



EIP-SCC

European Innovation Partnership
on Smart Cities and Communities





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Action Cluster Citizen Focus 11/ 10/2017



- All citizens' voices, needs, concerns and capabilities starting and core points in Smart Cities and Communities
- There's a common gap between EU policies and EU citizens: **trust**. And this is also the case for smart cities policies
- Closing the gap: Citizens' Dialogue and empowerment



Our two main goals as an Action Cluster

- **Strengthening local political support** and commitment towards citizens centred and citizen's driven smart communities
- Providing cities with practical **tools, guidelines and methods**



3 +1 main Initiatives or Actions

Inclusive Smart Cities Manifesto & Ambassadors

I endorse the
#CitizenEngagement
Manifesto 

- A Manifesto co-created with 70 stakeholders and signed by 123 organizations
- **Manifesto goes local** (available in 7 languages): selecting and engaging 10 cities through in-depth interviews
- 3 Ambassador Cities selected (Glasgow, Utrecht and Leeds) committed to share their best practises and disseminate the Manifesto nationally
- **Goal** > 50 Mayors or their Delegates signing the Manifesto in 2017, 150+ in 3 years



CitizenCity SET

Social Engagement Toolkit

Cities need to know what society wants, to know what services to provide. CitizenCity brings **existing social engagement resources and tools** to cities in a way that makes them **accessible and useful**.

18 webinars

- June 2 day workshop London (23 people, 7 cities, 8 countries)
- SharingCities and London GLA support
- October workshop with the City of Milan

Upcoming:

- minimum viable product 'field test' model
- Strategic planning for the project development

Citizen-centric approach to data: Privacy-by-design

- **Gap:** GDPR regulations entering into force May 2018 and Smart City Officers/Data Protection Officers need to address a series of concerns in different domains
- **Goal:** GDPR Compliance Guidelines under Preparation

Achievements

- Awareness workshop & Privacy impact assessment workshop, common indicators on GDPR compliance identified

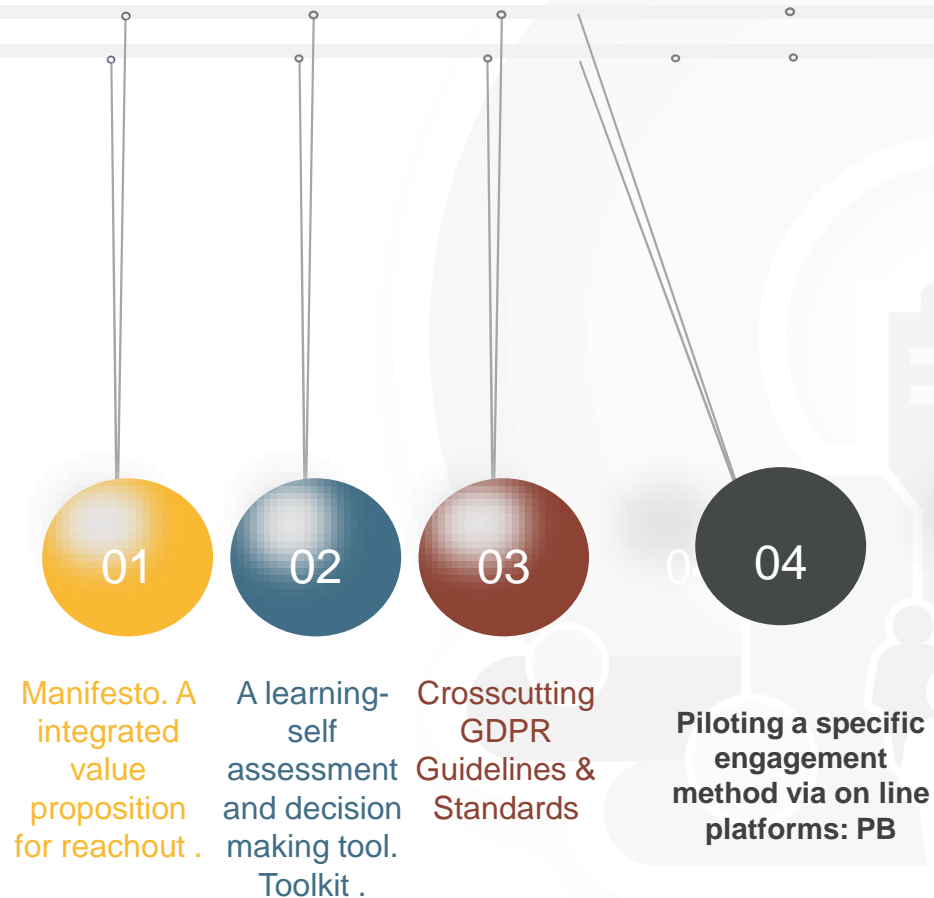
Ongoing

- create of a body of knowledge and of common practices on GDPR compliance by proposing the same type of workshop to other cities/projects
- An ISO Standard

Main challenges

- **Integration** with vertical issues as well as with SCC01 projects (ideally piloting AC CF Initiatives in synergy/within vertical Action Clusters)
- **Visibility** leveraging the new EIP SCC website and blog
- **Resources**_ Initiatives maturity level: ready for applying for public funding (EU or other) via calls for proposals/tenders as well as looking for partnerships with private sector

Our Development



A new Initiative

Participatory Budgeting for Inclusive smart cities

- What priorities/vertical issues would citizens choose to focus on and to invest resources if asked?
- **Goal:** Support cities in piloting Participatory Budgeting to Smart Cities Policies through on line platforms





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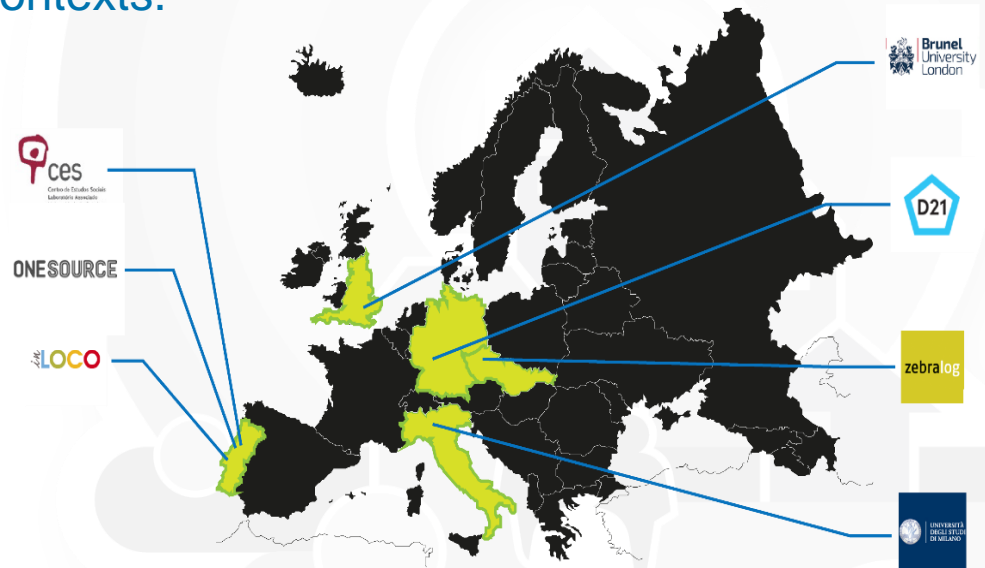
European Innovation Partnership
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Setting up of a new Participatory Budgeting initiative for SCC



What is EMPATIA?

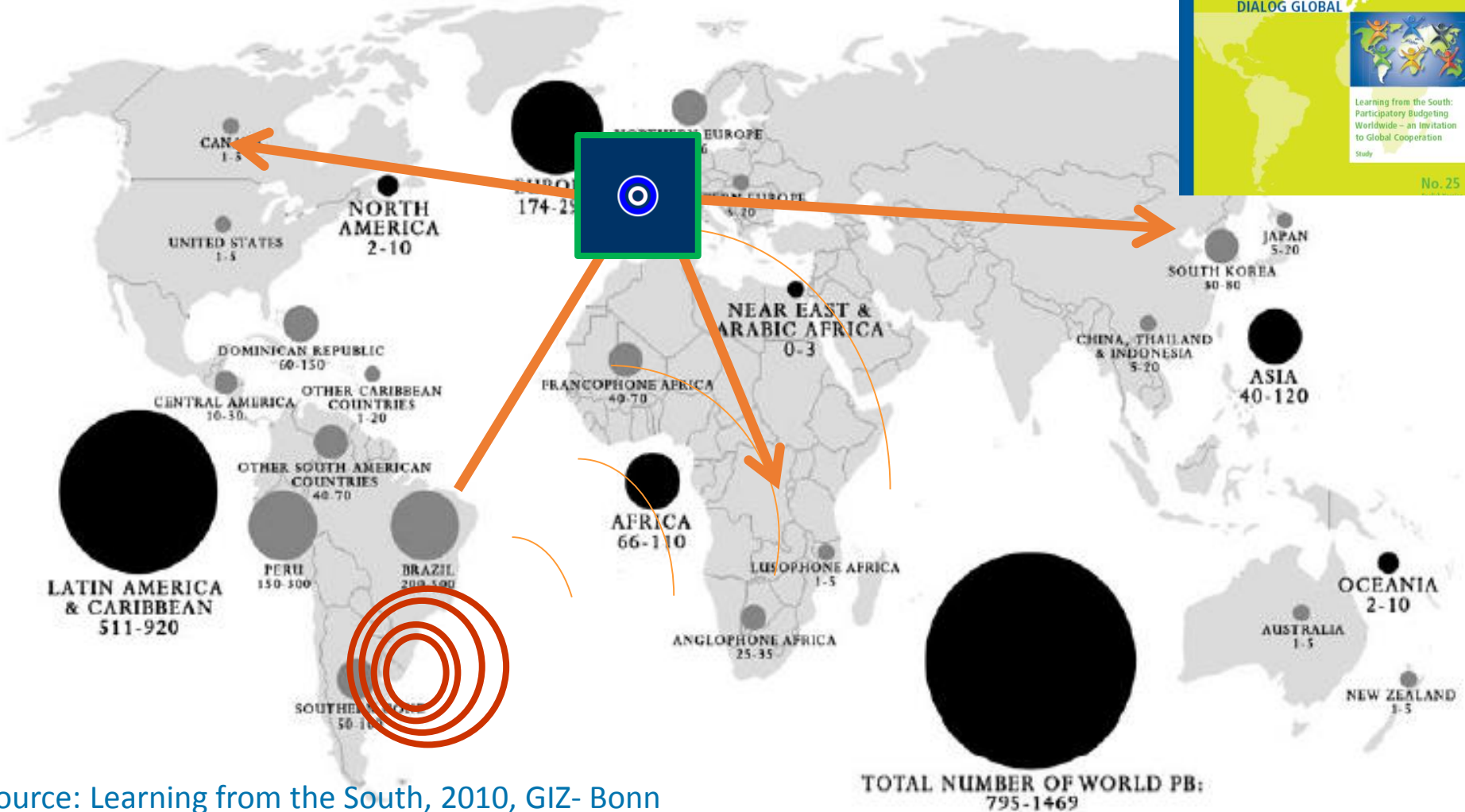
- EMPATIA is a CAPS Project (H2020/ICT-10-2015) that seeks to radically enhance the inclusiveness and impact of the participation of citizens by developing and making publicly available collaborative tools adaptable to different social and institutional contexts.
- **Research** on Digital Democratic Innovations and Participatory Budgeting;
- **Collaborative platform** for PB management;
- **Pilot Cities** in Portugal, Czech Republic, Italy, Germany;
- **Dissemination** of the key findings and the technology itself



The EMPATIA platform is released as open source under a free license

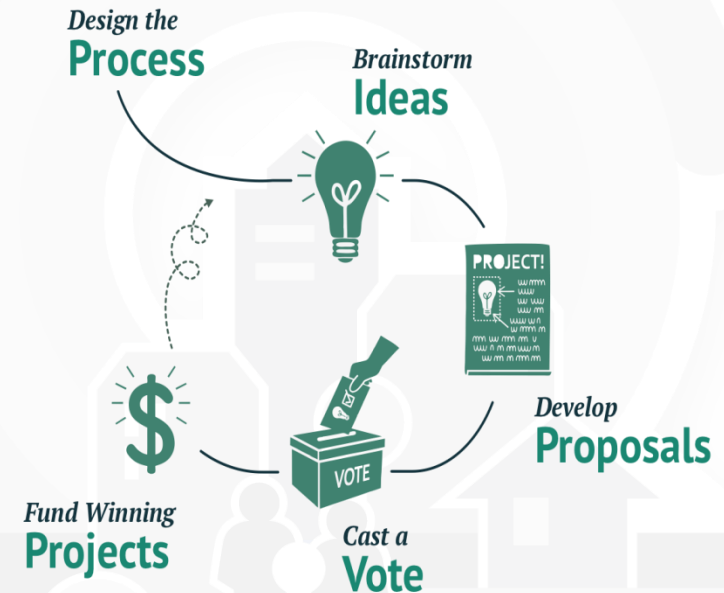
IN ALL CONTINENTS TODAY WE HAVE PBs

3000 are those known



Criteria to define PB

- 1) Explicitly discussing public expenditures;
- 2) Having a structured (not necessarily formally) deliberative procedure;
- 3) Coinciding with an institutional responsibility of the Local Authorities in charge for public budgeting, generally a Municipality;
- 4) Having some degree of co-decision that makes the outcomes of PB binding for public decision-making;
- 5) Giving feedbacks to citizens over the implementation of PB outcomes in public policies.



Popularity of PB

- History & Diffusion & Digitization
- Appeal (talking about money!)
- Structured Institutional Design
- Iteration and «rites» (foster its centrality with respect to other Dis)
- Exemplary tension between Patterns/Models vs Infrastructuring
- Interdisciplinary Literature

Collaborative Platforms for PB



PB and Smart Cities

- to foster knowledge sharing drawing on EU and international good practices with focus on processes and challenges, skills and capacities which needs to be mobilized at the City Administration level, collaboration with local civil societies
- to disseminate existing on line platforms highlighting business models, their strenghts and weaknesses
- to explore methods and models of methods and models of integration between PB and other areas of intervention which are particularly relevant for Smart Cities
- to offer capacity building to cities interested into piloting PB in a Smart City framework

PB and Smart Cities: complementary approaches



PB as booster:
Applying PB in Smart City
domains to enhance citizen
engagement



PB as orchestrator:
Integrating participatory tools
and methods developed
within Smart Policies toward
a multichannel participatory
system



A possible strategy for the PB initiative

PHASE I (2017 – 2018) – “Knowledge sharing and capacity building ” –

- 3 webinars with focus on
 - Management of PB: role of local decision makers, city officials and the needed cross sylos collaboration within city administration
 - Collaborative platforms for PB and their features, strenghts and weaknesses
 - From PB to Smart City: cases and methods for participatory design of multi-channel processes (where PB interacts with other “smart” policies)
- 1 workshop/focus group titled “PB meets civic hacking: testing PB in Smart City contexts” with city reps actively promoting smart mobility/energy efficiency projects will be held to explore conditions and define possible use scenarios for a thematic-smart city application of Participatory Budgeting
- 1 Call for interest to scout Cities and communities interested in piloting PB for Smart Cities

Expected Outputs:

- Memorandum of Understanding with at least 5 existing providers of services and developers of platforms for digital Participatory Budgeting
- Instant Book from the 3 webinars and the focus group
- Definition of scenarios of use of PB for Smart Cities and tentative definition of pilot cities for Phase II

A possible strategy for the PB initiative

PHASE II (2019-2020) – “Piloting Participatory Budgeting for Smart Cities”

- We expect to enhance and provide initial support in piloting a PB experience in at core group of cities by 2020. The best case scenario would entail the launch of pilots in lighthouse cities and define best practices to reuse on a larger scale within the network.
- The detailed strategy for pilot implementation will depend by the capacity of the previous phase to engage key stakeholders in the institutional, scientific and technological domains:
 - Pilot design and municipality capacity building, including the definition of local steering multi stakeholder groups for each pilot
 - Technology adaptation to pilot, including the detailed definition of technological options for each pilot in relation to the market opportunities
 - Pilot implementation
 - Data gathering and evaluation
- Dissemination of results and replication of best practices and technologies.



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Towards Common body of knowledge and practice for GDPR Compliance

Antonio Kung, CTO, Trialog

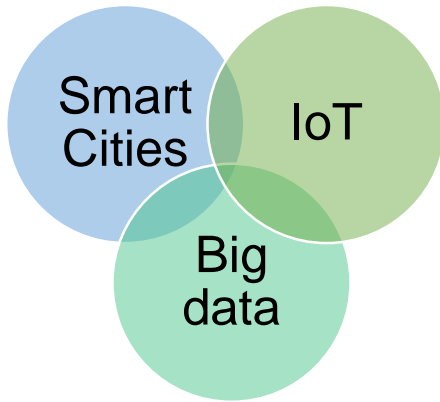
Chair EIP-SCC Citizen Approach to data: Privacy-by-design initiative

Context

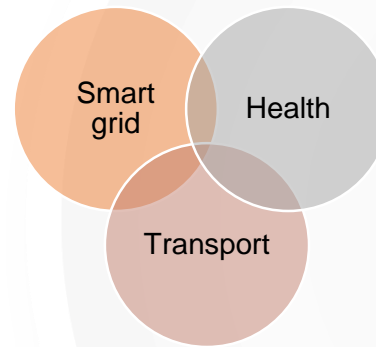
- PRIPARE commitment 7001
- Liaison category C ISO/IEC JTC 1/SC27/WG5
 - Editor ISO 27550 Privacy Engineering
 - Rapporteur Study period Privacy in Smart cities
- Initiative
 - GA 2015 Berlin: proposal for initiative
 - Nov 2015. Action Cluster meeting Brussels
 - April/May 2016. Two webinars on privacy for smart cities
 - GA 2016 Eindhoven: proposal for workshops in GDPR compliance
 - April 2016/Sept 2016: . Espresso webinar / ERRIN workshop
 - Nov 2016. Action cluster meeting Brussels
 - March 2017/July 2017 : Sharing cities PIA workshop
 - October 2017. Action Cluster meeting Brussels
 - GA 2017 Brussels: proposal for sharing GDPR compliance practice



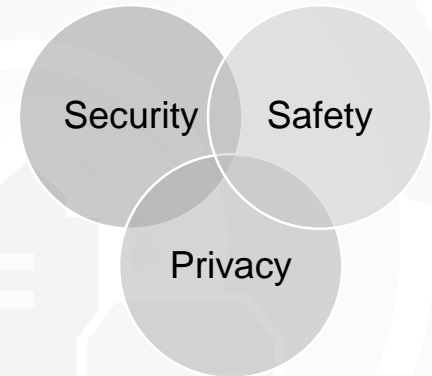
Cities must Manage Ecosystems



Ecosystems



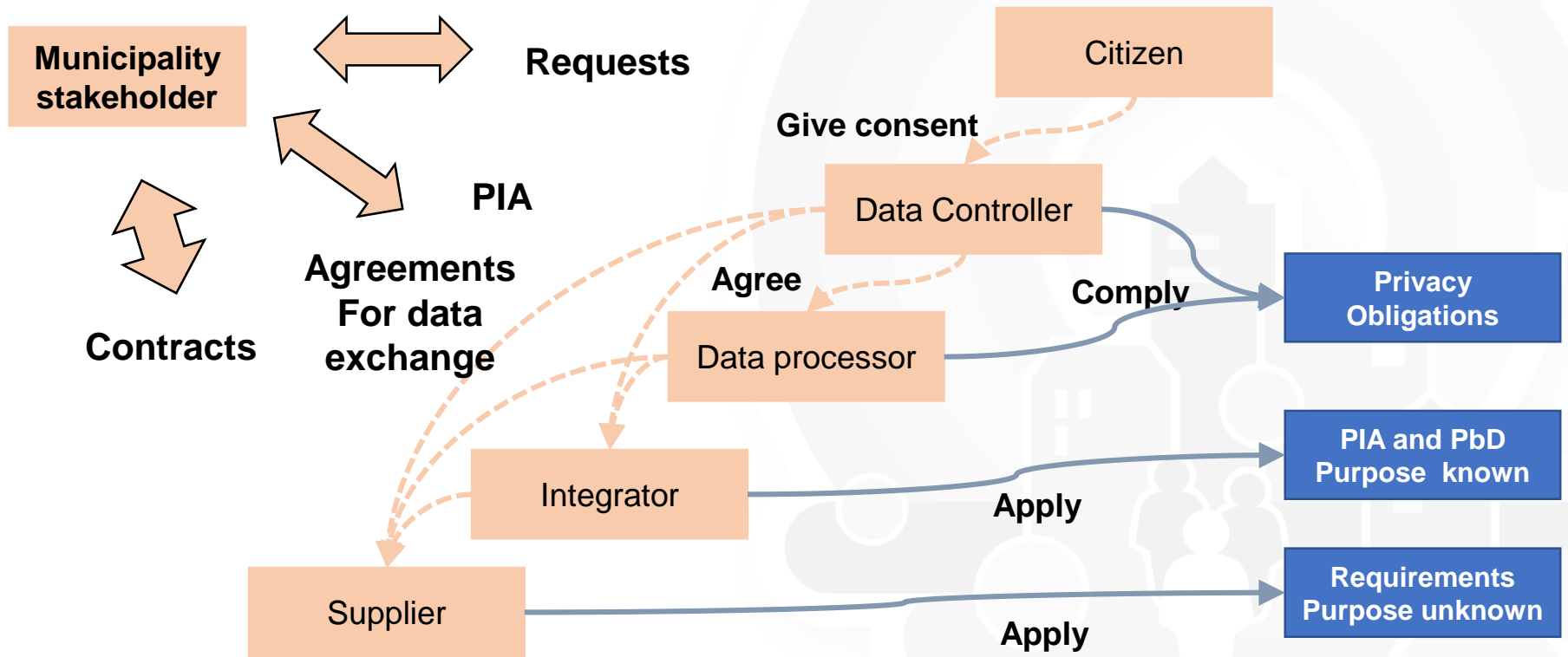
Domains



Concerns



Cities must Manage Ecosystems



First Workshop London - March 2017

- SCC Sharing Cities Project
 - London, Milan, Lisbon + Bordeaux, Warsaw, Burgas
- 15 attendees
 - managers and data protection officers
 - GLA, Royal Borough Greenwich, Lisbon and Milan
- Focus
 - understanding privacy compliance and impact on project use cases
 - London use case
 - Milan use case
 - Lisbon use case
- Conclusion (Report available)
 - carry out common privacy impact assessment practice in a subsequent workshop.

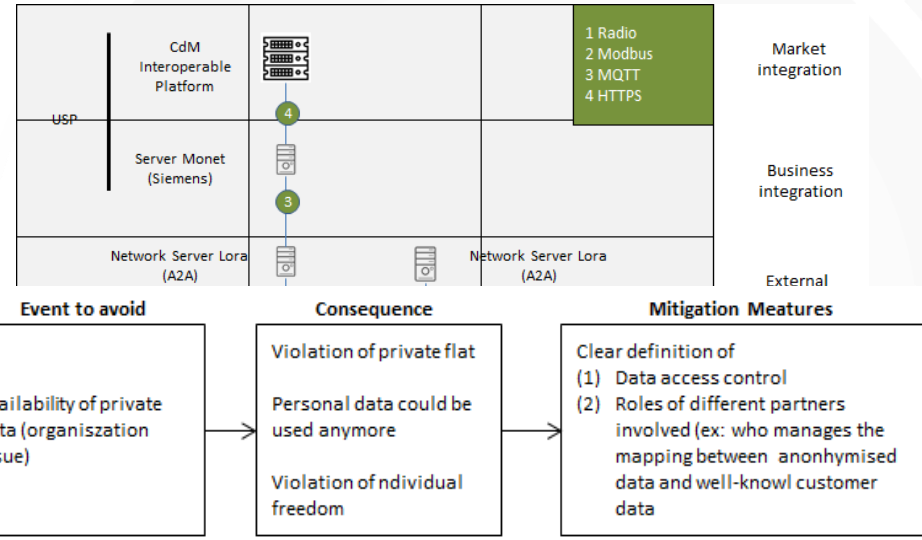
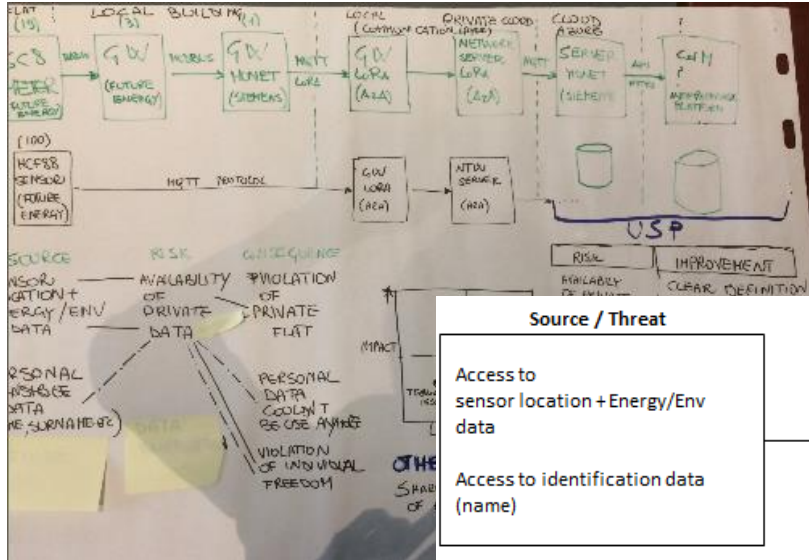


Second Workshop Milan - July 2017

- Privacy Impact Assessment Workshop
- 34 attendees
 - managers, data protection officers and suppliers of applications representatives
 - Milan, GLA, Greenwich, Lisbon, Burgas.
- Four applications:
 - building retrofit (Milan),
 - bike sharing scheme (Lisbon),
 - smart energy management system (Greenwich),
 - lamppost (Milan).
- Results
 - Four privacy impact assessment canvases



Example PIA canvas: Building Retrofit Milan



Maximum Impact				
Significant Impact	Must be avoided or reduced	Absolutely avoided or reduced		
Limited Impact	1	2		
Negligible Impact	These risks may be taken	Must be reduced		
	Negligible Likelihood	Limited Likelihood	Significant Likelihood	Maximum Likelihood

- 1 Technical issues
- 2 Organisational issues

Issues

- SharingCities common definition of risk and risk sources



Conclusion of Milan Workshop

- **Insight on privacy impact assessment process**
 - need for a common list of risks,
 - need for guidelines to assess a given level of risk,
 - necessity to integrate alternate design approaches when data subject consent is not provided,
 - need for a data collection strategy when multiple applications are anticipated.
- **SharingCities first project taking consortium level action to build common understanding**
 - Italian data protection authorities very positive
- **Recommendation**
 - Create of a body of knowledge and of common practices on GDPR compliance.
 - Higher level measures
 - GDPR compliance helpdesk
 - H2020 guidelines for GDPR compliance
 - Consortium concertation instruments involving data protection authorities.



Create of a body of knowledge and of common practices on GDPR compliance.

- Workshop to be proposed to projects
 - Light house projects
 - Others
- Results and practices are shared
 - Win-Win
 - GDPR compliance is for May 2018
- Objective
 - At least 5 workshops



Towards General Data Protection Regulation Compliance

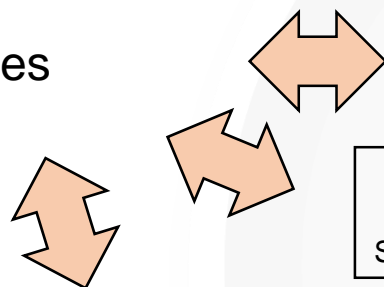
Privacy Workshop for Cities

Workshop facilitators	
 	<p>Antonio KUNG, CTO of Trialog, has 35 years' experience in ICT. An Ecole Centrale Paris and Harvard University graduate, Antonio has focussed on privacy since 2007, leading a number of European projects on the topic, including PRIPARE (pripareproject.eu) a support action on privacy-by-design. Antonio is the chairman of the <i>Citizen approach to data: privacy-by-design</i> initiative of the European Innovation Platform – Smart cities and communities. Antonio is also the editor of ISO/IEC 27550 <i>Privacy engineering</i> as well as the rapporteur of two ISO/IEC SC27/WG5 study periods: <i>Privacy in smart cities</i> and <i>Privacy guidelines in the IoT</i>.</p> <p>Antony PAGE is a recognised cities services expert, with over 20 years' experience working across legal services, governance, transformation, efficiencies and innovation with most local public services (including City Authorities, Health, Probation & Police), and public-facing private sector services (BPO, transformation, services to business, digital by default). A Kiwi by origin, he has worked internationally (EU, US, and Australia), and has a deep UK knowledge (over 30 UK Local Authorities). Antony is responsible for customer engagement and leads UrbanDNA's BlueRoom projects and leads Data Privacy policy for the H2020 Sharing Cities consortium.</p>
About this workshop	The objective of this 2-day workshop is to help cities prepare for GDPR compliance. The workshop will carry out a privacy analysis of applications which a city is considering for deployment.
Outcome of this workshop	The result of the workshop will be a mutual understanding of what it will take to achieve GDPR compliance and a strategy or plan to follow. A privacy impact assessment (PIA) will be undertaken for up to 5 applications utilising a PIA canvas .
Participant profiles	<p>The workshop preferably includes a representative number of stakeholders involved in the management, development and operation of a city application:</p> <ul style="list-style-type: none"> ▶ City authorities and operators of applications to be deployed ▶ Supplier Chain (infrastructure, applications, platforms, devices, etc...) <p>The workshop can involve the analysis of up to 5 applications</p>
Content	<p>Day 1</p> <ul style="list-style-type: none"> ▶ Briefing on privacy and GDPR compliance ▶ Briefing on privacy impact assessment process ▶ Presentation of city applications and/or use cases (up to 5) <p>Day 2</p> <ul style="list-style-type: none"> ▶ Presentation of privacy impact assessment canvas ▶ Breakout session for each application ▶ Debriefing for each application ▶ Discussion on next steps
Organisation and cost	<p>The workshop is organised by a city. The workshop can involve several cities.</p> <p>Two workshop facilitators will be involved.</p> <p>Travel expenses plus facilitating fee to be covered by the organiser</p>
Contact	
Antonio Kung, Trialog. antonio.kung@trialog.com	Antony Page, UrbanDNA. antony.page@urbandna.eu



Impact on Standardisation

Additional guidelines
For ecosystems



**Privacy Standards
for Smart Cities**
Management oriented

**Privacy Standards
for Big Data**
Sharing chain oriented

Privacy Standards for IoT
Supply chain oriented

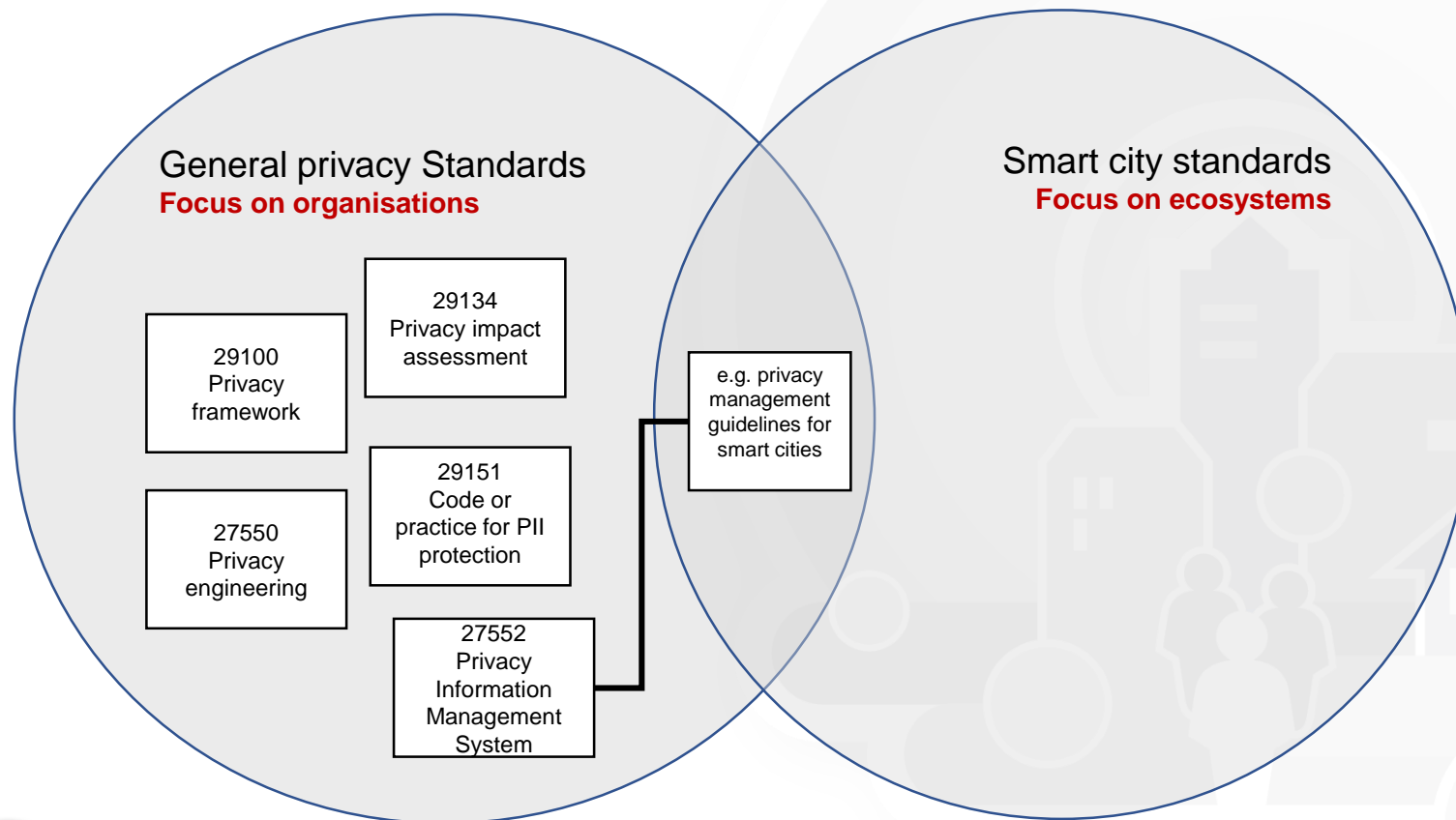
General Privacy Standards

- Privacy framework 29100
- Privacy impact assessment 29134
- Privacy engineering 27550 (new)
- Code of practice 29151
- Privacy Information management systems 27552 (new)

OASIS-PMRM



Potential for new standard





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CitizenCity: Social Engagement Toolkit





CitizenCity



Smart Cities

co-created with

Citizens



John Zib
UrbanScreen
Productions



Jorge Saraiva
DigitalTown



Vincenzo Di Maria
commonground

Project Background

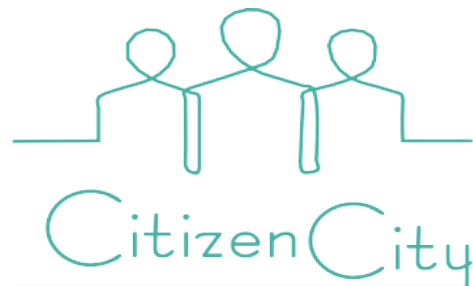
CitizenCity SET (Social Engagement Toolkit)

CitizenCity, an EIP-SCC initiative
European Innovation Partnership for Smart Cities & Communities

Volunteer support

- Core leadership team
- Engaged networks; academic and research, public and private sector, social innovation and knowledge field, city networks and EC level

Implements “European Manifesto on Citizen Engagement”



Bridge demand (cities) with
existing supply (tools)

Co-create a toolkit
for co-creating cities



CONTEXT

EIP-SCC *Building “European Innovation Partnerships”*

Collective challenge = collective opportunity

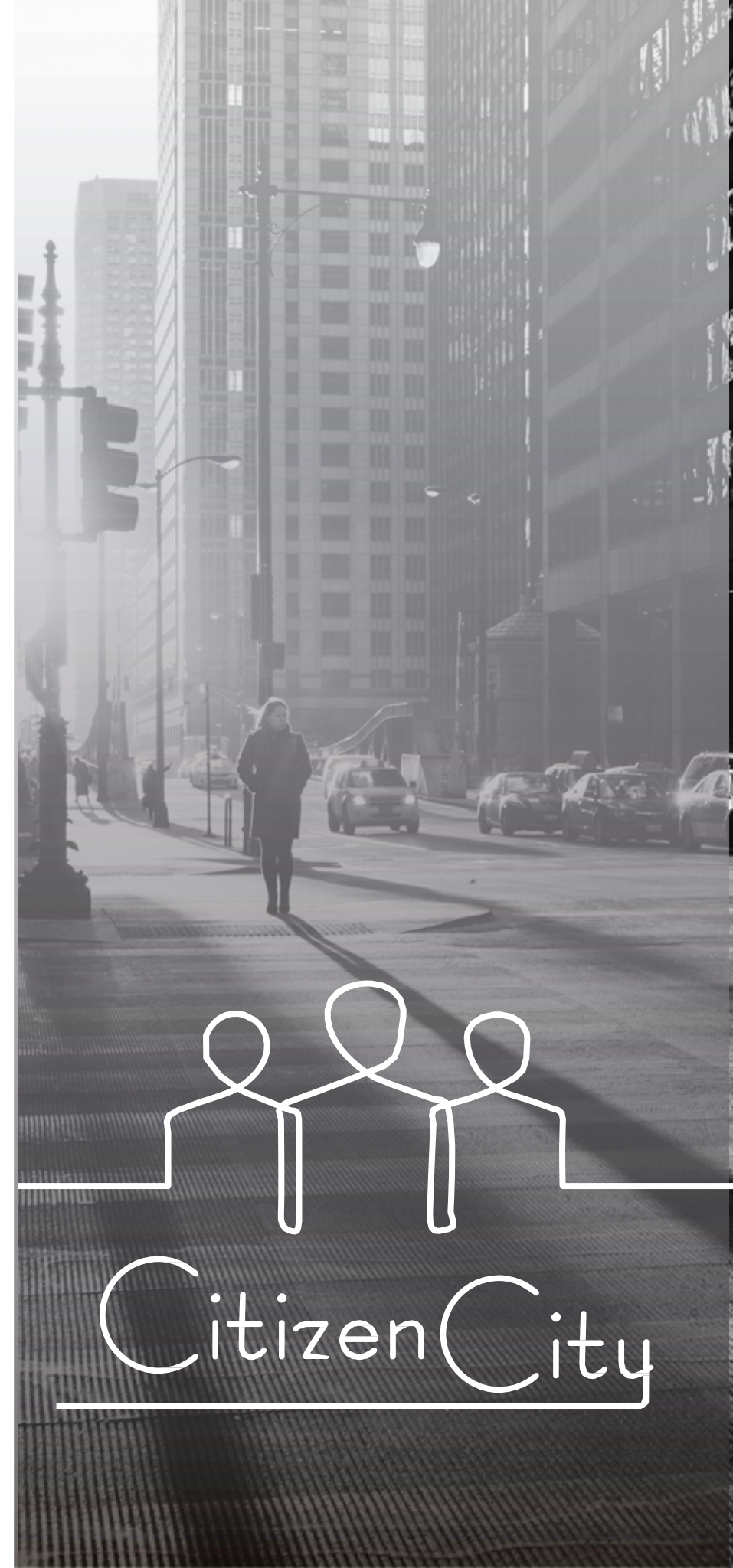
Social engagement enable project success



Objectives today

Present “City Field Testing” phase of SET

- Share and test initial thinking
 - Harvest some content on your project
 - Have a productive and open discussion
- > Identify case to field testing CitizenCity SET
- > Contribute your Best-Practice tools



1st Year Ambition

Practical, value-adding, & easy-to-use Toolkit

Used by 50 cities (large and small)

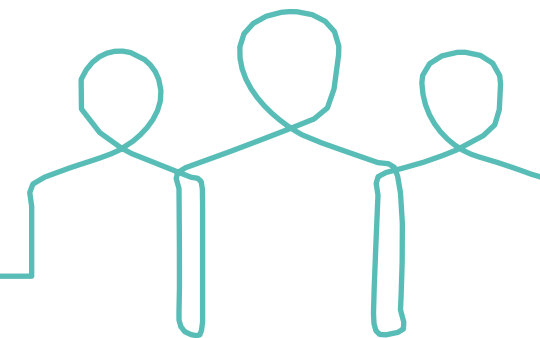
50 great tools

Solid structure / frame (but evolving)

Networked community of users & supporters

Understand how/why cities pick/use tools

Funded and resourced



Landscape

City convergence

Digital world / Social change

City growth

Government role

Smart City

Promises made, now see people as key

Co-creating cities

No lack of technology or learning

Poor 'connection' to supply of tools

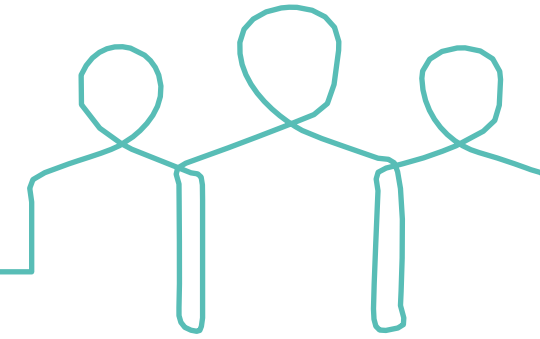


135

experts from 32 countries
collaborate on the EIP-SCC's
*European Manifesto on
Citizen Engagement.*



Iterative (lean) development approach



1. **Learn / Build** in workshops

2. **Measure** from field testing

Repeat => evolve & grow

You are HERE



	Pre-workshop Feedback	Workshop 1 & 2	City Field Test	Workshop 3 & 4	City Field Test	Workshop 5
	<i>May-June 2017</i> refine idea, develop base	<i>June-Aug 2017</i> develop working beta	<i>Sept-Dec 2017</i> test beta	<i>Jan-Feb 2018</i> refine & build-out	<i>March-June 2018</i> validate & refine	<i>July-Sept 2018</i> fine tune
1 Framework terms and hierachy that capture excellence	Draft	Define comprehensive and diverse set terms	Test-fit & refine terms	Create lens/archetype	Make useable	
2 Tool details for implimentation	Draft	Review draft	Collect field data	Create detailed tool format	Test-fit & refine	Expand and validate
2 Additional conditions matching city to tools	Draft	Review draft	Test-fit and collect data	Create detailed set terms	Test-fit & refine	Expand and validate
1 KPI from city and social perspective	Draft	Define comprehensive and diverse set	Test-fit & refine	Expand and validate	Test-fit & refine	Expand and validate
2 Ensure toolkit is usable based on needs & habits	Draft	Review draft	Collect field data	Define user experience/story	Test-fit & refine	Expand and validate
1 Tool collection	Draft 20	Refine top 20 tools with consistent format	Test tools and add 10/mo	Build synergies, expand categories	Test tools and add 10/mo	Expand and validate
2 Tool details for understanding	Draft	Review draft	Test-fit & refine	Define standards	Test standards and refine	Validate
2 Assesment methods	Draft	Review draft	Test-fit and collect data	Create detailed set terms	Make useable	Validate
3 Digital	Tool multipliers	Ideas	Test ideas	Detail beta	Test beta	Test-fit & refine

Pre-workshop Preparation

Network Development

- Academics
- Cities
- Industry
- Society
- Thought leaders

Solution Validation

- Cities as users
- 'Tool' makers issues
- Key ideas checked

Feedback Presentation

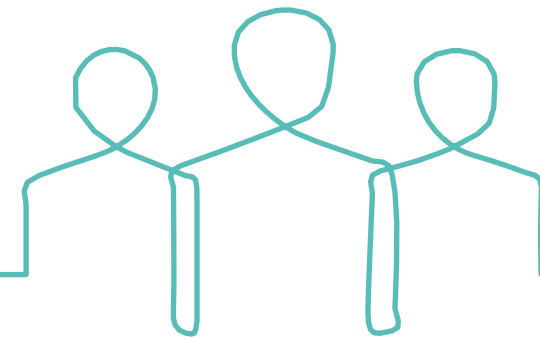
- 18 times
- In person and web
- Cities, academics, orgs

Toolkit Function

- Elements defined / refined
- Populated with sample framework and tools

Team and Planning

- Core team and future team
- Network of advisors
- Funding models
- Development principles



Design Workshop

Summary

- Series of pan-European events
- 2 days each
- 40 cities + 40 others (goal)
- Finish with working toolkit
- Field test in cities after workshop

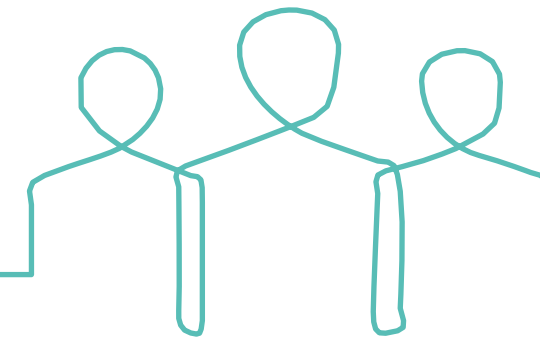
City Authorities

(how they understand & use citizen engagement)

- Definitions and meaning matter
- Alpha toolkit to stimulate conversations
- Strong facilitation & guest list

Diverse Perspectives

- Resolve complexity
- Build robust scalable platform
- Address stakeholder needs & habits



London Design Workshop – June 15/16

23 people

- 7 city authorities
- 8 countries
- Academic – Industry - Social
- Strong facilitation

Key output

- How cities understand citizen engagement
- How cities want to use toolkit
- How tools are applied in cities
- What need toolkit fills
- CONTENT to build prototype toolkit!

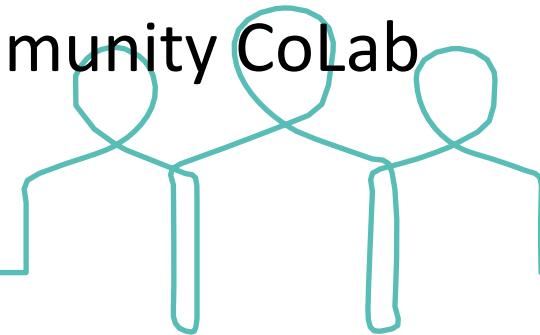
Key Guests

- Nesta
- Future City Catapult
- Sharing Cities (London/Milan)
- Wikimedia Germany (comm dir.)
- Smart.London
- Cisco
- SME
- Urban planners

SharingCities
_sponsorship

Facilitation Team (volunteers)

- Marie-Helenn Elleboudt - Faciliyo
- Liesbeth Scholten – FreeUp
- Jose Barco – Community CoLab



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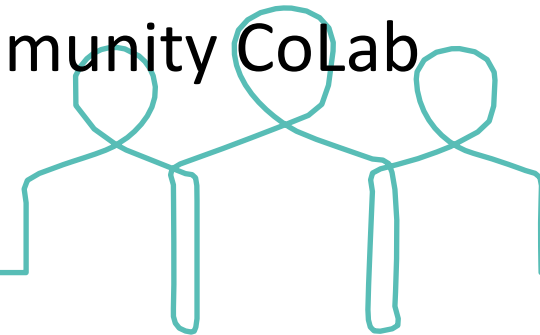
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City Field Test – next step

WHY

Enable success of city project by aligning with needs and habits of society

HOW

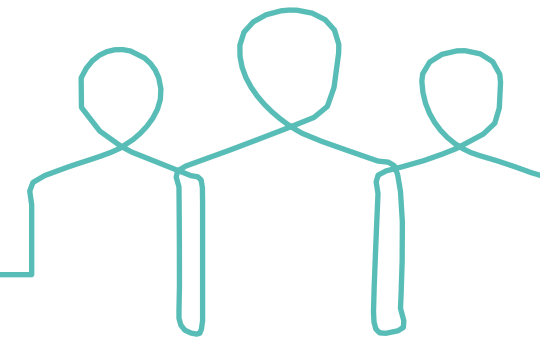
Define a framework for shared understanding

Assess capacity and goal setting

WHAT

Research and analysis

Tools and workshops



CitizenCity SET (Social Engagement Toolkit)

Three components:

1

Organizing
Framework
sense making

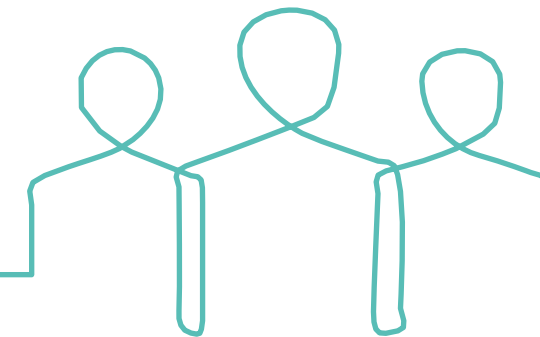
2

Assessment
match city-tools

3

Tools
add value

Digitized
in time



1

Organizing Framework

3 framework examples

Why?... communication among cities

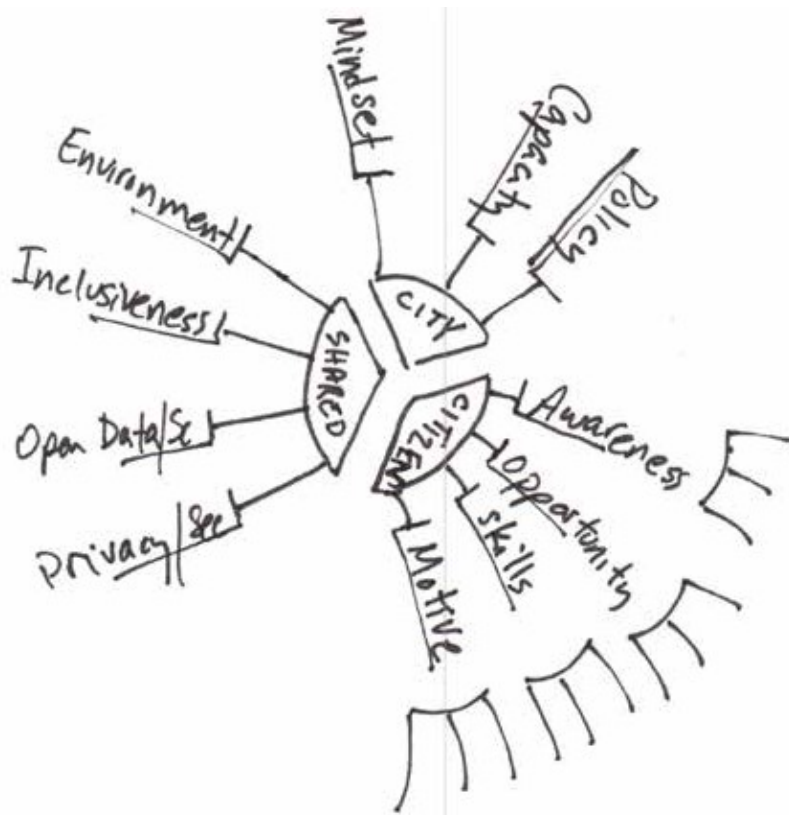
A common definition to aid communication amongst cities

Structure and hierarchy – a taxonomy

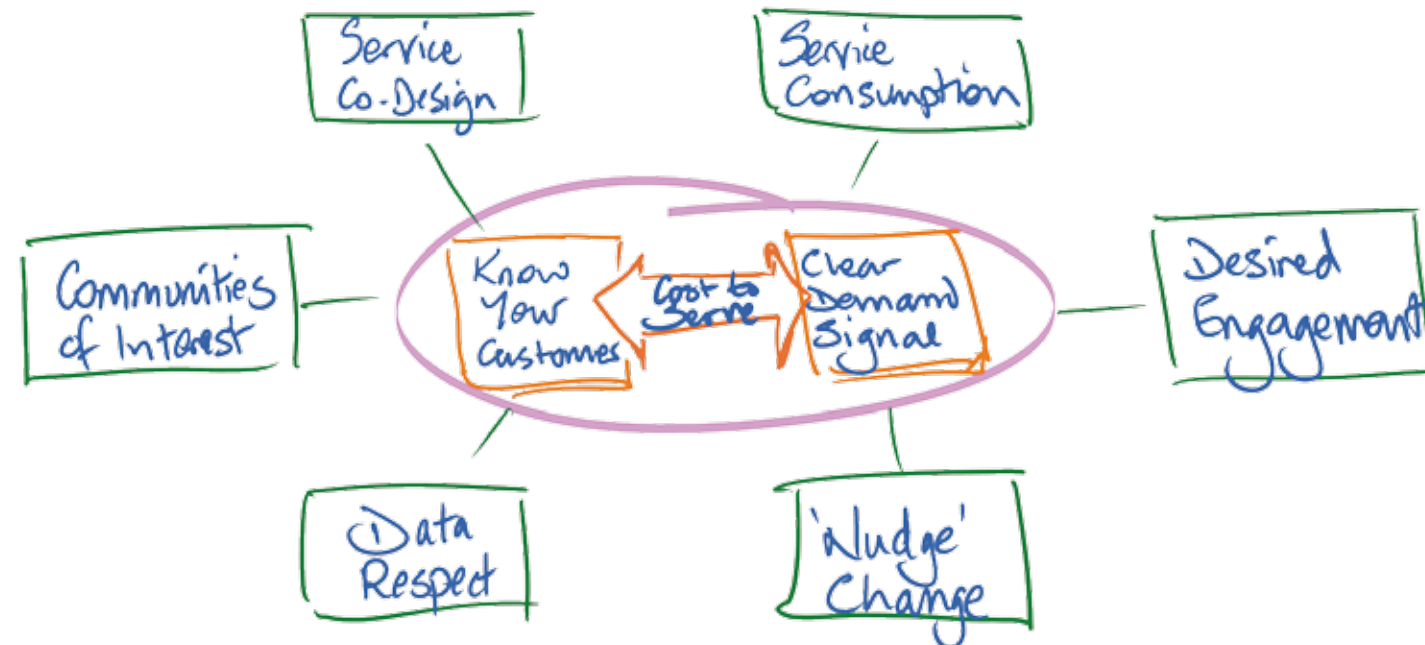
Place holder to hang tools

Terms fill the structure to define and capture excellence in citizen engagement.
Different approaches are possible.

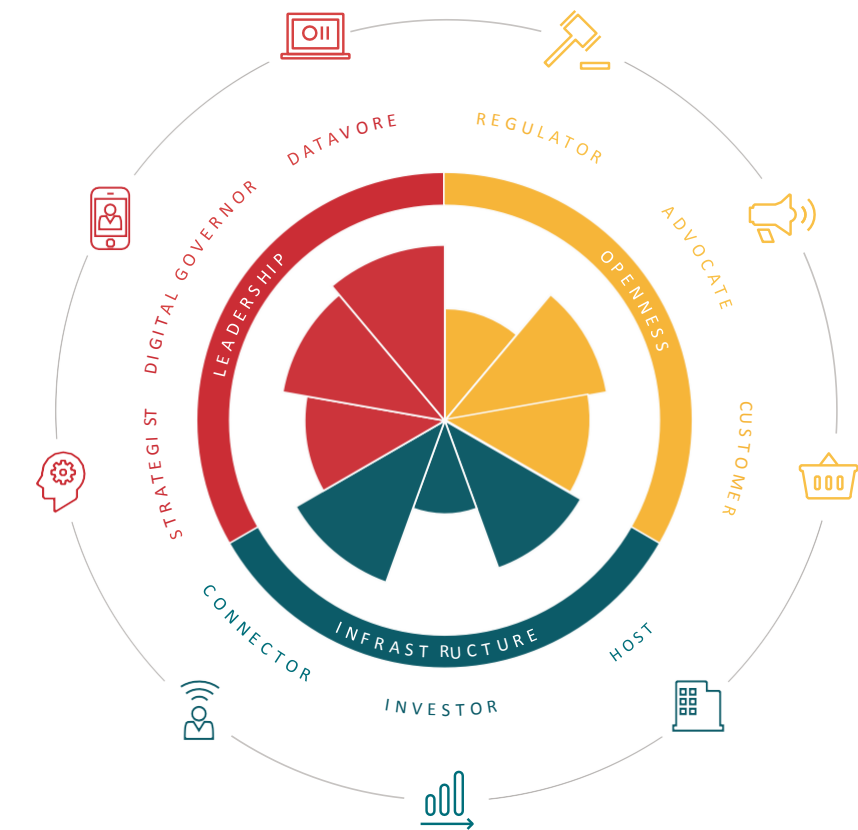
SCOPE based



PRINCIPLES based



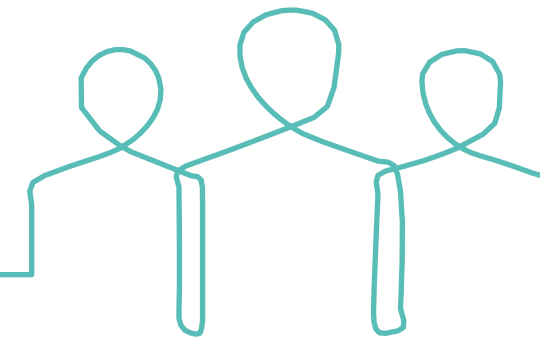
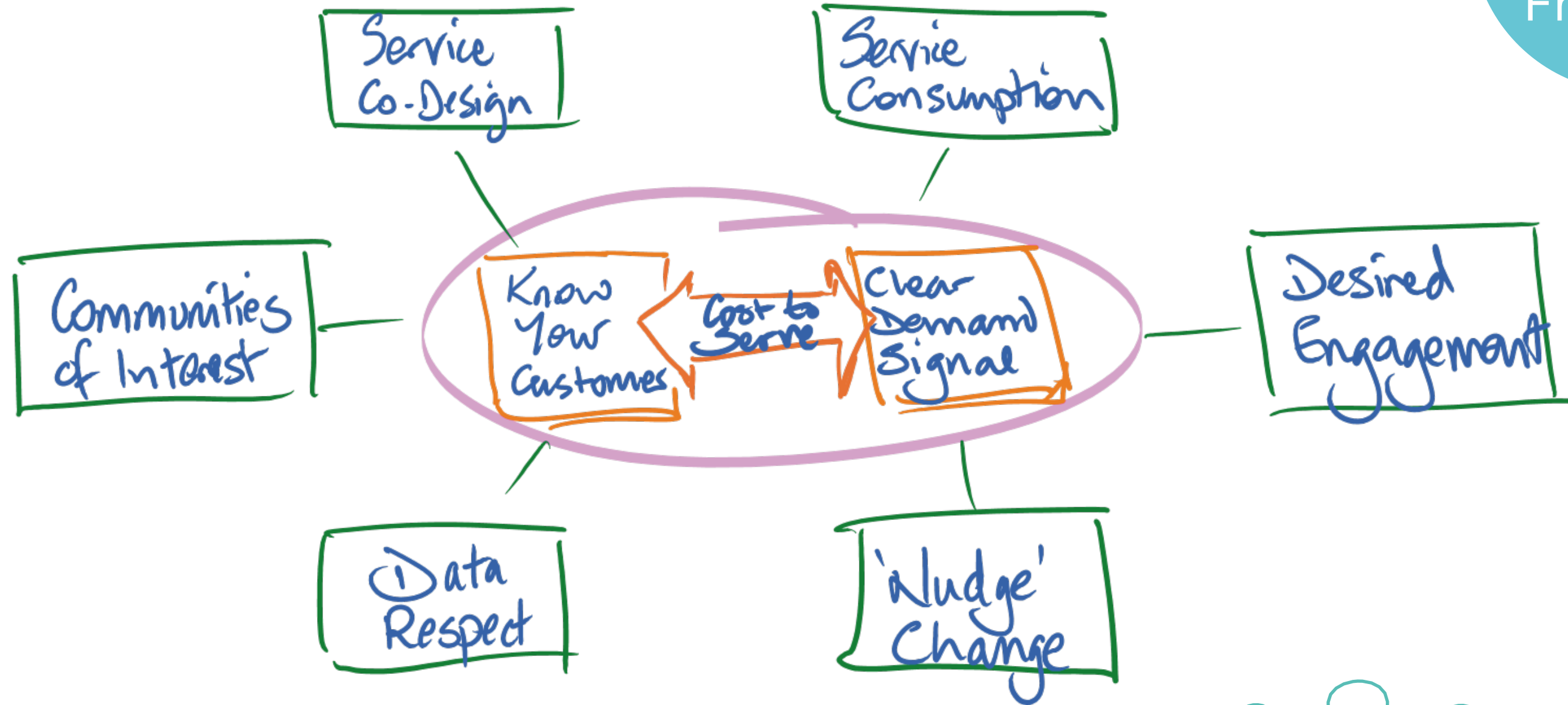
PERFORMANCE based



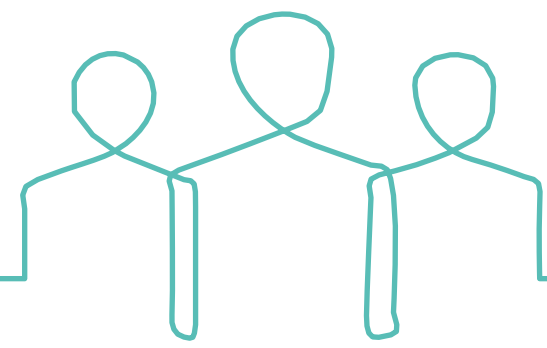
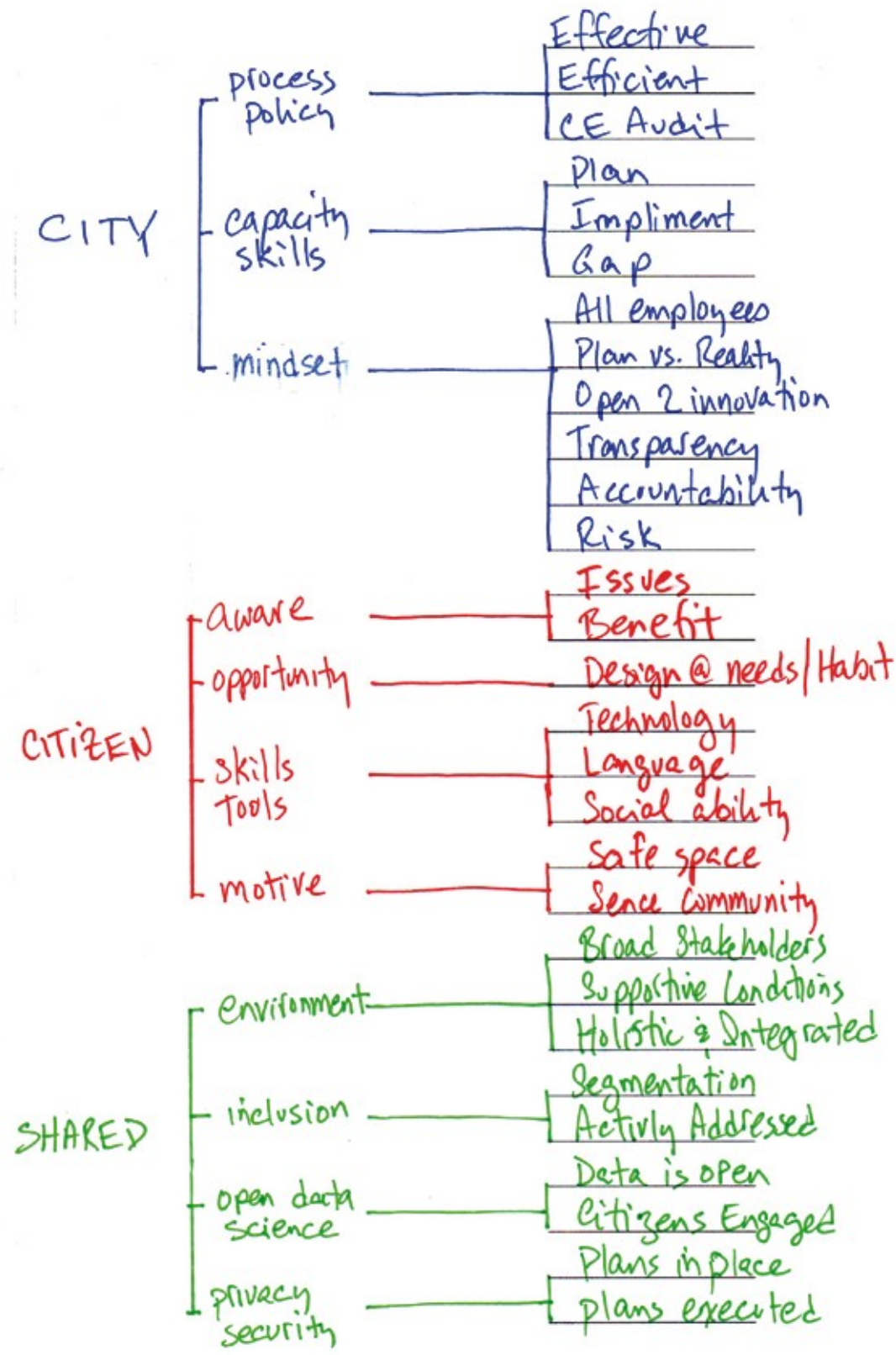
PRINCIPLE based

1

Organizing Framework



SCOPE based



2

Assessment

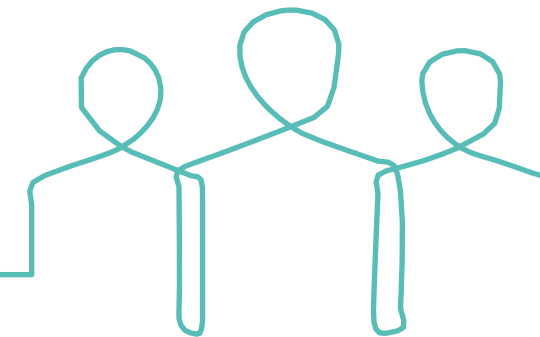
Reasons for assessment

Understanding where cities are at

Identify gaps & set priorities

Select tools appropriate to situation

Digitize (in future)



An example case in use...

2

Assessment

Source:

Making cities smarter
Guide for city leaders:
Summary of PD 8100

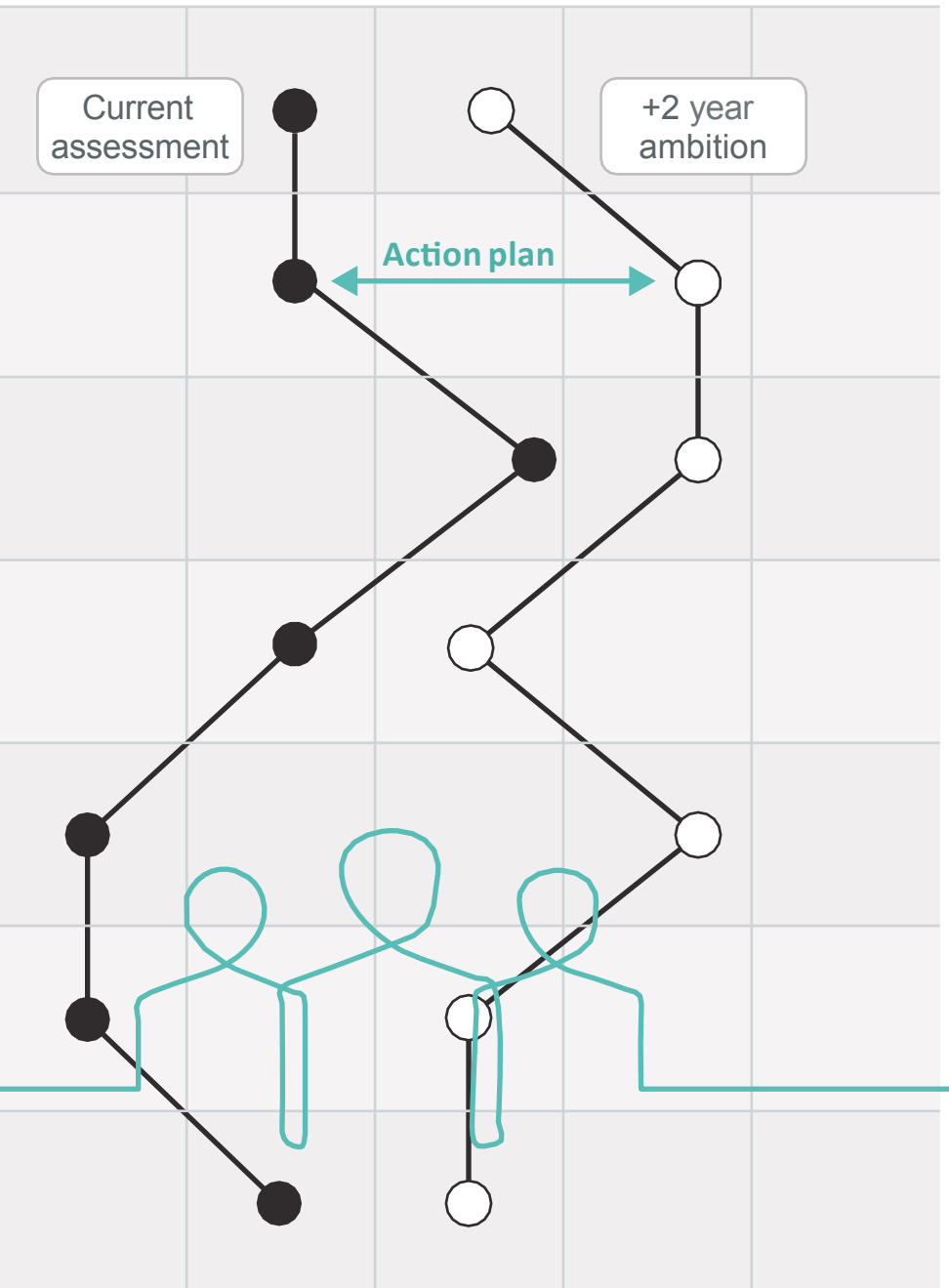
bsigroup.com

Component Characteristics

Leadership environment	Providing a strong city leadership network that advocates a common vision; operates as an effective leadership team; role-models open transparent style; sets priorities; creates and maintains a coherent roadmap; and ensures city success.
Customer/ Stakeholder focus	A city that is built around its citizens, business community and visitors (as key stakeholders/customers); that truly understand them; engages them in an open and transparent relationship; and proactively ensures their active contribution to progress.
Service enablement	Providing the enabling context for success: including policy, planning, common protocols; means of collaboration; capability/capacity management; financing; business models; procurement processes; and an underpinning operating model.
Service delivery	Offering and managing quality services to city stakeholders, through direct or indirect means. Selecting the most appropriate business models and delivery agents (including society) to deliver most efficiently and effectively.
Digital asset management	Exploiting the power of open data sharing and modern technologies (e.g. social media, analytics, mobile, cloud computing, sensors) through investment in and management of digital assets; including respect of privacy and digital abilities.
Physical asset management	Inventorizing and exploiting physical assets; for multi-purpose; managing life-cycles and investments; integrating physical and digital assets; complete capture and open sharing of asset information.
	Setting appropriate goals and targets; establishing measures and monitoring practices; ensuring a performance culture; predictive use of data; robust public value measurement; open reporting of value to stakeholders.

Maturity assessment

1-Lagging 2-Developing 3-Competent 4-Progressive 5-Excelling



3

Tools

Engagement Tools

Key elements:

Basic profile – what the tool is for

Matching (101, 201, 301)

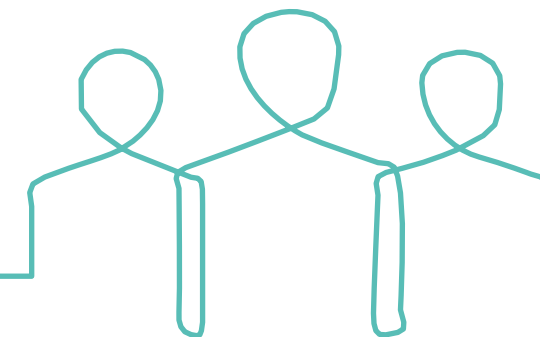
- Project / engagement challenge

- City profile (character, resources...)

Implementation details – ‘how to’ guide

Capacity building in cities

Open & evolving



An example
of common
use...

Town hall meeting

Event where politicians talk with constituents

Hear on topics of interest

Discuss specific upcoming legislation or regulation

Venue for protest and active debate

Need not take place in a town hall

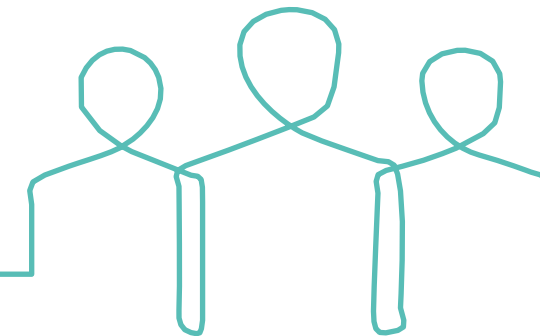
Experimented with digital formats

No specific rules or guidelines, but often follow local customs

National politicians hold in variety of locations to reach larger
proportion of constituents.

3

Tools



Engagement Tools List

3
Tools
+70

Tool Name	Category	Location	Business Profile	Contact	Overview
TransformCity	CitizenCity Engagement Tool	Amsterdam, The Netherlands	SME based	Saskia Beer info@transformcity.nl	urban planning and development, storytelling, interactive maps, businesses, organizations and collectively plan, improve and
Fidelity	Citizen Engagement Tool	Brussels	Smart City consulting	Frank Van Steenwinkel	Citizen engagement user process to use the citizen generated the process to make a city smart networks.
Momo Kapor Square	Citizen Engagement Tool	Belgrade, Serbia	urban gaming built environment	Ir. Milena Vukovic, MSc Arch urban planner and gamification designer, +31 6 2476 1038, mic@blok74.org, www.blok.74.org	



EIP-SCC
European Innovation Partnership
on Smart Cities and Communities

CitizenCity Engagement Tool

TransformCity **TRANSFORMCITY®**

Introduction

Name : TransformCity
Website : www.transformcity.nl
Location : Amsterdam, The Netherlands
Business profile : SME based
Amsterdam Southeast @ZOL
Contact : Saskia Beer info@transformcity.nl
Overview : TransformCity is a platform for urban planning and development, storytelling, interactive maps, businesses, organizations and collectively plan, improve and




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CitizenCity Engagement Tool

Fidelity **FIDECITY**

Introduction

Name: Fidelity
Website: Fidelity.eu
Location: Brussels
Business profile: Smart City consulting
Contact: Frank Van Steenwinkel
Overview: Citizen engagement user process to use the citizen generated the process to make a city smart networks.

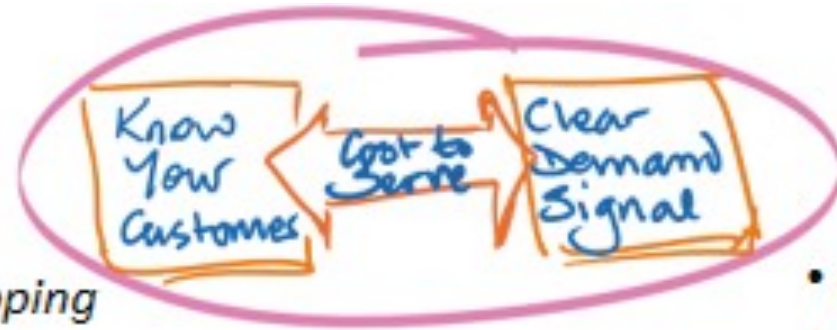


EIP-SCC
European Innovation Partnership
on Smart Cities and Communities

Citizen Engagement Tool

- Introduction**
1. Name: Momo Kapor Square
 2. Website: www.blok74.org Link to the Momo Kapor Square project: <https://www.blok74.org/momo-kapor-square>
 3. Location: Belgrade, Serbia (location of the project)
 4. Business profile: Blok74 | urban gaming | built environment, Rotterdam, The Netherlands
 5. Contact: Ir. Milena Vukovic, MSc Arch urban planner and gamification designer, +31 6 2476 1038, mic@blok74.org, www.blok.74.org

Mapping tools to framework



- SI Tools Mapping
- Segmentation
- Ethnographic research
- Surveys
- Town Hall meetings

- Channel Optimiser
- Participatory Budgets
- Map Physical Assets

- Use Cases
- Social media analysis

- Design for Extremes
- Spigit Ideation Tool
- Competitions
- 3D Visualisation

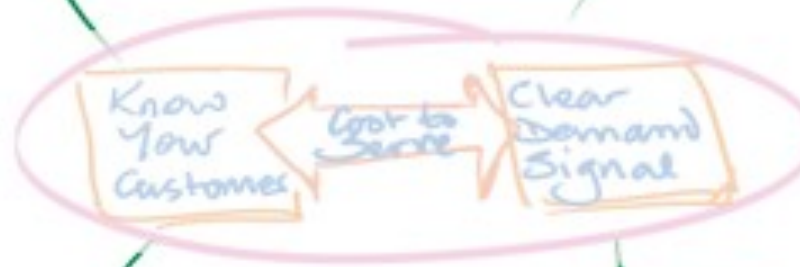
- Public access points
- Data Analytics
- Quality Circles

- Design for Minority Segments
- Community Centres

Communities of Interest

Service Co-Design

Service Consumption



- Personae

Desired Engagement

Data Respect

- Data Mgmt Strategy
- Consent tools

'Nudge' Change

- Digital Displays / comms
- Value incentives

What's Missing from / Wrong with model?

- Communications missing?
- Kill 'Desired Engagement'?
- Performance mgmt. missing?

Your project

Where is this happening

What do you want to achieve

Who in team is involved in SE

How is the project success defined



Framing social engagement

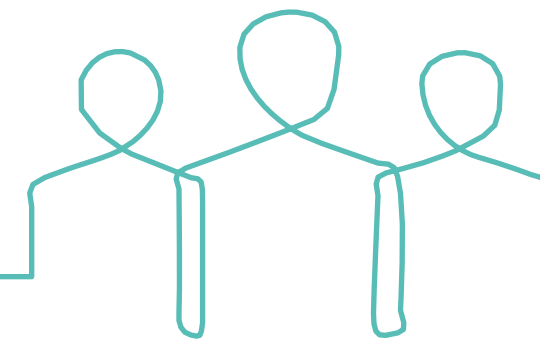
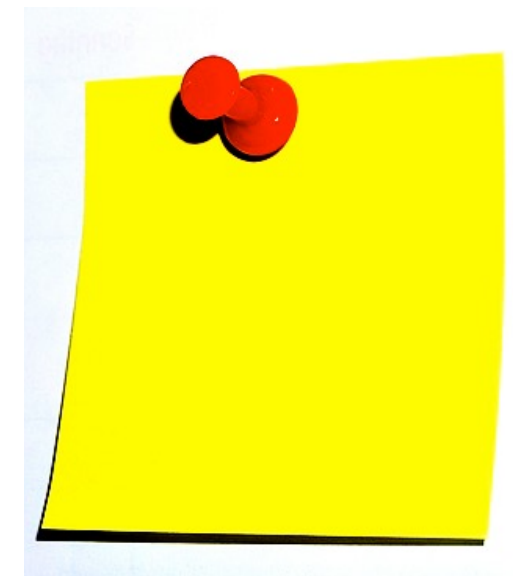
1

Organizing
Framework

Define your social engagement needs

Use existing frameworks(s) or your own words

Okay to consider related-narrow-broad issues



Assess status

2

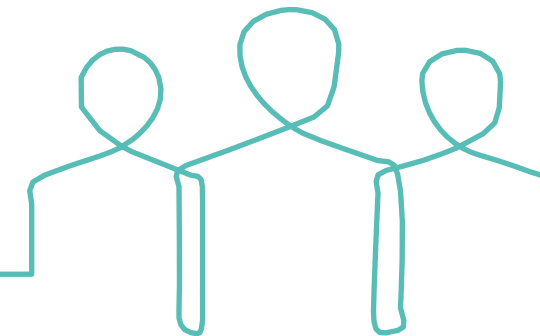
Assessment

Evaluate the current status of framing topics (all or partial)

Beginner – not much done

Intermediate – active and growing

Expert – knowledgeable and experienced



Goal Setting

2

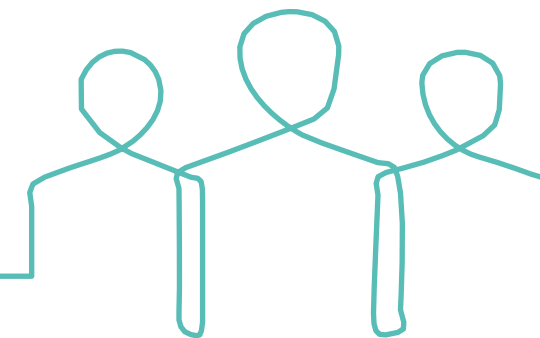
Assessment

City Wide

1. Set 2 year goals
(or)
2. Select priorities

Project Focus

Select priorities



Engagement Tools

3

Tools

Working

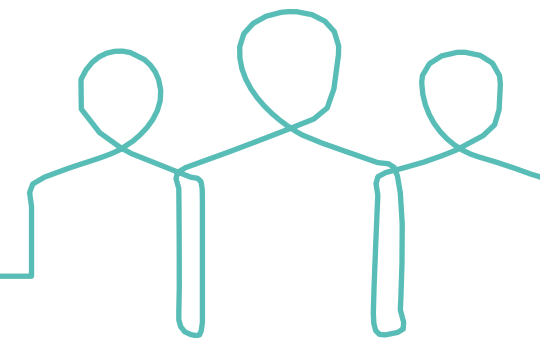
For you (or) your network

Deciding

Who makes decision and why

Fitting

DNA of project/city that makes/breaks a good fit



User Needs & Habits

Who has these needs

Where is the greatest need

What are the real needs

What do they need to accomplish

Current learning / locating

How is this done

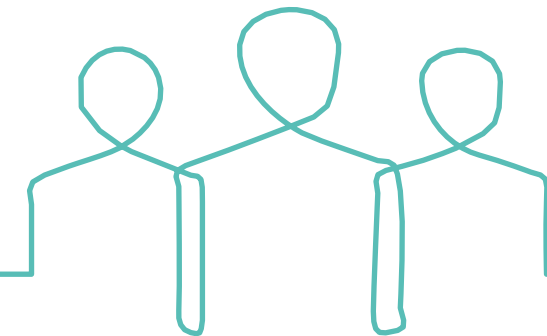
What are the weakness



Understanding SET

What is S.E.T.

How would you define it



Helping EU cities to transform around societal needs

Work directly with city authorities

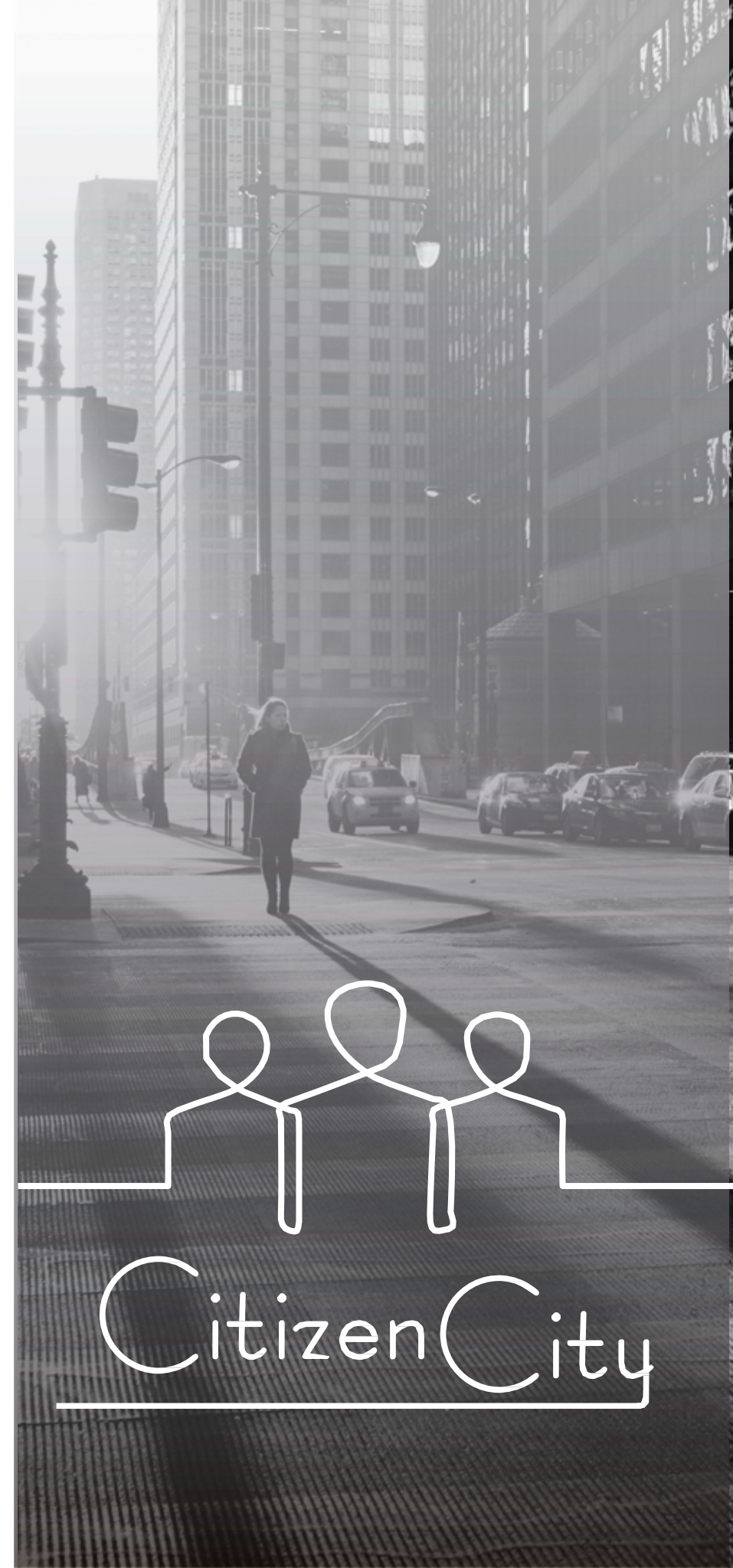
Support SCC01 and other funded projects

Collaborate for new funding: EC, national, project calls



Check out

1. Meet expectations
2. Accomplishments today
3. Good advice



CLOSING

Helping co-create a better world
One city at a time

john@urbanscreens.tv



Founding Assumptions

1) Core values

Consider long-term complexity early

Act tactically, think strategically

Citizens-solutions not cities-problems

Build scalable sustainable model

Useable for diverse cities

Design for city-as-user needs/habits

2) Bridge supply-demand

Need/solutions exist

Environment not exclusive or end-date

Co-create in workshop to engage supply/demand

Engage stakeholder/advisors to ensure impact/takeup

Iterative development with cities

3) Designers role

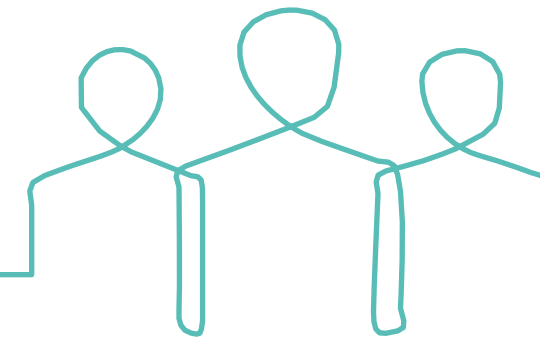
Important to involve

Taxonomy leadership

Service design

User experience

Facilitate co-creation



GET CRAZY

Be Brave! Think different.

Here's to the crazy ones, the misfits, the rebels, the troublemakers, the round pegs in the square holes... the ones who see things differently -- they're not fond of rules... You can quote them, disagree with them, glorify or vilify them, but the only thing you can't do is ignore them because they change things... they push the human race forward, and while some may see them as the crazy ones, we see genius, because **the ones who are crazy enough to think that they can change the world, are the ones who do.**

STEVE JOBS

GET NAKED

Be Mindful! Life is short make the most for you and others.

Mindfulness means paying attention in a particular way: on purpose, in the present moment, and non-judgmentally.

KABAT ZINN

GET HIGH

Technology and learning are not barriers. Be thoughtful, curious and

We cannot solve our problems with the same thinking we used when we created them.

EINSTEIN