

Crowdsourcing the City

24 April 2018 | London



Photo © Michigan Municipal League

Crowdsourcing the City

A groundbreaking event to be held on **24 April 2018** at **The Urban Innovation Centre** in **Clerkenwell, London**. The event is organized by NewCities in partnership with Mistra Urban Futures and Future Cities Catapult, with the participation of Spacehive, Project for Public Spaces, Living Space Project, and the Young Foundation.

Unlocking Your City's Potential

Crowdsourcing is the future of local development.

Engaging the power of the crowd creates a clear path for the next phase in placemaking, urban governance and the future of real-estate and city design.

Crowdsourcing gives the private and public sectors the rare opportunity to align with communities and collaborate constructively to deliver more vibrant, inclusive, and impactful city spaces.

Be at the cusp of this placemaking revolution.

The Event

NewCities and its partners will bring together, for a one-day event, the policymakers from more than 20 cities alongside 100 of the most insightful actors in community development, planning, design, real estate, technology, social innovation, and finance.

Through interactive workshops, panel presentations and high-level discussions, the gathering will define the emerging tools within civic crowdfunding and crowdsourcing and their capacity in grassroots, public, and private use-cases as a formal tool for developing and enhancing civic spaces and community assets.

The interactive day-long discussion will:

- Emphasize civic environment as a latent resource for public, private, and local development stakeholders;
- Highlight concrete civic crowdfunding initiatives from around the world;
- Explore crowd urbanism as an emerging tool for 'sensing the city' with the potential to fill in the gaps between big-ticket items in profit-driven development;
- Connect stakeholders and the non-traditional actors that should be involved in the future development and implementation of crowd urbanism projects;
- Determine and define the necessary tools and potential in mainstreaming the use of crowd urbanism for private developers, urban designers, city planners, philanthropy, and the smart-city industry.

24 April 2018

The Program: Themes for Discussion

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?*

Democratizing Local Development

Due to the technocratic nature of the planning and building sector, decision-making has traditionally been limited and a top-down in practice. Crowd urbanism is part of a wider trend of the digitisation 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?*

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-centered 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 revitalization and development strategies? What opportunities can come from greater community 'buy-in'? Can crowd-urbanism help mitigate homogeneous, globalized, and 'placeless' urban development?*

The Social Impact of Crowd Urbanism

Civic crowdfunding projects demonstrate a wide range of benefits and social impacts for 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 digitize approaches for sensing community needs in order to increase the social impact of projects?*

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 unique citizen and user perspective 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?*

Looking Towards the Future of Crowdsourced Cities

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 the property and development sector? Can new technologies, such as blockchain and augmented reality, help bolster the use, transparency, and impact of crowdsourced urbanism?*

Wednesday, 25 April 2018

Optional Strategic MasterClass on the tools of crowdsourcing

Participants are also invited to take part in a follow-up masterclass for city government leaders, urban development stakeholders, and planning experts. Join this workshop to further explore the how, the what and the possible for crowdsourcing the city in two carefully curated workshops facilitated by Living Space Project, Project for Public Spaces, and Spacehive.

Please enquire should you be interested in registering for this interactive masterclass and workshop.

NewCities Reach

NewCities is a leading international institution shaping the urban agenda by connecting and collaborating with governments, industry and global leaders on city-related projects

23M

Impressions for #NewCitiesSummit

62K

Followers on social media

72K

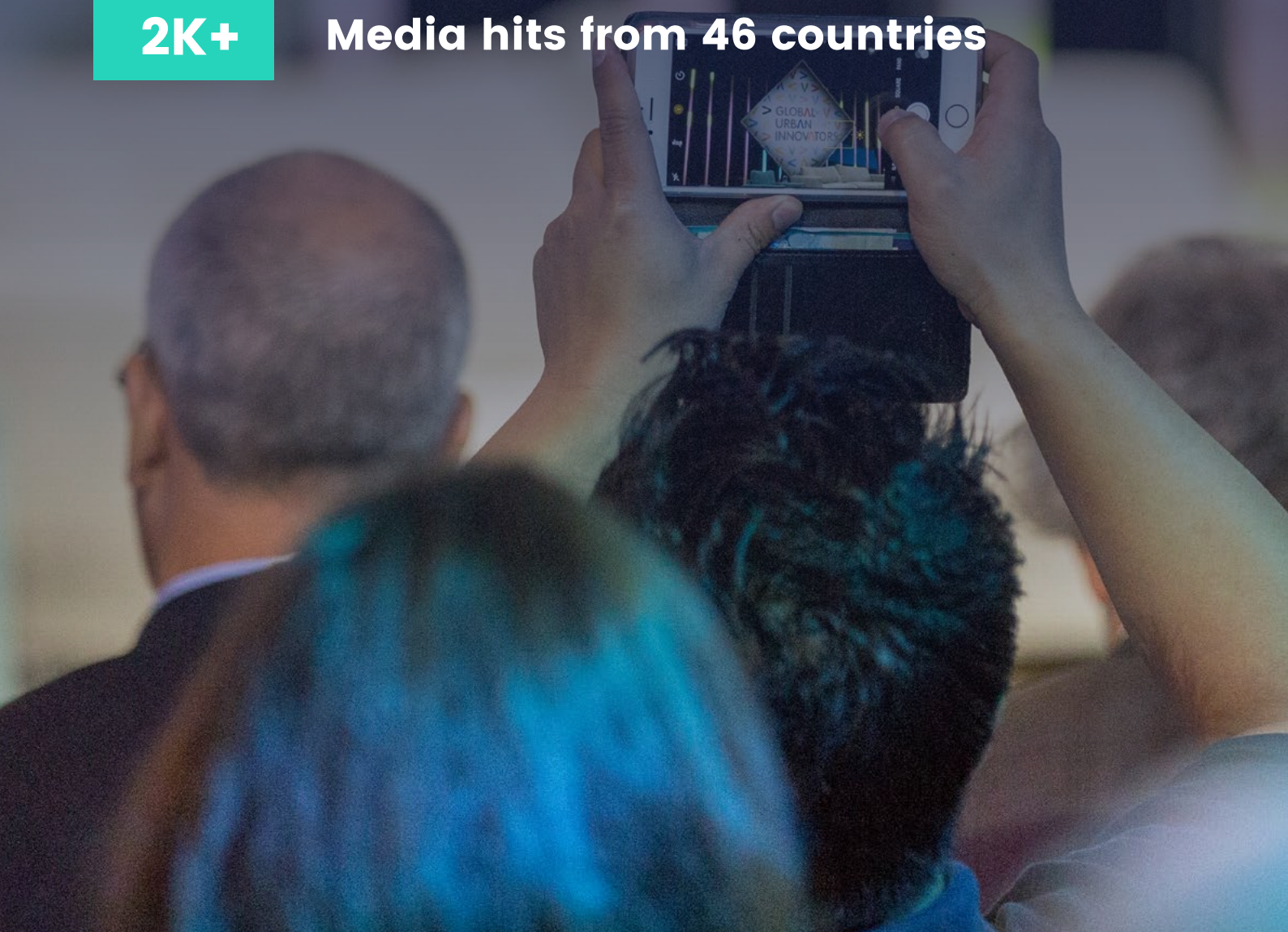
Unique visitors to our website

20K

Subscribers to our newsletter

2K+

Media hits from 46 countries



Current Lead Partner



Mistra Urban Futures was established in 2010 to promote urban sustainability through transdisciplinary research and co-production of knowledge with local and global stakeholders. Mistra Urban Futures is an international research and knowledge centre addressing one of key societal challenges today: How can sustainable urbanization be achieved within the constraints of our planetary boundaries? Made up of five local interaction platforms, spread in five cities around the world: Cape Town, Gothenburg, Sheffield-Manchester, Kisumu, and Malmö, Mistra Urban Futures establishes viable and active multi-stakeholder partnerships that participate in the processes of co-creation of new knowledge.

Content Partners



The Young Foundation is a non-profit, non-governmental think tank based in London that specializes in social innovation to tackle structural inequality. It works both in the UK and internationally to create insight and innovations which put people at the heart of social change. The Young Foundation uses its influencing power to bring together leading thinkers and policy makers from around the world to debate and develop new ideas to tackle inequality.



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.



Future Cities Catapult's mission is to advance urban innovation, to grow UK companies, to make cities better. FCC brings together businesses, universities and city leaders so that they can work with each other to solve the problems that cities face. From our Urban Innovation Centre in London, FCC provides world-class facilities and expertise to support the development of new products and services, as well as opportunities to collaborate with others, test ideas and develop business models.



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. Over £6m of projects have now been delivered with a further £30m in the pipeline.



Living Space Project is an urban place making 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 in creating successful places in diverse urban neighbourhoods and cities, Living Space Project is dedicated to equality and fascinated by people and placemaking.



newcities

About NewCities

NewCities is an international non profit organization dedicated to improving life in cities, and is focused on people, places and policies. We convene a global network of public and private sector leaders and Urban Tech innovators, and pursue results-oriented collaboration through research by leading-edge experts. Our mission is to make cities more inclusive, connected, healthy and vibrant.

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