



# THE CITTASLOW MOVEMENT AS A LOCAL GOVERNANCE MODEL AND THE EVALUATION OF THIS MOVEMENT IN THE CONTEXT OF PUBLIC ADMINISTRATION

## YEREL YÖNETİŞİM MODELİ OLARAK CİTTASLOW HAREKETİ VE BU HAREKETİN KAMU YÖNETİMİ BAĞLAMINDA DEĞERLENDİRİLMESİ

Research Assist. Adnan KARATAŞ

Atatürk University, Faculty of Economics and Administrative Sciences, Department of Public Administration, mail:adnan.karatas@atauni.edu.tr, Erzurum, Turkey  
ORCID: 0000-0003-2399-8013

**Cite As:** Karataş, A. (2021). "The Cittaslow Movement As A Local Governance Model And The Evaluation Of This Movement In The Context Of Public Administration", International Social Mentality and Researcher Thinkers Journal, (Issn:2630-631X) 7(54): 3501-3511.

### ABSTRACT

Today, the Cittaslow movement, which has close to 300 members from more than thirty different countries, has emerged as an alternative city and life model in a period of approximately 20 years. Cittaslows, whose main purpose is to improve the quality of life and environmental conditions of local people and visitors, is a local government network and union with an international character as of today. In order for local governments to reach the position targeted by this movement, it is expected to implement a wide variety of policies and, accordingly, various principles. It has been investigated in various studies how these principles, which suggest many changes, lead to changes in these units. However, there is no study on how it proposes a change in the management structure. Within the scope of this study, it is investigated in which direction and based on which approaches the Cittaslow movement wants to change the management structures of local governments. It is concluded that the application of the governance approach in local governments is the main focus of this movement and the principle of subsidiarity is the management approach of this movement.

**Key Words:** Cittaslow, Local Government, Governance, Subsidiarity

### ÖZET

Günümüzde dünya genelinde yayın olarak otuzdan fazla farklı ülkeden üç yüze yakın üyesi olan Sakin Şehir hareketi, yaklaşık 20 yıllık bir süre içinde alternatif bir şehir ve yaşam modeli olarak kendini göstermektedir. En temel amacı yerel halkın ve ziyaretçilerinin yaşam kalitesini ve çevresel şartlarını iyileştirmek olan Sakin Şehirler, günümüz itibarıyla uluslararası niteliği olan bir yerel yönetim ağı ve birliği konumundadır. Yerel yönetimlerin bu hareketin hedeflemiş olduğu pozisyona ulaşabilmesi için çok çeşitli politikaları ve bunlara bağlı olarak çeşitli ilkeleri hayata geçirmesi beklenmektedir. Çok sayıda değişim öneren bu ilkelerin bu birimlerinde nasıl değişimlere yol açtığı çok çeşitli çalışmalarda araştırılmıştır. Ancak yönetim yapısında nasıl bir değişim önerdiği konusunda ilgili bir çalışma bulunmamaktadır. Bu çalışma kapsamında Sakin Şehir hareketinin yerel yönetimlerin yönetim yapılarını hangi yönden ve hangi yaklaşımlara dayalı olarak değiştirmek istediği araştırılmaktadır. Yönetişim yaklaşımının yerel yönetimlerde uygulanmasının bu hareketin temel odak noktası olduğu ve subsidiarite ilkesinin bu hareketin yönetim yaklaşımı olduğu sonucuna ulaşılmaktadır.

**Anahtar Kelimeler:** Cittaslow, Yerel Yönetim, Yönetişim, Subsidiarite İlkesi

## 1. INTRODUCTION

Cities with the effect of globalization and developments in information and communication technologies; It has turned into living spaces where life is very fast, who are not self-sufficient, who focus on consumption, whose environmental problems are increasing, and which are not promising for the individuals living there. The fact that the activities undertaken by the countries to increase their level of development become unruly creates a great danger for the future of the world. Likewise, the world has limited resources and future generations may face some dangers due to the methods used to meet today's needs. Understanding that the consumption-oriented lifestyle, which continues in a monotonous way in a constant rush, causes various health problems and cannot bring happiness to people; By pushing people to produce permanent solutions for the future of the cities they live in, the need to make cities more livable spaces that are at peace with nature and away from the effects of globalization has come to the fore, or it has led to the emergence of the cittaslow philosophy, which is based on the idea of applying sustainability on an urban scale.

It aims to bring an alternative to city life and design, which is dominated by a fast and consumption-based life philosophy. In order to achieve this goal and to remain different from many homogeneous cities of the modern world, it is seen as the greatest necessity to determine which areas of cities are important and special and to develop strategies to protect these features, to protect, protect and develop local values.

The Cittaslow movement emerged as a continuation of the Slow Food movement. The Slow Food movement emerged as a result of the reaction that emerged in 1986 when a branch of an international fast food chain

opened on the Spanish Steps, one of the iconic squares of Rome (Italy). Cittaslow is a union where cities with a population of less than 50,000 can become members, and which envisages that cities preserve their own traditions, customs, cuisine, and historical identities. The Cittaslow philosophy encourages cities to analyze in which areas they are strong and weak and develop a strategy within the framework of their conditions.

Within the scope of this study, the effects of the changes brought about or suggested by this movement on the management mechanisms of local government units are examined. It is researched how local governments should change administratively and to which management approaches or principles they attribute these changes.

## 2. SLOW MOVEMENT AND ITS HISTORICAL DEVELOPMENT

Starting with the invention of the steam engine in 1765; The industrial revolution, which is defined as the emergence of radical changes and new approaches in many fields such as production, culture, art, economy, architecture, with the development of technology, industrial production, especially in the United States and Europe, depending on the railway networks, has been the second half of the 19th century. It has led to significant changes in the social and economic structures of societies. After the industrial revolution, industrial actions gathered in certain centers and led to the establishment of crowded new cities, which constantly received immigration from rural areas and where rapid development was experienced. Due to the increasing population in these cities, which were caught unprepared for excessive migration; Unconscious structuring in agricultural lands, environmental problems and the increase in excessive consumption of natural resources have reached a dangerous level since the middle of the 21st century and have pushed local administrators to take new measures against existing dangers (Oktay, 2007: 38; Özkan, 2011: 7).

In George Ritzer's (1996) 'McDonaldization of Society' and Knox and Mayer's (2010) 'Small Town Sustainability'; The negative effects of globalization and capitalism on today's consumption habits and the degeneration process of cultural values of societies are discussed, the ways to protect themselves from the destructive effects of globalization and what needs to be done to transfer cultural values to future generations are explained in an effective language. Globalization, which started in the western world with the industrial revolution and influenced the whole world without any limits with innovations in the technological field, has led to the emergence of a fast life based on irreversible consumption (Knox, 2005: 4). With the negative effects of globalization, the population in the world has been concentrated in certain cities, and the place of city populations in the total world population has increased in an unpredictable way. While this situation accelerates the formation of uniform cities that are more similar to each other and lose the importance of social life and unique values, the policies and improvement efforts of local administrators in urban planning have also rendered helpless against globalization (Radstrom, 2011: 90).

The consumption-based fast life, which emerged as a result of globalization, not only directly concerns people as producers and consumers, but also led to the introduction of the concepts of speed and slowness. In Carl Honore's (2004) book 'In Praise of Slowness', many concepts related to slow motion are discussed in detail, with emphasis on the concepts of speed and slowness. The concept of slowness in slow motion means that, unlike everything being done at a snail's pace, the activities in people's daily lives are done at a satisfactory pace, carefully and with pleasure (Honore, 2014: 15). Slowness is a balance-based philosophical approach that emerged as a reaction to the fast lifestyle that is a part of daily life in contemporary societies.

The concept of time is seen as an important cost element in today's global economic system (Yurtseven, Kaya, & Harman, 2010: 2). The slow movement is an alternative approach to the concept of speed, which is one of the negative consequences of globalization, and recommends that time be used for activities that are important to people. The slow movement, like other anti-globalization approaches, sees globalism as the greatest threat to local cultures. The starting point of this movement is to emphasize the importance of cultural differences and to preserve the authenticity of local cultures.

All the concepts that emerged as an anti-globalization movement and described as 'slowness' were presented in the opening ceremony of a branch of McDonald's, which is pointed out as the embodiment of American-style fast and unhealthy nutrition in the world, by a group led by Carlo Petrini in Rome, Italy, in 1986. It bears the traces of the 'slow food' movement, which started with the throwing of plates full of Italian pasta. Therefore, in order to understand the 'slow' philosophy, the 'slow food' movement must be analyzed very well. Because this action, initiated by a group of Italy under the leadership of Carlo Petrini, was accepted in different parts of the world and turned into a slow movement in different areas.

The slow food movement emerged as a reaction to the opening of American-style fast food chains in Rome, the capital of Italy, in 1986. The main reason for this reaction is that global companies ignore the local food cultures of the societies and offer products that will cause the local table cultures to be forgotten. One of the most important goals of the slow food movement is to fight the cultural and economic standardization that international companies such as McDonald's and KFC are trying to spread, and to preserve local flavors and transfer them to the future (Knox, 2005: 6). The slow food movement, which started in Barolo, Italy, and gained an international identity with the participation of twenty country representatives in Paris in 1989, has now turned into an international association with more than 100,000 members from 150 countries. The center of this union, which was created against the fast food movement, which is an element of fast life and fast life, which gradually reduces communication, sharing of emotions, peace and pleasure between people, is a small town in Italy called Bra. The slow food movement, born in Italy as an anti-globalization movement; aims to protect local food production and biodiversity in the light of the principles of smallness, simplicity and sustainability.

### 3. HISTORICAL DEVELOPMENT OF THE CITTASLOW MOVEMENT

The slow food movement, which started in Italy in 1986 as a reaction to the fast and consumption-oriented lifestyle, has been adapted to different areas of life in recent years, and as a result of the slow food movement; New concepts such as slow life, slow tourism, slow travel, slow business, slow trade, slow money, slow design and cittaslow have emerged (Yurtseven et al., 2010: 1; Slowmovement, 2021). The concept of the cittaslow, like all other slow movements, bears the traces of the slow food movement. The cittaslow movement is an expression that is formed by the combination of the words 'Citta' meaning city in Italian and 'Slow' meaning slow in English and used to mean slow city or quiet city. In the studies on Cittaslow, it is seen that the expression slow city is used while this concept is translated into our language. However, since the cities participating in this network in Turkey express themselves as cittaslow, the expression of cittaslow will be used instead of this concept when defining cittaslows in the study. In the Chianti region of Italy, on January 15, 1999, in the Orvieto theater of the city of Greve, the mayors of four small towns (Greve in Chianti, Orvieto, Bra, Positano) that adopted the philosophy of slow food and the leader of the slow food movement Carlo Petrini wanted to apply the principles of slowness at the urban level. They prepared the Manifesto of Cittaslow and established the Cittaslow Association. In its first declaration, the Union expressed its concerns that despite the fact that globalization facilitates communication, cohesion and change between people, the differences are eroded and a single model person is formed, and that an order in which mediocrity will dominate may emerge, and has issued a message with the aim of protecting and developing local values in order to prevent possible consequences.

The Cittaslow Manifesto; It consists of 6 titles and 71 criteria, called the conditions of excellence, which aim to prevent noise pollution, increase green areas, support local farmers and businesses selling these products, and protect local aesthetic elements (Günerhan, Erdem and Günerhan, 2010: 33; Cittaslow International, 2014). The last Cittaslow Manifesto published by the Cittaslow Association in November 2014; It consists of a preface and 29 articles under 6 headings (definition and principles, fund management, participation principles and commitments, cittaslow bodies, national organizational structure, appendices). In line with the principles contained in the manifesto, the Cittaslow Union itself; It expresses a non-profit, voluntary, anti-globalization, quality life practices and a local development model that supports the philosophy of slow food and addresses these practices on an environmental and urban scale (Cittaslow International, 2014).

The Cittaslow Manifesto; It has more than just an eco-gastronomic meaning like keeping the local tastes specified in the slow food manifesto alive; It also encompasses local government objectives, leading to the creation of sustainable and dissimilar cities, aimed at improving the quality of local life. In this respect, cittaslow are seen as the implementation of the slow food movement at the urban level (Pink, 2009: 453). Slow food movement attaches great importance to local food and beverage culture and biodiversity. Cittaslow are also seen as living spaces created with the aim of protecting the cultural and architectural elements of the region and ensuring their sustainability (Radstrom, 2011: 93). Cittaslow act with the philosophy of providing better quality living conditions for local people and visitors who live in cities by preserving the natural and historical texture of the slow food movement (Erten, 2009: 107).

Mayer and Knox (2006: 322) quiet cities; defines them as places where people and local administrators care about local history and benefit from different local resources for a better and sustainable development. Beatley (2005: 335) states that although the destinations in the cittaslow network have different purposes, the common point that brings them together is the desire to preserve their unique and distinctive features. Pink

(2009: 97) on the other hand, cittaslow; that its founders put forward in response to the fast and globally homogenized times we live in; therefore, it sees it as a movement that emphasizes local differences in the context of globalization and seeks to increase the quality of life locally (Baldemir, Şahin, & Kaya, 2013: 32). Cittaslow express themselves as places that adopt quality as a lifestyle and are concerned about preserving and transferring cultural values to the future in the light of sustainability principles. In a way, cittaslow can be defined as the urban form of the slow food movement. The applications to be placed in cities that want to express themselves calmly are summarized as follows (Sezgin and Ünüvar, 2011: 129-130):

- ✓ To encourage diversity instead of uniformity and to place this idea,
- ✓ To protect the local culture,
- ✓ To create a healthy and sustainable natural environment,
- ✓ To be involved in activities supporting local production,
- ✓ To raise awareness of healthy living in every part of the society, especially among children and young people,
- ✓ To carry out all activities on the axis of the local community

The official languages of the Cittaslow Association are Italian and English. In the manifesto it published, the cittaslow movement determined an orange colored snail design that moves to the left with modern and historical buildings as its logo. As stated in Article 4 and Annex-D of the Cittaslow International Charter published in 1999 (Cittaslow International, 2014), the use of the logo is possible with permission, and this right is granted only to cities that have been declared as members by the Cittaslow Association in the general assembly. The use of the logo and name rights is limited and they can only be used by the cities that are approved by the Cittaslow Association, called the friends and supporters of the quiet city. The slogan of the cittaslow movement; It is in the form of 'Cittaslow rete internazionale delle citta del buon vivere' in Italian, 'International network of towns where quality of life is important' in English and 'Association of Cittaslow: International network of cities where life is easy' (Cittaslow International, 2014).

### 3.1. Cittaslow Organizational Structure and Membership Process

The legislation regarding the cittaslow organizational structure and membership process was first published by the Cittaslow Association in 1999 and constituted the 3rd, 4th and 5th parts of the cittaslow manifesto, which should be published regularly every year. are given in detail under the headings of 'organizational structure'. Cittaslow Association; It is an international association, headquartered in Orvieto, Italy, where cities with a population of less than 50000 can become members. Among the members of the union, there is an elected president, vice presidents and the general secretary who is responsible for continuing the activities of the union. The Association of Cittaslows consists of the international general assembly, the international coordination committee, the chairman of the international council, the guarantor's board, the international scientific board and the supervisors, and the term of office of the committees is limited to three years. Protecting and developing the local culture and values, which are threatened by the effect of globalization, and preserving the characteristic architecture and culture are among the goals that this union wants to achieve. Evaluation of the cities that are desired to be defined as cittaslow and the inspections that take place after their admission to the union are also carried out by this center. The main duties of the Union are listed as follows (Cittaslow International, 2014: Art.19): A declaration containing the basic principles, the union statute to be signed by the cities that want to be defined as a quiet city, a list of member cities, Annual meeting calendars.

The Cittaslow Association has established national networks within the framework of decentralization principles. National networks act to achieve certain goals in order to improve the quality of life of local people and visitors living in quiet cities (Miele, 2008: 136). If three cities from a country are members of the Cittaslow Association, the country's cittaslow national network is formed. Countries forming a national network gain the right to be represented in the international coordination board, which is the governing body of the union. Seferihisar, which is the first quiet city in our country, also serves as the chairman of the national coordination committee. There are two types of membership in the cittaslow movement: cittaslows and supportive cities. In order for a city to be a member of the Cittaslow Association, its population must be below 50,000. There is a self-assessment process for candidate cities to reach an acceptable qualification for membership. During the self-assessment, the candidate city has to fulfill at least 50% of the criteria in the cittaslow manifesto. The next step involves the official application of the candidate city to the international

cittaslow network. The annual membership fees determined by the Cittaslow Association are paid by the resident city local governments. A one-time fee of 600 Euros is collected from the members whose applications are accepted. According to the November 2014 declaration published by the Cittaslow Association, the annual membership fees to be paid by the resident cities are as follows (Cittaslow International, 2014: Art.11): Cittaslow with a population of 1000 or less: 600 Euro, Cittaslow with a population between 1000 and 5000: 750 Euro, Cittaslow with more than 3500 Euros.

Cittaslow supporter certification has been in effect since 2005. Public institutions, private businesses, or cities that do not have the necessary qualifications to become a quiet city member on their own can receive the title of cittaslow supporter if deemed appropriate by the Cittaslow Association after the necessary applications. The membership fee to be paid to the union by the cities that support the quiet city has been determined by the union as 3500 Euro per year and 600 Euro for one-time certification fee. Candidate cities that want to become a member of the Cittaslow Association should develop projects within the framework of the 71 criteria in the statute of the association and document these projects and make them an application file. Candidate cities are evaluated over the activities organized in accordance with the determined criteria and they get points. In order for the candidate city to be a quiet city, it must first act in accordance with the cittaslow philosophy, have a population of less than 50,000, and receive a passing score from the evaluation made on the application file submitted to the union (Cittaslow International, 2014: Art.8,23-26).

During the application process, representatives from the cittaslow national network and headquarters go to the candidate cities and conduct an on-site evaluation. In our country, the application process to the International Cittaslow Association is carried out by the Cittaslow Turkey Network Secretariat and Coordinator. The membership process to the Cittaslow Association basically consists of the following six steps (Cittaslow International, 2014): 1. Preparation of the application letter by the candidate city, 2. Evaluation of the application letter by the Cittaslow National Coordination Committee, 3. Cittaslow National Coordination Committee and the candidate. Information meeting and evaluation visit with city local governments, 4. Preparation of the application file by the candidate city and delivery of the national coordination committee, 5. Evaluation of the candidate city application file by the Cittaslow National Coordination Committee, 6. Cittaslow National Coordination Committee of the candidate city application file to the headquarters and membership announcement. The application process and the rules to be followed by cities with a population of less than 50,000 (cities with a population of 50,000 or more), which do not have the status of capital in their region and want to be a quiet city, are listed in 8 It is included under the title of Article 1 and Annex-B. According to these articles, candidates who want to join the Association of Cittaslows can submit their applications together with the information and introduction file, which provides information about the candidate city to the national coordination committee through the mayor of the candidate city, explains the reasons for their intention to join the union, and includes the projects to be realized during and after the application process. they need to do. Candidate cities that make their applications are obliged to accept that they will comply with all the conditions and criteria that will be put forward by the Cittaslow Association at the beginning of the process and afterwards. If the preliminary applications of the candidate cities are found convincing and successful by the national coordination committee, the process continues with the referral of the application to the certification center. Certification experts, after examining the candidacy file, send a team to the candidate city for on-site detection if they find the city suitable for preliminary membership, and if this process passes positively, the candidate city fills the certificate form and sends it to the headquarters in Italy. According to the final report prepared by the certificate experts as a result of their examinations and the score obtained from the evaluation cards of the candidate city, the approval or rejection of the membership is decided by the headquarters. In order for the candidate city to be awarded with a certificate of participation, it must meet at least 50% of the 71 quiet city membership criteria determined by the general assembly and at least one criterion from each group. Cities whose membership has been announced by the Cittaslow General Assembly and which have been awarded with a certificate of participation, join the Cittaslow Association and qualify to use the snail, which is the cittaslow logo. In order for the certification to continue, it is inspected every 5 years by the bodies affiliated to the Cittaslow Union and the continuation or cancellation of the certification. status is under review. The membership of cities that fail to fulfill their promises during membership or that are determined to act contrary to the cittaslow philosophy can be canceled by the headquarters (Cittaslow International, 2014: Art.8,23-26).

### 3.2. Cittaslow Membership Criteria

Cities that implement a certain environmental policy, can use technology to improve the quality of the environment, and support the cultivation of natural products are called cittaslows, and these cities can join the cittaslow network if they fulfill the criteria in the cittaslow statute (Miele, 2008: 139). The 71 criteria, which were given under the name of perfection conditions and included in Annex-C of the cittaslow manifesto first published in 1999, are based on the philosophy of *festinalente*, which is one of the basic ideas of the Renaissance period, which means to be careful while living fast and to balance between by speeding up when necessary and slowing down when necessary (Çiner, 2011: 15; Bilgi, 2013: 46). In order to be a quiet city and use the snail logo; At least 50% of the 71 cittaslow membership criteria and at least one criterion from each group must be met. Criteria in the cittaslow charter as the conditions of excellence; environmental policies (12 items), infrastructure policies (9 items), urban life policies (17 items), policies on agriculture, tourism, tradesmen and craftsmen (10 items), plans for hospitality, awareness and education (10 items), social cohesion (10 items) and partnerships (3), and a total of 6 titles and 71 criteria. Candidate cities are accepted to membership from the first stage of the application process to the national coordination center, and there are criteria for membership in cittaslows, known as the conditions of excellence, which they agree to comply with in the following processes (Günerhan et al., 2010: 34; Cittaslow International, 2014: Attachment C).

Cittaslows are cities that have chosen to increase the quality of life of their own community. In 1999, with the initiative of the Mayor of Greve, Paolo Saturnini of the Chianti region of Italy, with the support of the mayors of Bra (Francesca Guida), Orvieto (Stefano Cimicchi) and Positano (Domenico Marrone) and the founder of the Slow Food movement, Carlo Petrini, some European cities and its municipalities formed a network aimed at reducing the fast rhythm of life (Radstrom, 2011: 91). These four presidents have determined a set of criteria by conducting interviews. These included working in calmer, less polluted physical environments, preserving local aesthetic traditions, local handicrafts, and local cuisine (Sezgin and Ünüvar, 2011: 128). In the first meeting, the main features that should be found in a quiet city were determined. These include the creation of calmer and less polluted physical environments, the preservation of local aesthetic traditions, local handicrafts and local cuisine. In addition, they decided to share each other's experiences in seeking administrative solutions in order to create healthier environments and offer better living environments to their citizens, and to use technology at the highest level in implementing the decisions taken in this direction (Sezgin and Ünüvar, 2011: 128). These ideas led to a list of 59 items. Within the scope of this philosophy, a city must meet the criteria under the following headings in order to be a quiet city (Miele, 2008; Yurtseven et al., 2010). Cittaslow criteria, whose objectives are based on Agenda 211. Environmental Criteria 2. Infrastructure Criteria 3. Activities To Improve Urban Quality 4. Supporting Local Products and Production 5. Hospitality 6. Awareness 7. Supporting Slow Food Activities and Projects 8. Extraordinary Requirements.

### 4. CITTASLOW AND PARTICIPATION

Slow Cities want to have a democratic structure. It is aware that the support of the public is important in the implementation of the criteria. Therefore, it attaches importance to public participation. It raises public awareness about Slow City and asks for the public's support. Participation rate varies from country to country and from city to city. As participation increases, the internalization of the Slow City philosophy and the applicability of the criteria will increase.

### 5. GOVERNANCE AND LOCAL GOVERNANCE

In recent years, new terms have begun to enter the management sciences literature. One of them is the term 'governance'. While the concept of administration in the sense of government emphasizes the understanding of management based on a hierarchical bureaucratic structure; The concept of governance is used to express the interaction between the actors and organizations playing a role in the management process, the participation of unofficial persons, groups and organizations, the hierarchical bureaucratic structure, as well as the active participation of non-governmental actors in management activities (Alodali, Arslan, & Mete, 2004:141).

The concept of governance is associated with concepts such as participatory democracy, rule of law, transparency, responsibility, equality, efficiency, accountability and strategic vision, and its differences from the concept of management are tried to be highlighted (Karataş, 2020: 2664).

Governance means the change of our management logic, from the habit of making decisions on our own, from our point of view to events in a hierarchical order in a command-and-control line, by providing the resources of the center and using these resources in a partisan way when we want, at the local level, at least as we want (Göymen, 2003: 7).

The concept of governance is used for both local and global regulations for both the private and public sectors. Many disciplines, from health to education, from environment to international relations, use the concept of governance. Since the concept has an 'intuitive quality', users rarely choose to define it (Coşkun, 2013).

In general, three phases are mentioned about the concept of governance, in other words, its explanation until today. In the first phase, a function of governance that aims to explain the crisis that broke out in African countries in 1989 is mentioned. At this stage, good governance seems to focus on reducing the function of states. The second phase was formed by the framework included in the Governance Report prepared by the World Bank in 1994. Accordingly, civil society needs to develop in order for governance to flourish and revitalize. In the third phase, governance is focused on re-strengthening the state within the framework described in the World Bank report in 1997 (Güneş and Yükselen, 2004: 47).

The concept of transparency is very important in governance. Of course, this can be at the national, international or local level, it doesn't make any difference in terms of content. It includes basic elements such as the same transparency in local governments, whether in the municipality, in the village administration or in the provincial administration, that the rules are clear, that everyone can access these rules in an accessible way, that the decision-making processes are clear, that the decisions are comprehensible in terms of content. Therefore, one of the most important indicators of transparency means that the rules are accessible and written in a language that will make sense when read by everyone on the street (Çakmak, 2002: 59-60).

The representative democracy realized today cannot fully ensure the participation of the people. The election of local government bodies to the press is not enough to bring a democratic feature. Genuine public participation is required. Democratic local participation, discussion of economic and social issues by influencing the formation of local consciousness, and the determination of the people in these issues can make significant contributions to achieving democracy in a real sense. However, in a developing country like Turkey, people's unresponsiveness to participate in the administration is remarkable, as they have problems such as finding a job and finding a job. Indifference and indifference in politics raise the question of the practical meaningfulness of democracies. The "peopleless" operation of the political decision-making mechanism causes a lack of democracy.

In most developed countries, the desire of the people to participate more actively in the administration has increased the importance of local policies and policies created at the local level have begun to affect the policies throughout the country more. It is clear that there can be no talk of local democracy unless there is a developed democratic regime throughout the country. A democratic, effective and efficient local government cannot be mentioned without a public that takes care of the town it lives in and a government that can take care of its problems (Başaran, 2007: 68).

Local governments are viewed as important institutions of democracies. Because one of the important features of local governments is that they are institutions that allow the people to govern themselves. Therefore, local governments prepare an important ground for the functioning of democracy by including values such as the participation of the people in the administration, the majority principle, the importance of consultation of the administrators, and the feeling of always being accountable (Özer, 2000: 130-131).

In the governance process, local actors and local governments have an effective role as well as international actors. While this new state-local government relationship reduces the role of the state in shaping the local area, it highlights the role of local and international actors and distances the state from the control of capital. Local government and control practices, which this approach gains importance, are called city council, city parliament and city congress (Çukurçayır, 2014: 268).

Local governance means organization among equals rather than a hierarchical organization. Instead of the mayors producing the decisions alone, a new model has been developed based on the division of labor among everyone affected by the decisions taken. One of the most fundamental principles in the European Union is local governance. Local governance envisages a balanced division of labor between central government and local government, and between local government and non-governmental organizations and the private sector.

## 5.1. Local Governance Models

local governance; Ensuring local democracy, realizing service quality and solving local problems requires the use of local knowledge and capacity. Pierre argues that local governance processes do not function impartially, on the contrary, they are the processes in which political ideas are protected and developed through partisan conflicts. It is also effective in shaping national especially urban governance. Pierre classifies a wide range of local governance processes as Operator, Institutional, Progressive and Welfare Local governance models (Palabiyık, 2004: 74-75).

### 5.1.1. Operator Urban Governance Model

Operator governance adopts the motto of the new public administration management “let the operators manage” in participation in the process. The new public management approach, which is based on the argument that local methods will be more effective with privatization and contracting methods, in this context, represents urban governance. Key participants in business governance are the managers of public service producer and provider organizations. Consumers are important in this context. Contracts with for-profit organizations, the employment of expert managers, the creation of a competitive environment among service providers, and the redefinition of the roles of elected officials are the main tools of the model (Palabiyık, 2004: 75).

### 5.1.2. Institutional Urban Governance Model

It is seen in the typical small, industrial and developed democracies of Western Europe. corporate governance; defines local governments as a system in which the participation of social groups and other organized interest groups in the processes of making and implementing urban policies is ensured. The main idea of the model is that participatory local democracy can only be realized with the representation of local interests. In the model, the main feature of which is participation, the participation of institutions is preferred to the participation of senior institution managers who take part in the political process. The purpose of the model is to ensure the effective distribution of resources in realizing the interests of service providers in urban policies. However, the interests of voters and social groups who are not involved in the process can often be ignored (Palabiyık, 2004: 76).

### 5.1.3. Welfare Urban Governance Model

It is applied in settlements that depend on the nation as a whole rather than their own capacity as a source of economic development or welfare. In terms of public expenditures, there is a dependence on central government revenues. Political and administrative commitment to the central government ultimately leads to minimal realization of private capital and partners in the model. In the model, the participants are local government officials and central government bureaucrats. Political favoritism may require some cities to be prioritized (Palabiyık, 2004: 76).

## 6. CONTRIBUTIONS OF THE CITTASLOW MOVEMENT TO THE TRADITIONAL LOCAL GOVERNMENT APPROACH

In order to see the effects of the Cittaslow movement on local governments or to determine what changes it proposes, it is necessary to look at the statute of this movement. In the annex of this regulation, titled requirements, there are various policy proposals on very different issues. These requirements are mentioned under the headings such as Environmental Policies, Infrastructure Policies, Studies for Increasing the Quality of the City, Supporting Local Products and Production, Hospitality, Awareness Raising (Cittaslow International, 2014). Therefore, based on these requirements, it is seen what kind of contributions are made to the traditional local government understanding.

Firstly, under the title of environmental policies; There is a principle of ensuring that air, water and soil quality comply with the parameters determined by the existing legal regulations. Accordingly, local government units that want to have the title of cittaslow have an obligation to improve the quality of environmental conditions. Therefore, he suggests that local government units should act effectively within their own administration area and produce solutions to the problems themselves. This indicates that the Subsidiarity Principle should be implemented. Therefore, local governments are expected to solve the problems related to air, water and soil quality themselves. From another point of view, the existence of such a proposal necessitates a management style contrary to the metropolitan municipality systems. To put it more clearly, in order for a district in a province that has the title of big city to receive this title, the district local



government must have the means and authority to solve its own problems. However, this does not seem possible because the current metropolitan municipality system has an understanding of "local centralization".

Under the title of environmental policies; We can draw the same conclusions from the principle of supporting the collection of urban and private wastes by classification and making plans to spread this practice. According to this principle, it is expected that the local government unit that wants to have the title of cittaslow has the waste collection, classification, separation plans and programs of either itself or the metropolitan municipality to which it is affiliated. Other principles of environmental policies are listed as follows. Supporting and promoting the recycling of domestic and industrial waste. Creation of sewer filter for urban wastewater. Ensuring energy savings planned by local governments by drawing attention to the use of alternative energy sources (renewable sources, green hydrogen, mini hydroelectric power sources, bio-fuels, etc.). Making arrangements to prevent the use of genetically modified products. Arrangement of billboards and shop windows. Establishment of systems for the control of electromagnetic pollution. Making plans to control and reduce noise pollution. Developing systems and programs for urban enlightenment (prevention of light pollution). Compliance with environmental management systems.

All these principles expressed in relation to environmental policies have the nature of directing local government units to take action and to create plans in this direction or to propose policies to the management unit they are affiliated with. Therefore, local government units must have the authority to implement these policies.

Similar to the environmental policies, it is suggested that improvements should be made in the environmental conditions of local government units and new units or practices should be implemented in the titles of Infrastructure Policies, Studies for Increasing the Quality of the City, Supporting Local Products and Production, Hospitality, Supporting Slow Food Activities and Projects.

Under the title of raising awareness, one of the requirements in this regulation, unlike the others, it is suggested that the local people accept the changes proposed by the cittaslow movement and participate in the management in line with these changes. Therefore, it is recommended to make changes with a participatory approach. Ensuring the participation of the local people, on the other hand, ensures the implementation of the local governance approach, as stated above.

As a result, it can be said that the cittaslow movement proposes two fundamental changes on local governments. First of all, it proposes that a large number of duties and powers should be given to local government units. Therefore, this situation suggests that many authorities monopolized by the central government should be transferred to local governments. Secondly, the participation of the public is sought in all the powers and duties that the local government should have. Therefore, Governance and Subsidiarity approaches are among its most fundamental contributions.

In addition, when we look at the whole of the principles put forward by this movement, a sustainable development model is being built for local governments.

## 7. EVALUATION AND CONCLUSION

The Cittaslow movement generally has an understanding based on the philosophy of calmness and slowness. For this reason, academic studies on it usually focus on how it affects environmental conditions or how it benefits local development. However, when we base the starting point of this movement on the global action plan titled "Agenda 21" at the UN World Conference on Environment and Development held in Rio de Janeiro in 1992, a different perspective emerges. The fact that there are governance-oriented actors such as city councils that emerge based on this action plan enables us to consider the cittaslow movement as a complement to such a management approach. To put it more clearly, the sustainability and roadmap of participatory understanding in city councils constitute the essence of this movement. However, the cittaslow movement is a structure that operates independently of such management mechanisms and is completely optional. It has a structure with its own charter and member local governments from different countries with its international character. When this structure is viewed from a wider perspective, it is seen that the policies and principles it proposes have the quality of suggesting changes in the management style.

Cittaslow proposes that the governance approach, which has criticisms of the traditional public administration approach to the movement and is thought to be more compatible with democracy within the current administration systems, should be effective in local governments. Thanks to local governance, it is aimed to implement the proposed policies with the participation of the entire population. In the background,

it is planned that the public will be directly involved in the management processes. This target, which is in the background, can be achieved with many different local governance tools.

Another important change that this movement proposes to be made in local governments is nothing but the principle of subsidiarity, which has been suggested for a long time, such as locality in service, delegation of authority to local government, decentralization. Accordingly, it is expected that a large number of improvements will be made on very different issues from local governments. The most important factor in making these arrangements is that local government units have the authority to make changes.

Since the membership of Slow City is not a political movement, it can spread and be supported by local government units belonging to many countries and different ideologies. Since the implementation of the proposed principles will benefit the whole society, it is foreseen that there will be no changes in the basic philosophy of the cittaslow movement even in the case of a change in the political administrators in these units.

## REFERENCES

- Alodalı, F., Arslan, E., Mete, O. (2004) "Yerel Yönetişim ve Yönetişimden Beklentiler", (Ed.). Yerel Yönetimler Kongresi: Düünden Bugüne Yerel Yönetimlerde Yeniden Yapılanma (ss.141-146), Biga-Çanakkale: Çanakkale Onsekiz Mart Üniversitesi Biga İktisadi ve İdari Bilimler Fakültesi.
- Baldemir, E., Şahin, T. K., Kaya, F. (2013). "Yavaş şehir olma durumunun analitik hiyerarşi süreci ile değerlendirilmesi". Ekonomi ve Yönetim Araştırmaları Dergisi, 2 (1), 29-50.
- Başaran, İ. (2007). "Temsili Demokrasiden Yerel Katılımcı Yönetişime ". Yerel Siyaset, 2 (15), 66-69.
- Beatley, T. (2005). Native to Nowhere: Sustaining Home and Community in a Global Age. Washington: Island Press.
- Bilgi, M. G. (2013). "Türkiye'nin sakin şehirlerinde permakültürel koruma, planlama, yönetim ve eğitim pratikleri". Selçuk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi (29), 45-59.
- Cittaslow International. (2014). Cittaslow International Charter. Erişim Tarihi 05.10.2021, <https://www.cittaslow.org/content/charter>
- Coşkun, S. (2013). "Kamu yönetiminde yönetim yaklaşımı". A. Balcı, A. Nohutçu, N. K. Öztürk ve B. Coşkun (Eds.), Kamu Yönetiminde Çağdaş Yaklaşımlar (3. bs.) içinde. Ankara: Seçkin Yayınları.
- Çakmak, A. (2002). STK'lar, Yerelleşme ve Yerel Yönetimler. İstanbul: Tarih Vakfı Yayınları.
- Çiner, C. U. (2011). "Cittaslow hareketi ve türkiye'deki uygulamaları". Memleket Mevzuat, 71, 1-13.
- Çukurçayır, A. (2014). "Çok Boyutlu Bir Kavram Olarak Yönetişim". M. Acar ve H. Özgür (Eds.), Çağdaş Kamu Yönetimi I (2. bs., ss. 257-274) içinde. Ankara: Nobel Akademik Yayıncılık.
- Göymen, K. (2003) "Yerel ve Bölgesel Yönetişim".E. Demircan ve H. Palabıyık (Ed.). I. Ulusal Yerel Yönetimler Çalıştayı (ss.71-86), Çanakkale: Çanakkale OnSekiz Mart Üniversitesi Biga İİBF Yayını.
- Günerhan, S. A., Erdem, Ü., Günerhan, H. (2010). "Çevre ve enerji açısından yavaş şehir hareketinin gelişimi". Tesisat Mühendisliği, 118 (4), 32-37.
- Güneş, M., Yükselen, C. (2004). Sivil toplum ve yönetim tartışmaları sürecinde kent ve kadın. Ankara: Detay Yayıncılık.
- Honore, C. (2004). In praise of slowness: How a worldwide movement is challenging the cult of speed. New York: Harper Collins.
- Honore, C. (2014). "Slow is Beautiful". S. M. Wheeler ve T. Beatley (Eds.), Sustainable Urban Development Reader (ss. 359-364) içinde. New York: Routledge.
- Karataş, A. (2020). "Local Governments And Evaluation Of Local Governance Tools In The Context Of The Governance Approach". Social Mentality and Researcher Thinkers Journal, 6 (39), 2663-2674.
- Knox, P. L. (2005). "Creating ordinary places: Slow cities in a fast world". Journal of urban design, 10 (1), 1-11.
- Mayer, H., Knox, P. (2010). "Small-town sustainability: Prospects in the second modernity". European Planning Studies, 18 (10), 1545-1565.

- Mayer, H., Knox, P. L. (2006). "Slow cities: sustainable places in a fast world". *Journal of urban affairs*, 28 (4), 321-334.
- Miele, M. (2008). "Cittáslow: Producing slowness against the fast life". *Space and Polity*, 12 (1), 135-156.
- Oktay, D. (2007). "Sürdürülebilirlik, yaşanılabilirlik ve kentsel yaşam kalitesi". *Mimarlık Dergisi*, 335, 37-40.
- Özer, M. A. (2000). "Yerel demokrasi, demokratik yerel yönetimler ve yerel yönetimlerin demokratikleştirilmesi kavramlarının tahlili üzerine". *Türk İdare Dergisi*, 72 (426), 129-143.
- Özkan, H. C. (2011). *Bir sürdürülebilir kent modeli: Yavaş şehir hareketi. (Yüksek Lisans Tezi). İstanbul: Yıldız Teknik Üniversitesi Fen Bilimleri Enstitüsü*
- Palabıyık, H. (2004). "Yönetimden yönetişime geçiş ve ötesi üzerine kavramsal açıklamalar". *Amme İdaresi Dergisi*, 37 (1), 63-85.
- Pink, S. (2009). "Urban social movements and small places: Slow cities as sites of activism". *City: Analysis of Urban Change, Theory, Action*, 13 (4), 451-465.
- Radstrom, S. (2011). "A PlaceSustaining framework for local urban identity: An introduction and history of Cittaslow". *Italian Journal of Planning Practice*, 1 (1), 90-113.
- Ritzer, G. (1996). *The McDonaldization of society*. London: Sage Publication.
- Sezgin, M., Ünüvar, Ş. (2011). *Yavaş şehir; sürdürülebilirlik ve şehir pazarlaması ekseninde*. Konya: Çizgi Kitabevi.
- Slowmovement. (2021). Erişim Tarihi 08.11.2021, <http://www.slowmovement.com>
- Yurtseven, H. R., Kaya, O., Harman, S. (2010). *Yavaş hareketi*. Ankara: Detay Yayıncılık.