

Crowdsourcing the City

#CrowdUrbanism

 @NewCities






newcities

The logo for newcities. It features a stylized, teal, icon of a building or structure above the word "newcities" in a white, sans-serif font.

9–9.10am

Welcome Remarks

John Rossant, Chairman, NewCities

Sebastien Turbot, Executive Director, NewCities

David Simon, Director, Mistra Urban Futures

9.10–9.15am

The View from London

The Greater London Authority will introduce the motivations behind the Mayor's commitment to Crowdfund London as a tool for collaborative regeneration.

Jules Pipe, Deputy Mayor, Planning, Regeneration and Skills, City of London

9.15–10am

The State of Crowd Urbanism

Growing numbers of civic placemaking and repurposing projects are being launched via crowdsourcing and crowdfunding platforms. While the full potential has yet to be seen, this emerging, innovative process has already begun to transform the way urban change and community development occurs. What approaches to crowd urbanism have been tried? How may this inform regeneration and local development strategies of the future?

Speakers:

Chris Gourlay, CEO, Spacehive

Jean-Louis Missika, Deputy Mayor for Urbanism, City of Paris

Eve Picker, Founder and CEO, Small Change

Pascal Smet, Minister for Mobility and Public Works, Brussels Capital Region

Moderated by:

Dan Hill, Head of Arup Digital Studio

10-10.30am

Networking Break

10.30-11.40am

Democratising Local Development

Due to the technocratic nature of the planning and building sector, decision-making has traditionally been a limited, top-down process. Crowd urbanism is part of a wider trend of the digitalisation and democratisation of local development processes. Can crowd urbanism tools foster trust in local development and contribute to more accessible decision-making? How can these emerging tools offer more effective debate and consultation on the future of our urban spaces?

Presentations:

Crowdfunding Community Projects: The Peckham Lido

Chris Romer-Lee, Director, Studio Octopi

Unlocking Creative Potentials: Participation to Co-design

Julian Petrin, Founder, NextHamburg

Speakers:

Christopher Cabaldon, Mayor, West Sacramento

Miguel Arana Catania, Director of Citizen Participation, Madrid City Council

Helen Goulden, CEO, The Young Foundation

Maksim Isaev, Head of Digital Production, Svobodniy and Moscow, Strelka KB

Moderated by:

Martin Barry, Chairman, reSITE

11.40–12.45pm

Crowdsourcing Our Built Environment

The promise of crowd urbanism reveals important questions for the traditional design and planning of civic projects, including the evolution of new roles for councils, planners, and designers in participatory processes. How can the diverse citizen and user perspectives enhance shared spaces in cities and deliver better placemaking projects? Could civic crowdfunding be a viable supplement to fill in the gaps of larger scale development plans?

Presentations:

Civic Crowdfunding at Scale: The Madeira Terrace

Nick Hibberd, Executive Director, Economy, Environment & Culture, Brighton and Hove City Council

Putting Residents at the Heart of Building Design

Benjamin Delaux, President, HABX

Speakers:

Neil Bennett, Lead Partner, Strategic Infrastructure and Urban Design, Farrells

David Maddox, Founder and Executive Director, The Nature of Cities

Cat Priddey, Community Engagement Lead, Hammersmith & Fulham Council

Nicky Wightman, Director of Global Occupier Trends, Savills

Moderated by:

Ben Rogers, Director, Centre for London

12.45–1.45pm

Lunch

1.45–1.55pm

Lessons from Crowdfund London: Delivering Community-led Regeneration

James Parkinson, Programme Manager, Regeneration, Greater London Authority

1.55–3pm

Social Impact of Crowd Urbanism

Civic crowdfunding projects demonstrate a wide range of benefits and social impacts in local communities. Beyond physical outcomes, new partnerships are created between citizens, businesses and local government, while sense of place, civic pride, and social cohesion are fostered. What can we learn from communities' experiences so far? How might crowd urbanism help digitise approaches for sensing community needs in order to increase the social impact of projects?

Presentations:

Crowdsourcing Reykjavik - Influencing the Big Picture

Robert Bjarnason, President & Co-Founder, Citizens Foundation

Crowdfunding Place-Based Development Strategies

Marjolein Steffens, Alderwoman, Haarlemmermeer, Netherlands

Speakers:

Liza Cirolia, Senior Researcher, African Centre for Cities

Katharine Czarnecki, Senior Vice President, Michigan Economic Development Corporation

Indy Johar, Co-Founder, Dark Matter Labs

Marina Petrovic, Innovation Specialist, UNDP Alternative Finance

Moderated by:

David Simon, Director, Mistra Urban Futures

3-4.05pm

Adding Value to Local Projects

Today, development in our cities is informed by a plethora of data, new types of investment, and a return to valuing vibrant, people-centred urban spaces. While smarter networks are extolled as essential providers of the underlying data that shapes cities, citizens themselves are truly invaluable in providing feedback on their experience. How can engaging the crowd contribute to revitalisation, sustainability, and development strategies? What opportunities can come from greater community 'buy-in'?

Presentations:

Citizen-led Innovations in Seoul

Kihyun Kim, Director of International Relations, Seoul Metropolitan Government

Delivering Urban Projects in the Age of Civic Crowdfunding

Aster van Tilburg, Senior Government Advisor, Voor je Buurt

Speakers:

Peter Head, Founder and CEO, Ecological Sequestration Trust

Ethan Kent, Senior Vice President, Project for Public Spaces

Arbian Mazniku, Deputy Mayor, City of Tirana

Caroline Raes, Programme Manager, Africa, 100 Resilient Cities

Moderated by:

Peter Baeck, Head of Collaborative Economy Research, Nesta

4.05-4.20pm

Networking Break

4.20-4.30pm

Empowering Development Stakeholders: The Future of Planning, Digital Tools and APIs

Euan Mills, Urban Futures Team Lead, Future Cities Catapult

4.30–5.30pm

Breakout Discussion: Looking Towards the Future of Crowdsourced Cities

Crowdfunding for Cities in Emerging Economies:

Main auditorium

Experiences in civic crowdfunding and digitally-enabled crowdsourcing reveal the advantages in empowering the ‘crowd’, but also pave the way for altogether new urban development strategies. What could mainstreaming civic crowdfunding mean for governance and the development sector alike? How can crowdfunding and other innovations in finance and technology enhance the impact of local development? And how might crowdfunding ensure effective and inclusive outcomes at scale?

Q&A and Feedback with Crowdfunding Platforms:

Alcoves in breakout space

Participants are invited to use this opportunity to gain in-depth understandings of different models through Q&A and discussion with crowdfunding and crowdsourcing platforms.

Decide Madrid: Crowdsourcing and participatory budgeting platform - *Spain*

Growfunding: Crowdfunding for social innovation – *Belgium*

La Ruche: Platform for ‘proximity-based’ participatory financing of local projects – *Canada*

Small Change: Equity crowdfunding for social impact in real estate – *USA*

Spacehive: Partnership models for civic crowdfunding – *UK*

5.30–6pm

Closing Town Hall Discussion

6–6.10pm

Final Remarks

Notes





NewCities is an international nonprofit organization dedicated to making cities more inclusive, connected, healthy and vibrant. Focusing on people, places and policies, we bring together a global network of public and private sector leaders and Urban Tech innovators to foster results-oriented collaboration. We also produce actionable research that can be implemented by decision-makers across sectors. www.newcities.org



Mistra Urban Futures is an international research and knowledge centre promoting urban sustainability through transdisciplinary research and co-production of knowledge with multi-stakeholder partnerships. With research platforms in five cities: Cape Town, Gothenburg, Sheffield-Manchester, Kisumu, and Malmö, Mistra Urban Futures establishes a broad context for knowledge production and research for true evidence-based policy-making. www.mistraurbanfutures.org



Future Cities Catapult's mission is to advance urban innovation, to grow UK companies, and to make cities better by bringing together businesses, universities and city leaders to solve the problems that cities face. Their Urban Innovation Centre in London provides world-class facilities and expertise to develop new products and services, opportunities to collaborate, test ideas and develop business models. www.futurecities.catapult.org.uk



Project for Public Spaces (PPS) is a nonprofit planning, design and educational organization dedicated to helping people create and sustain public spaces that build stronger communities. Our pioneering Placemaking approach helps citizens transform their public spaces into vital places that highlight local assets, spur rejuvenation and serve common needs. www.pps.org



Living Space Project is an urban placemaking and green space consultancy and think tank operating as a social enterprise. Living Space Project is dedicated to connecting people through urban places and green space for creating better communities, with a focus on creating successful places in diverse urban neighbourhoods and cities.

www.livingspaceproject.com



Spacehive works with city partners to build thriving marketplaces for civic improvement that engage citizens, businesses and the municipality to fuel projects. Spacehive's 'civic crowdfunding' model has been piloted in the UK and has now been adopted by 40 towns and cities including London and Manchester. www.spacehive.com



The Young Foundation is a non-profit, non-governmental think tank based in London that specializes in social innovation for tackling structural inequality, working both in the UK and internationally to create insight and innovations which put people at the heart of social change.

www.youngfoundation.org



newcities

www.newcities.org @NewCities

