

Strategies for Crowdsourcing the City

Interactive Masterclass

April 25, 2018, 9am-12:30pm

Find out the what, the how, and the possible in crowdsourced urbanism.

Join us for a thoughtfully curated masterclass, organized by [Living Space Project](#), [Project for Public Spaces](#), and [Spacehive](#).

Work with seasoned professionals to develop a strategic approach to launching crowdsourced initiatives - helping your city, company or organization enhance the planning and implementation of local development projects.

Aimed at addressing the specific needs of professionals looking to promote and enact crowdsourcing tools within their cities, the Masterclass will provide invaluable advice for local authority leaders, development stakeholders, architects, urban planners, city focused charities, regeneration developers, housing experts, and place making professionals. This is a unique opportunity to call on the expertise of experienced crowd-placemaking practitioners to help shape your future project.

Through learning from successful projects, ideation and concept building and hands-on scenario workshops, participants will:

- Distil lessons from leading examples of crowdfunded placemaking;
- Develop and peer-review ideas on potential applications and new adaptations of civic crowdfunding and crowdsourcing models;
- Gain insight on the biggest challenges of crowdsourced regeneration projects;
- Build a strategic approach to cross-sector crowdfunding for local development;
- Position emerging tools within broader plans for creating vibrant local communities at a project, neighbourhood, and city level.



9.45: Registration, coffee, and introductions

10.00: Welcome Remarks

- **Maria Adebowale-Schwarte**, Director, Living Space Project
- **Ethan Kent**, Senior Vice President, Project for Public Spaces
- **Adam Cutts**, Manager of Urban Innovation Programs, NewCities

10.15: Deepening Our Understanding of Civic Crowdfunding:

An overview of general trends, key strategies, insights, and lessons learned from over 400 crowdfunded community projects across the UK.

- **Chris Gourlay**, CEO & **Niraj Dattani**, Head of Partnerships, Spacehive

10.25: Building From Community Investment in Local Projects:

Key lessons from Michigan, USA's 'crowdgranting' model for amplifying the impact and engagement of neighbourhood development projects.

- **Katharine Czarnecki**, Senior Vice President, Community Development, Michigan Economic Development Corporation

10.35: Engaging the Crowd at Scale:

A case study of Madrid's approach to fostering trust and transparent processes through crowdsourcing and participatory budgeting for city projects.

- **Miguel Arana Catania**, Director, Citizen Participation, Transparency, and Open Government, Madrid City Council

10.45: Panel Q&A and Group Discussion:

An opportunity for questions and answers with the morning's presenters, followed by group discussion exploring the potential challenges and opportunities surrounding crowdfunding and crowdsourcing for urban projects in various contexts.

11.20: Break & refreshments

11.35: Learning from Crowdfund London:

Critical insights from the conception, implementation, and preliminary impacts of the Mayor's Crowdfund London programme.

- **James Parkinson**, Programme Manager, Regeneration, Greater London Authority

11.55: City-Level Crowdfunding Strategy and Policy in Manchester:

- **Sarah Elderkin**, Principal Policy Officer, Policy Partnership & Research, Manchester

12.15: Learning from Experience – Ideas, Concept, Development & Shared Learning

A deep-dive collaborative learning session focusing on strategy, practice, and policy.

1.00: Next steps : Advice & Support

1.20: Close & Networking – Light lunch served