to contribute to initiatives within the movement.

Last two points of the manifesto are related to the specialization of cities as a Cittaslow, like using its logo in all public and private initiatives and activities, and regulation of the movement by annual assemblies. Manifesto declared that annual assemblies have a crucial role for determination of objectives for the year and coherent guidelines. Furthermore, annual assemblies create an international platform for deliberation on the problems of quality of life in the Slow Cities.

In addition to this information, the philosophy of Slow Cities has also summarised within 10 principals in the European Manifest Cittaslow[26] which are strongly related to continuous improvement of quality in means: Urban environment, cultural inheritance, landscapes, and biodiversity, as well as guardianship all of these components to be handed down through generations. At this point, there is a distinctive approach between the manifesto in the international charter of Cittaslow and the European manifesto. European manifesto gives much more attention to the quality of life for current and future inhabitants. On the other hand, in the international charter of Cittaslow, the manifesto has some concerns more related with visitors.

3.3 Becoming a Cittaslow

The process which includes an application for becoming Slow City and evaluation of candidate cities is defined in attachment "B" as general regulations. The application is starting with a request for membership sent by the Mayor of the town. The request should include general information about the city, motivations, and reasons for becoming a Cittaslow and a report. The report identifies which Cittaslow's requirements have been meet or will be meet by ongoing projects. As it has been highlighted previously, in order to

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[26] The "European Manifest Cittaslow" was accessed online, on April 20, 2016.
Available from: http://www.Cittaslow-nederland.nl/eigenbestanden/files/manifest%20English.pdf

become a Cittaslow, a candidate city needs to meet several criteria which are written in 'requirements for excellence'. The six main components of Cittaslow requirements are: Energy and Environmental Policies, Infrastructure Policies, Quality of Urban Life Policies, Agricultural, Touristic and Artisan Policies, Policies for Hospitality, Awareness and Training, Social Cohesion and Partnerships[27]. Within this, seven main policies there are 72 criteria in total, besides, 27 of them are obligatory. In addition to these criteria, another vital criterion is that a city can apply to join Cittaslow network if their population is less than 50.000. But there is an exception about the population: The charter declared that "The International Coordination Committee reserves the right to accept towns with more than 50,000 residents" (Cittaslow Charter, 2014, p.240.) Massimo Borri stated that "All Slow Cities must be under 50,000 people, and currently, all are within this number. This was not so much of a necessity but that it is preferred. If a city wanted to become a Slow City, but its population exceeded 50,000, then the Slow City committee would meet to decide whether the Slow City policies would be appropriate for this city. The Slow City movement was established particularly for smaller cities and towns. Although similar goals and policies may work successfully in a larger city, it is more effective to implement such policies on a smaller scale" (Borri cited in Radstrom, 2005, p.65).

Becoming a Cittaslow can be considered as a long-term process which includes various steps; such as, application fee (One-Off certification fee is set at Euro 600.00), a report about the progress of meeting criteria and a field research by the committee of Cittaslow to the city. If a city can be accomplished at all steps, subsequently in the first international meeting of Cittaslow the city will be announced as a slow city and will have the Cittaslow Certificate. Once a candidate is announced as a Cittaslow, the process does not end. The charter puts emphasis on the need of commitments and periodic verifications for all Slow Cities. As it is explained at article eight (Art. 8) periodical verifications are compulsory for each city. They are repeated in every 5 years in each Slow City by Coordinating Committee. During the verification, the committee decides on the term of the permanence of Slow City within the network. The Coordinating Committee is authorized for verification even during

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[27]The "Cittaslow International Charter" was accessed online, on June 10, 2016. Available from: http://www.Cittaslow.org/download/DocumentiUfficiali/Charter_2014.pdf

intermediate periods in order to decide on the term of permanence. In terms of exclusion is also explained in article eight (Art. 8). A member can be excluded from the network by the assembly with deliberation for serious reasons indicate if a city is not sharing the same goals with the network; such as, reported activity in the city which is opposing to the Association philosophies or for not having paid the membership fees for at least two years. It is also written in article nine (art.9) that "Every member undertakes the commitment to implement within its own area and community the objectives guidelines of Cittaslow Association. In addition has the duty of refraining from behaviours that may contrast with the objectives, philosophy, and values of the Cittaslow Association or that may seriously harm its image. If a Member transgresses these rules, the Coordinating Committee may deliberate its immediate expulsion" (Cittaslow Charter, 2014, p.8). These facts can be considered as a control mechanism for ensuring that their aim is shared among all Slow Cities. As it explained also in the Cittaslow Manifesto that the association expects a strong commitment from each city, in general regulation, article nine (Art.9) defines an obligatory rule "to comply with the achievement of the objectives established each time for the campaigns proposed by the Association administrative organs" (Cittaslow Charter, 2014, p.9). A member city can also decide to withdraw from the network. It is possible by submitting a written request to the coordinating Committee. In any case for joining, withdrawal, exclusion, and control processes are being started with Coordinating Committee while a final decision is taken by the assembly.

Association of Cittaslow basically leans on membership charges and fees. They are important for continuity of the network, as well. There are brief accounts about them in article ten and eleven (Art.10 – Art.11). Every member city has to pay the annual membership fee fixed by the Assembly. The fee differs according to inhabitants of each member cities. A transitional rule is written in article eleven (Art.11) with the list of charges. (see: Appendix C - Cittaslow International Charter, 2014)

After becoming a member, commitments are very important for the network. Commitments that are undertaken by every Cittaslow are written in article thirteen (Art.13). The Cittaslow undertakes the commitment to:

- "Implement specific and targeted initiatives, which go beyond the normal compliance with the current laws, aimed at improving the principles of article 3 throughout

their territories" (Cittaslow Charter, 2014, p.11), here we can see that there is an effort to push Slow Cities forward from their legal background and to bring them together on same goals,

- "Spread the Cittaslow initiatives and publicise the initiatives implemented to achieve the objectives of the Movement" (Cittaslow Charter, 2014, p.11), aim of spreading the philosophy of Cittaslow is mentioned as a primary aim. Former Charter (2009) was mentioned also spreading of Slow Food philosophy and its initiatives,

- "Exchange and share the best practices and accomplished projects at local level" (Cittaslow Charter, 2014, p.11), at this point advantage of network is clear: Projects are planned at local level and be shared and exchanged by international level,

- "Promoting a policy for involving youth in politics and decisions concerning youth topics" (Cittaslow Charter, 2014, p.11), For example, establish a youth council,

- "Promoting cooperation and exchanges between Slow Cities, also on the youth level" (Cittaslow Charter, 2014, p.11), concerns about youth population is new in up to date charter (2014), youth topic is also seen in new criteria in the requirement of excellence.
The list continues with the general regulations topics that are mentioned before.

- "Apply, in compliance with the local specificities, the choices shared by the Cittaslow pertaining to the initial and periodical certification and promote any verifications provided by the National or International Coordinating Committees on individual important initiatives,

- Contribute, based on their own willingness, to the initiatives of general interest, which will be agreed upon for assessing the results of the initiatives,

- Appoint a permanent political delegate for the Cittaslow,

- Identify a technical contact person within the administration who coordinates the attendance of the Institution to the life of the Association" (Cittaslow Charter, 2014, p.11).

Here a difference is needed to be emphasised, in the previous charter in 2009, there was an article about Slow Food partnership. "(Art. 3) Link with Slow Food: Cittaslow is linked to the Association of the international of Slow Food with which shares the philosophy the memorandum agreement signed in Plueba on 09.11.2007" (Cittaslow Charter, 2009, p.10).

Up-to-date charter does not say anything about the partnership with Slow Food. Since the Slow Food is one of the triggers for the Cittaslow movement to come into being, this separation can be harmful to expanding their philosophies.

After becoming a member of Cittaslow, the logo is used within the city, and in every activity related with Cittaslow. Slow Cities use a snail as the main symbol for the logo. In Cittaslow International Charter (2014) logo is described clearly; "consisting of an orange coloured snail turned to the left and bearing houses and steeples of a city, is a registered trademark and heritage of the association" (Cittaslow Charter, 2014, p.29).

Figure 3 Logo of Cittaslow[28]

Using logo as a trademark also has importance to make the inhabitants aware of living a Cittaslow, as well as, the visitors. There is an obligatory criterion in the requirement of excellence about using the logo. Here, it can be said that Cittaslow using as a brand to indicate the fact that in Slow Citieis living is good. (In Policies for hospitality, awareness, and training - 5.10 Insertion/use of Cittaslow logo on headed paper and website)

3.4 Requirement of Excellence

Regarding explanations in the previous chapter; in order to become a Cittaslow, mandatory criteria is that a city can apply to join Cittaslow network if their population is less than 50.000. Furthermore, cities need to meet several criteria which are written in

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[28] The "Cittaslow International Charter- Attachment "D" - Logo" was accessed online, on April 20, 2016.
Available from: http://www.Cittaslow.org/download/DocumentiUfficiali/Charter_2014.pdf

"Requirements for Excellence"[29] and to prepare a report which declares that at least obligatory criteria have been achieved by the candidate city. The report consists of projects for each criterion. Each project is evaluated by the international coordinating committee, and given a score. If a city can meet the obligatory criteria and produce projects for optional ones, it gains points for each of projects, both finished ones, and ongoing ones. After the sum of all points that city gained, a candidate city needs to reach 50 points in total. After that, a candidate city can be declared as a Slow City, get the Cittaslow certificate and become a member of the Cittaslow network.

Requirements for excellence include seven main policies: Energy and Environmental Policies, Infrastructure Policies, Quality of Urban Life Policies, Agricultural, Touristic and Artisan Policies, Policies for Hospitality, Awareness and Training, Social Cohesion and Partnerships[30]. Under these seven main policies, there are 72 criteria in total. While 45 of criteria are not compulsory, 27 of them are compulsory. All of these criteria will be analysed in order to understand whether the Cittaslow criteria offer a framework that helps to improve the quality of life or to commercialize the quality of good life? The main point is that to understand 'quality of life' for whom?

Assessment of criteria will be done in two ways; firstly considering the fact these requirements for excellence is written as a legal document at international level, thus, for each criterion formal and substantive assessment will be done. Secondly, evaluation on the content of requirements of excellence will be done by the help of several scholars' approaches. Hoeschele's *Check-List for the Promotion of Abundance* (Hoeschele, 2010, p.67), Moulaert's definition of *socio-spatial innovation* (*Moulaert, 2009, p.15)* and Beatley's *ethical point of defining lifestyle and community character* (Beatley, 1994, p.211-227) view help to go deeper with the Cittaslow criteria. Assessment of each criterion will be done for requirements of excellence which are available from Cittaslow association website updated in 2014.In addition to assessment of new criteria, a brief comparison can be done between

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[29] The "Cittaslow International Charter" was accessed online, on June 10, 2016. Available from:
http://www.Cittaslow.org/download/DocumentiUfficiali/Charter_2014.pdf
[30] The "Cittaslow International Charter" was accessed online, on June 10, 2016. Available from:
http://www.Cittaslow.org/download/DocumentiUfficiali/Charter_2014.pdf

old criteria (2009) and the new one (2014). This exercise will also help to of understand how the strategy of Cittaslow is being evolved.

To start with formal and substantive assessment, requirements of excellence were evaluated one by one. First of all formal evaluation is done by focusing the language whether they are comprehensible or not. Additionally, generic ones of the criteria have been spotted. As follows, substantive evaluation is given shape by various principles for underlining what kind of rules are being offered by Cittaslow; such as, standards, suggestions, obligations, prohibitions. As well as, ambiguities or limits have been spotted within these rules. There are some contradictory criteria or repetition of some criteria in the requirement of excellence. A final remark is to recognize whether each criterion proposals a long-term improvement or not. As a result of this process, a table with formal and substantive evaluation has been generated. The table can be seen in the appendix.

As it can be seen from the framework of evaluation of the requirement of excellence, there are several generic and unclear principles. Generic principles can be acceptable since the document address various countries, however, for preventing any misleading statements and ambiguity a glossary can be provided by the association. Clarification is also needed for providing stronger strategies. Otherwise, the success of the Cittaslow network will be strongly depending on each member city's strategies about how to deal with the criteria. For example, two new criteria are added which are: (3.1) Planning for urban resilience and (3.4) Urban livableness (house-work, nursery, company hours etc.). (Cittaslow Charter, 2014, p.28). The first one is referring very wide term in urban planning which is currently debated. Slow Cities will be planned in order to be resilient to what? In which extend it is needed? The relationship between urban resilience and Cittaslow network should be explained here, that may lead a clearer criterion. For the second example, the situation is ever worst, what does it mean 'Urban Livableness'? Neither criterion nor examples are included in a parenthesis do not tell what is the aim of this criterion. If there is no clear statement, how cities can adopt these rules so as to improve their quality of life. The same problem can be seen under the social cohesion policies, as well. There are eleven unclear or very generic criteria in social cohesion, they are : "(6.1) Minorities discriminated, (6.2) Enclave / neighbours, (6.3) Integration of disable people, (6.4) Children care, (6.5) Youth condition, (6.6) Poverty, (6.7) Community association, (6.8) Multicultural integration,

(6.10) Public housing and final one is (6.11) The existence of youth activity areas, and a youth centre" (Cittaslow Charter, 2014, p.28-29). Just writing down some term without any explanation or guideline does not refer how to achieve the goal and cannot be helpful to member cities. In this case, a glossary can be helpful to clarify all these terms; moreover, a supplement document can be generated by various projects conducted for dealing with requirements from different countries. Since one of the strengths of the Slow City Association is to have a network formed of many cities from various countries. In any case preventing biases about terms and even whole criteria will let association's intention to get stronger.

Another problem is about standards. There are many of points that state about standards or percentages, however, there is no explanation about which parameters recognized by Cittaslow. A lot of examples can be given from the requirement of excellence. For instance, the document is seeking for the conservation of air and water quality (see: Criterion 1.1 and 1.2, Cittaslow Charter, 2014). Which standards are accepted for ensuring this quality? Or another example is: (2.2) Length (in km) of the urban cycle paths created over the total of km of urban roads (Cittaslow Charter, 2014, p.28). The criterion tells that ratio between cycle paths and roads should be calculated. Nevertheless, there is no clarification either for the aim of this calculation or a standard to compare. Another good example can be an obligatory criterion, which is: (2.9) Percentage of residents that commutes daily to work in another town (Cittaslow Charter, 2014, p.28). It includes same ambuguities, as well.

After substantive evaluation of requirement excellence, it can be said that rules are mainly referring to suggestions. While there are 45 of rules as suggestions, just 27of rules are obligations in the document. Meanwhile, there is just one prohibition. As well as, within substantive evaluation ambiguities and limits have been spotted. Some of the criteria can be misleading with contradictions among criteria or repetitions of criteria. So as to have a clear document, these misleading criteria should be eliminated. For instance, There are three rules for cycle paths which are: (2.1) Efficient cycle paths connected to public buildings, (2.2) Length (in km) of the urban cycle paths created over the total of km of urban roads, (2.3) Bicycle parking in interchange zones (Cittaslow Charter, 2014, p.28). All of these criteria can be summarised briefly in one. Another good example of this repetition can be two criteria for green areas. They are: (3.3) Recovery/creation of social green areas with

productive plants and/or fruit trees and (3.14) Recovery/creation of productive green areas with productive plants and/or of fruit within the urban perimeter. It is very hard to understand what the differences between them are.

Contradictory criteria are the most problematic ones since they are opposed to each other or sometimes opposed to Cittaslow Philosophy. There are two new criteria against conservation of biodiversity and sustainable development. They are: (4.4) Increasing the value of rural areas (greater accessibility to resident services) and (4.10) New ideas for enforcing plans concerning land settlements previously used for agriculture. In my personal point of view, both rules are against to environmental approach of Cittaslow. Moreover, both of them can mislead cities and encourage expanding urban development through untouched areas. The same ambiguity can be seen another criterion. One of them is: (4.8) Additional hotel capacity (beds/residents per year). It obliges cities to improve their amount of accommodation. It is a contradictory criterion because additional hotel capacity cannot be related to improvement of the quality of life for inhabitants, instead, It is mainly targeted visitors. As a final remark, most of the criteria propose a long-term improvement, thus continuity of network is vital for ensuring the improvement of the quality of life.

After the formal and substantive evaluation Hoeschele's framework for the promotion of abundance is used for content evaluation. Actually, Hoeschele's check-list for the promotion of abundance was already used to evaluate former criteria of Cittaslow (2009); here I would like to adopt it also for new ones. He discussed relationship between capitalist economic growth and scarcity. By his words "how scarcity is generated in order to enable continued capitalist economic growth (at the cost of individual freedom, social equity, and environmental sustainability) and how abundance can be generated instead." (Hoeschele, 2010, p.64) In addition to the contradiction between scarcity and abundance, he advocates for enabling people "to live life as art" by promoting abundance in order to achieve this he shaped a check-list for the promotion of abundance.

"To live life as art – i.e., as self-expression to others (consistent with Maslow's (1954) concept of self-actualization), discovering their own values and finding a way to make their life an expression of their values, which must always include other people because we live as persons within communities. Thus abundance includes the freedom of individuals to live life as art, the social equity that all people can live life as art, and the environmental

sustainability that people, as well as animals and plant species, will continue to be able to live life as befits them in future." (Hoeschele, 2010, p.66) His ideas are not just related to human beings but also strongly related to other species and environment. Abundance should be promoted and sustained for all of them. He defined three main focuses in his framework for stimulating abundance: Freedom, equity, and sustainability.

A-Individual freedom
1.　　Enabling people to make mature choices and to live life as art, through formal and informal educational opportunities, access to relevant knowledge and information
2.　　Providing more choices for consumers and producers of goods and services that support life lived as art, social equity, and environmental sustainability
3.　　 Providing meaningful ways to participate in decision-making for citizens/residents
4.　　Ensuring that all people, regardless of gender, race, ethnic origin, religious or ideological belief, sexual orientation, etc., can equally take advantage of social opportunities
B-Social equity
1.　　Making sure that important goods and services are available at low cost, or that people are enabled to provision themselves with these items
2.　　Ensuring that the producers of commodities (workers, small business owners) receive adequate compensation for their work
3.　　Preventing the emergence of monopolies, or striving to regenerate a free market if there is already a monopoly/oligopoly
4.　　Promoting common-property institutions such as worker and consumer coops, customer-owned utilities and insurance
5.　　Ensuring that all costs of production are borne by the producers, so that others do not have to suffer the externalised costs
C-Environmental sustainability
1.　　Ensuring that all environmental resources are used sustainably (referring both to locally made and imported goods and services); includes promotion of organic agriculture and non-polluting manufacturing
2.　　Reducing the use of non-renewable energy sources and increasing the use of appropriate renewable energy sources (other than biomass sources that compete with food production)
3.　　Increasing reuse and recycling, promoting the efficiency of material use
4.　　Limiting urban sprawl; protecting natural habitats

Table 1 Check-List For The Promotion Of Abundance (Hoeschele, 2010, p.67)

The checklist above does not include any specific criteria for the urban environment. Since the discussion is mainly about Slow Cities, in order to target also urban issues I would like to enlarge last part "environmental sustainability" by adding two new criteria: Enabling 'urban fabric' to be handed down through generations and supporting mixed usages in order to create vibrant places for human interaction and safety. The first one is directly coming from the European Cittaslow Manifesto[31]: Continuous improvement of quality in means of the urban environment, cultural inheritance, landscapes, and biodiversity, as well as guardianship all of these components to be handed down through generations. Moreover it is strongly related with Toesca's (1985) definition of 'urban fabric' which "does not just consist of the built structures, but also of the daily life within the built structures and in public spaces "(Toesca (1985), definition of "Tessuto Urbano" cited in Hoeschele, 2010, p.77). The second one is coming from Jane Jacobs's four key conditions "to generate exuberant diversity in a city's streets and districts" (Jacobs, 1961, p.150) which are: Mixed primary uses, initiating use of streets at different times in a day, short blocks for frequent streets; buildings that differ in ages and condition; and dense concentration. Therefore, promotion of abundance will be investigated within 15 criteria.

As a simpler interpretation of this framework "Individual Freedom" can help us to give opportunity all people to create. It can help us to create more alternatives instead of reaching one goal. "Social Equity" is basically about forming a living environment where all people can reach basic needs and services. And the last part "Environmental Sustainability" is mainly about preventing harms and let urban environment continues to live together with nature, species and inhabitants. The application of Hoeschele's framework to Cittaslow lets us establish better understanding about movement.

Firstly; as a general comment it is clearly seen that there is a specific attention on environmental sustainability and enabling urban heritage to be handed down through generations, respectively, in energy and environmental policy and quality of urban life policies. Hoeschele underscored Cittaslow's attention on environmental sustainability for former criteria, as well. He highlighted (2010) Cittaslow criteria as a list of environmental

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[31] The "European Manifest Cittaslow" was accessed online, on April 20, 2016.
Available from: http://www.Cittaslow-nederland.nl/eigenbestanden/files/manifest%20English.pdf

resource use which is reasonably comprehensive and matters to be spoken at an urban scale. Despite several ambiguities and limits in requirements of excellence's formal language, it is obvious that there is a consideration for sustainable use of environmental resources, promotion of renewable energy sources and efficient waste collection in it. In particular, some of the criteria offer renewable energy sources to be used firstly in public spaces and buildings. It may take attention of citizens, increase awareness and may encourage them to do so.

On account of these explanations; association's environmental point of view is equivalent for different years, 2009 and 2014. Furthermore, there are a new non-obligatory criteria considering preservation of biodiversity, improvement of agroecology, raise of private/public sustainable urban planning, restriction the ratio between cement and green urban areas and planning considering urban resilience in up-to-date criteria(see: Cittaslow Charter, 2014, Criterion 1.12, 3.1, 3.11, 3.13, 3.17 and 4.1). All these new criteria can be considered for enriching the environmental issues. However, as it investigated before, most of the criteria have clarity problems in the way that they were written in the new charter.

On the other hand, "limiting urban sprawl" is still not very clear within requirements as Hoeschele (2010) criticized it before, in fact, in the new document there are new conflicting criteria. Despite the fact that some criteria are strongly connected with protecting natural habitats, some of them are not very clear or even saying the opposite. Hoeschele (2010) explained "They do call for improving and reclaiming historical centres, the redevelopment of deteriorating urban areas and urban restyling and upgrading. In cases where the choice is either to allow further outward, urban expansion or to recover central areas that have been neglected, such policies may limit urban sprawl." The mentioned obligatory goals are still in the criteria. However, new conflicting criteria are added; such as, "(4.4) Increasing the value of rural areas (greater accessibility to resident services)" as a mandatory criterion and "(4.10) New ideas for enforcing plans concerning land settlements previously used for agriculture" as a suggestion criterion. (Cittaslow Charter, 2014, p.28) As it explained before in the substantive analysis of rules both of them can mislead cities and encourage expanding urban development through untouched areas. This is one of the deceptive criteria in new requirements of excellent in an environmental extent.

There are several mandatory criteria for urban fabric criterion considering two new approaches: Enabling urban fabric to be handed down through generations and supporting mixed usages in order to create vibrant places for human interaction and safety. They are concentrated on both built environment and socio-cultural values; for instance, salvaging civic centre, maintenance of local cultural events, and protection of traditional crafts and working techniques. However, there are a few criteria to embrace the creation of vibrant spaces. One of them is "Urban livableness" which is very generic and hard to understand how kind of policies will be produced so as to meet it. Other two criteria mainly focus on the promotion of local products and workshops in order to create new natural commercial spaces. Incitation for local producers can also diversify selections for inhabitants and also create new working opportunities which are related with (A-2) "Providing more choices for consumers and producers of goods and services" in Hoeschele's checklist. Besides these criteria, there is a new criterion in the up-to-date charter which is a problematic one: "4.8 Additional hotel capacity (beds/residents per year)" (Cittaslow Charter, 2014, p.28). In this case, charter's intention is not very clear, the question is: Why there should be a standard for having accommodations? Instead of this criterion, there can be the promotion of an alternative way of accommodation that can embrace collaboration with inhabitants; such as, Airbnb, bed&breakfast or couch-surfing. Supporting alternative ways will diversify choices, as well. While there are many suggestions for direct public interventions for the natural and urban environment in the charter, it needs to consider the relationship between the city and the inhabitants. Otherwise, the small cities can turn into open shopping malls for visitors. "Globalization and mass culture have launched - paradoxically - the demand for various local and individual identities on an unprecedented scale" (Golka cited in Grzelak-Kostulska, Elżbieta, Hołowiecka, and Kwiatkowski, 2011, p.190).

Secondly; individual freedom is being encountered by help of formal and informal education and using up to date technologies enabling people to reach knowledge and information. In previous charter (2009), the alliance between Cittaslow and Slow Food was obvious, in particular for taste education, promoting organic farming, even for promoting Slow Food initiatives. Hoeschele stressed on this alliance in his paper, as well. "Cittaslow endorses Slow Food's efforts in 'taste education' (discovering and learning to appreciate the distinctive tastes of artisanally produced foods) in both documents. The standards in

addition call for the creation of urban and school gardens; particularly the latter may serve as education about growing one's own food"(Hoeschele, 2010, p.73). Even if this alliance is not visible anymore in the new criteria, criterion for education and knowledge are still in the list; for instance, education for taste, for health, for Cittaslow and slow philosophies. Educational activities in various topics target not only inhabitants but also administrators and employees (see: Cittaslow Charter, 2014, Criterion 4.6, 5.5, 5.6 and 5.7). It can be claimed that Cittaslow is having a progress for enabling citizens to make mature choices. The new Cittaslow document has also new motivations; for instance, one of them is usage of ICT technologies. Promotion of ICT technologies for interactive services that help citizens and tourists is one of the new criteria. In addition to this, two criteria oblige development of technological infrastructure for Slow Cities (Cittaslow Charter, 2014, Criterion 3.8 and 3.10). All mentioned criteria refer the first criterion of Hoeschele's checklist, which is: (A-1) "Enabling people to make mature choices and to live life as art, through formal and informal educational opportunities, access to relevant knowledge and information".

The second criterion in Hoeschele's checklist is: (A-2) "Providing more choices for consumers and producers of goods and services that support life lived as art, social equity and environmental sustainability"(Hoeschele, 2010, p.67). Some principles of Cittaslow directly related with it, some of them are not very complete to embrace it. Promotion of local products and workshops in order to create new natural commercial spaces can be considered as incitation for local products which can also diversify selections for inhabitants (see: Cittaslow Charter, 2014, Criterion 3.15, 3.16, 4.2 and 4.5). This fact have been emphasised by Hoeschele for former document, as well. "The project to support local organic farmers, local food retailers and producers of high-quality local specialties provides consumers with more choices of food products to buy. Likewise, the support for artisans and among the standards, the opening of 'commercial centres for natural products' can open up new choices (or help preserve existing ones) in the face of competition by oligopolistic retailing chains as well as corporate producers of similar commodities" (Hoeschele, 2010, p.73). On the other hand, he (2010) criticised the fact that structural organisation of new workplaces is not considered in the charter. Even in the new charter (2014) there is nothing related with how new workplaces will be organized. He (2010)

suggested that "Cittaslow could go further by also advocating workplace democracy of various kinds, both within private firms and in the form of worker cooperatives."

There is also some progress in up-to-date criteria of Cittaslow, in particular, participation has been more significant within new criteria. Two new criteria are added to this topic: "5.4 Adoption of active techniques suitable for launching bottom-up processes in the more important administrative decisions and 5.8 Active presences of associations operating with the administration on Cittaslow themes" (Cittaslow Charter, 2014, 28). Formerly, Cittaslow goals were criticized by Hoeschele for lack of participatory decision-making concern. "Neither the charter nor the list of standards has much to say about participatory decision-making (criterion A3)... the provision of meaningful ways for residents to participate in local decision-making is for all practical purposes absent in the Cittaslow charter and standards" (Hoeschele, 2010, p.74). Moreover, a new main goal is written in requirements of excellences, which is: Social Cohesion. It includes a new criterion for political participation; however, the new criterion is not explanatory and not clear. Just writing down some term without any explanation or guideline does not refer how to achieve the goal and cannot be helpful to member cities. This fact also has been criticized in formal evaluation of the Cittaslow document.

Another progress is about the criterion (A4) "Ensuring that all people, regardless of gender, race, ethnic origin, religious or ideological belief, sexual orientation, etc., can equally take advantage of social opportunities"(Hoeschele, 2010, p.67). Hoeschele declared that "non-discrimination and inclusiveness is entirely ignored in the Cittaslow standards; the only standard that approximates this idea calls for making all places accessible to the disabled...search for 'excellence' should not just be a matter for an elite few and that Cittaslow should be a broad cultural movement, have not been construed as implying the need to include cultural and ethnic minorities in the project" (Hoeschele, 2010, p.74). While the former document (2009) was weak on guaranteeing inclusive strategies for all, new document (2014) gives effort on it. However, these efforts are not seem to be enough to lead Slow Cities to become equal places for all. Criterion for making places more accessible is still on the list as a mandatory requirement. As it was mentioned before new main goal named as social cohesion includes several criteria for enabling all people to reach social opportunities. However, all of the new criteria are not very illustrative for what is aimed

with them. They are: "(6.1) Minorities discriminated, (6.2) Enclave / neighbours, (6.3) Integration of disable people, (6.4) Children care, (6.5) Youth condition, (6.6) Poverty, (6.8) Multicultural integration, (6.10) Public housing and final one is (6.11) The existence of youth activity areas, and a youth centre" (Cittaslow Charter, 2014, p.28-29). I checked also the Turkish version of requirement for excellence[32] in order to understand them in a better way, as a result I found that some of them are more detailed but some of them still are uncertain. They are: respectively, "(6.1) Operation against minority discrimination, (6.2) Supporting different ethnic groups to live in same neighbourhood, (6.3) Integration of disabled, (6.4.) Supporting child care, (6.5) Employment situation of young generation, (6.6) Poverty, (6.7) Social partnership/civil society organizations availability, (6.8) The integration of different cultures, (6.10) Municipal investment in public housing and (6.11) The existence of youth activity areas and a youth centre where youth activities can be performed"[33]. Here, another point needs to be emphasized that there is a specific attention on inclusion of youth population in the socio-economic life in Slow Cities. This attention is also obvious in the Charter document. It can be claimed that Slow Cities want to attract not only elder people who are looking for an easy-going life or secondary housing but also young people who can give life to them.

After environmental sustainability and individual freedom last issue of "checklist of abundance" (Hoeschele, 2010, p.67) is: Social equity. In general, social equity is being tried to be met by help of new criteria which have been recently added in 2014 criteria, as well as, old related ones maintained in charter. As Hoeschele (2010) highlighted before availability of public resource for people regardless of income is included in Cittaslow standards with some provisions. Public transportation and eco-mobility is two of the most underlined provisions in charter. "Member cities are supposed to upgrade the infrastructure for cycling, walking and public transport, which particularly helps those people who cannot afford a car, do not wish to use a car, or are unable to use a car for other reasons" (Hoeschele, 2010, p.75). Standard for length of cycle paths, suggestions for

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[32] The "Requirement of Excellence" in Turkish was accessed online, on June 15, 2016.
Available from: http://Cittaslowturkiye.org/uyelik-sureci-ve-kriterler/
[33] The "Requirement of Excellence" in Turkish was accessed online, on June 15, 2016.
Available from: http://Cittaslowturkiye.org/uyelik-sureci-ve-kriterler/

efficiently designed cycle paths, transportation planning for eco-mobility which can be an alternative to private cars, accessibility to services are some of the criteria. Cittaslow endeavours about reclaiming green areas as social and productive green areas. This can be considered by means of supporting criteria for first criterion Hoeschele's list (see: Cittaslow Charter, 2014, Criterion 3.3 and 3.14).

Considering the first criterion of social equity B-1 which is saying that "making sure that important goods and services are available at low cost, or that people are enabled to provision themselves with these items", a criterion about awareness of operators and traders for transparent offers and clear visibility of tariffs is still in the new criteria as an obligatory one. This criterion can be deemed as a starting point for transparency between consumers and trades, but the list can include also some initiations for guaranteeing vital goods and services are available for all classes of society. Hoeschele (2010) suggested that "The list could be expanded, however, to include other areas of production and consumption – for example, to make available garden allotments for people to grow their own vegetables, or to promote mechanisms by which certain goods can be shared. As an example, in Switzerland and Germany, car-sharing is becoming increasingly popular – instead of every household owning a car, individuals or households become members of car-sharing organisations which collectively own cars (Truffer, 2003; Loose et al., 2006)." There is a new criterion which targets promotion of social infrastructure and gives examples like time-based currency, freecycling projects etc. In fact, this new criterion should be improved both in its language and its content.

Continuing with social equity topic's criteria second and third ones are: "(B-2) Preventing the emergence of monopolies, or striving to regenerate a free market if there is already a monopoly/oligopoly and (B-3) Promoting common-property institutions such as worker and consumer coops, customer-owned utilities and insurance" (Hoeschele, 2010, p.75). At this point, it can be claimed that the requirement of excellence is not very corresponding with these issues. There are two obligatory criteria suggesting to create new places or natural shopping centres for commercialization of local products, and going further for the promotion of the value of local products and traditional production method (see: Cittaslow Charter, 2014, Criterion 3.15 and 3.16). Unfortunately, Cittaslow's document does not contain any clear recommendations for common-property institutions. A new criterion is

added in order to support associations which are operating with the administration on Cittaslow themes (see: Cittaslow Charter, 2014, Criterion 5.8).

Another new criterion can be stated as a sign for institutions "such as worker and consumer coops, customer-owned utilities and insurance" (Hoeschele, 2010, p.67), which is (6.7) Social partnership/civil society organizations availability (in the English version: 6.7 Community associations, Cittaslow Charter, 2014). Even if this criterion is added to the new charter, it can be claimed that it does not encourage local administrative to promote new social institutions or to collaborate with them. Common property institutions are also related to criterion (B-4). Hoeschele (2010) stated that "Common property institutions, called for by criterion B4, are nowhere explicitly mentioned in the charter or the standards. A few examples of public property that serve as common property are mentioned (such as the green areas mentioned above), but certainly no worker or consumer coops...On a more diffuse level, the promotion of local cultural events may promote the sense of the local people 'owning' the city. However, on the whole, this dimension is lacking from the Cittaslow vision" (Hoeschele, 2010, p.75). It can be claimed that there is no broad change for this issue in Cittaslow Charter since 2009.

The final issue of social equity (B-5) is summarized by Hoeschele (2010) as 'polluter pays' principle. He claimed that neither in the charter nor in the standards this principle is not stated, he continued as "Although both of these documents address numerous environmental issues, in nowhere are there any provisions to ensure that polluters pay for the damages they create. It is, in fact, likely that in many cases the municipal or higher levels of government must pay for environmental clean-up. Such an approach means that taxpayers, in general, are forced to pay for environmental damages, that environmental cleanup happens after the fact and that it only occurs when tax revenues are sufficiently high – in times of economic growth, but not in times of crisis. For all these reasons, forcefully articulating the polluter pays principle is important, but it is entirely absent in the foundational Cittaslow literature" (Hoeschele, 2010, p.75). These facts are still problematic also in the new charter. There is only one criterion which is concerned about sustainable delivery of products in an urban centre (see: Cittaslow Charter, 2014, Criterion 2.8). It may link with some interventions for traders to ensure a sustainable way of delivery for their products without creation bad effect to daily life in city centres. There is also a new

criterion concerning commuters, which is a problematic one. The criterion tells "that percentage of residents that commutes daily to work in another town have to be calculated."[34] There is no standard or recommendation about what to do with this calculation. In fact, what can Slow Cities do for reducing or increasing percentages of commuters? Instead of this kind of criterion, a strong public transportation link can be suggested in Cittaslow criteria.

After application, the criteria of abundance to the requirements of excellence, as a general comment, Cittaslow's goals offer several and comprehensive criteria for environmental issues and individual freedom, but social equity is not efficiently covered by them, since 2009, there has been a lack of direct stating criteria of social equity. On the contrary, a progress for individual freedom has been shown by Cittaslow Association, this can be seen from new criteria of the requirement of excellence in 2014. At the end of the exercise, a table has been created by matching Hoeschele's promotion of abundance points to the related criterion of Cittaslow. It can be seen in the Appendix G - Evaluation Of Cittaslow Charter Wiht The Check-List For The Promotion Of Abundance .

After the evaluation with Hoeschele's framework, the third step is to understand whether we can relate the idea of Cittaslow with urban innovation in terms of socio-spatial innovation or not. Social innovation is described as "innovation in social relations, as well as in meeting human needs…., such innovations can be situated at the very micro or macro level of society; they can be agenda-driven, process-determined or a mixture of both; and they often occur at the intersection of spontaneous and rationally organized movements. That is, the concept enlarges the economic and technological reading of the role of innovation in development to encompass a more comprehensive societal transformation of human relations and practices" (Moulaert and Nussbaumer 2008, p.2-11). It is clearly seen that Slow Cities try to prepare an innovation prone environment, by offering new regulations for city and inhabitants as well as governmental bodies. There is not a direct innovation, but there are several criteria concerning energy and environmental issues, urban life quality and social cohesion which can lead a suitable environment for innovation.

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[34] The "Requirement of Excellence" in Turkish was accessed online, on June 15, 2016.
Available from: http://Cittaslowturkiye.org/uyelik-sureci-ve-kriterler/

The obligation for meeting several criteria and preparation for achieving for the others can be a trigger for an innovative environment, since without tangible steps; it is not possible to be one of the members. One of the strength about the criteria is that it says what should be done without obliging town in a specific implementation; so that each of slow city should find an efficient way to meet each criterion. It gives the decision-making directly to the cities. In other words; the fact that in the criteria solution of urban problems are not written exactly, there are some specific standards to be reached in several ways. In addition to a specific target, this freedom can create an innovative environment in the small cities. On the other hand, decision making process should be stressed within the document. As it is mentioned before, existing criteria about decision-making process are not clear both in their language and their intentions.

Moulaert (2009) claimed that "In contemporary social science there is growing interest in the idea of social innovation" (p.14). And he continued with explanations of four spheres in social innovation. The four spheres are respectively; management science, arts, and creativity, social innovation in the territorial development and political science and public administration. In general Cittaslow movement can be related with all of four dimensions; in particular, it gives specific attention on the third sphere which concerns social innovation in territorial development. Cittaslow policies offer holistic development approach which is combining city's history, tradition, built environment and social structure. Moulaert (2000) stressed that "local development problems in the context of European towns: the diffusion of skills and experience amongst the various sectors involved in the formation of urban and local development policies; the lack of integration between the spatial levels; and, above all, neglect of the needs of deprived groups within urban society. To overcome these difficulties, Laville et al. (1994) and Favreau and Lévesque (1999) put forward neighbourhood and community development models" (cited in Moulaert, 2009, p.15). The Cittaslow idea is supporting to enhance small cities instead of neighbourhood and community development models.

On account of Moulaert's definitions for urban innovation in terms of socio-spatial innovation, it can be said that Cittaslow framework can encourage cities for creating innovative environments, however, restructuring of goals are needed.

Another discussion about Cittaslow requirements will be done according to Beatley's ethical approach of defining lifestyle and community character. Do Cittaslow strategies interfere in individual's lifestyle? And if so is it ethical to force inhabitants of Slow City to adapt their selves into a new lifestyle. Beatley (1994) argued about the local government interventions for creating or preserving a certain type of community character that can affect individuals' lifestyles. What we see in each Slow City in Cittaslow network that all process is conducted by administrative leaders or representatives who seek to become a Slow City. Slow City and slow philosophy are shared by inhabitants during membership application or after. This explanatory process could have been different; the idea becoming a Cittaslow can be taken by the help of collaboration between city administration and inhabitants. In fact, there is not direct intervention on inhabitants' lifestyle in policies of Cittaslow. Some criteria can be considered as an indirect intervention on lifestyle. "(2.4) Planning of ecomobility as an alternative to private cars" can be given as an example.

Another point highlighted by Beatley (1994) is: Maximization of personal choices and liberties at every opportunity. This fact also is related to second criterion in Hoeschele's checklist (A-2). As it was investigated before some principles of Cittaslow directly related with it, some of them are not very complete to embrace it (see: Cittaslow Charter, 2014, Criterion 3.15, 3.16, 4.2 and 4.5). "Ethical land use must acknowledge and, whenever possible, facilitate the many different lifestyle choices individuals will make. While communities have the moral authority to establish physical, aesthetic, and other community standards, their actions are more questionable when they seek to influence or control individual behaviour because it viewed as immoral, rather than because such actions have significant effects on other individuals or the larger public. Ethical land use policy should, to the extent possible, allow individuals to choose freely and pursue their own unique tastes and preferences "(Beatley, 1994, p.210-211). On the other hand, (2.9) Percentage of residents that commutes daily to work in another town, (4.8) Additional hotel capacity (beds/residents per year) and (5.1) Good welcome (training of people in charge, signs, suitable infrastructure and hours) are example of criteria that can influence individual and restrict their choices. The first one is criticized before because of its unclear language, the intention of the criterion is not clear, as well. If the intention is to prevent a transformation Slow Cities into commuter town, instead of focusing percentages of commuters, it is better

to promote working conditions or opportunities and daily life activities in Slow Cities. Otherwise, the existing criterion is neither applicable nor justifiable. The last two criteria focus directly interventions for visitors. These criteria are also hard to be justified. Since if there will be a demand for extra accommodations, correspondingly it will be supplying by the city itself. To oblige it to cities are not justifiable from Beatley's ethical point of view. He (1994) came to the initial ethical conclusion that local interventions to individual lifestyle choices require being justified by good reasons; such as prevention of severe land-use harms and preservation of public health and safety. Here, a prohibition in the requirement of excellence list can be justified, which is banning GMO use in agricultural production (see: Cittaslow Charter, 2014, Criterion 4.9). The other criteria are general suggestions or not direct interventions to inhabitants' choices. Cittaslow should go further from pushing a specific lifestyle for its inhabitants, the point is that if it can create an equal environment for all of its inhabitants to live as they like without any harms to each other.

3.5 Organizational Structure at International Level and Local Level

The second and the fourth paragraphs of the charter consist of managing funds, and Cittaslow association's organs. Organizational structure can be investigated by organs of Cittaslow and their descriptions which are defined in paragraph four. Moreover, it is also important how the association is dealing with the funds. In article seven (Art. 7) Mutual International Cash Fund resources are written, funds of the association are mainly accumulated by annual registration and membership fees. Other resources are not continuous or guaranteed; such as budget surpluses, donations or revenues generated by projects. Mutual funds are conducted by each member at national and by International Coordinating Committee at international level. At the national level, national coordinating group obliges to give a report about funds to the International Coordinating Committee. There is a strong relationship between international and national level assured by charter. In article fifteen (Art. 15) organs of the International Association have been given as:
-        International Assembly
-        International Coordinating Committee

- International President

- President Council

- Board of guarantors

- International scientific committee

- Accounting Auditor

All organs are selected for every 3 years. It can be easily seen in the charter that there is a hierarchical structure between different organs.

Table 2 Cittaslow Organizational Structure According to International Charter (Salieva, 2016)[35]

What new is in up-to-date charter is a defined technical-political advisory group in article twenty (Art. 20): "The President has the authority, in agreement with President Council , to entrust former mayors or administrators within a group of "experts" and/or "ambassadors" with supporting activities related to the Association projects" (Cittaslow Charter, 2014, p.16). This article can be considered as an effort to create a link between the previous elected members and the new ones.

Cittaslow association is not only formed by mayors or legal representative of the cities but also experts and scholars are included. As it explained in article twenty-two (Art. 22):"The Scientific Committee is made up of experts and scholars from various disciplines, with the role of supplying to the Association organs, broad and updated scientific and cultural

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[35] The table is prepared by me according to the "Organs of the International Association" was accessed online, on June 10, 2016. Available from: http://www.Cittaslow.org/download/DocumentiUfficiali/Charter_2014.pdf

information for the improvement of the activities fulfilled and a lasting updating of the expressed planning. It cooperates for the organisational activity of the Cittaslow award" (Cittaslow Charter, 2014, p.16). The charter of Cittaslow gives the effort to establish an alliance with a group of "experts" and/or "ambassadors". However, mayors are arbiters of Cittaslow, since they have right to start the process of being a member and to decide whether to stay in network or not. Some problems occur because of misconnection between community.There is a current example in Turkey which is underscored by Gunduz, Oner, Knox (2016). Yenipazar was announced as Cittaslow. After local elections in Turkey on April 2014, the mayor lost the election to the right wing candidate. "'Yenipazar will not be a slow city, it will be a productive city, nothing has changed since the Slow City designation'. This was the first promise of the new mayor. The previous mayor from the left wing party also said what they tried to do did not match with the public interest and played a big role in his defeat in the elections" (Yenipazar example, cited in Gunduz, Oner, Knox, 2016, p.215). The Yenipazar example shows that the engagement of Cittaslow idea and inhabitants is one of the key factors for continuity of the network. While there are many suggestions for direct public interventions for the natural and urban environment in the charter, it needs to consider the relationship between the city and the inhabitants.

3.5.1 Global Network of Slow Cities

Association of Cittaslow –Rete Internazionale delle città del buon vivere was legally established on the day 17 March 2001 in Greve in Chianti, by an act of the General Secretary, Marzio Marini. Since it has established at 2001, Cittaslow has become an international network of small city municipalities all around the world which links 30 countries and 213 cities according to updated list in March 2016.[36] Italy as a mother territory of the organisation has the majority with 80 Slow Cities, Poland and Germany are following to Italy, respectively with 23 and 14 Slow Cities. Turkey has 11 members at present. To link 30 different countries under Cittaslow philosophy enriches both member cities and network within itself.

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[36] The "Cittaslow List" was accessed online, on April 30, 2016. Available from:
http://www.Cittaslow.org/download/DocumentiUfficiali/CİTTASLOW_LIST_MARCH_2016.pdf

Table 3 Slow Cities (Salieva, 2016)[35]

Map 3 Cittaslow International Network (Salieva, 2016)[37]

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[37]The map and the table are prepared by me according to The "Cittaslow List" was accessed online, on April 30, 2016. Available from:
http://www.Cittaslow.org/download/DocumentiUfficiali/CİTTASLOW_LIST_MARCH_2016.pdf
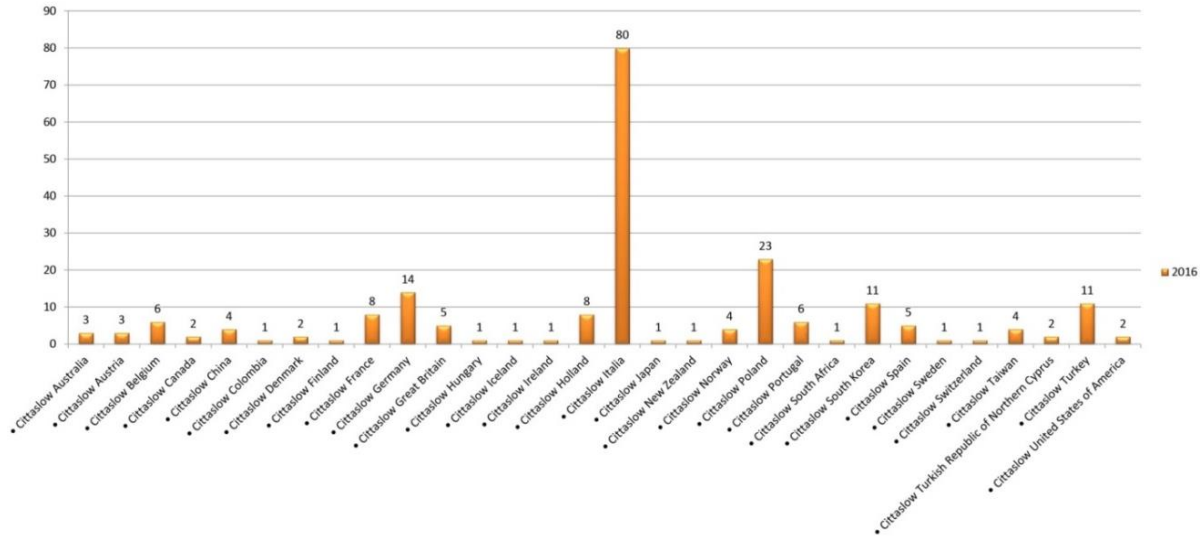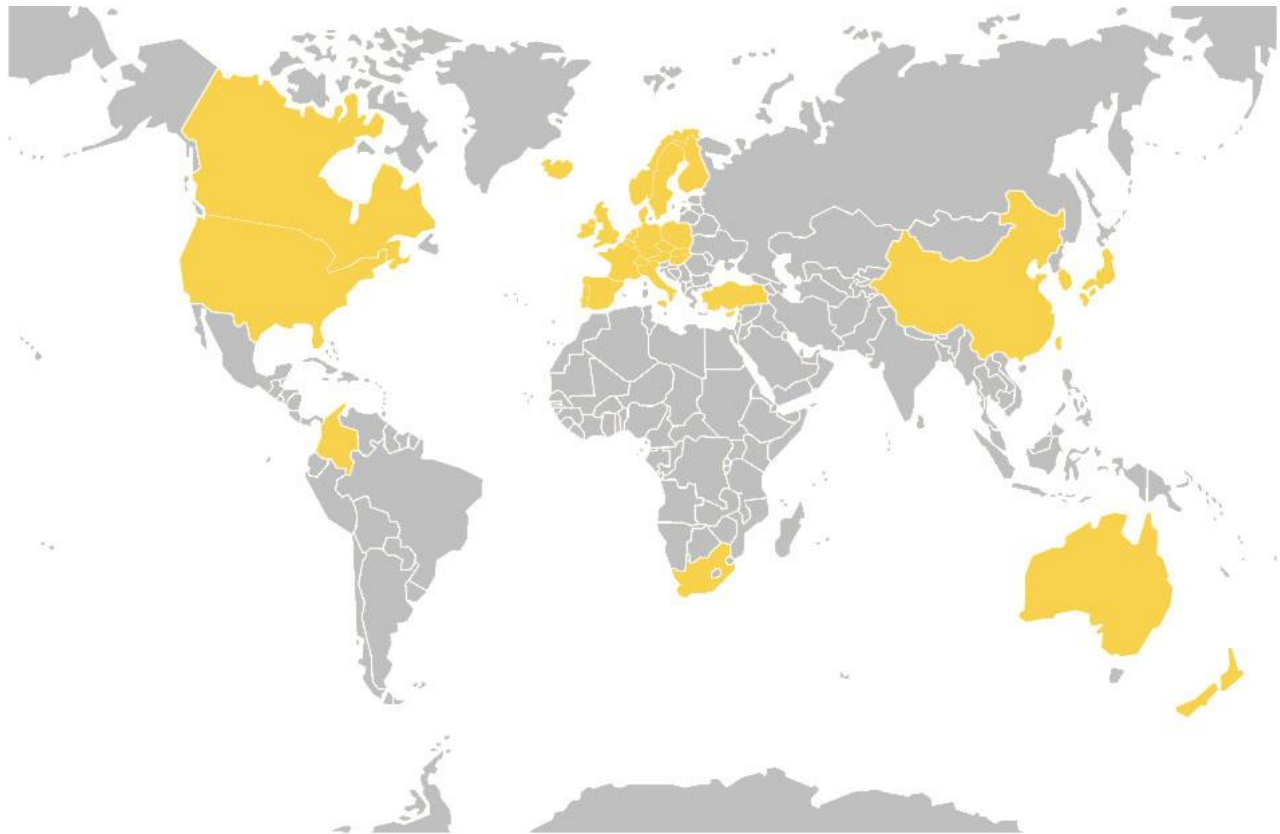
Radstrom (2005) stated that one of the strengths of the Slow City movement is to have a network which has grown by joining each new member town. She (2011) also quoted Massimo Borri's thoughts that "The overall Cittaslow network is vitally important to each member city's success. The network provides support to the city leaders and they are able to work together to develop ideas and solutions for each local place. A large degree of accountability is provided through this network" (Borri cited in Radstrom, 2005, p.65). It was mentioned before that a strong commitment to network, to its strategies and to its philosophy is expected by Cittaslow Association. Otherwise, expulsion will come into consideration for member cities.

The International headquarters is determined in Orvieto at the Orvieto Municipality with an open address in the international charter of Cittaslow (Art.1). Annual assembly meeting is organised in different Slow Cities in order to bring together all member cities' mayors or representatives.

3.5.2 National Network

National structure of the networks is explained in the paragraph-V. If national and/or territorial area has at least three member cities, national and/or territorial area will enable to establish its own national or territorial organisational structure which is defined as a National Coordinating Committee or as a National Branch for the international network of Cittaslow. This national branch should have a national coordinator who is chosen by representatives of Slow Cities. In article twenty-seven (Art. 27) duties of the National coordinating Committee has been defined as:

-        "It elects, by majority vote, the national coordinator, who may call on the services of technical aides at the behest of the town representatives;

-        It organises the association's activities by projects and audits their results at least once a year, reporting to the International Coordinating Committee accordingly.

-        It establishes the annual calendar of national events, even if organised by member towns, which can

-        It draws the forecasted and final national budget for the subsequent fiscal; ear by January 31 and sends a copy to the International Coordinating Committee;

-        manages the national network fund;

-	Verifies the application of membership from new candidate cities to submit to the International Coordinating Committee;

-	Notifies the International Coordinating Committee, the request for immediate expulsion of a member due to any behaviour contrary to the purposes of the Association that may seriously harm its image" (Cittaslow Charter, 2014, p.18-19).

Each national network abides by policies of international network Cittaslow. However, they have the opportunity to enrich their own Slow City organization. Mayer and Knox (2009) indicated Germany as an example to show how each country develops its own Cittaslow organization and national framework: "As the movement has spread and become international, so has its organization and certification process. Slow Cities in Germany have organized a non-profit group to manage the German Charter. They have translated the Charter into German and have adapted it to the national context. For example, unlike the Italian Charter, the German charter includes an indicator that notes whether a town has a policy in place that bans genetically modified plants and organisms in the local agricultural economies. In general, the six key areas remain the same, but the overall number and type of indicators change slightly in the context of each national framework as each country develops its own Slow City organization" (Mayer and Knox, 2009, p.26-29). Under the light of this information, it is clear to say that every country has a focal point within strategies of Cittaslow.

"German communes proposed to insist on the need to promote local products and productions, education to health and food, and alternative energy systems (Mayer, Knox, 2009). Italian members have stressed the importance of environmental issues such as waste management, reduction of light pollution and local economic development through tourism. In the French context, an interesting stake is the importance to adapt this commune-based charter to a political-administrative context deeply influenced by intercommunity"(Kwiatek-Sołtys and Mainet, 2015, p.129). For Turkish national organisation tendency for development differs among member cities, in general, agricultural production and alternative tourism can be highlighted as a focal point.

3.6 Conclusion

There are several organizations which connect cities; what makes Cittaslow divergent is important. One these differences could be the obligation for meeting several criteria, and preparation for achieving for the others. Without tangible steps, it is not possible to be one of the members. One of the strength about the criteria is that it says what should be done without obliging town in a specific implementation; so that each of slow city should find an efficient way to meet each criterion. It gives the decision-making directly to the cities. In other words; the fact that in the criteria solution of urban problems are not written exactly, there are some specific standards to be reached in several ways. In addition to a specific target, this freedom can create an innovative environment in the small cities. In fact, as it was stated that there are many ambiguities among the criteria that can mislead the application of Cittaslow. During the survey on the requirements of excellence criteria one of the main funding is that there are many criteria which are obscure to understand exactly, particularly in new added parts (See: Social Cohesion in Requirements of Excellence).

A prominent change is between old and updated requirement of excellent that specific criteria for truism are added in the new one. Instead of having a control mechanism in order to protect the cities from too much touristic development trend that can cause to weaken the relationship between inhabitants and city, the new criteria are promoting the touristic development. In short, gentrification may occur because of the touristic development tendency without considering holistic development in social and physical extend. As Hoeschele (2010) declares that "The potential problem of gentrification as a result of urban planning to improve the urban fabric is ignored" (p.77).

Lastly, Cittaslow itself is producing scarcity by creation special environment for good life. In a globalized world, they flourish as authentic places and attract people's interest. During the field research and interviews, this fact states by both inhabitants and employees of the Municipality. (see: Case Studies)

4. CİTTASLOW IN TWO DIFFERENT COUNTRIES CASE STUDIES: ITALY AND TURKEY EXPERIENCE OF SLOW CITIES

4.1 National Cittaslow Network of Italy

As a mother territory of the organisation, Italy has the majority with 80 Slow Cities (see: Appendix D). As well as, the International headquarters is located in Orvieto at the Orvieto Municipality. The Italian Organisation of Cittaslow was established on September 5th, 2009 in San Miniato with 20 Slow Cities: Acquapendente, Altomonte, Amalfi, Asolo, Caiazzo, Castel San Pietro Terme, Castelnuovo Berardenga, Chiavenna, Città Sant'Angelo, Gravina in Puglia, Montefalco, Orsara di Puglia, Santa Sofia, Santarcangelo di Romagna, Suvereto, Torgiano, Tolfa, Trevi, Vigarano Mainarda, Zibello. Since then the organisation of Cittaslow has expanded quadruple than the earliest time.

The map on the right shows current Cittaslow of Italy. As it can be seen from the map, Slow Cities are mostly located in the middle of the Italy. As well as, the second map represents Slow Cities with regions of Italy. As it can be seen from this map concentration of Slow Cities is higher in Emillia-Romagna, Toscana and Umbria. In general, Slow Cities are located mostly in the middle of Italy. Abbiategrasso is situated in the northern part of Italy, particularly in Lombardia Region

Map 4 Cittaslow National Network of Italy (Salieva, 2016)

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Map 5 Location of Abbiategrasso among different regions (Salieva, 2016)

Map 6 Location of Abbiategrasso in the Northern Italy (Salieva, 2016)

4.2 Case Study: Abbiategrasso

Abbiategrasso is one of the small cities within the Lombardia Region, as well as, under the authority of Milan Metropolitan Area. Lombardia region is situated in the North of Italy, with its surface area of about 24.000 square kilometres and almost 10 million inhabitants[38]. City of Milan is the capital of Lombardia Region; in addition to this, considering its 4.36 million inhabitants, Milan Metropolitan Area has the 5th biggest population, as well as, the 4th for level of urbanization in Europe[29].

Lombardia region has a vital importance for the national economic system with the gross domestic product (GDP) amounts to 296 billion euros and represents 20% of the national value[29]. The main sector is industry which is focused on small and medium-sized enterprises, but also reinforced by the presence of large industrial groups. In addition to this, the region has rich natural resources that which cover over 20% of the entire Lombard territory, as well as, there are three lakes: Lake Garda, Lake Maggiore and Lake Como in the region. Thanks to its cultural heritage, the region attracted over 26 million tourists and visitors during 2006.

Map 7-7a Location of Lombardia Region and Milan Metropolitan Area (Salieva, 2016)

[38]http://www.en.regione.lombardia.it/cs/Satellite?c=Page&childpagename=Regione%2FPage%2FENMILayout&cid=1213565447095&p=1213565447095&pagename=RGNWrapper (Retrieved Date 10.08.2016)

Milan is one of the twelve provinces in the Lombardia region, the main industrial and financial centre of Italy, in terms of GDP, it has the 2nd-largest economy among EU cities after Paris. Moreover, as a global city, it has strengths in the arts, business, design, education, show business, fashion, services, research, and tourism[39]. Province of Milan was replaced by Metropolitan City of Milan that includes the city of Milan and other 133 municipalities (comuni), 1.575 sq. km in total. It was formed by the reform of local authorities (Law 142/1990) and then established by the Law 56/2014. It has been functioning since January 1, 2015[40].

Map 9 Abbiategrasso Location within Milan Metropolitan Area (Salieva, 2016)

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[39] http://www.cittametropolitana.mi.it (Retrieved Date 10.08.2016)
[40] http://www.cittametropolitana.mi.it (Retrieved Date 10.08.2016)

Abbiategrasso is one of the small towns that located east-west of Lombardia region. In total, there are 134 municipalities (or comuni) within the boundary of Metropolitan Province of Milano, Abbiategrasso is one of them.

According to ISTAT, Milano Metropolitan Area reaches 3.196.825 registered inhabitants in total. While the population of Milano has 1.337.155 inhabitants -48.8 percentages of total population-, Abbiategrasso is the fifteenth biggest town in Milano Metropolitan Region with its 32.409 inhabitants. Abbiategrasso includes just 1 percentage of total population of Metropolitan Province of Milano. However, it is the second largest area after the city of Milan in the metropolitan area. Its municipal boundary covers 47.78 square km, with mostly agricultural land and parks, thus, the average density of Abbiategrasso is quite low, ranked 98th among 134 comuni with the value of 678 inhabitants per km2. Compared to the average density of Milan which is 2,029 inhabitants per km2, it is almost 3 in 1.

Here is summary of basic information about the city with its ranks among the other comuni (municipalities):

Municipality	Demographic density (N° inhabitants Km²)	Growth rate	Average age (years)	Bachleors/Bachelorette	Foreigners	Unemployment rate
Abbiategrasso	98°	68°	48°	38°	25°	50°

Table 4 Statistics about Abbiategrasso[41]

As it can be seen from the map below, there is a monocentric city with its surrounding little farm houses. The urbanised centre is mixed by roads and railways that connect the city with other cities, as well as, with Milano. At the first glance, the natural resources around the city can be seen easily. Ticino River defines the west boundary of Abbiategrasso as a blue-green belt with the protected area of the Ticino Valley Nature Park.

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[41] http://www.urbistat.it/AdminStat/en/it/demografia/dati-sintesi/abbiategrasso/15002/4 (Retrieved Date 10.08.2016)
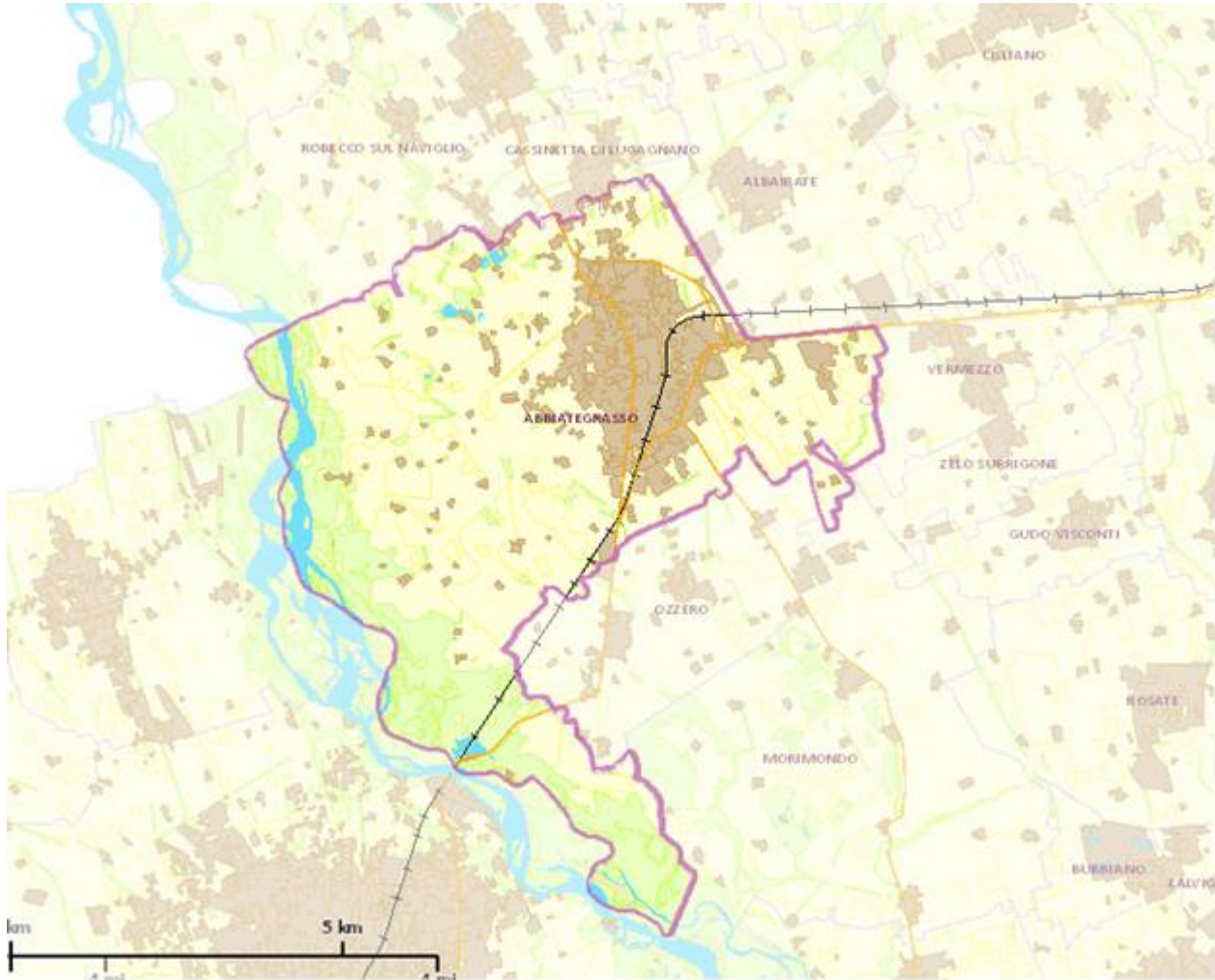
Map 8 Administrative Boundaries of Abbiategrasso[42] (Salieva, 2016)

History of Abbiategrasso is known from Roman times. Thanks to its rich history, there are many civil architecture examples belong to the different period of time. During 1270, wealth increased in the city, due to the fact that Naviglio Grande became navigable, as it filled the external ditch which protected the village up to the Castello Visconteo, offering a privileged access to the village which had already been surrounded by the walls for a century[43]. Nowadays, the quadrangular ditch resembles the Parco della Repubblica and the Parco della Costituzione surrounding the city centre. The old town centre is well protected with the Castello Visconteo, ancient houses, and churches dating back to the Renaissance

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[42] Base Map - http://www.cartografia.regione.lombardia.it (Retrieved Date 15.08.2016)
[43] http://www.comune.abbiategrasso.mi.it/La-Citta/Turismo/Visita-la-citta/Guida (Retrieved Date 10.08.2016)

and Baroque periods. Abbiategrasso received the honorary title of city with a royal decree of 31 March 1932[44]. Here are main castle, churches, and civil architecture examples;

Castles

- The Visconti Castle
- Castelletto

Churches

- Basilica of Santa Maria Nuova
- Church of San Bernardino
- Church of San Rocco
- Church of San Pietro
- Church of San Gaetano
- Church of Sant'Antonio Abate
- Geriatric Institute "Camillo Golgi"

Stately Homes

- Casa Pianca Albini
- Casa Paquet
- Casa del Guardiano delle Acque
- Palazzo Annoni
- Palazzo Corio Litta Visconti,
- Palazzi Nobiliari
- Palazzo Sacchei ex Tarantola
- Palazzo Cattaneo
- Palazzo Orsini
- Palazzo Pionnio
- Palazzo Arconati
- Villa Rusca Sanchioli

Map 9 Monuments of Abbiategrasso (Comune Abbiategrasso, 2016)[43]

In addition to its historic background, the city is surrounding by the Ticino River and Naviglio Grande canal, thus, the city has a rich green landscape. The effects of these water resources not only related to the landscape but also related to its history, art, and economy. It is known that Naviglio Grande canal enables inhabitants to trade with Milan up until the end of the 19th century[45].

4.2.1 Geographical Locations and Connections

Abbiategrasso has a strong connection with Milan and the other cities both by roads and railways, as well as, by bike paths. Abbiategrasso interconnects by the state roads 494 and 526. It is located 22 km southwest of Milan. The other important distances as follows: To Morimondo 5.7 km, to Mortara 24.7 km, to Pavia 38 km and 12 km to Vigevano. The Abbiategrasso station is placed in the city centre, served by regional trains on the line of Milano-Mortara, under the service of Lombardy Region.

The nearest airport is Malpensa Airport which is located in the province of Varese. It is 33 km far from the Seferihisar city centre, 25 min by car. Linate airport can be easily reached from the Abbiategrasso, as well. It is 43km far away from the city, it takes approximately 35 min by car.

In addition to these hard mobility infrastructures, Abbiategrasso is connected to Milan and the surrounding cities by soft mobility infrastructure.

Inside the Abbiategrasso territory, a respectable part of the Ticino Park and South Milan Agricultural Park is included. It can be seen also the Strategic Plan of Metropolitan Municipality of Milano (2016) which is prepared according to the Law 56/2014 identifies as the primary purpose of Metropolitan City is "care of the strategic development of the metropolitan area".

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[45] http://www.Cittaslow.org/network/location/172 (Retrieved Date 10.08.2016)
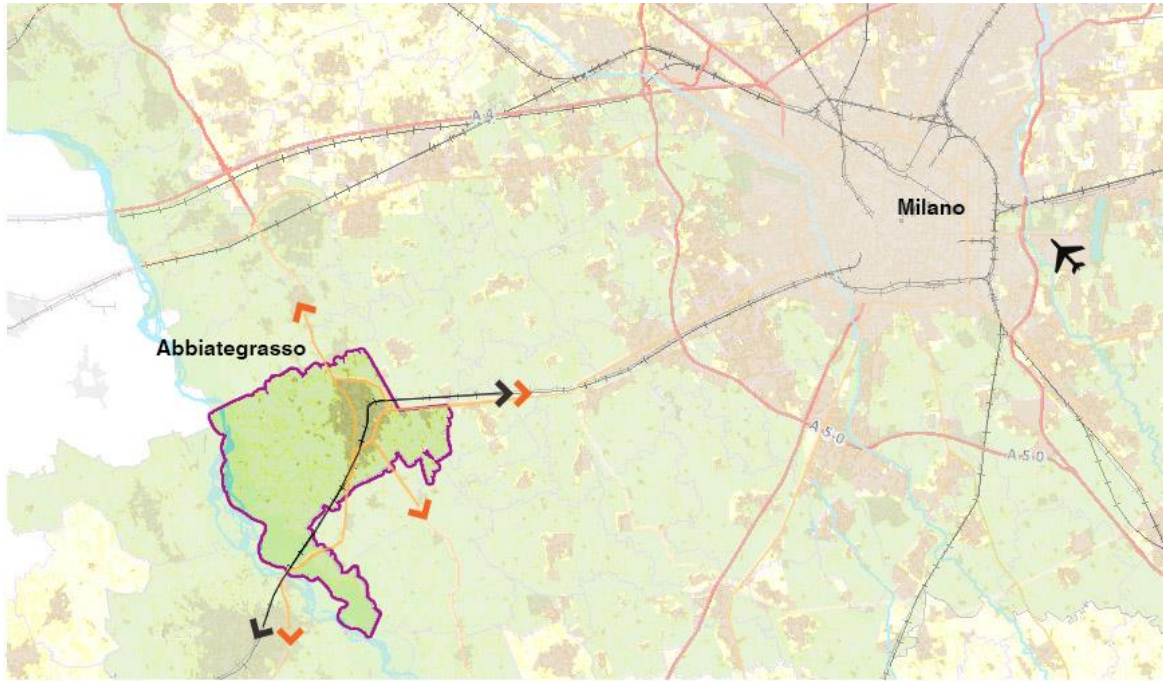
Map 10 Main Connections of Abbiategrasso[46] (Salieva, 2016)

As it can be realised from the map below, Abbiategrasso is enclosed by natural green areas that will be protected according to Strategic Plan of Metropolitan Municipality of Milano (2016). These green areas supply rich environmental resources, on the other hand, limit the urban growth of Abbiategrasso. The location of Abbiategrasso has importance to sustain the continuity of both for the Ticino Park and South Milan Agricultural Park. Currently, less than 30 percentage of the municipal area is urbanized, while more than 70 percentage is covered by agricultural land or parks.

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[46] Base Map - http://www.cartografia.regione.lombardia.it (Retrieved Date 15.08.2016)
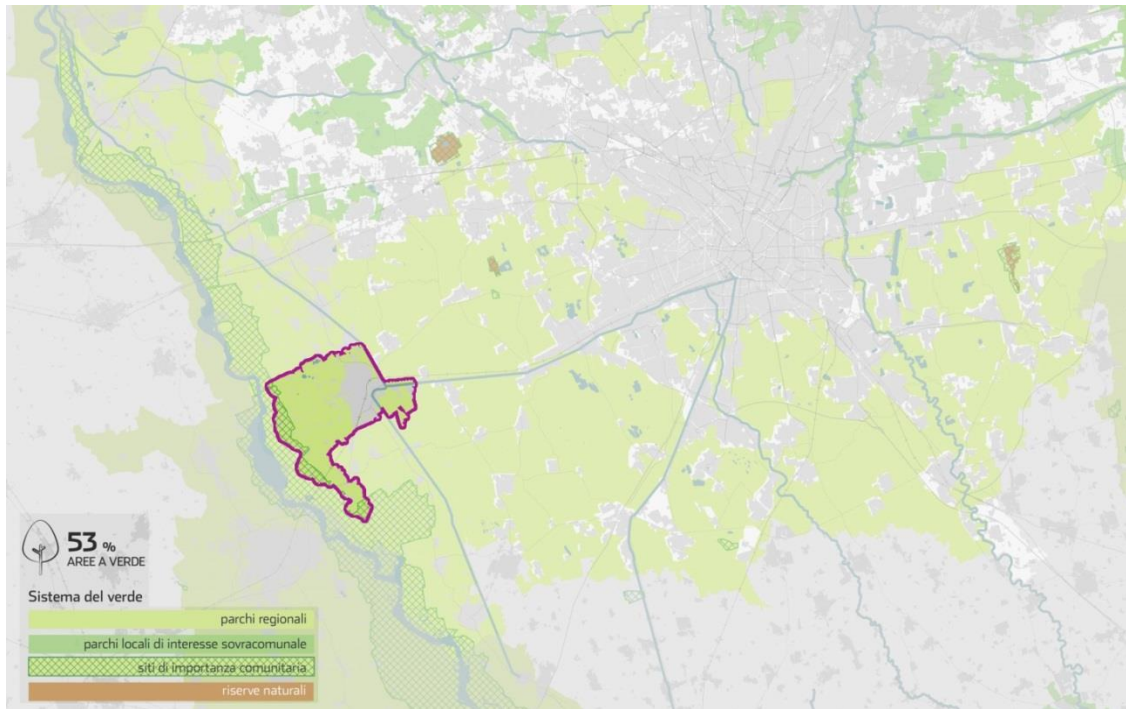
Map 11 Ecosystem strategic map of Metropolitan City of Milano[47] (Citta Metropolitana di Milano, 2016)

4.2.2 Population Changes

Abbiategrasso has certificated as a Cittaslow in 2000. Since then, a continuous increase in the population can be understood from the tables below. Up-to-date (2015) population is 32.585 inhabitants[48]. However, there is a 3.47 percent decrease between 2010 and 2011. During the survey, Daniela Colla -the Councillor in charge of Culture, Tourism, and Cittaslow- explains that after the many industries faced to crises in 2008, afterwards most of them got closed, thus unemployment became the main reason for the decrease. The loss of the inhabitants regained within following two years. All of this information can be seen from the tables below. Last but not least, according to the ISTAT (2014) the growth rate of Abbiategrasso is 3.5, which is lower than average rate of the province of Milano (6.5). The

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[47] "Piano Strategico Metropolitano Carta D'identita Del Territorio" was accessed online, on August 30, 2016. Available from: http://www.cittametropolitana.mi.it/export/sites/default/PSM/doc/Piano-strategico-metropolitano-Carta-d-identita-del-territorio.pdf

[48] http://www.comune.abbiategrasso.mi.it/La-Citta/Dati-generali (Retrieved Date 15.08.2016)

city ranked 68th among the other municipalities. Below the table illustrates the population changes among 2001 to 2014[49].

Year	Inhabitants (N.)	Variation % on previous year
2001	27,760	-
2002	28,057	+1.07
2003	28,890	+2.97
2004	29,508	+2.14
2005	29,830	+1.09
2006	30,120	+0.97
2007	30,504	+1.27
2008	31,146	+2.10
2009	31,578	+1.39
2010	32,035	+1.45
2011	30,923	-3.47
2012	31,325	+1.30
2013	32,295	+3.10
2014	32,409	+0.35

Table 5 Abbiategrasso Population Changes from 2001 to 2014 (Urbistat, 2016)
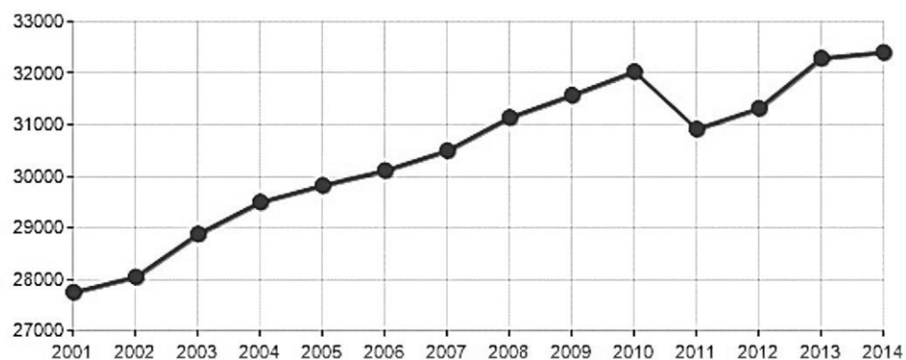

Table 6 Abbiategrasso Population Changes from 2001 to 2014 (Urbistat, 2016)

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[49] http://www.urbistat.it/AdminStat/en/it/demografia/dati-sintesi/abbiategrasso/15002/4 (Retrieved Date 10.08.2016)

Another finding to be emphasised from Abbiategrasso population statistics that the foreign population percentage (11.1) is almost equivalent to the average of Metropolitan city of Milano (13.7). The city is ranked at 25th with among the other municipalities[50].

P	Municipalities	Foreigners (%)	
1°	Baranzate	31.7	
2°	Pioltello	25.0	
3°	Milano	18.6	
4°	Cinisello Balsamo	17.1	
5°	Sesto San Giovanni	17.1	
6°	Cologno Monzese	16.8	
7°	Vaprio d'Adda	15.7	
8°	San Giuliano Milanese	15.6	
9°	Corsico	15.0	
10°	Pero	14.4	
11°	Melegnano	13.8	
	Province of MILANO	13.7	
12°	Turbigo	12.9	
13°	Cassano d'Adda	12.9	
14°	San Donato Milanese	12.7	
15°	Grezzago	12.7	
16°	Vittuone	12.2	
17°	Legnano	12.0	
18°	Bresso	11.8	
19°	Basiglio	11.7	
20°	Pozzo d'Adda	11.7	
21°	Trezzo sull'Adda	11.5	
22°	Mediglia	11.2	
23°	Melzo	11.2	
24°	Castano Primo	11.1	
25°	Abbiategrasso	11.1	
26°	Pieve Emanuele	11.1	
27°	Locate di Triulzi	11.0	

Table 7 Foreign Percentage of Abbiategrasso (Urbistat, 2016)

4.2.3 Sectoral Changes

The city of Abbiategrasso has an agriculture-based-industry, thanks to its surrounding agricultural lands. Primary production is cereal culture, with particular prevalence for rice and corn. Moreover, there are nationwide companies n that have their headquarters in Abbiategrasso; Mivar (closed in December 2015) and the BCS Group. Agricultural lands are under protection, thus, presently, 16 percentages of the municipal area is urbanized. Moreover, their local products are vital for the economy of Abbiategrasso. In the rural communities of the Ticino Valley, the Farmhouses operate and produce stone ground flour, old brands of wheat, cured meats and above all renowned cheese such as Quartirolo and

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[50] http://www.urbistat.it/AdminStat/en/it/demografia/dati-sintesi/abbiategrasso/15002/4 (Retrieved Date 10.08.2016)

Gorgonzola. These Farmhouses are well known for the quality and uniqueness of their products[51]. Daniela Colla (2016), the councillor in charge for Culture declares that after the crisis 2000-2010, some companies were closed, thus, lack of job become the main problem for Abbiategrasso, however, agriculture and local production (in particular gorgonzola cheese) are growing. Here, it is needed to be mentioned that there are some projects related to promotion of local products. Municipality of Abbiategrasso is arranging specific places for producers to enable them to market their product.

4.2.4 Development Plans and Policies

Strategic Plan of Metropolitan Municipality of Milano (2016) has started with development strategies outlined in in September 2015. It identifies six main strategies which are to address the metropolitan city with 38 projects. Here is the the "Six Strategies" of the plan (2016)[52]:

- Agile And Powerful
- Creative And Innovative
- Attractive And Open
- Intelligent And Sustainable
- Fast And Integrated
- Coesa And Partner

The plan proposes also "Homogeneous Zone"[53] within the boundary of Metropolitan Area of Milan. With the combination of similar municipalities regards to geography, demography, historical background and economic features, Metropolitan area has divided area into 7 homogeneous zones. The main intentions of these Homogeneous Zone are: To articulate the activities on the territory efficiently and to promote greater integration of the services in those municipalities.

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[51] https://it.wikipedia.org/wiki/Abbiategrasso (Retrieved Date 10.08.2016)
[52] http://www.cittametropolitana.mi.it/PSM/piano_strategico_metropolitano/strategie/index.html (Retrieved Date 30.08.2016)
[53] http://www.cittametropolitana.mi.it/PSM/piano_strategico_metropolitano/progettualita_territori/zone_omogenee.html (Retrieved Date 30.08.2016)

Abbiategrasso is take place in the Magenta-Abbiatense Zone which encompasses 29 municipalities, in total 360.44 square km and 213.745 inhabitants with estimated 50,690 employees (Abbiategrasso Albairate, Arluno, Bareggio, Besate, Boffalora Above Ticinio, Bubbiano, Calvignasco, Casorezzo, Cassinetta Of Lugagnano, Cisliano, Corbetta, Gaggiano, Gudo Visconti, Magenta, Marcallo With Casone, Mesero, Morimondo, Motta Visconti, Noviglio, Ossona, Ozzero, Robecco Sul Naviglio, Rosate, Santo Stefano Ticino, Sedriano, Vermezzo, Vittuone, Zeal Surrigone). The strategy of Magenta Abbiatense Zone defines as "agricultural land between production and utilization" in the plan (2016). The map below shows the different zones and their main strategies:
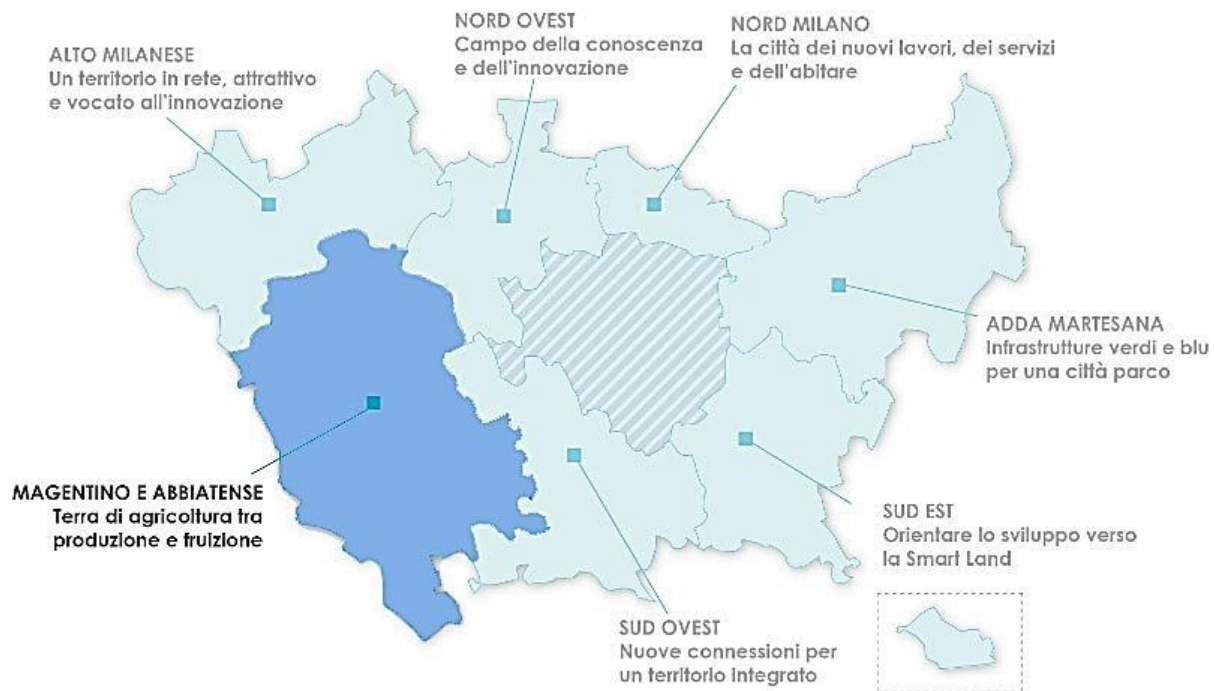
Map 12 Magenta-Abbiatense Zone [54] (Citta Metropolitana di Milano, 2016)

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[54]http://www.cittametropolitana.mi.it/PSM/piano_strategico_metropolitano/progettualita_territori/zone_omogenee.html (Retrieved Date 30.08.2016)

CITTÀ METROPOLITANA E ZONE OMOGENEE

Legend:
- Alto Milanese
- Magentino e Abbiatense
- Nord Ovest
- Nord Milano
- Sud Ovest
- Sud Est
- Adda Martesana

Map 13 Abbiategrasso in Homogeneous Zones[55] (Citta Metropolitana di Milano, 2016)

Projects and actions are also proposed in the plan, for Magenta and Abbiatense three projects are scheduled; the agro-tourist district, a mobility program and the development of inter-municipal cooperation for the simplification and competitiveness.

The agro-tourist district in the Magenta and Abbiatense aims to use the agricultural potential since the territory of the homogeneous area is used for more than 70% of its extension for agricultural purposes, which forms part of the Agricultural Park South Milan and in the Ticino Park which strongly characterize the identity of this territory. Objectives may include product innovation, process, and supply chain, from the perspective of proximity agriculture; enhancement and promotion of the territory and of rural culture; the redevelopment and environmental landscape enhancement, including in key biodiversity.

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[55]http://www.cittametropolitana.mi.it/PSM/piano_strategico_metropolitano/progettualita_territori/zone_omogenee.html (Retrieved Date 30.08.2016)

4.2.5 Process of Becoming a Cittaslow

Abbiategrasso has been certificated as a Cittaslow since 2000. There are limited sources for candidacy process and after becoming a Cittaslow. Personal observations and questionnaire answered by Daniela Colla -the Councillor in charge of Culture, Tourism, and Cittaslow- helped to understand the current situation of Abbiategrasso. During the survey, the first impression is that there is a community life in the city; inhabitants mostly know each other. There is not a lot of Cittaslow symbol around the city just on the main touristic or administrative buildings and on the shops' windows located in the main street.

Picture 1-1a-1b Castello Visconteo, and a Cafetteria on the Corso Matteotti Giacomo (Salieva, 2016)

During the interview, Daniela Colla states that Abbiategrasso was already a Cittaslow, and there is no need for preparation a lot of projects to meet with the each criterion of Cittaslow. However, some projects are prepared for the sake of Cittaslow; such as, meeting with local shops and informing inhabitants, producer market for local agricultural product and pedestrianisation of the main square (Piazza Guglielmo Marconi).

Daniela Colla (2016), the Councillor in charge for Culture explains that there are projects about regulation of the streets. They formed a pedestrian zone and create a design code for the main square in where the municipality is located, as well as, for the main streets which connects to main square.

Picture 2 Corso Italia (Salieva, 2016)

Municipality of Abbiategrasso also encourage the local producers by supplying them places to market their products. Cascina Fraschina is allowed to use a little arcade very closed to main square to sell its product.

Picture 3 Producer Market in the Archade (Salieva, 2016)

According to questionnaire answered by Daniela Colla (see: Appendix H), after becoming a Cittaslow the remarkable change is to be more visible with the slow aspects that the city already had. She many times states that Abbiategrasso was already a slow city with inhabitants' ordinary living style. This fact can be observed while wandering around the city. Even though there is no specific projects for promoting the bicycle usage until 2016, inhabitants with their bicycle can be seen everywhere. In fact, during 2016 municipality conduct a specific project for increasing the use of bicycles and creating sustainable slow

mobility system; Bicipark project. It has been awarded with Cittaslow International Project Prize for infrastructure[56].

Picture 4 Corso XX Settembre (Salieva, 2016)

Picture 5 Piazza Castello (Salieva, 2016)

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[56] http://www.comune.abbiategrasso.mi.it/Comunicazioni/Concorso-Cittaslow-Best-Practices-Contest (Retrieved Date 25.08.2016)

4.3 National Cittaslow Network of Turkey

Cittaslow network has 11 members in Turkey since 2009 when the first slow city of Turkey, Seferihisar is announced as a Cittaslow. According to the Charter countries that have at least three member cities, can establish its own national or territorial organisational structure which is defined as a National Coordinating Committee or as a National Branch. National Coordinating Committee is charged with coordinating relationship between Cittaslow international and national networks. In the International Assembly of Cittaslow Association, held in 2011, memberships of four Slow Cities from Turkey (Akyaka, Yenipazar, Gökçeada, and Taraklı) have verified, after that Seferihisar became sixteenth member of Cittaslow International Coordination Committee. Seferihisar has become the capital town of Cittaslow Network in Turkey, however, the National coordinating Committee has not established yet. Seferihisar is also the centre of Turkey's Scientific Committee Cittaslow and Slow Life Support Association. Turkey's Scientific Committee of Cittaslow comprises of five scholars: Prof. Dr. Irfan Arikan, Prof. Dr. Murat Barkan, Prof. Dr. Tayfun Özkaya, Ferhat Ilker Ünsever, Prof. Dr. Ridvan Yurtseven. Prof. Dr. Ridvan Yurtseven is also a member of International Scientific Committee of Cittaslow.[57]

Since there is no National coordinating Committee of Turkey, the Mayor of Seferihisar Tunç Soyer and Bülent Köstem who is the technical coordinator of Cittaslow Turkey, have authority for accepting candidate cities, preparing a report about their progress. Bülent Köstem is also the Strategy Development Manager in Seferihisar Municipality. If a candidate city will meet criteria of Cittaslow, they introduce the city as a candidate city to the International Association for a membership application. The mayor of Seferihisar Tunç Soyer is one of the wise-presidents of the International Coordinating Committee, as well.

11 Turkish Slow Cities are located all around the Turkey. The first map below demonstrates the Slow Cities of Turkey, in addition to this second map illustrates also geographic regions of Turkey. There are 7 geographic regions of Turkey that divided according to their geographic features; such as, location, climate, topography, flora and fauna, agricultural varieties, and so on. These regions do not have any separate administrative bodies. The map

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[57] http://Cittaslowturkiye.org/#turkiye (Retrieved Date 25.07.2016)

shows that almost every region of Turkey has at least one Slow City, apart from Central Anatolia that does not have any. However, it can be claimed that the majority of Slow Cities are located in western part of Turkey. Since there are 7 cities in the West, there are just 3 cities on the East. Because of the fact that they are in different regions, the cities differ from each other by their populations, sectors and so on. Seferihisar is located in Aegean Region of Turkey. Seferihisar may allure the cities around it to become Cittaslow.

Map 14 Cittaslow National Network of Turkey (Salieva, 2016)
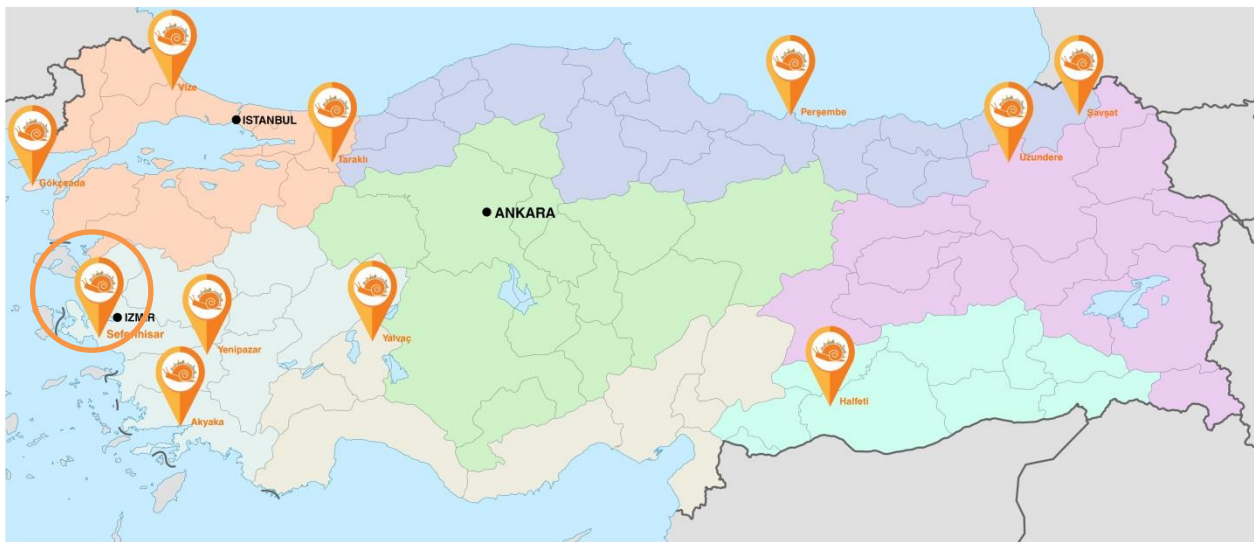
Map 15 Cittaslow National Network of Turkey with Seven Regions[58] (Salieva, 2016)

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[58] The map is prepared by me according to The "Cittaslow List" was accessed online, on April 30, 2016. Available from:http://www.Cittaslow.org/download/DocumentiUfficiali/CİTTASLOW_LIST_MARCH_2016.pdf

Below, there is basic information about 11 Slow Cities of Turkey:

Seferihisar
Location: In İzmir Metropolitan Area which is located on the western part of Turkey
Population*: 36.335[59]
Certified Date: 2009
 Priority Sectors: Agriculture and Tourism
Akyaka
Location: Southwest of Turkey's coastline
Population*: 2.691
Certified Date: 2015
 Priority Sectors: Nature Sports and Alterative Tourism
Gökçeada
Location: Northwest of Turkey (one of the islands of Turkey)
Population*: 6.517
Certified Date: 2011
 Priority Sectors: Organic Agriculture, Nature Sports, and Alterative Tourism
Halfeti
Location: Southeast of Turkey
Population: 37.930
Certified Date: 2013
 Priority Sectors: Cultural Tourism
Perşembe
Location: North of Turkey
Population*: 31.094
Certified Date: 2012
 Priority Sectors: Agriculture, Fishery, and Tourism
Şavşat
Location: Northeast of Turkey
Population: 6.890
Certified Date: 2015

 Priority Sectors: Breeding, Agriculture, Nature and Cultural Tourism
Vize
Location: Northwest of Turkey
Population: 13.095
Certified Date: 2012
 Priority Sectors: Agriculture, Stockbreeding, and Forestry
Taraklı
Location: Northwest of Turkey
Population: 6.991
Certified Date: 2011
 Priority Sectors: Agriculture and Stockbreeding
Uzundere
Location: Northeast of Turkey
Population: 8.058
Certified Date: 2016
 Priority Sectors: Agriculture, Nature Sports, and Alterative Tourism
Yalvaç
Location: Southwest of Turkey
Population: 20.880
Certified Date: 2012
Priority Sectors: Agriculture, Stockbreeding, fisheries and crafts
Yenipazar
Location: Southwest of Turkey
Population: 12.937
Certified Date: 2011
 Priority Sectors: Agriculture

* *Some of the cities' population differentiate during summer and winter time, according to TUIK–Turkish Statistical Institute registered habitants are used as statistical data.*

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[59] Cities' Population According to TUIK–Turkish Statistical Institute, registered habitants in 2015- was accessed online, on July 25, 2016. Available from: http://www.turkstat.gov.tr/UstMenu.do?metod=metabilgi

4.4 Case Study: Seferihisar

Seferihisar is one of the towns of Izmir Metropolitan Area which is located in the western part of Turkey within Aegean Region. Metropolitan Municipality of Izmir it has established in 1984, the boundary of Metropolitan Area has widened in 2009. Metropolitan Municipality of Izmir has the authority on 21 towns of Izmir and the central area of it. The city of Izmir has known as "Smyrna" in English and it is the third most crowded metropolitan city with 4.168.415 inhabitants in Turkey that comes after Istanbul and Ankara.[60] Besides its historical importance, thanks to its several economic activities and its port, Izmir is a growing city in Turkey.

Map 17 Location of Izmir (Salieva, 2016)

Izmir linked to other Turkish cities with several ways of transportation. It has a direct connection to Ankara and Istanbul both by train and by plane, as well as, it takes 5 hours to Istanbul and 7 hours to Ankara by car. Izmir has also a direct

Map 16 Towns within Izmir Metropolitan Area (Salieva, 2016)

[60] Cities' Population According to TUIK–Turkish Statistical Institute, registered habitants in 2015 was accessed online, on July 25, 2016. Available from: https://biruni.tuik.gov.tr/medas/?kn=95&locale=tr

connection to some European Countries like Germany, United Kingdom, Switzerland and Belgium by plane. The map on the right side shows 21 towns within Izmir Metropolitan Area. As it can be seen from the map Seferihisar is one of these towns that located on the seaside and very close to the centre of the

Metropolitan Area of Izmir Districts andTowns	2015
İzmir(Balçova)-2006	78121
İzmir(Bornova)-1203	435162
İzmir(Buca)-1780	470768
İzmir(Çiğli)-2007	182349
İzmir(Gaziemir)-2009	132365
İzmir(Güzelbahçe)-2018	29774
İzmir(Karabağlar)-2057	477238
İzmir(Karşıyaka)-1448	333250
İzmir(Konak)-1819	375490
İzmir(Aliağa)-1128	87376
İzmir(Bayındır)-1178	39925
İzmir(Bayraklı)-2056	312263
İzmir(Bergama)-1181	101917
İzmir(Beydağ)-1776	12276
İzmir(Çeşme)-1251	39243
İzmir(Dikili)-1280	40537
İzmir(Foça)-1334	28647
İzmir(Karaburun)-1432	9403
İzmir(Kemalpaşa)-1461	101693
İzmir(Kınık)-1467	28052
İzmir(Kiraz)-1477	43615
İzmir(Menderes)-1826	83331
İzmir(Menemen)-1521	156974
İzmir(Narlıdere)-2013	64712
İzmir(Ödemiş)-1563	132028
İzmir(Seferihisar)-1611	36335
İzmir(Selçuk)-1612	35736
İzmir(Tire)-1677	82102
İzmir(Torbalı)-1682	156983
İzmir(Urla)-1703	60750

Table 8 Population of Districts and Town in the Izmir Metropolitan Area[59]

Izmir Metropolitan Area. Seferihisar is surrounded by Güzelbahçe on the north, Urla on the west and Menderes on the east.

[61]According to Turkish Statistical Institute, registered inhabitants of 21 towns within Izmir Metropolitan Area (coloured black) and its central districts (coloured red) are shown for 2015. While the population of Izmir central area has 2.514.517 inhabitants, it reaches 4.168.415 inhabitants in total. Seferihisar is the sixteenth biggest town in Izmir with its

36.335 inhabitants.

Seferihisar has quite wide territorial area; it covers almost 370 square kilometres. Therefore, it has several neighbourhoods and villages within its territory, apart from the city centre. Seferihisar town centre is located 5km to the seaside, not directly nearby the seaside. It has divided into 12 neighbourhoods; Camikebir, Çolakibrahimbey, Hıdırlık, Sığacık, Tepecik, Turabiye, Ulamış, Cumhuriyet, Payamlı, Atatürk,

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[61] Cities' Population According to TUIK–Turkish Statistical Institute, registered habitants in 2015 was accessed online, on July 25, 2016. Available from: https://biruni.tuik.gov.tr/medas/?kn=95&locale=tr

Bengiler and Mersinalanı. Moreover, Seferihisar has 9 villages in its municipal boundary; Turgut, Beyler, Düzce, İhsaniye, Çamtepe, Gödence, Kavakdere, Gölcük and Orhanlı. Moreover, five small islands, namely Kanlıada, Bahadır, Ipsil, Egek and Çıfıt (Myonnesos) are involved in the Seferihisar boundary. Çıfıt (Myonnesos) is near the Doğanbey district, it links to the mainland by a small path but still called Çıfıt Island (or ancient name is Myonnesos).[62]

As it can be seen from the map below, town centre and the other urbanised areas of Seferihisar are separate from each other, especially villages are located in highland. Camikebir, Çolakibrahimbey, Hıdırlık, Tepecik and Turabiye are the five neighbourhoods that form the central area of Seferihisar. Moreover, Sığacık neighbourhood is just 5km far from the city centre and has a significant position with its ancient Greek site and Marina. From the map below, another important inference can be said that apart from the central area of Seferihisar, urbanised areas mainly located nearby seaside.

 In the subsequent sections, comprehensive information will be given about Seferihisar. Its geographic location and connections will be showed in order to understand the city in a better way. As well as, features contributed to Seferihisar potential to become a slow city will be explored. In addition to this; socio-economic data will be examined by using population and sectoral statistics. Development plans and policies will help to underscore the changes after becoming Cittaslow. In addition, the current planning policies and territorial plans will be also studied to show the current situation in Seferihisar.

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[62] http://seferihisar.bel.tr/seferihisar-hakkinda (Retrieved Date 25.07.2016)
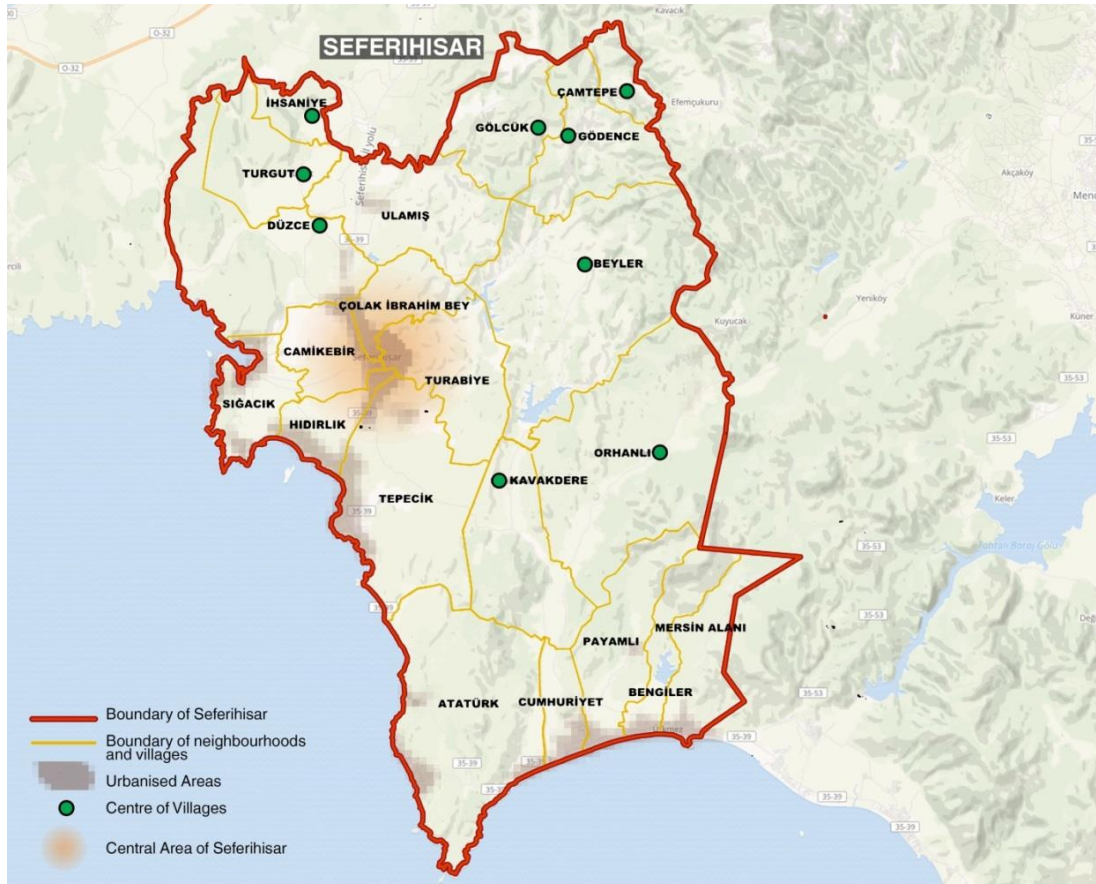
Map 18 Neighborhoods and Villages of Seferihisar (Salieva, 2016)

Before going further, a brief summary is needed about Seferihisar history. Seferihisar is not just a coastal town; it has many other important features. Its historical characteristic is one of them which have pioneered the process of becoming a Cittaslow. The oldest settlement in the Seferihisar is Teos. The establishment date of it known as 2000 B.C. In addition to Teos, Lebedos was located in the boundary of Seferihisar district, as well. These two ancient cities were two of twelve Ionian cities Aegean Area. Currently, Sığacık neighbourhood is located close to the ruins of Teos, and the ruins of Lebedos are closed to Mersinalanı neighbourhood. There is another ancient settlement called as Myonnesos, currently known as "Çıfıtkale". After Ancient Greek, Rome and Byzantium periods, the city was conquered by Seljuk Dynasty and Ottoman Empires respectively.[63] During the Ottoman Empire Greeks and Turks had lived together for a certain period of time. At the very end, Seferihisar became a city in the Republic of Turkey.

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[63] http://seferihisar.bel.tr/seferihisar-hakkinda (Retrieved Date 25.07.2016)

Seferihisar has a lot of structures belongs different historical periods; some of them are officially registered by Governorship of Izmir. Whereas ancient cities remain from the Ancient Greek Period, Mosques and Turkish baths mostly belong to Ottoman period.

Seferihisar's officially registered historical buildings can be seen from the table below.[64]

Mosque and Masjid
1. Güdük Minare Mosque (Seferihisar City Center)
2. Hıdırlık Mosque (seferihisar Turkish Bath)
3. Turabiye Mosque (Seferihisar City Center)
4. Ulu Mosque (Seferihisar City Center)
5. Kasım Çelebi Mosque (Düzce Village)
6. Sığacık Mosque ve Sığacık Masjid
Turkish bath and Madrasah
1. Turkish Bath (Seferihisar Turkish Bath)
2. Sığacık Turkish Bath
3. DüzceVillage Turkish Bath
4. Ulamış Village Turkish Bath
5. Kasım Çelebi Madrasah (Düzce Village)
Fountain, Monument, Aqueduct and Thermal Water Spa
1. Şehitler Fountain
2. Ulamış Village Martyrdom Monument
3. Aqueduct (Beyler Village)
4. Cumalı Thermal Water Spa (Kavakdere Village)
Tumulus
1. Güneşlikent Tumulus (Tepecik Neighbourhood, Gemisuyu District, Seferihisar City Center)
2. Tumulus A (Hıdırlık Neighbourhood, Sazlıgöl District, Seferihisar City Center)
3. Tumulus -B (Hıdırlık Neighbourhood, Sazlıgöl District, Seferihisar City Center)
Ancient City and Protected Area
1. 1.Teos Ancient City
2. Lebedos Ancient City
3. Karaköse Ruins
4. Myonnesos Island
Civil Architecture
1. House (11 Eylül Street No:1,3,5 Seferihisar City Center)
2. House (Atatürk Street No:5, Seferihisar City Center)
3. House (Camikebir Neighbourhood No:58, Seferihisar City Center

Table 9 Officially Registered Historical Buildings by the Governorship of Izmir, 2016[62]

In addition to this table, Sığacık Castel is one of the important ancient structures that belong to Ottoman Empire. The Castle still endures its existence, as well as, there is a small settlement inside it. Because of the fact that the small alive

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[64] http://www.seferihisar.gov.tr/default_B1.aspx?content=1074 (Retrieved Date 25.07.2016)

neighbourhood inside the Castle is unique for its region, it has become a landmark of Sığacık Neighbourhood. Sahinkaya (2015) declared that the small settlement includes a historic Mosque and Turkish bath, as well.

Beside rich historical background, Seferihisar is an important settlement with its protected nature and development potential. Seferihisar's mandarin is known not only at national scale but also at international scale. Mandarin production is the main source of income for inhabitants. Other imported agricultural productions are olives and grapes. Seferihisar has also sustainable energy potential with solar energy and wind power. Thanks to huge forestry, natural and archaeological protected areas and military zones inside municipal boundaries, Seferihisar sustains its green nature. According to 1/25000 scaled Environmental Plan (2012) forestry, protected areas and military zones cover 61% of Seferihisar's land in total. Moreover, agricultural area and pasture area have 21.1% in total. These facts are visible in the 1/25000 scaled Environmental Plan below. It is clearly seen that Urbanised Areas (coloured brown) and urban development (coloured yellow) areas have a small ratio compared to other areas. Urban development areas are located around the existing areas, by this way urbanisation can be limited. Urbanised Areas (coloured brown) and urban development (coloured yellow) have 4.5% in total. Another interpretation can be done for tourism areas; most of the tourism development areas (coloured dark orange) are located along the sea. The importance of sea tourism or recreational tourism can be seen with its high percentages. According to 1/25000 scaled Environmental Plan (2012), tourism areas have 11.2 % in total. Seferihisar is located close to Izmir central area; consequently, it attracts inhabitants of Izmir for secondary houses (summer houses) development. Secondary houses development is one of the problems of Turkish coastal cities, the differentiation of winter population and summer population can cause both infrastructural problems and social problems. Light orange represents mainly the secondary houses development areas, however, they defined as "Optional Usage Areas" in the legend of the plan to let inhabitants or developers go further than secondary houses.
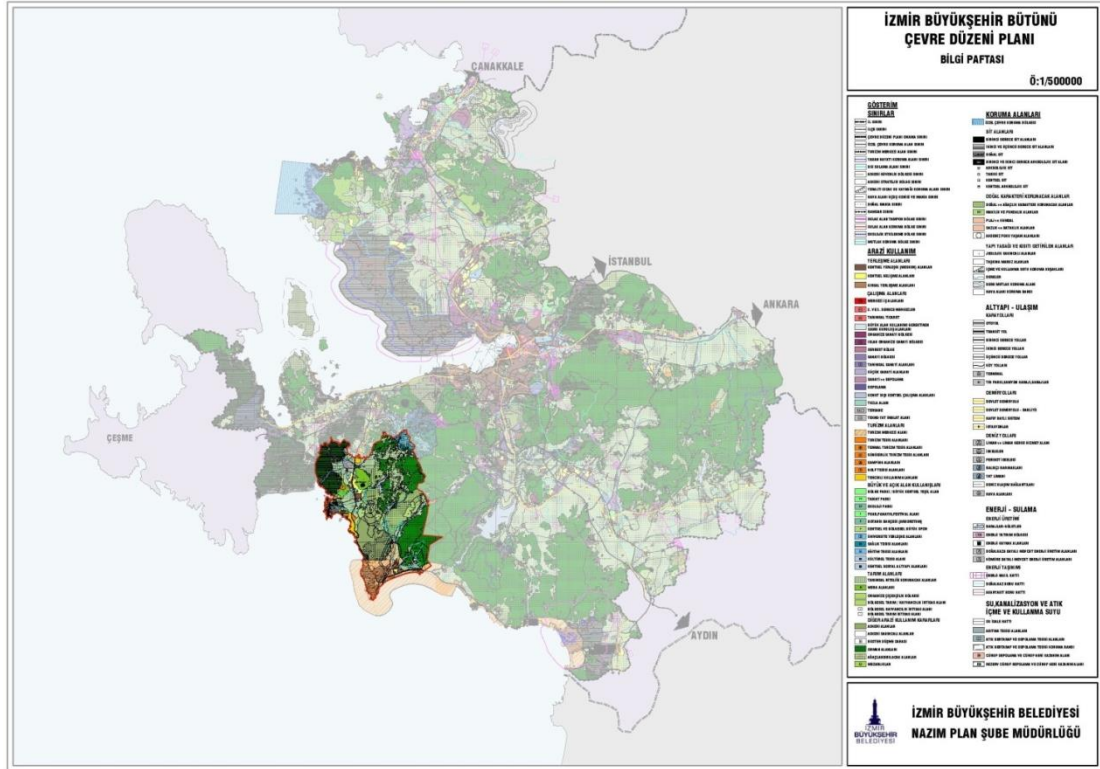
Map 19 Seferihisar is highlighted in 1/25000 scaled Environmental Plan of Izmir[65] (Metropolitan City of Izmir, 2016)

4.4.1 Geographic Location and Connections

Seferihisar is one of the towns in Izmir Metropolitan Area. It is located on the southern seaside of Izmir, approximately 45km to the city centre. Seferihisar is linked with the city centre and other towns of Izmir by motorways; there is no railway link neither to the city centre or other cities. For example; it is 23 km far from Güzelbahçe town, 30 km far from Urla, and 85 km far from Çeşme. Seferihisar and Aydın link to each other by a parallel road along with the seaside. As it mentioned before, urbanised areas are allocated contiguously to this road.

The nearest railway station and airport are placed in the Izmir central area, respectively 45km and 40 km far from the Seferihisar city centre. From Seferihisar to Airport can be reached in 40 min by motorways. Public transportation is provided by buses and mini-buses. Although the strategic plan

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[65] Report of 1/25.000 scaled Environmental Master Plan for Plan for Izmir Metropolitan Area, 2012, was accessed online July, 25 available from:
http://www.izmir.bel.tr/YuklenenDosyalar/file/MALI_HIZMETLER/2015_19StratejikPlan_web.pdf

of Izmir Metropolitan Region for the period of 2015 -2019 has proposed new railway connections, none of them will engage Seferihisar with the railway network[66]. Since one of the main policies of Cittaslow is creating less automobile-centred cities, Seferihisar seems that can have difficulties to meet with automobile-free strategies.
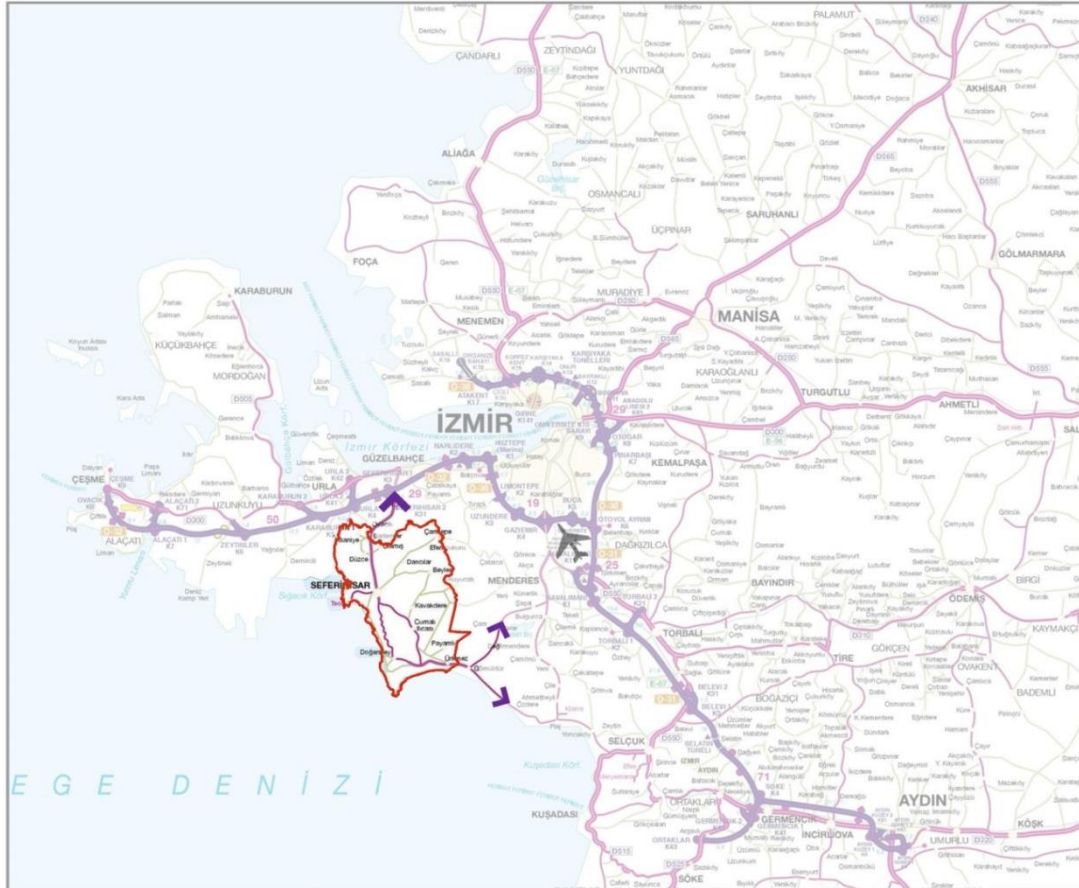
Map 20 Position of Seferihisar in the Road Network of Izmır[67] (Salieava, 2016)

Besides motorway connections, the Teos Marina project with a capacity of 480 boats at sea, 80 boats on land has finished in 2010.[68] Marina is constructed in Sığacık which is 5km far from the Seferihisar centre. The Teos Marina not just provides every kind of service to the yachts but also serve inhabitants of Seferihisar with restaurants boutique shops, cafes, coffee bars, Turkish bath and other social facilities. There is a new direct ferry line to reach one of the Greek

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[66]Izmir Strategic Plan was accessed on July 30, 2016. Available from:
http://www.izmir.bel.tr/YuklenenDosyalar/file/MALI_HIZMETLER/2015_19StratejikPlan_web.pdf
[67] Base Map is taken from the Report of 1/25000 scaled Master Plan for Izmir Region (2012)
[68] http://www.teosmarina.com.tr/teos-marina/ (Retrieved Date 25.07.2016)

islands Samos from the marina. In 2016 direct ferry line has started to operate between Seferihisar (Sığacık) and Samos (Karlovassi).[69]

The map below is created as a synthesis that shows different types of connections related with Seferihisar.
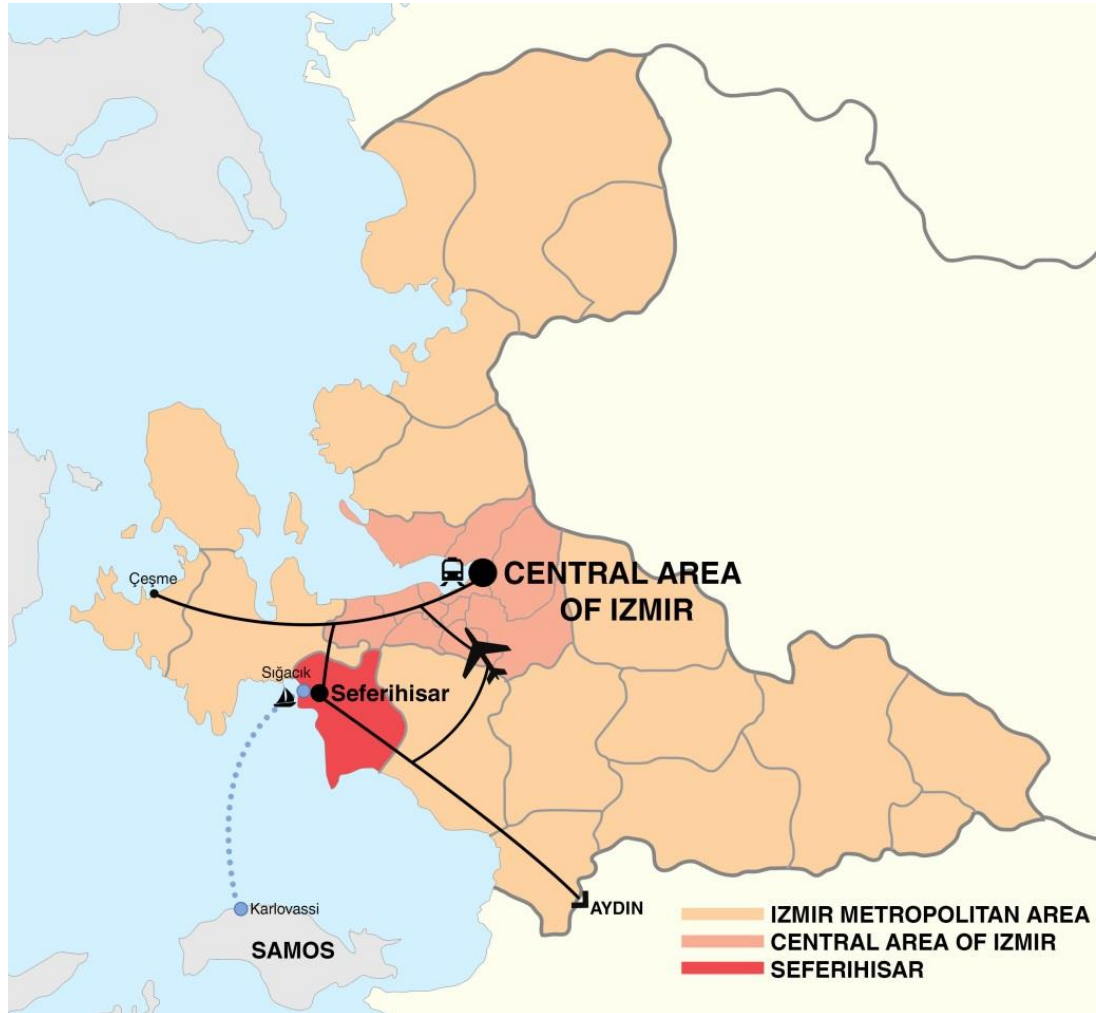
Map 21 Seferihisar's Geographic Location and Main Connections (Salieva, 2016)

4.4.2 Population Changes

To have less than 50.000 inhabitants is one of the main criteria related to the population for becoming Cittaslow. During the research about the requirement of excellent this fact was emphasised. Furthermore, population growth dilemma

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[69] http://seferihisar.bel.tr/sigacik-samos-seferleri-buyuk-firsatlarla-basliyor/ (Retrieved Date 25.07.2016)

has been questioned about Cittaslow movement. It is clearly seen that this movement also attract new people to inhabit in these small towns. Thus a dilemma occurs in the population. Since one of the first aims is to stabilize the inhabitants less than 50.000 people, because of the attraction in Slow Cities the population grow is inevitable. In order to understand how being Cittaslow affects population Seferihisar's population data will be investigated, from the past to present.

Below table 2 illustrates the population data between 2007 and 2015. The first significant inference is that Seferihisar population has been increased since 2007. When Seferihisar is certificated as a Cittaslow in 2009, it has 28.603 inhabitants in total. Following year, in 2010, its population has increased to 32.655. Even though, it was not a permanent shift; in 2011 the population has decreased to 30.769, at current situation the population has reached to 36.335. So as to realize general picture, population growth ratio is calculated for all of the towns within Izmir Metropolitan Area. As a result, it can be seen that Seferihisar and Cesme have the fourth highest growth ratio in 30 towns of Izmir. The three highest growth ratios are 0,55, 0,48 and 0,46, whereas Seferihisar has 0,41 population growth.

"Slow Cities are increasing in number and the size of their population. The average growth rate of the number of residents over the past ten years has been 12 percent. This shows that the movement has attracted a certain level of recognition" (Gunduz, Oner, and Knox, 2016, p.214). Because of the fact that Seferihisar is a seaside town full of with secondary houses, there is a huge difference between permanent and summer population. Research is done
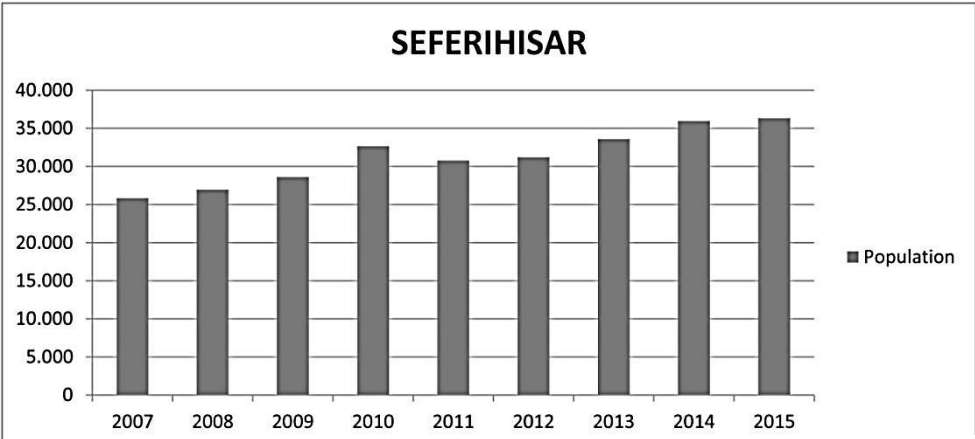

Table 10 Seferihisar Population Changes from 2007 to 2015 (Salieva, 2016)

86

according to TUIK[70].

Current population density is 98,46 person per km^2, it was 70 person per km in 2007. As it can be seen from the table below, there is a balance between men and women population in Seferihisar.
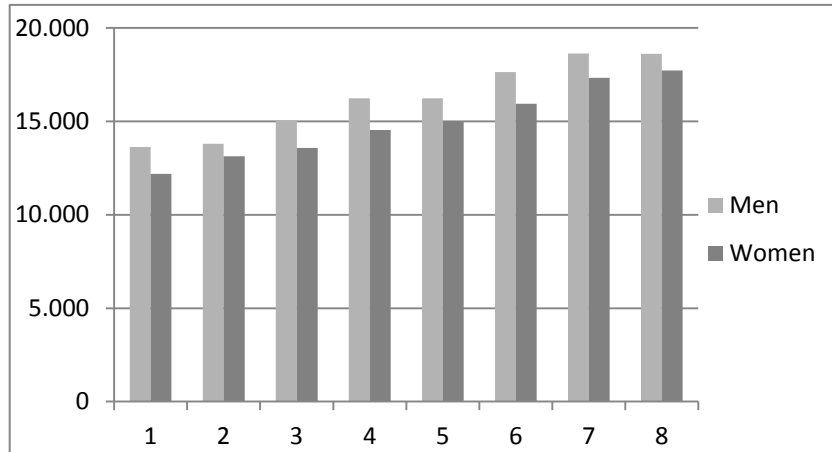
Table 11 Men & Women Population Changes between 2007 and 2015 (Salieva, 2016)

IZMIR	2007	2015	Difference	Growth Ratio
İzmir (Aliağa)	60043	87376	27333	0,46
İzmir (Balçova)	74837	78121	3284	0,04
İzmir (Bayındır)		39925	39925	*
İzmir (Bayraklı)	42152	312263	270111	6,41
İzmir (Bergama)	102581	101917	-664	-0,01
İzmir (Beydağ)	13500	12276	-1224	-0,09
İzmir (Bornova)	476153	435162	-40991	-0,09
İzmir (Buca)	400930	470768	69838	0,17
İzmir (Çeşme)	27796	39243	11447	0,41
İzmir (Çiğli)	144251	182349	38098	0,26
İzmir (Dikili)	27348	40537	13189	0,48
İzmir (Foça)	30549	28647	-1902	-0,06
İzmir (Gaziemir)	109291	132365	23074	0,21
İzmir (Güzelbahçe)	19255	29774	10519	0,55
İzmir (Karabağlar)		477238	477238	*
İzmir (Karaburun)	8040	9403	1363	0,17
İzmir (Karşıyaka)	515184	333250	-181934	-0,35
İzmir (Kemalpaşa)	81777	101693	19916	0,24
İzmir (Kınık)	27938	28052	114	0,00
İzmir (Kiraz)	45072	43615	-1457	-0,03
İzmir (Konak)	848226	375490	-472736	-0,56
İzmir (Menderes)	64065	83331	19266	0,30
İzmir (Menemen)	126934	156974	30040	0,24
İzmir (Narlıdere)	61455	64712	3257	0,05
İzmir (Ödemiş)	128253	132028	3775	0,03
İzmir (Seferihisar)	**25830**	**36335**	**10505**	**0,41**
İzmir (Selçuk)	34002	35736	1734	0,05
İzmir (Tire)	76327	82102	5775	0,08
İzmir (Torbalı)	119506	156983	37477	0,31
İzmir (Urla)	48058	60750	12692	0,26

Table 12 Towns' Population Changes in Izmir (Salieva, 2016)

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[70] Cities' Population According to TUIK–Turkish Statistical Institute, registered habitants in 2015. was accessed online, on July 25, 2016. Available from: http://www.turkstat.gov.tr/UstMenu.do?metod=metabilgi

4.4.3 Sectoral Changes

Seferihisar has two main economic sectors, the first one is agriculture and the second one is tourism. Fishing and goat breeding are coming after these two major sectors. According to County report of Seferihisar (2013) agriculture, hunting, forestry and fishing, construction and trade, tourism and public services are the basic sectors in Seferihisar. Moreover, recent years the green energy potential of Seferihisar has been discovered and gain importance with new plans. (see: 1/25000 scaled Environmental Plan, 2012) On account of large scale development plans and strategies; tourism sector is expected to increase thanks to its beaches and geothermal sources.
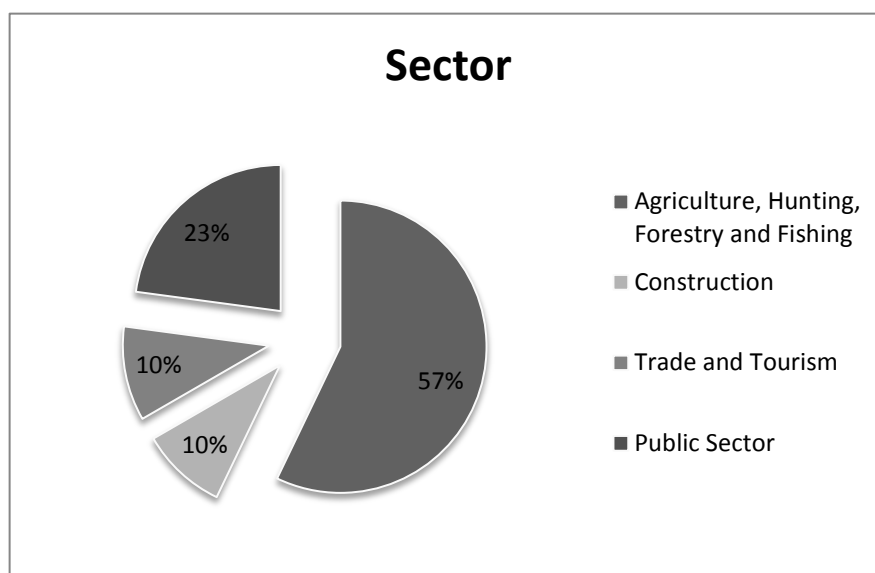
Table 13 Percentages of Main Four Sectors in Seferihisar[69] (County report of Seferihisar, 2013)

Sahinkaya (2010) claimed that overall economic activity of Seferihisar bases on agriculture and 80% of the population is dealing with agriculture. Seferihisar's mandarin is known not only in national scale but also international scale. Mandarin production is the main source of income for inhabitants. The majority of Satsuma mandarin production is carried out in Seferihisar; it is 33.5 percent of the total mandarin production of Izmir.[71] Other imported agricultural

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[71]Izmir Development Agency, "County Report of Seferihisar" was accessed online, on July 28, 2016. Available from:http://www.izka.org.tr/files/planlama/3_ilce_calismalari/2014_2023/seferihisar/seferihisar_ilce_sunumu.pdf

productions are olives and grapes. Olive is the most important agricultural product for the Izmir economy, similarly, Seferihisar has produced 6% of the total olive production of Izmir by 2012.[72] It ranks third city coming after Bayındır and Bergama counties.

In 2013, one of the vital changes occurred in Seferihisar; Mandarin Producers Association has established in order to remove the traders between manufacturers and consumers. The association unites 110 local producers as its members. Municipality has supported this association through mandarin packing plant that ensures local product mandarin will be marketing in the same way. In one-year period export of mandarin has exceeded 80 tons.[73]

Nowadays, Olive Producers Association is being planned to gain the same pace in olive production and its side production. Both these two initiatives come into being by the incitements of the municipality. The mayor of the Seferihisar, Tunç Soyer, (2013) claims that these initiatives will help to the local producer to market their product more effectively. Tunç Soyer (2013) also summarised the aim of the association as producing better quality olives in Seferihisar, encouraging the local producers and create a strong local product as same as Satsuma Mandarin of Seferihisar. There are various water resources which can enable Seferihisar to increase agricultural production. Seferihisar has the opportunity to use various water resources; such as rivers, streams and lakes have the potential to be used for irrigation. According to 1/25000 scaled Environmental Plan (2012) Ürkmez River, Yassıçay Stream, Kavaklıdere River and Kavakçayı Lake are used for agricultural irrigation currently. Besides, local agricultural product, Seferihisar has a rich cuisine. One of example is Seferihisar's local cheese, called Armola. Armola is a kind of goat tulum cheese which is also made in Samos Island (Atilla & Öztüre, 2011).

After agriculture and agricultural production, tourism is the second dominant sector in Seferihisar. Thanks to the rich historical background and natural

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[72] Izmir Development Agency, "County Report of Seferihisar" was accessed online, on July 28, 2016. Availablefrom:http://www.izka.org.tr/files/planlama/3_ilce_calismalari/2014_2023/seferihisar/seferihisar_ilce_sunumu.pdf
[73] http://seferihisar.bel.tr/mandalina-ureticiligi-birligi/ (Retrieved Date 25.07.2016)

resources, different types of tourism can be seen there for instance; culture tourism, coastal tourism, and health tourism are the most significant ones. Despite the fact that Seferihisar has a huge tourism development potential; generally it is preferred for the one-day trip by people from Izmir and its surroundings for coastal tourism. There are four blue-flap awarded beaches which are: Sığacık Büyük Akkum, Akarca and Ürkmez beaches. (Seferihisar Municipality, 2011). Seferihisar is located close to Izmir central area, thus, summer houses development can be seen through the coastal area, especially, the coastline that lies between Ürkmez and Doğanbey district is occupied by summer houses. Because of these, there is a huge differentiation between winter population and summer population. This fact can cause both infrastructural problems and social problems in Seferihisar.

Health tourism is another essential type of tourism that can be improved in Seferihisar. Izmir Development Agency (2013) puts emphases on the health tourism potential in county report of Seferihisar. In addition to this, Tourism Ministry of Turkey target to accomplish Culture and Thermal Tourism Master Plan till 2023. It is targeted within the framework of the plan, the main goal is resources to create a new thermal destination by revealing the potential of the thermal. In this context, Balçova and Seferihisar are expected to have the maximum development of thermal tourism in Izmir metropolitan area.

Besides the health tourism potential of geothermal sources, Seferihisar has the opportunity to produce electricity, to use for heating greenhouses for agricultural production and heating for urbanised areas (Settlements of Seferihisar, Güzelbahçe, Narlıdere ilçelerinin Sığacık Köyü, Doğanbey, Gümüldür, Ürkmez). Izmir Development Agency (2013) states that Seferihisar geothermal field is the most important and the largest geothermal area which is suitable for energy production (County report of Seferihisar, 2013). The diversity of geothermal source temperatures in the region enables to expand uses for different purposes. Regarding geothermal energy potential, Seferihisar, Dikili and Balçova have a source with suitable temperature for electricity generation. In addition to Seferihisar has been determined as a region for electricity generation purposes, it has been defined as districts with sources

capable of domestic heating and greenhouse heating with Balçova, Aliağa, Bergama, Çeşme and Dikili districts. Due to the presence of active faults, there are rich geothermal resources in Seferihisar. It can be said that Seferihisar is one of the most important geothermal areas of Aegean region. The most significant hot springs are Tuzla Thermal, Cumalı Thermal, Doğanbey Thermal and Karakoç Thermal.

Renewable energy potential is not just limited to geothermal sources, it comprises also solar and wind energy for Seferihisar. Solar energy use can be made widespread and solar energy technologies can be produced in the region. Wind energy investments in İzmir can be realised in different counties; for instance, Bergama, Dikili, Foça, Aliağa, Çeşme, Karaburun, Urla, and Seferihisar, with the condition environmental and social impacts are taken into consideration.[74]
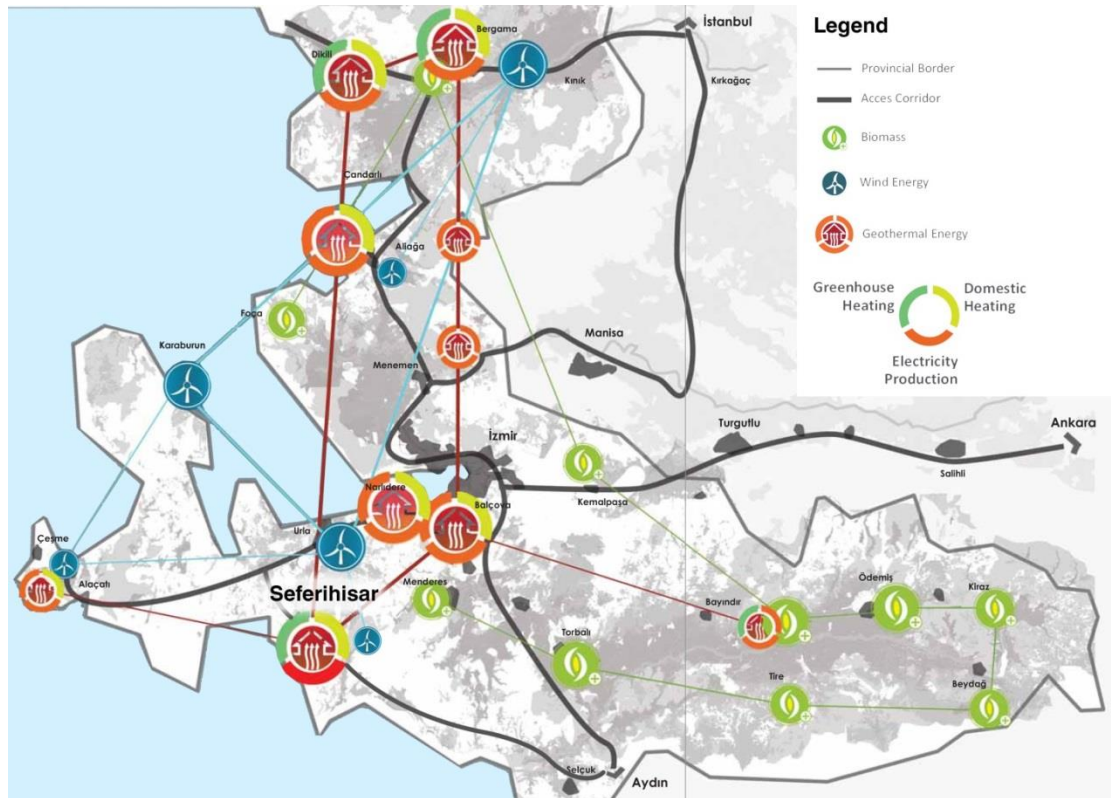
Map 22 Potential Areas for Renewable Energy Production and Utilization[72] (Izmir Development Agency, 2014)

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[74] Izmir Development Agency, "İzmir Regional Plan" was accessed online, on July 30, 2016. Available from: http://izka.org.tr/files/2016/05/2014-2023_ingilizce.pdf

4.4.4 Development Plans and Policies

District municipalities do not separate authority for urban development plans. They strictly bound to the Metropolitan Municipalities and Ministry of Environment and Urban Planning, thus, every plan is needed to be authorised by Izmir Metropolitan Municipality and Ministry of Environment and Urban Planning. Moreover, local development plans are needed to be prepared consistent with large-scale development plans. Main relevant legislations are 5216 numbered Metropolitan Municipality Law, 5393 numbered Municipal Policy Regulation Law. Seferihisar Municipality became a county of Izmir Metropolitan Area regarding 5216 numbered Metropolitan Municipality Law dated on 10/7/2004. Furthermore, Ministry of Development which plans and guides Turkey's development process in a macro approach and focuses on the coordination of policies and strategy development has the authority by its local branches. Izmir Development Agency has planned two regional plans for Izmir Metropolitan Area till today. By the lights of this information, the development plans related with Seferihisar will be investigated. There are several large-scale development plans and one strategic plan directly related with Seferihisar. Below the table shows four development plans and two strategic plans with their announcement dates.

Date	Scale	Plan Name	Authority
2015 (period of validity is 2015-2019)	-	İzmir Strategic Plan	Izmir Metropolitan Municipality
2014 (period of validity is 2014-2023)	-	İzmir Regional Plan	Izmir Development Agency (IZKA)
2014	1/100.000	Environmental Master Plan for Manisa, Izmir, and Kütahya Planning Region	The Ministry of Environment and Forestry
2014	1/1000	Urban Development Plan	Izmir Metropolitan Municipality
2012	1/25.000	Environmental Master Plan for Plan for Izmir Metropolitan Area	Izmir Metropolitan Municipality
2009	1/25.000	Urban Development Plan	Izmir Metropolitan Municipality

Table 14 Development Plans related with Seferihisar (Salieva, 2016)

To start with İzmir Strategic Plan (2015), it is needed to be emphasised that strategic plan tries to coordinate between all administrative institutions so as to achieve various goals like a holistic transportation planning, equal urban infrastructure investments, and a holistic urban planning, etc. Izmir Strategic Plan covers a 4-year period. Instead of offering territorial development plan, it offers development strategies according to SWOT analysis of Izmir. However, there are some strategic project proposals in specific locations, as well. An underground auto-park project which is located under the bazaar area of Seferihisar is the only one project related to the city.

Similar to İzmir Strategic Plan (2015), İzmir Regional Plan proposes a scenario for Izmir in the period of 2014 to 2023. Moreover, it includes more than strategies; there are spatial recommendations of the strategic priorities and objectives designed within the framework of the plan. In the report of the plan,

Map 23 Regional Development Focuses (Izmir Development Agency, 2014)
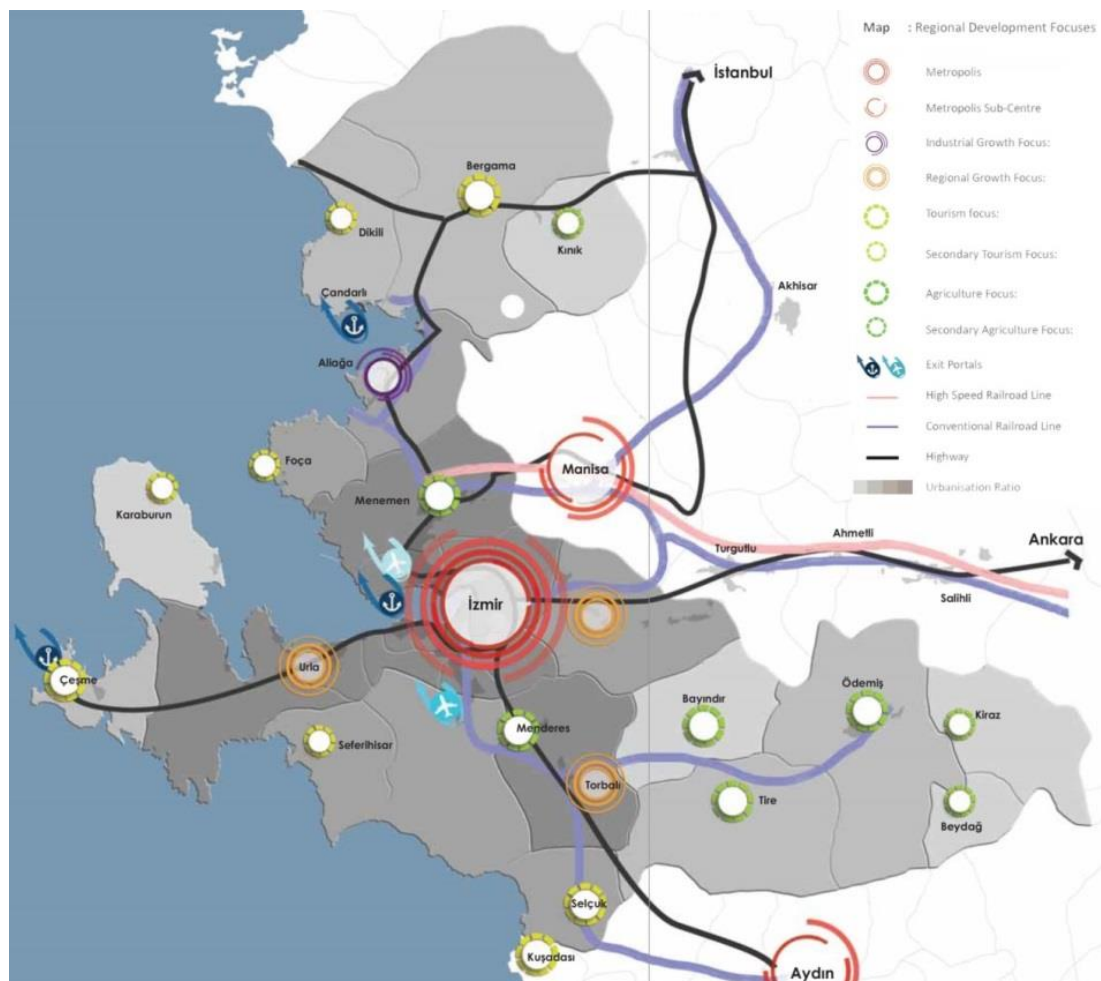
it is stated (2015) that "Spatial diagrams were prepared for the purposes of revealing the distribution of economic activities and main infrastructure in the region and directing the urbanisation trends." Generally, these spatial maps were prepared by using lower-scale master plans as a basis. 1/100.000 scale Environmental Master Plan for Manisa, Izmir and Kütahya Planning Region and 1/25.000 scale Master Plan for Izmir Region were used to generate schematic and conceptual maps. Seferihisar is highlighted as "Secondary Tourism Focuses" with Foça, Karaburun, and Dikili.Secondary Tourism Focus is defined as " Districts that "house natural, cultural or historical attraction centres and connected to tourism focuses around them." Regional Development Focuses in Izmir Metropolitan Area can be seen on the map above.[75]
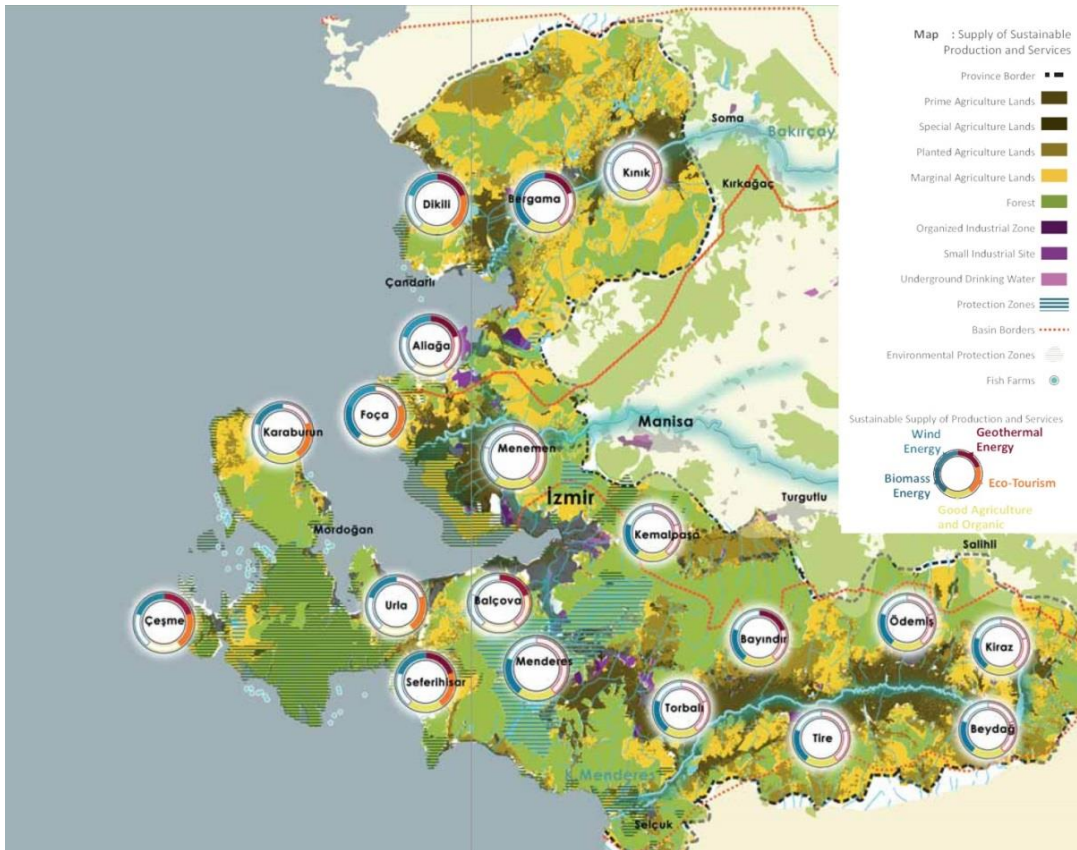
Map 24 Supply of Sustainable Production and Services[76] (Izmir Development Agency, 2014)

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[75] Izmir Development Agency, "İzmir Regional Plan was accessed online, on July 30, 2016. Available from: http://izka.org.tr/files/2016/05/2014-2023_ingilizce.pdf

[76] Izmir Development Agency, "İzmir Regional Plan" was accessed online, on July 30, 2016. Available from: http://izka.org.tr/files/2016/05/2014-2023_ingilizce.pdf

Besides of "Secondary Tourism Focuses", Seferihisar is also highlighted with it sustainable development potential. As it can be seen the map above, except biomass energy production two types of renewable energy production is suitable in Seferihisar. In addition to this, eco-tourism and organic agriculture potential are mentioned, as well.

After two strategic plans of Izmir Metropolitan Region, 1/100000 scale Environmental Master Plan for Manisa, Izmir and Kütahya Planning Region is the most comprehensive territorial plan for Manisa, Izmir, and Kütahya Planning Region. The plan was prepared by The Ministry of Environment and Forestry, and it constitutes the basis to other development or strategic plans. The primary objective of the plan are defined as: To eliminate the problems caused by a rapid, uncontrolled and fragmented urban and sectoral planning, to promote sustainable urbanization and industrialization, to prevent possible effects of corrupted ecological balance and to ensure the protection of cultural and natural sources till 2025 (Report of 1/100000 scale Environmental Master Plan for Manisa, Izmir and Kütahya Planning Region, 2014).

Due to the fact that Environmental Master Plans are the highest level territorial plans, other development plans are produced according to their outlines. On the map below, the coherency between of 1/100000 scale Environmental Master Plan and 1/25000 scale Environmental Master Plan Area can be seen.
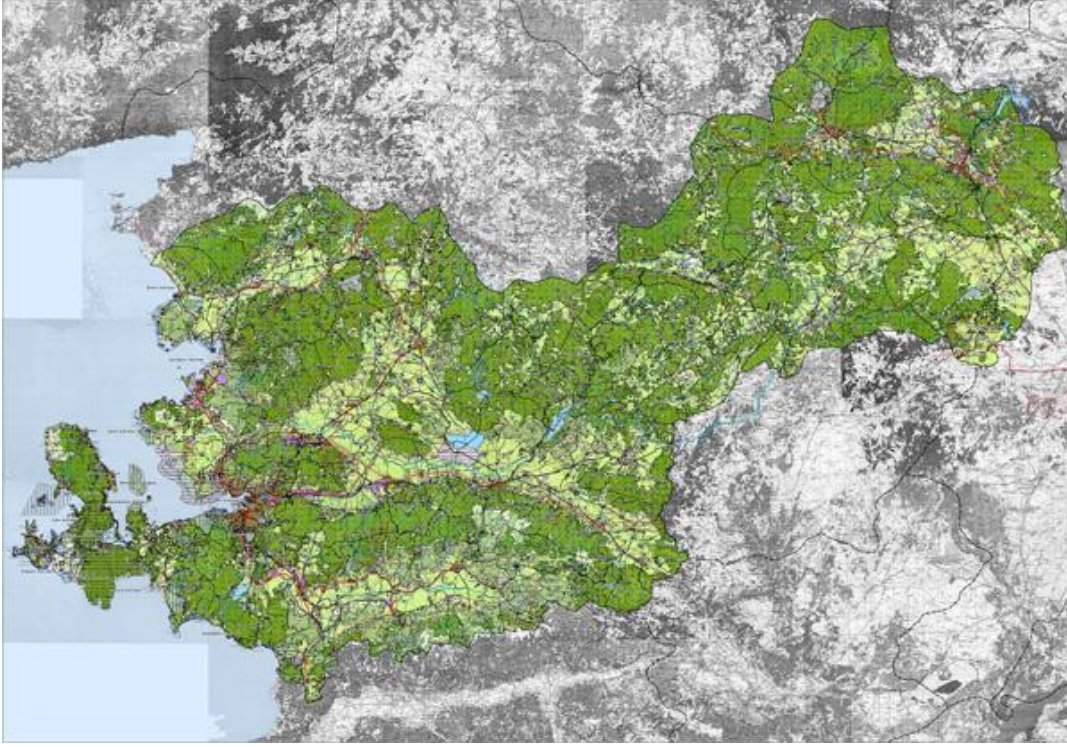
Map 25 1/100000 scale Environmental Master Plan for Manisa, Izmir and Kütahya Planning Region, 2014[77] (The Ministry of Environment and Forestry, 2014)
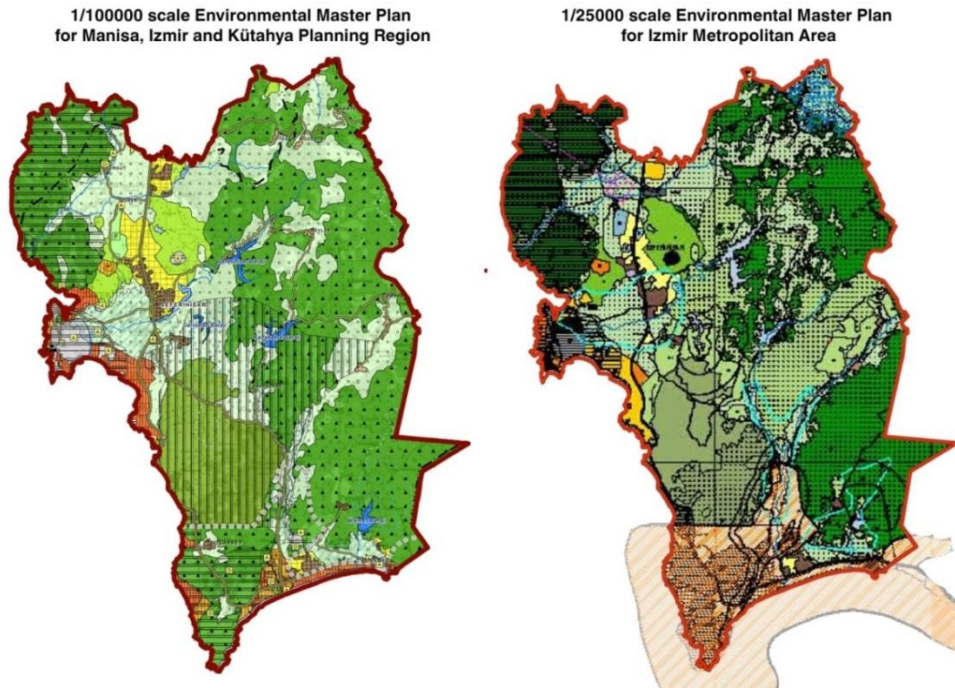
Map 26 Comparison between 1/100000 scale Environmental Master Plan and 1/25000 scale Environmental Master Plan for Plan for Izmir Metropolitan Area (The Ministry of Environment and Forestry, 2014&Izmir Metropolitan Municipality, 2012)

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[77] http://www.spo.org.tr/genel/bizden_detay.php?kod=303&tipi=2&sube=6#.V8lAWilkjIU (Retrieved Date 25.07.2016)

1/25000 scale Environmental Master Plan for Plan for Izmir Metropolitan Area is the current plan in operation. In the plan, Seferihisar is included in Western Urban Development Sub-region together with Urla-Güzelbahçe-Menderes-Selçuk towns even though that they have various natural thresholds in different features like topography, agricultural areas, groundwater and surface water resources, geological and geomorphological structure and their natural beauty. Western Urban Development Sub-region is detached from the city centre of Izmir, however, it is a vital part of the city as a consequence of secondary house development. Low density can be seen in these secondary house development areas. Seferihisar is located close to Izmir central area; consequently, it attracts inhabitants of Izmir for secondary houses (summer houses) development. Secondary houses development is one of the problems of Turkish coastal cities, the differentiation of winter population and summer population can cause both infrastructural problems and social problems. Moreover, these areas endanger the agricultural lands along. Coastlines are occupied by summer houses can be seen in Seferihisar. According to 1/25000 scaled Environmental Plan (2012), tourism areas have 11.2 % in total. The importance of sea tourism or recreational tourism can be seen with its high percentages.

While the industrial usage is very low in the Western Urban Development Sub-region, an abundance of Forest Area and agricultural areas are highlighted in the report of the plan (1/25000 scale Environmental Master Plan for Plan for Izmir Metropolitan Area Report, 2012). Thanks to huge forestry, natural and archaeological protected areas and military zones inside municipal boundaries, Seferihisar sustains its green nature. According to 1/25000 scaled Environmental Plan (2012) forestry, protected areas and military zones cover 61% of Seferihisar's land in total. Moreover, agricultural area and pasture area have 21.1% in total. Fertile agricultural lands are preserved in the Environmental Plan. However, because of the high ratio of forestry, protected areas, and military zones, new investments can be situated in a very limited area. In the plan report, it is claimed to be one the basic problem for the Western Urban Development Sub-region. In the planning strategies, cultural and coastal tourism and sustainable agriculture are integrated for economic development. Nonetheless, tourism seems to be targeted more than agriculture.

It is explained in the report (2012) that if region's natural richness is viewed, due to the overall both historical and cultural features tourism sector has come to the fore. Seferihisar is labelled as a tourism corridor and "historical and touristic" zone by the plan because of the richness of natural and historical resources. As well as, thermal tourism is emphasised for Seferihisar.

According to all these up-scale plans, Seferihisar 1/1000 Urban Development Plans are prepared by Izmir Metropolitan Municipality. Besides holistic plans, there are some partial plan changes in Seferihisar. These changes are needed to be done according to upper-scale plans and authorised by the related institution. There are two different partial plan, one of them is illustrates a new zone for thermal Tourism and the other one defines the places of wind turbines, respectively, planned by Ministry Of Culture And Tourism and Ministry Of Energy And Natural Resources.

Map 27 Thermal Tourism Area in Seferihisar (Ministry Of Culture And Tourism, 2015)
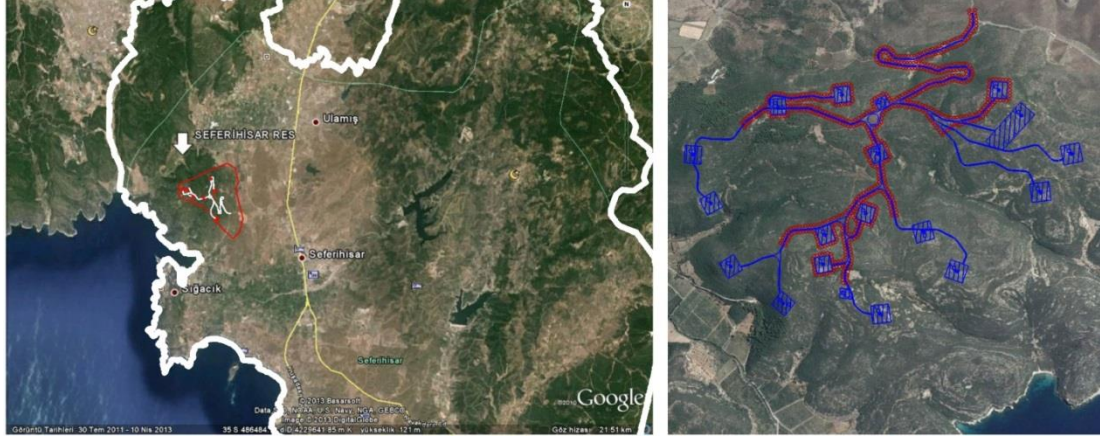
Map 28 Wind Turbines in Seferihisar (Ministry Of Energy And Natural Resources, 2014)

Bureaucracy is one of the major setbacks in implementing the Cittaslow principles and the lack of a decentralized planning-management approach in some fields. "For instance, since thermal facilities are run by the central government, local government has no authority over these facilities in terms of operational aspects" (Doğutürk cited in Hepcan, 2014, p.343).

It can be said that with those current plans, the intention is to use the potential of Seferihisar in different scopes. However, both of the two plans propose partial development plans for Seferihisar.

4.4.5 Process of Becoming a Cittaslow

Bülent Köstem , the Strategy Development Manager in Seferihisar Municipality, explained how Seferihisar has become a member of Cittaslow in an interview[78]. He declared that Tunç Soyer, the current mayor of Seferihisar, has been informed about Cittaslow movement before the municipal election. After being selected a mayor in 2009, with his initiations a new department in the Municipality, Department of Strategic Development has established in order to complete candidacy process of becoming Cittaslow. Tunç Soyer stated that Seferihisar has been staying in the shadow of other touristic cities like Çeşme and Kuşadası, thus, an alternative development strategy was needed for the city. Moreover, as Bülent Köstem (2010) explained that while the process of meeting with criteria in "requirements for excellence", they discovered the fact that

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[78] http://ekoiq.com/biz-zaten-Cittaslowmusuz/ (Retrieved Date 28.07.2016)

Seferihisar has already met many requirements of Cittaslow.[79] Projects were prepared for the other criteria that have not been met yet. After all, Seferihisar applied with the candidacy report to the Cittaslow International in 2009. In the same year, Seferihisar has announced as a Cittaslow. Bülent Köstem (2010) declared that since at the beginning of the candidacy process several meeting were held so as to inform inhabitants of the Seferihisar about the Cittaslow policies and process of becoming a Cittaslow. During the candidacy process, and after becoming Cittaslow many projects are conducted in Seferihisar for the sake of Cittaslow. Projects are related to energy and environmental policies of Cittaslow can be summarized as follows:

Energy and Environmental Policies

Policy	Project	Coordinator	Beneficiary
Air quality* and water quality*	Monitoring for air quality since 2009 (Seferihisar Municipality, 2016)	Izmir Metropolitan municipality	Inhabitants and visitors
Drinking water consumption of residents	-		
Urban solid separate waste*	-Establishment of Department of Environmental Control and Protection (2013)[80] -Promotion to segregate solid wastes with new recycle bins -New recycling plant (Keskin, 2010)	Izmir Metropolitan municipality, Municipality of Seferihisar – based on volunteer work of inhabitants	Future Generation and Inhabitants
Industrial and domestic composting	-New biological waste treatment plant for 50,000 inhabitants (2010) -Feasibility studies for producing manure and biogas to heat greenhouses (Keskin, 2010)	Izmir Metropolitan municipality and Municipality of Seferihisar	Inhabitants and Farmers
Purification of sewage disposal*	-Purification Plant for Sewage water (2013)	Izmir Metropolitan municipality and Municipality of Seferihisar	Future Generation and Inhabitants
-Energy saving in buildings and	-Solar energy powered 3 wheel bicycle	Ministry Of Energy And Natural	Inhabitants, Municipality

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[79] http://ekoiq.com/biz-zaten-Cittaslowmusuz/ (Retrieved Date 28.07.2016)
[80] http://seferihisar.bel.tr/cevre-koruma-ve-kontrol-mueduerluegue/(Retrieved Date 28.07.2016)

public systems -Public energy production from renewable sources	-Solar-powered street lights -Current plans for establishment of wind turbines (Seferihisar Municipality, 2016)	Resources, Municipality of Seferihisar with Ege University	of Seferihisar and Future Generations
-Reduction of visual pollution, traffic noise -Reduction of public light pollution* -Electrical energy consumption of resident families	-Establishment of Department of Environmental Control and Protection (2013) -Billboard standardization -Tent colour standardization -One of the main street, Atatürk -Street was renovated to create unity in terms of architectural style and colour (Seferihisar Municipality, 2016)	Municipality of Seferihisar	Inhabitants, visitors, Municipality of Seferihisar and Future Generation
Electrical energy consumption of resident families	-		
Conservation of biodiversity	-Organic farming meetings - "good agricultural practices from field to table"[81] - Three new Blue Flag beaches 2010) - Usage of native plant (Pancratium maritimum) in public and private gardens -"Eco" certification studies for local farmers (Keskin, 2010) - Promotion of sustainable fishing in the region (2012) - Sustainable Fisheries Networks between Turkey and Italy (2012)[82] -Promotion and sustainable agricultural production (Keskin, 2010) -Seed exchange festival since 2011 -Can Yücel Seed Centre (2011) - Mandarin Producers Association has established (2013) -Olive Producers Association (2016)	Municipality of Seferihisar, EU, Development Agency of Izmir Metropolitan Area with "no to GMO platform"	Inhabitants, farmers, visitors, Municipality of Seferihisar and Future Generation

Table 15 Projects for Energy and Environmental Policies (Salieva, 2016)

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[81] http://Cittaslowturkiye.org/Cittaslow-seferihisar/ (Retrieved Date 28.07.2016)
[82] http://seferihisar.bel.tr/turkiye-italya-ortakliginda-surdurulebilir-balikcilik-projesi/ (Retrieved Date 28.07.2016)

Infrastructure Policies

Policy	Project	Coordinator	Beneficiary
-Efficient cycle paths connected to public buildings -Length (in km) of the urban cycle paths created over the total of km of urban roads* -Bicycle parking in interchange zones -Planning of eco-mobility as an alternative to private cars*	-Free bikes (not exactly bike sharing system), bike routes, parking lots -New bike routes such between public buildings and schools -Seventeen different bicycle roads around the city[83] -Feasibility study for a light rail as a part of the public transportation system between Sığacık (the historical coastal neighbourhood) and the town centre(Keskin, 2010) -Pedestrianisation of Ataturk Street in the town center during specific times and streets of Sığacık permanently (Seferihisar Municipality, 2012)	Municipality of Seferihisar	Inhabitants and visitors
Removal of architectural barriers*	New urban furniture reconditioning existing public spaces, including sidewalks, toilets etc. (Hepcan, Eser, Hepcan, 2014)	Municipality of Seferihisar	Disabled people and elders
Initiatives for family life and pregnant women*	-		
Verified accessibility to medical services	-		
"Sustainable" distribution of merchandise in urban centres	-		
Percentage of residents that commutes daily to work in another town*	-		

Table 16 Projects for Infrastructure Policies (Salieva, 2016)

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[83] http://Cittaslowturkiye.org/Cittaslow-seferihisar/ (Retrieved Date 28.07.2016)

Quality of Urban Life Policies

Policy	Project	Coordinator	Beneficiary
Planning for urban resilience **	-		
Interventions of recovery and increasing the value of civic centres (street furniture, tourist signs, aerials, urban landscape mitigation conservation *	-Renewal of the Seferihsar main square and establishment of a cultural centre (Seferihsar Municipality, 2013) -Renovation of the historical settlement in Sığacık Castle (Seferihsar Municipality, 2012) -Landscape project for Sığacık seaside[84] (2012) -A sculpture of a snail was constructed in the city center. -Usage of Cittaslow's Logo on signboards, bus stops, brochures, cafes etc. -Archeological excavations in the ancient settlement of Teos (Seferihsar Municipality, 2012) -Usage of signboards for archeological, natural and historical places -Teos Marina Project (2010)	Municipality of Seferihsar and Izmir Institute of Technology University	Inhabitants, visitors, Municipality of Seferihsar and Future Generation
-Recovery/creation of social green areas with productive plants and/or fruit trees ** -Recovery/creation of productive green areas with productive plants and/or of fruit within the urban perimeter **	-Designing and building seven urban parks(Cittaslow Seferihsar, 2016) -Establishment of vegetable gardens in some public schools (Seferihsar Municipality, 2011)	Municipality of Seferihsar – based on volunteer work of inhabitants	Inhabitants, and Future Generations
Urban livableness (" house-work, nursery, company hours etc)			
Requalification and reuse of marginal areas *	-		
-Use of ICT in the development of interactive services for citizens and tourists * -Cable network city (fibre optics, wireless) *	-Establishment of e-municipality and online problem solution department (Seferihsar Municipality, 2010) -A website for farmers and local producers [85]	Municipality of Seferihsar, CAN YÜCEL Seed Centre, Mandarin Producers Association and	Inhabitants, farmers and Municipality of Seferihsar

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[84] http://seferihisar.bel.tr/ogrenciler-sigaciki-yeniden-tasarladi/ (Retrieved Date 28.07.2016)

-Development of telecommuting	-"Slow shop" that farmers or local producers can sell their products[86]	Nature Association	
-Service desk for sustainable architecture (bioarchitecture etc) *	-		
Monitoring and reduction of pollutants (noise, electrical systems etc *	-		
-Promotion of private sustainable urban planning (passive house, mater. construction, etc.) -Promotion of public sustainable urban planning (passive house, mater. construction, etc.) *	-Nature School is established as a passive building (2013)[87]	Municipality of Seferihisar and the Nature Association	Inhabitants, visitors, and farmers
Promotion of social infrastructure (time-based currency, freecycling projects etc)	-Women integration to the local economy by a series of capacity building efforts and women's labour houses (Seferihisar Municipality, 2010) -Encouraging the social interaction by open markets (Seferihisar Municipality, 2010) -free bikes (not exactly bike sharing system), bike routes, parking lots(Cittaslow Seferihisar, 2016)	Municipality of Seferihisar	Inhabitants (in particular women), visitors and farmers
-Creation of spaces for the commercialization of local products * -Protection /increasing value of workshops- creation of natural shopping centres *	-Opening a farmers' market for traditional foods, handicrafts, agricultural products such as locally grown tangerine and artichoke (Seferihisar Municipality, 2010)	Municipality of Seferihisar, CAN YÜCEL Seed Centre, Mandarin Producers Association	Inhabitants, visitors, and farmers
Metre cubes of cement (net infrastructures) in green urban areas	-		

Table 17 Projects for Quality of Urban Life Policies (Salieva, 2016)

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[85] http://seferipazar.com (Retrieved Date 28.07.2016)
[86] https://www.yavasdukkan.net (Retrieved Date 28.07.2016)
[87] http://dogaaskina.org/seferihisar-doga-okulu-arastirma-binasi-2/ (Retrieved Date 28.07.2016)

Picture 6 Teos Marina and Sığacık Settlement[88]

Picture 7 Sığacık during the producers market
(Salieva, 2016)

Picture 8 Sığacık during the weekdays
(Salieva, 2016)

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[88] Photo is taken from: http://www.plaisance-pratique.com/IMG/jpg/teos_marina_ge.jpg (Retrieved Date 28.07.2016)

Picture 9 Streets of Siğacık Settlement (Salieva, 2016)

Agricultural, Touristic and Artisan Policies

Policy	Project	Coordinator	Beneficiary
Development of agroecology **	-		
-Protection of handmade and labelled artisan production, (certified, museums of culture, etc) * -Increasing the value of working techniques and traditional crafts *	-		
Increasing the value of rural areas (greater accessibility to resident services) *	-		
Use of local products, if possible organic, in communal public restaurants (school canteens etc) *	-Opening a restaurant that uses locally grown products (Öztürk, 2012)	Municipality of Seferihisar	Inhabitants, visitors, and farmers
Education of flavours and promoting the use of local products, if possible organic in the catering industry and private consumption *	-Establishment vegetable gardens in some public schools (Seferihisar Municipality, 2012) -Nature School (2013)	Municipality of Seferihisar and the Nature Association	Inhabitants in particular children) and visitors
-Conservation and increasing the value of	-Regular festivals: Tangerine festival,	Municipality of Seferihisar,	Inhabitants, visitors, and

local cultural events *	seed exchange festival, and Cittaslow Festival -Arranging regular exhibitions and concerts in the Sığacık castle	CAN YÜCEL Seed Centre, Mandarin Producers Association	farmers
Additional hotel capacity (beds/residents per year) *	-Thermal Centre is planned (2015)	Ministry Of Culture And Tourism	Inhabitants and visitors
Prohibiting the use of GMO in agriculture	-Organic farming meetings - "good agricultural practices from field to table" (Keskin, 2010) -"Eco" certification studies for farmers (Cittaslow Seferihisar, 2016)	Municipality of Seferihisar, EU, Development Agency of Izmir Metropolitan Area with "no to GMO platform"	Inhabitants, farmers, visitors, Municipality of Seferihisar and Future Generation
New ideas for enforcing plans concerning land settlements previously used for agriculture	-		

Table 18 Projects for Agricultural, Touristic and Artisan Policies (Salieva, 2016)

Policies for Hospitality, Awareness, and Training

Policy	Project	Coordinator	Beneficiary
Good welcome (training of people in charge, signs, suitable infrastructure and hours) *	-		
Increasing awareness of operators and traders (transparency of offers and practised prices, clear visibility of tariffs) *	-		
-Availability of "slow" itineraries (printed, web etc) -Insertion/use of Cittaslow logo on headed paper and website *	-Publishment of handbooks for historical places of the city and the bicycle routes -Publishment of history of Seferihisar books and brochures (Cittaslow Seferihisar, 2016)	Municipality of Seferihisar	Inhabitants and visitors
Adoption of active techniques suitable for launching bottom-up processes in the more	-Establishment of city council for promoting implementation of the Cittaslow principles	Municipality of Seferihisar	Inhabitants

important administrative decisions	and creating a public awareness in the process (Seferihisar Municipality, 2011)		
-Permanent training of trainers and /or administrators and employees on Cittaslow slow themes ** -Systematic and permanence information for the citizens regarding the meaning of Cittaslow (even pre-emptively on adherence) *	-		
Health education (battle against obesity, diabetes etc)	-		
Active presence of associations operating with the administration on Cittaslow themes Support for Cittaslow campaigns *	-Creation of "Cittaslow Science Committee" with 30 academics (from 16 universities) (Seferihisar Municipality, 2012)	Municipality of Seferihisar	Municipality of Seferihisar and Future Generation

Table 19 Projects for Policies for Hospitality, Awareness, and Training (Salieva, 2016)

Picture 11 Cittaslow Logo on a Bar Logo
(Salieva, 2016)

Picture 10 Seferihisar Artist Association
(Salieva, 2016)

Social Cohesion

Policy	Project	Coordinator	Beneficiary
Minorities discriminated	-		
Enclave / neighbours	-		
Integration of disable people	-New urban furniture reconditioning existing public spaces, including sidewalks, toilets etc. (Keskin, 2010)	Municipality of Seferihisar – based on volunteer work of inhabitants	Disabled people and elders
Children care	-A children city council -Seferihisar was rewarded as a child-friendly town after accreditation (Seferihisar Municipality, 2012)	Municipality of Seferihisar	Inhabitants in particular children), Municipality of Seferihisar and Future Generation
-Youth condition The existence of youth activity areas, and a youth center	-		
Poverty	-Seferi-card project for deprived inhabitants (Seferihisar Municipality, 2013) - Women's labour houses (Seferihisar Municipality, 2010)	Municipality of Seferihisar	Deprived inhabitants
Community association Multicultural integration	-Once a year a meeting of all inhabitants	Municipality of Seferihisar	Inhabitants
Political participation	-Establishment of city council for promoting implementation of the Cittaslow principles and creating a public awareness in the process (Seferihisar Municipality, 2011) -A children city council (Seferihisar Municipality, 2012).	Municipality of Seferihisar	Inhabitants and Municipality of Seferihisar
Public housing	-		

Table 20 Projects for Social Cohesion (Salieva, 2016)

As it can be from the tables there are many projects going on in Seferihisar with the partnership several institutions since the beginning of the membership

application. Some of them are long-term projects like renewal energy projects or organic farming or sustainable fishing, and some of them are short term so they can be applied in a very short time; such as, publishing handbooks for historical places of the city and the bicycle routes were published, designing free bikes (not exactly bike sharing system), bike routes, parking lots or usage of Cittaslow's Logo on signboards, bus stops, brochures, cafes do not need to any complex process.

In general, it can be claimed that most projects are not connected each other or not planned in a holistic approach. Hepcan (2014) indicates this problem for sustainable transportation solutions in Seferihisar, in particular for the promotion of bicycle usage. She states that "Although the town encouraged the citizens and visitors to use the bicycle by providing bicycles and bike routes, a comprehensive transportation master plan that covers public transportation and bicycle use is needed for Seferihisar like that in Somona city (City of Sonoma, 2012)" (Hepcan, Eser, Hepcan, 2014, p.341). Similarly, this problematic approach can be seen the other projects; such as, designing and building seven urban parks and establishment of vegetable gardens in some public schools. These projects can be gathered and created a plan for productive green areas. Moreover, public transportation plan and environmental plan can complete each other.

Another general obscurity is emphasised by Knox. He (2005) states that "Achieving the goals of the Cittaslow movement requires, in the first instance, a strong commitment to the principles of the movement on the part of the city mayor. In the longer haul, success will inevitably depend on developing a new political dynamic that incorporates an alliance of city leadership, local businesses and residents in support of Slow City ideals". This statement also underlines the need of local organisms that include all interest groups for the continuity of Cittaslow idea. "The mayor's role is key in the designation of Slow City character as a new political dynamic in town" (Gunduz, Oner, and Knox, 2016, p.215). Sometimes the engagement between Citaslow strategies and inhabitants cannot be established, Gunduz, Oner and Knox (2016) give the example of Yenipazar for that issue. Although, Yenipazar had announced as a

Cittaslow in 2011, due to municipal election in 2014 the mayor has changed. and he declared that "Yenipazar will not be a slow city, it will be a productive city, nothing has changed since the Slow City designation" (Gunduz, Oner and Knox, 2016, p.215) In addition to these, the former mayor also declared that "What they tried to do did not match with the public interest and played a big role in his defeat in the elections" (Gunduz, Oner and Knox, 2016, p.215).

Another clear inference can be understood from the projects table is that the municipality is the backbone for every project, just two projects do not include municipality as coordinator.

In specific, Energy and Environmental Policies seems to be achieved with the collaboration of various institutes. Within the strategies, new producers association were established that can be an opportunity for Seferihisar to empower local production and to sustain bio-diversity. In this segment it can be also seen that the beneficiary groups are mostly inhabitants and future generation, that means these projects need to be conducted in long term. On the contrary, infrastructure policies are not satisfied with projects as comprehensively as energy and environmental policies. In addition, the projects that are produced for infrastructure policies promote partial solutions, not comprehensive ones.

As follows, quality of urban life policies are met with various projects. In the section, it can be seen that there are many renewal projects; such as, main square of Seferihisar and the historical settlement in Sığacık Castle, landscape project for Sığacık seaside (2012). Due to the fact that Seferihisar is lack of a well-preserved traditional urban fabric and surrounded by of ordinary and identical concrete apartment blocks, the historical Sığacık neighbourhood has become an attraction point for many projects. Hepcan (2014) emphases that fact "What is easily visible is that most of the investments were made in the Sığacık neighborhood rather than other districts after accreditation. It is because Sığacık has been considered as a pilot area and showcase area with its natural and historical characteristics. But this became a matter of discussion and created dissatisfaction in the local community outside Sığacık" (Öztürk cited in Hepcan, Eser, Hepcan, 2014, p.342). During the survey, inhabitants of Sığacık

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neighbourhood complained about the consequence that many ancient buildings are transformed into hotels or residence. Ozgen (2012) concludes that "Although there are attempts to involve the public in the decision-making process and Cittaslow has a positive impact on the quality of life in Seferihisar, the public still feels they are not fully part of the process. The public is concerned about the impacts of the population growth to the city's small town character" (interviews with local residents Ozgen, cited in Gunduz, Oner and Knox, 2016, p.217).

However, there are also effective projects to encourage women to be a part of economic activity. Women's labour houses are opened in the city centre and other settlements in order to educate and to increase their skills. Hepcan states that "Women began to play an important role both in producing and selling locally grown and hand-made products. They became producers and participated more in the daily and economic life of Seferihisar." (Hepcan, Eser, Hepcan, 2014, p.342)

In agricultural, touristic and artisan policies, it can be seen that both online and offline solutions are used to succeed each policy. In order to sell local products both producers' bazaar and online stores are used. These enable producers to sell their product not only in Seferihisar but also national wide.

3.5. Conclusion

For Seferihisar, Cittaslow can be an opportunity to raise the awareness, to defend the city to become a second summerhouse district, to use renewable energy, to enrich local production. Samet Akboğa (2016) explains the way of problem solving in Seferihisar that even though, leadership is being held generally by municipality, inhabitants also take part in projects as volunteers to do something against pollution, genetically modified seeds and etc. for Seferihsar. However, only Cittaslow policies cannot be effective to change its current development tendency, instead, it may cause partial development strategies or territorial development. Holistic planning approach should be combined with the Cittaslow strategy. Otherwise, it may cause unpredictable problems as officials declared in the questionnaire in Seferihisar case. According to questionnaire answered by Samet Akboğa, Project and Survey Manager in

Seferihisar Municipality, the situation after becoming a Cİttaslow brought also some disadvantages. By his words "now the city became more popular, so it brings some disadvantages as you mentioned. People are moving here, population is increasing and values of real estates are pretty expensive. Local people sell their immovable properties. It means the town is getting less Cittaslow" (see: Appendix I). Gunduz, Oner, and Knox (2016) state that "A Cittaslow branded town derives its 'participatory' powers from the fact that it gives middle class individuals the chance to differentiate themselves simply by experiencing it. In that sense, Cittaslow enabled Seferihisar to put itself on the 'market' with an 'identity' distinct from all the nearby coastal towns"(p.221). Because of this distinction, Seferihisar faced with a demand that can threat the local life.

For Abbiategrasso, Cittaslow can prevent to transformation of the city as a sleeping town. Considering the fact that Abbiategrasso is very close to Milan city centre and the main problem is the lack of jobs. These facts can trigger the transformation into the sleeping town. Here we can see that Cittaslow allure person in a different way and change the overview to the Slow Cities. As Daniela Colla states that the main purpose to become a Cittaslow was maintain the slow living philosophy that Abbiategrasso already had. It is safe to say Abbiategrasso is very lively during the daytime regards to field observation. Last but not least, development plans for Abbiategrasso has also adaptable to Cittaslow strategies, consequently, city has developed the quality of life mutually, despite the fact there is not a lot of projects directly related to Cittaslow strategies.

5. MAIN FINDINGS AND CONCLUSION

There are many ambiguities regards to Cittaslow strategies and application. To start with theoretically, there are many misleading or unclear statements within the requirement of excellence. In addition to this, most of the criteria are too generic. On account of this findings, success of Cittaslow strategies or application of them are strongly depended on each member's understanding of 'good life'. Moreover, in legal document of the Cittaslow neither the aim of the network nor the definition of it can be seen. Hoeschele (2010) puts emphasis on this, and declares that "An incomplete definition of the 'good life' and the failure to analyse the causes why this good life is threatened raises the danger that the Cittaslow movement could serve only the interests of a 'leisure class' which can afford to take the time to enjoy the good things in life. This leisure class may include both the more affluent residents of the city and visiting tourists" (p.77).

Secondly, the ambiguities an limits are starting form the very beginning of the Cittaslow application. In both case study, Municipalities do not have Cittaslow an ad-hoc structure within organisational structure. Mainly, mayors are shaping the process of becoming Cittaslow with the help of substantial employees. In another words, that the regulation of Cittaslow strategies are held by municipalities and mayors, hence, mayors have an inevitable importance to the continuity of those strategies and projects. Since there are many long term strategies of Cittaslow, it is hard to maintain the idea without the support and collaboration of the inhabitants and other actors as like associations, companies. Hoeschele (2010) states that "The best way to ensure that people develop shared cultural values about such things is to involve them in relevant decision-making, so that they enjoy some form of ownership over the outcomes" (p.78). What we see in Seferihisar case, there are also a non-municipaly body - a small

technical committee including 5 professors at Universities - that work with municipality as a consultant. In both cases, it can be said that actors allow collaborating within municipalities' decisions. For example, municipality establishes even the mandarin and olive producer association. In Abbiategrasso case, Hoeschele (2010) explains that "There was some degree of cooperation with citizens' organisations, especially Slow Food, but participatory decision-making had not been recognised as a strategic way forward by the city administrations" (p.76). The current situation is not very differed, as by Daniela Colla state (2016) that public meeting are held with local shops and inhabitants for informing them about Cittaslow strategies.

In both case studies what is common that they claimed that Cittaslow does not affect spatial planning decisions directly. In fact, during the candidacy process and after, the projects that done for the sake of Cittaslow are producing partial solutions for the cities. Because of that, the coherency between spatial planning and the Cittaslow project is provided by some changes in the plan or not provided. It is very interesting that even if the Cittaslow strategies directly targeting urban environment, there is no direct effect on the spatial planning. The ambiguity is that spatial planning is comprehensive and an expensive process for the municipalities, as well as, to supply updated plan for Cittaslow strategies are.

What we see in Abbiategrasso is a better scenario, due to comprehensive planning process has already held by the metropolitan city of Milano.

Even if the intention of Cittaslow is to create better places by protecting that places from the globalisation, the application of Cittaslow strategies makes the cities know in worldwide. Gunduz, Oner and Knox (2016) explains that "With their strong claim on authenticity of culture and built environment, slow cities have become magnets for affluent groups including global elite, which may provide a clash with the local community dynamics." (p.211) In other words, they flourish as authentic places and attract people's interest in a globalized world. Because of the fact that application of Cittaslow does not affects spatial planning directly, newcomers' need may create new problems in the city. Here again, an ambiguous situation has emerged to make the cities known worldwide

make it harder to protect them from globalisation or its effects. Moreover, it is very hard to stabilise the population under the 50.000.

As a very final remark, after all of this theoretic and practical research, it can be said that, even though there are some criteria can trigger the commodification of the good life with in the requirements of excellence, in practice Cittaslow policies are being used not only as a brand but also as a strategy that gives new approached both the city and inhabitants to improve and sustain their way of community life in general. However, because of the uncertain strategies and lack of collaboration with actors in local scale of Cittaslow, mainly the success of life quality improvement strongly depends on administrative bodies, in particular municipalities and mayors and planning context of each member city.

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APPENDICES

APPENDIX A - SLOW FOOD MANIFESTO

INTERNATIONAL MOVEMENT FOR THE DEFENSE OF
AND THE RIGHT TO PLEASURE

Born and nurtured under the sign of Industrialization, this century first invented the machine and then modelled its lifestyle after it. Speed became our shackles. We fell prey to the same virus: 'the fast life' that fractures our customs and assails us even in our own homes, forcing us to ingest "fast- food".

Homo sapiens must regain wisdom and liberate itself from the 'velocity' that is propelling it on the road to extinction. Let us defend ourselves against the universal madness of 'the fast life' with tranquil material pleasure.

Against those - or, rather, the vast majority - who confuse efficiency with frenzy, we propose the vaccine of an adequate portion of sensual gourmandise pleasures, to be taken with slow and prolonged enjoyment.

Appropriately, we will start in the kitchen, with Slow Food. To escape the tediousness of "fast-food", let us rediscover the rich varieties and aromas of local cuisines.

In the name of productivity, the 'fast life' has changed our lifestyle and now threatens our environment and our land (and city) scapes. Slow Food is the alternative, the avant-garde's riposte.

Real culture is here to be found. First of all, we can begin by cultivating taste, rather than impoverishing it, by stimulating progress, by encouraging international exchange programs, by endorsing worthwhile projects, by advocating historical food culture and by defending old-fashioned food traditions.

Slow Food assures us of a better quality lifestyle. With a snail purposely chosen as its patron and symbol, it is an idea and a way of life that needs much sure but steady support.

APPENDIX B – CITTASLOW EUROPEAN MANIFEST

Cittaslow is the international hallmark for municipalities, which aims at the highest possible quality of life for its citizens, entrepreneurs and visitors. Participants apply the principles of this manifest. Cittaslow is innovative and international; an international network spread across 25 countries. Experiences and ideas are exchanged between all participants and each participant is innovative, sustainable and offers an excellent platform for European pilots in one of the 15 member states of the European Union that are home to a Cittaslow as well as to the whole of Europe.

1. A Cittaslow stands for quality of life

A Cittaslow safeguards the quality of life for its citizens. This is combined with devoting much attention to traditions that are linked to modern techniques. The objectives of Cittaslow are based on major internal solidarity; they assume the greatest of care for our environment and ensure everyone is aware and conscious of their surroundings. And Cittaslow achieves this through its effective policy and its daily operations. Local communities will flourish optimally when they can rediscover their own joint identity and will, in turn, appreciate the fact that their surroundings also recognise those qualities. The local communities subsequently offer hospitality in return.

2. A Cittaslow appreciates quality

A Cittaslow is a conscious community which appreciates its own qualities. This is why a Cittaslow invests in the awareness of its own citizens and entrepreneurs, in order to safeguard the valuable aspects of their own community. Qualities are often appreciated most when they have disappeared; a Cittaslow will prevent this from happening. One of the most important concepts of Cittaslow is that it focuses on the earth again, like the Terra Madre Project teaches, and respects and values the landscape, farm land, natural places, inside and around towns, through concrete projects.

3. A Cittaslow stands for progress and makes this measurable

A Cittaslow invests in sustainability and quality. This is not an optional assignment and will be periodically measured through assessments and audits. Censis Institute of Rome, Cittaslow Scientific Committee, Ocse, and many other scientific institutions help us to realize this progressing check.

4. A Cittaslow gives meaning to the town-country relationship through its qualities

A Cittaslow links the green quality areas with the surrounding towns, often also within a metropolis. There is a major geographical spread of Cittaslow members

throughout Europe. A Cittaslow ensures that the cultural history and community values are maintained and strengthened. This is achieved through restoration, by describing the cultural history and by providing information, with an extra focus on digital techniques. Our aim is to reduce the ecological footprint, to check the quality of the living areas and ecosystems year per year, applying a kind of ranking to all Cittaslow members.

5. A Cittaslow maintains and develops valuable landscapes and biodiversity

A Cittaslow promotes bioarchitecture, biological agriculture and biodiversity of the landscape, as intended in the future European agricultural policy. We are committed first of all to introduce "green" technologies for mobility, services, infrastructures, etc. Alternative mobility is preferred, whereby the valuable landscape can be discovered through cycling paths, walking routes and cable installations.

6. A Cittaslow maintains traditions and stands for innovation The best from the past, the best of the present age

A Cittaslow focuses on traditionally produced products, objects and crafts. It stimulates innovative techniques, in so far as these are sustainable and do not pose any threat to the environment. A Cittaslow works actively on saving energy and stimulates the use of alternative sustainable energy sources. "Memory" is one of the most important aims of Cittaslow. Each member town is committed to preserve and hand down the heritage of knowhow and local wisdom.

7. A Cittaslow stimulates regional products and short food chains

A Cittaslow is closely linked with Slowfood and supports traditional production and stimulates the development of regional products and commercial trading in the own region.

8. A Cittaslow is a community and provides social cohesion First and foremost, a Cittaslow is a community of citizens that looks after and cares for each other.

A Cittaslow ensures the vitality of the communities and the facilities of the communities are maintained. A Cittaslow guarantees that its own citizens are given support when needed and stimulates the social cohesion between the citizens. The new citizenship rights are crucial in the economical and social development on a local level.

9. A Cittaslow is sustainable for the future European generations

A Cittaslow opts for sustainable solutions. All good things are maintained and this should not have a negative effect on the development of future generations.

10. A Cittaslow is a tool against old and new poverties

Cittaslow is active against the poverty, because the social inclusion projects, the responsibility and participation involved, are very effective against poverty in towns on a local level. The social inclusion and new citizenship projects will help to build a better life in the future for our communities and for the whole of all Europe.

APPENDIX C - CITTASLOW INTERNATIONAL CHARTER (2014)

Cittaslow International Network: 213 Città presenti in 30 Paesi nel Mondo
Cittaslow International Network: 213 Cities present in 30 Countries in the World
*Lista aggiornata nel marzo 2016/List updated in March 2016

CITTASLOW LIST
- **Cittaslow Australia**
  - Goolwa
  - Katoomba
  - Yea
- **Cittaslow Austria**
  - Enns
  - Hartberg
  - Horn
- **Cittaslow Belgium**
  - Chaudfontaine
  - Enghien
  - Estinnes
  - Evere
  - Lens
  - Silly
- **Cittaslow Canada**
  - Cowichan Bay
  - Naramata
- **Cittaslow China**
  - Fuli (Fuchuan Yao Autonomous County)
  - Shimenshan (Qufu city)
  - Yanyang (Meizhou city)
  - Yaxi (Gaochun County)
- **Cittaslow Colombia**
  - Pijao
- **Cittaslow Denmark**
  - Mariagerfjord
  - Svendborg
- **Cittaslow Finland**
  - Kristinestad
- **Cittaslow France**
  - Blanquefort
  - Créon
  - Labastide d'Armagnac
  - Loix
  - Mirande
  - Saint Antonin Noble Val
  - Segonzac
  - Valmondois
- **Cittaslow Germany**
  - Bad Essen
  - Bad Schussenried
  - Berching
  - Bischofsheim
  - Blieskastel
  - Deidesheim
  - Hersbruck
  - Lüdinghausen
  - Meldorf
  - Nördlingen
  - Penzlin
  - Überlingen
  - Waldkirch
  - Wirsberg
- **Cittaslow Great Britain**
  - Aylsham
  - Berwick upon Tweed
  - Llangollen
  - Mold
  - Perth
- **Cittaslow Hungary**
  - Hódmezővásárhely
- **Cittaslow Iceland**
  - Djupavogshreppur
- **Cittaslow Ireland**
  - Clonakilty
- **Cittaslow Italy**
  - Abbiategrasso
  - Acqualagna

- o Acquapendente
- o Altomonte
- o Amalfi
- o Amelia
- o Anghiari
- o Asolo
- o Barga
- o Bazzano
- o Borgo Val di Taro
- o Bra
- o Brisighella
- o Bucine
- o Caiazzo
- o Capalbio
- o Casalbeltrame
- o Castel Campagnano
- o Castelnovo nè Monti
- o Castelnuovo Berardenga
- o Castel San Pietro Terme
- o Castiglione Olona
- o Castiglione in Teverina
- o Cerreto Sannita
- o Chiavenna
- o Chiaverano
- o Cisternino
- o Città della Pieve
- o Città Sant'Angelo
- o Civitella in Val di Chiana
- o Controguerra
- o Cutigliano
- o Fontanellato
- o Francavilla al Mare
- o Galeata
- o Giuliano Teatino
- o Gravina in Puglia
- o Greve in Chianti
- o Grumes
- o Guardiagrele
- o Levanto
- o Marradi
- o Massa Marittima
- o Monte Castello di Vibio
- o Montefalco
- o Morimondo
- o Novellara
- o Orsara di Puglia
- o Orvieto
- o Pellegrino Parmense
- o Penne

- o Pianella
- o Pollica
- o Positano
- o Pratovecchio - Stia
- o Preci
- o Ribera
- o Salorno
- o San Gemini
- o San Miniato
- o San Potito Sannitico
- o Sant'Agata di Puglia
- o Santarcangelo di Romagna
- o San Vincenzo
- o Santa Sofia
- o Scandiano
- o Sperlonga
- o Suvereto
- o Teglio
- o Termoli
- o Tirano
- o Todi
- o Tolfa
- o Torgiano
- o Trani
- o Travacò Siccomario
- o Trevi
- o Turbigo
- o Vigarano Mainarda
- o Zibello
- **Cittaslow Japan**
  - o Kesennuma
- **Cittaslow Netherlands**
  - o Alphen-Chaam
  - o Bellingwedde
  - o Borger-Odoorn
  - o Echt-Susteren
  - o Heerde
  - o Midden-Delfland
  - o Vaals
  - o Vlagtwedde
- **Cittaslow New Zealand**
  - o Matakana (Rodney District)
- **Cittaslow Norway**
  - o Eidskog
  - o Levanger
  - o Sokndal
  - o Ulvik
- **Cittaslow Poland**
  - o Barczewo

- Bartoszyce
- Biskupiec
- Bisztynek
- Działdowo
- Dobre MIasto
- Goldap
- Górowo Iławeckie
- Kalety
- Lidzbark
- Lidzbark Warminski
- Lubawa
- Murowana Goślina
- Nidzica
- Nowe Miasto Lubawskie
- Nowy Dwór Gdański
- Orneta
- Olsztynek
- Pasym
- Prudnik
- Rejowiec Fabryczny
- Reszel
- Ryn

- **Cittaslow Portugal**
  - Lagos
  - Sao Bras de Alportel
  - Silves
  - Tavira
  - Viana Do Castelo
  - Vizela
- **Cittaslow South Africa**
  - Sedgefield
- **Cittaslow South Korea**
  - Cheongsong County (Pacheon-myeon)
  - Damyang County (Changpyeong-myeon)
  - Hadong County (Akyang-myeon)
  - Jecheon City (Susan-myeon & Bakdaljae)
  - Jeonju City (Jeonju Hanok Village)
  - Namyangju City (Joan-myeon)
  - Sangju City (Hamchang-eup, Gonggeom-myeon, Ian-myeon)
  - Shinan County (jeung-do island)

- Wando County (Cheongsando Island)
- Yeongwol County (Kimsatgat-myeon)
- Yesan County (Daeheung & Eungbong-myeon)

- **Cittaslow Spain**
  - Begur
  - Lekeitio
  - Mungia
  - Pals
  - Rubielos de Mora
- **Cittaslow Sweden**
  - Falköping
- **Cittaslow Switzerland**
  - Mendrisio
- **Cittaslow Taiwan**
  - Dalin
  - Fonglin
  - Nanzhuang
  - Sanyi
- **Cittaslow Turkey**
  - Akyaka
  - Gökçeada
  - Halfeti
  - Perşembe
  - Şavşat
  - Seferihisar
  - Vize
  - Tarakli
  - Uzundere
  - Yalvaç
  - Yenipazar
- **Cittaslow Turkish Republic of Northern Cyprus**
  - Lefke
  - Yeniboğaziçi
- **Cittaslow USA**
  - Sebastopol
  - Sonoma

CITTASLOW INTERNATIONAL[89]

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APPENDIX E – COMPARASION OF CITTASLOW CHARTERS

APPENDIX F – FORMAL EVALUATION OF CITTASLOW CHARTER

APPENDIX G – EVALUATION OF CITTASLOW CHARTER WIHT THE CHECK-LIST FOR THE PROMOTION OF ABUNDANCE

APPENDIX H – QUESTIONNAIRE FOR CASE STUDIES – ABBIATEGRASSO

Contact Person: Daniela Colla, the Councilor in charge for Culture, Abbiategrasso Municipality

E-mail: assessore.colla@comune.abbiategrasso.mi.it

Date: 12.09.2016

About City

1. **What are features that make your city different?**
   -Historic town very closed to Milano, and huge potential of Agro tourism
2. **What is the main economic activity in your city?**
   -It was industry before the crisis 2000-2010, nowadays it is still industry, but agriculture and local production (in particular gorgonzola cheese) are growing
3. **What is the main motivation to become a Cittaslow?**
   -It was already a slow city so to make the name of Abbiategrasso more visible and to exchange knowledge and practices with international cities
4. **What are the main problems your city faced with?**
   - Lack of jobs
5. **Do Cittaslow policies help your city to tackle with those problems?**
   - No
6. **What is the most remarkable change in your city after becoming a Cittaslow?**
   - To make more visible the slow aspects that the city already had
7. **Is there any Cittaslow policy that you had difficulties to meet with? Which is the toughest criterion for your city?**
   - Each criterion has its own difficulties and needs engagement to be fulfilled
8. **Is there any Cittaslow policy that you had no difficulties to meet with? Which is the easiest criterion for your city?**
   - Each criterion has its own difficulties and needs engagement to be fulfilled
9. **How do you plan to ensure Cittaslow continuity in your city?**
   -Mayors are maintaining the idea. Moreover, the existing living style is coherent with the idea of Cittaslow.
10. **How do you encourage inhabitants to take part in Cittaslow policies or projects?**
    -Meeting with local shops and informing inhabitants, producer market for local agricultural product.
11. **Do you have any municipal or non-municipal body for dealing with Cittaslow policies?**
    - Mayor and municipal Councilor
12. **Did you try to engage inhabitants for solving city's problems? Is there any inhabitants' attempt for solving these problems? Or the leadership is mainly being held by the municipality?**
    - Solving city problems is not a target of Cittaslow network
13. **What are the advantages you gain after becoming a Cittaslow?**
    - See answer No. 6
14. **What are the disadvantages you have after becoming a Cittaslow?**

- No disadvantages

About Network

National Level

1. **How often do you meet with the national network? And how do the meetings held offline or online?**
   - Both online and offline. Moreover, for national network it is once in three months.
2. **Do you take part in the same project with other Cittaslow in the national network? Or do you establish an alliance between different Cittaslow in order to prepare new projects?**
   - Sometimes it happens

International Level

3. **How often do you meet with the international network?**
   All members of Cittaslow meet in a selected Cittaslow twice or three times in a year.
4. **Did you offer any new criterion for the Cittaslow international policy or participate for producing new criterion? Is it possible to contribute Cittaslow international policies?**
   - All participants offer proposals and suggestions to contribute international policies
5. **Do you take part in the same project with other Cittaslow in the international network? Or do you establish an alliance between different Cittaslow in order to prepare new projects?**
   - Sometimes it happens

APPENDIX I – QUESTIONNAIRE FOR CASE STUDIES - SEFERIHISAR

Contact Person: Samet Akboğa Project and Survey Management and Candaş Balta Directorate of Foreign Relations, Seferihisar Municipality

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Date: 25.08.2016

About City

15. **What are features that make your city different?**
    -Calmness is the most important feature. But here local producers are playing important role for the city of Seferihisar.
16. **What is the main economic activity in your city?**
    -Farming and fishery
17. **What is the main motivation to become a Cittaslow?**
    -The culture of being Cittaslow which is 'Sustainability'
18. **What are the main problems your city faced with?**
    -Global warming and urbanization. There are many constructions here. Because we are much more famous now.
19. **Do Cittaslow policies help your city to tackle with those problems?**
    -Not exactly
20. **What is the most remarkable change in your city after becoming a Cittaslow?**
    -Local producers are making money and they provide their own sustainability
21. **Is there any Cittaslow policy that you had difficulties to meet with? Which is the toughest criterion for your city?**
    -No, that's why we are the first in Turkey!
22. **Is there any Cittaslow policy that you had no difficulties to meet with? Which is the easiest criterion for your city?**
    -The easiest is food diversity
23. **How do you plan to ensure Cittaslow continuity in your city?**
    -I believe I have already given them some awareness about slow life! Now I trust the public. Because, they are getting started to understand what I mentioned.
24. **How do you encourage inhabitants to take part in Cittaslow policies or projects?**
    -We are explaining them about the gains of this development model. Not only economical but also ideological. Many of people in Seferihisar know how to be sustainable. This is our most important encouraging way for continuity. Let's say like this; we do not give them fish, we teach them fishing.
25. **Do you have any municipal or non-municipal body for dealing with Cittaslow policies?**
    -Not exactly. But we have a small technical committee which has 5 professors at Universities in Turkey. We solve the thing need to be solved with them. We also explore the cities would like to be the member of Cittaslow.

26. **Did you try to engage inhabitants for solving city's problems? Is there any inhabitants' attempt for solving these problems? Or the leadership is mainly being held by the municipality?**

-We all work for it! Generally leadership is being held by municipality but there are many people who are volunteer to do something against pollution, genetically modified seeds and etc. for their own town.

27. **What are the advantages you gain after becoming a Cittaslow?**

We became more popular for tourism and sustainable. We solve any kinds of problems by our own. I would like to tell an important thing. Generally sustainable is being understood just for economically. But we should consider for every issues. For instance; we have a children municipality. We have a child Mayor. Before having some facilities or parks, they discus with her (Her name is Defne). So this is also a type of sustainability. We are trying to encourage children in order to have some ideas about municipal issues and create their own futures.

28. **What are the disadvantages you have after becoming a Cittaslow?**

-Disadvantages were existed before being Cittaslow. We became in order to provide advantages not disadvantages. By the way, now the city became more popular, so it brings some disadvantages as you mentioned. People are moving here, population is increasing and values of real estates are pretty expensive. Local people sell their immovable properties. It means the town is getting less Cittaslow.

About Network

National Level

6. **How often do you meet with the national network? And how do the meetings held offline or online?**

-It is really variable. Once in three months. We all meet in a place (exhibition or conferences)

7. **Do you take part in the same project with other Cittaslow in the national network? Or do you establish an alliance between different Cittaslow in order to prepare new projects?**

-Yes of course. For example we will be participating at Greenpeace Meeting in Seferihisar. There will be other cittaslow municipalities in order to discuss on energy and it will be also children's workshop.

International Level

8. **How often do you meet with the international network?**

-Twice or three times in a year.

9. **Did you offer any new criterion for the Cittaslow international policy or participate for producing new criterion? Is it possible to contribute Cittaslow international policies?**

-If it is strongly true, of course yes. But actually we are the capital in Turkey and responsible for Asia and Middle East. So we join all executive board meetings.

10. **Do you take part in the same project with other Cittaslow in the international network? Or do you establish an alliance between different Cittaslow in order to prepare new projects?**

-Yes we take part. For example we will be participating at Terra Madre – Slow Food Exhibition as Cittaslow International.