

# Crowdsourcing the City

#CrowdUrbanism

 @NewCities



24 APRIL 2018 | LONDON



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 more collaborative regeneration.

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

9.15–10.10am

### 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

10.10–10.30am

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:

##### *Planning for Citizen-Driven Development*

**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**

**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





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**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](http://www.newcities.org)



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**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](http://www.mistraurbanfutures.org)



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**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](http://www.futurecities.catapult.org.uk)



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**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](http://www.pps.org)



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**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](http://www.livingspaceproject.com)



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**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](http://www.spacehive.com)



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**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](http://www.youngfoundation.org)



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