Jürgen Schultze

TU Dortmund University

PANEL 2: CITIZEN CENTRIC MODELS TO TRANSFORM URBAN AREAS

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Citizens should be at the core of the city transformation

- Often citizens are only informed or consulted
- without a real engagement strategy resulting
- far from their real needs.

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Citizens should be at the core of the city transformation

-> Agustín Argelich
-> Elisabeth Schmid
-> Maite Ferrando

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Person and actual professional background
Statement of good practice /an inspiring case

Jürgen Schultze

Research area
Social Innovation
& Sustainability

TU Dortmund University/ Social Research Centre

- Founded in 1946, since 2007 part of TU Dortmund
- Applied social science – 80 employees
- Action Research
- Social scientific studies of innovations

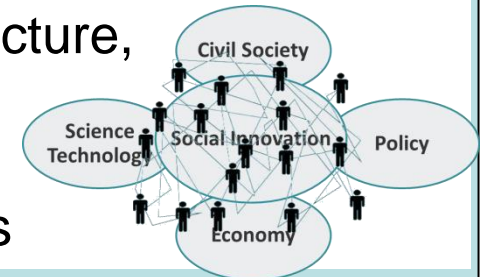# Learnings from two selected projects

KOSI-LAB

dynaklim

Municipal
Social Innovation Labs

Roadmapping
Climate adaptation
with 400 participants

New balance: Location, structure, mandate, competence
for innovation processes
between stakeholder groups

Civil Society

Science
Technology

Social Innovation

Policy

Economy

Citizens should be at the core of the city transformation

Agustín Argelich

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Panel 2: Citizen Centric models to transform urban areas

Agustin Argelich

Digital Technologies International Consultant
Leadership & Innovation professor
Author & Speaker
Member Think Tank Intelligent Community Forum

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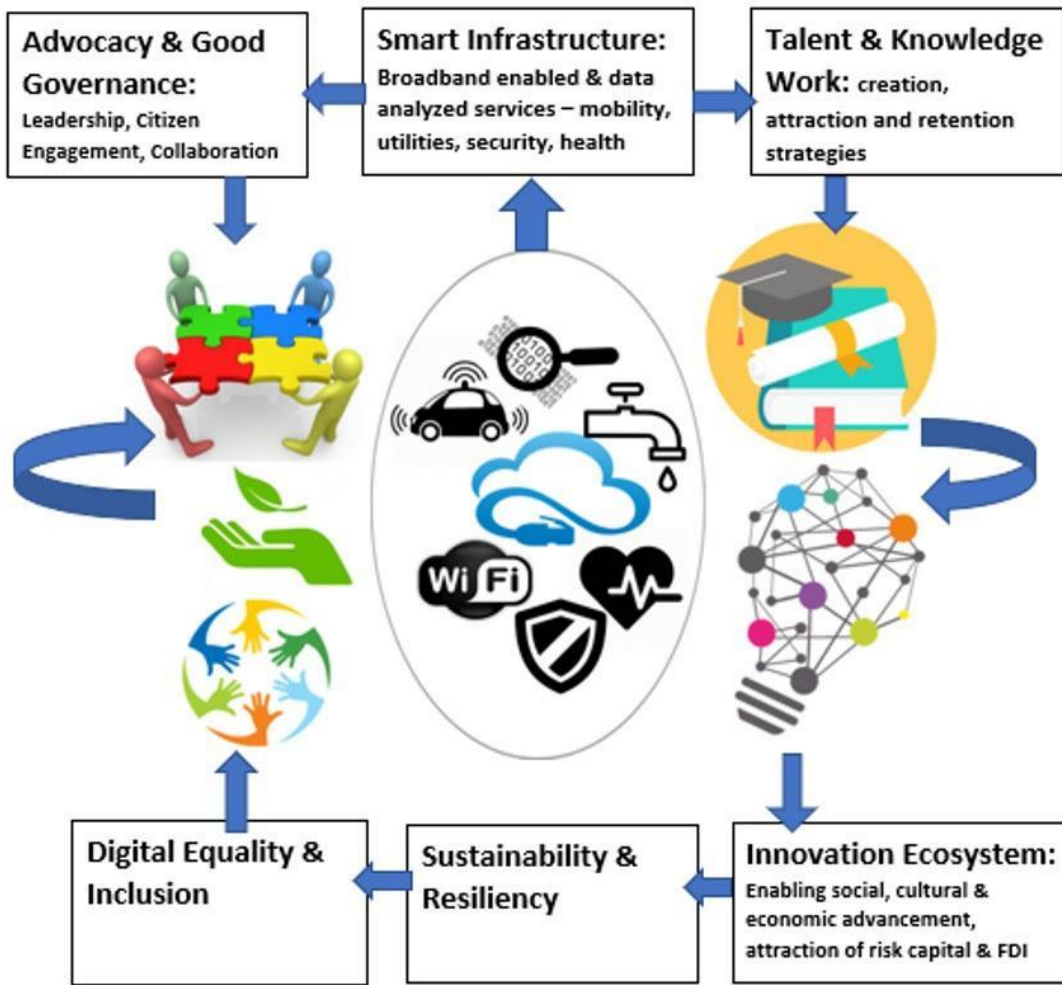🐦 @aargelich

About **Me**

- Born in Barcelona on 1963.
- Telecom Engineer by Ramon Llull University (Barcelona)
- Professor of leadership at Ingenio School (Lleida University).
- Spanish Air Force Lieutenant.
- Author of Analyze, Act, Advance, a book about how to build a virtuous cycle of hope, innovation, renewal, and continuous improvement.
- Principal consultant of Argelich Networks, an independent digital technology and management consultancy boutique.
- For 30 years, I have been leading significant digital technology projects for business and for public entities. Expert in Unified Communications and Collaboration
- Technological Director of the IX Paralympic Games Barcelona'92
- Member of the Society of Communications Technologies Consultants International. I served as board member for 8 years, 7 as Chairman International Affairs Committee and 2 as Vice President.
- Member Think Tank Intelligent Community Forum and of its international jury awarding Intelligent Community of the year.
- Member Digital economy committee Circulo de Economia.
- Before Olympics, I worked as Telecom Manager in Asco Nuclear Power Plant
- I am active member of significant professional and civil society associations.
- Married with Mª Eugenia for 30 years, we are parents of 2 daughters and 4 sons.

Advocacy & Good Governance: Leadership, Citizen Engagement, Collaboration	Smart Infrastructure: Broadband enabled & data analyzed services – mobility, utilities, security, health	Talent & Knowledge Work: creation, attraction and retention strategies
Digital Equality & Inclusion	Sustainability & Resiliency	Innovation Ecosystem: Enabling social, cultural & economic advancement, attraction of risk capital & FDI

Source: ICF Canada

#BETTERFUTURE   @Newcommunities   @aargelich

Smart City projects make cities work better. **Intelligent Communities** are different. They seek to make better cities: places large and small, urban and rural, where citizens and employers thrive and prosper in the broadband economy.

People are at the heart of a holistic approach to creating more livable communities, enabled by technology

In the 21st century it is unlikely that "heroism" will be defined by fighting wars and capturing real estate, or by taking political risk. Rather, a new heroism will come from those who restore heritages, and build great places for people to live and work

Citizens should be at the core of the city transformation

Elisabeth Schmid

iCube
Programme

Director of the
iCube Programme /
Fondazione iCons

Senior Project
Manager at

YOUR is.com

Working in EU funded
projects since 2005

Focus on public
communication,
dissemination,
engagement, social
innovation

More than 15 projects
on energy efficiency and
5 smart cities

A fan of research for
society

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RESEARCH FOR SOCIETY

By creating awareness, triggering engagement, fostering social acceptance to enable innovation ….. and measuring impacts

Engaging and empowering citizens the 3 level framework

EMPOWER

Active and evolving dialogue
Equal power to decide

INVOLVE

Citizens' direct involvement
Think together!

INFORM

Top-down communication practices to raise awareness

Citizens should be at the core of the city transformation

Maite Ferrando

✓ **CONTENTS**
1. Professional background
2. MatchUp citizen engagement strategy (as good practice of urban, top down approach)
3. MyAccesibleEU- innovation tools for citizen movements (as inspiring case "citizen participation" bottom up)

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Maite Ferrando, PhD

PhD in Psychology, Clinical and Behavioural Sciences.
Since 2001 involved in more than 40 international projects related with technology and human processes, including usability and co-creation and, assessment of impact of technology and innovation in behavioural change, quality of life, wellbeing and different psychosocial relevant dimensions.

Different research stays at the University of Oslo, New York Stoony Brook University, Washington University and the University of Berkeley, California, among others, more than 12 research articles published in high impact journals and many diverse technical reports authored.

Scientific or technical advisor in different institution such as the EC (REA, DG CNECT), EIT, AAATE, AAL Joint Programme, etc.

From 2008 to date, Maite Ferrando is CEO of Kveloce I+D+I, R&D consultancy with focus on social innovation and human-centric co-creation and citizen engagement projects, among them, the lighthouse Eu funded project MatchUp.

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Maite Ferrando, Kveloce I+D+I

/ Citizen Centric Models to transform Urban Areas

PRELIMINARY STRATEGY

VIRTUAL WINDOW

PUBLIC LAUNCH

ACTION PLAN DEPLOYMENT & EVALUATION

START: ECOSYSTEM ANALYSIS

VaCabanyal-EDUSI

ENERGY + MOBILITY + ICT + SOCIAL

WP2-3-4 / DISTRICT DOMAIN
V.45 / D.32 + D.33 / A.34 + A.35
(València + Dresden + Antalya)

WP1 / CITY DOMAIN
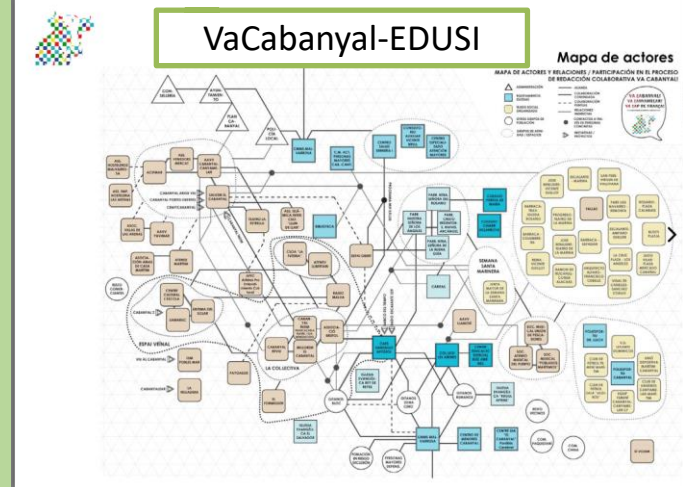(València + Dresden + Antalya + Herzliya + Ostend + Skopje + Kerava)

ECOSYSTEM ANALYSIS

ANALY. EXISTING RESOURCES
– DISTRICT PLANS
(ENER + MOBI + ICT + SOCIAL)
– KEY AGENTS
– PARTICIPATION DEGREES
(INFORM › CONSULT › INVOLVE › COLLABORATE)

ANALYSIS OF THE EXISTING CITIZEN ENGAGEMENT INFRASTRUCTURES AND PROCESSES
(CITY AND PROJECT LEVEL)
VIRTUAL + F2F

CREATION OF DIAGNOSIS WORKING GROUP (D–WG)
PUBLIC and PRIVAT EXPERTS

ANALYSIS OF CITY PLANS

ANALYSIS OF CITY INDICATORS

MATCHING MATCHUP ACTIONS WITH EXISTING DISTRICT PLANS
(ENER + MOBI + ICT + SOCIAL)

D2-3-4.12 (NCES1)
+ **D1.6 to D1.12**
PRELIMINARY DEFINITION OF THE STRATEGY AND INFRASTRUCTURE FOR CITIZEN ENGAGEMENT
(CITY AND PROJECT LEVEL)
VIRTUAL + F2F

WS1 DIAGNOSIS LAUNCH WORKSHOP (DLW)
D–WG + CITY PLANNING AND INNOVATION EXPERTS

VALIDATION OF ANALYSIS AND DIAGNOSIS METHODS

REFINEMENT MATCHUP ACTIONS ACCORDING TO THE EVOLUTION OF DISTRICT REALITY
(ECOSYSTEM FEEDBACK)

CREATION OF THEMATIC WORKING GROUPS (T-WG)
TECHNICAL EXPERTS
ENER | MOBI | ICT | SOCIAL

COMMU-NICATION TOOLKIT

TECHNICAL ACTION PLAN

CREATION OF THE MATCHUP VIRTUAL WINDOW
(INFORMATION AND PARTICIPACION WEB PLATFORM)

WS2 CITY CHARACTERIZATION WORKSHOP (CCW)
D–WG + T-WG + PLANNING AND INNOVATION EXPERTS + STAKEHOLDERS

CITY CHARACTE-RIZATION

WS3 CITY NEEDS AND PRIORITIES WORKSHOP
(CITIZENS' DIAGNOSIS)

CITIZENS FEEDBACK REPORT

CITY DIAGNOSIS
(NEEDS + PRIORITIES)

FINAL ACTION PLAN
(REFINEMENTS)

NEW CITIZEN ENGAGEMENT STRATEGY AND INFRAESTRUCTURE
(CITY AND PROJECT LEVEL)

D.1.4 / D.1.5 SCENARIOS CHARACTERIZATION
T-WG

D5.1 / D5.2 / D5.3 EVALUATION FRAMEWORK

LOCAL COMMUNICATION DESK

MATCHUP MEETING POINT
(OFFICE AND WORK SPACES IN PLACE)

MATCHUP VIRTUAL WINDOW
(INFORMATION AND PARTICIPACION WEB PLATFORM)

DEFINITION PROCESS OF SMART CITY STRATEGIC PLAN
D-WG
T-WG
PLANNING AND INNOVATION EXPERTS
STAKEHOLDERS
CITIZENS

DEPLOYMENT OF CITIZEN ENGAGEMENT STRATEGY

MATCHUP CITY MEETING
(1 per year) OPEN EVENT

MONITORING COMMITTEE
(every 6 months)
[REPRESENTATIVES OF MUNICIPALITY + DRIVING GROUP + CITIZENS + STAKEHOLDERS]

FORUMS
SURVEYS
INTERVIEWS
WORKSHOPS
TRAINNING SESSIONS
FOCUS GROUPS
INNOVATION MAPPINGS

D2-3-4.12 (NCES2)

SPACE OF DECISION MAKING
(on demand)
[DIAGNOSIS WORKING GROUP + T-WG + DRIVING GROUP + CITIZENS + STAKEHOLDERS]

SECTORIAL COMMITTEES + DRIVING GROUP
[THEMATIC WORKING GROUPS + STAKEHOLDERS + CITIZENS]

D1.6 to D11.12 SMART CITY STRATEGIC PLAN

D2-3-4.12 (NCES3)

REPLICATION PLAN + SECAP UPGRADE

DIAGNOSIS AND ACTION PLAN
MATCHING AND REFINEMENT

DISSEMINATION AND COMMUNICATION

IMPLEMENTATION, MONITORING AND EVALUATION

ECOSYSTEM ANALYSIS

DIAGNOSIS - OBJECTIVES
CITY CHARACTERIZATION

COCREATION PROCESS

M06 · M09 · M12 · M15 · M18 · M24 · M36 · M60
M06 · M09 · M13 · M15 · M18 · M24 · M36 · M60
BASE LINE
2018 · 2019 · 2020 · 2021 · 2022

Mapa de actores
MAPA DE ACTORES Y RELACIONES / PARTICIPACIÓN EN EL PROCESO DE REDACCIÓN COLABORATIVA VA CABANYAL

- **MULTILEVEL PARTICIPATION** (inform, consultation, involvement, collaboration, engagement)
- **CLEAR DECISION & INFLUENCE RULES (CO-MANAGEMENT)**
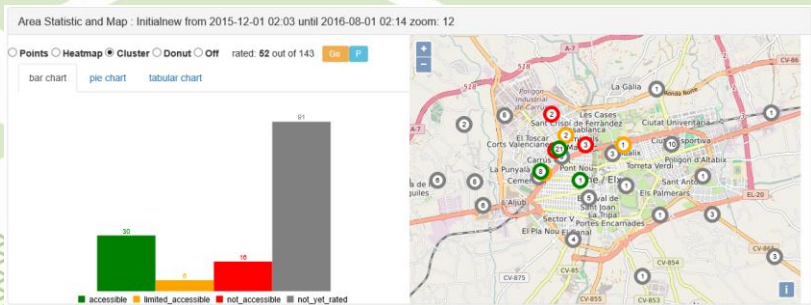- **SYNERGY WITH EXISTING PARTICIPATORY INITIATIVES**
- **SOCIAL INCLUSION**

MyAccessible.EU
Collectively improving accessibility in European cities
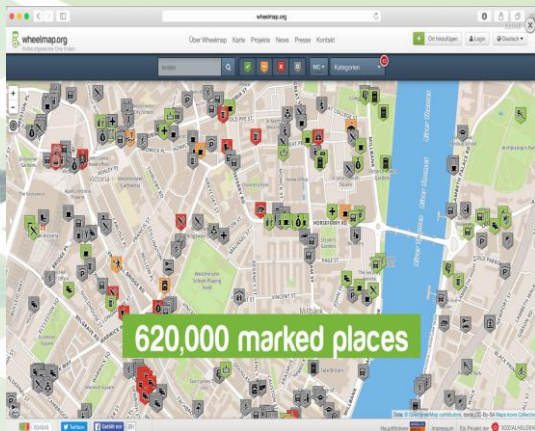
Citizens & Communities supporting accessibility data exchange- Open Data Wheelmap

wheelmap.org
Rollstuhlgerechte Orte finden.

Active participation of end users (mapping parties) in the collection and validation of data - provides an overview of the current situation of the municipality/region about accessibility to public administrations & relevant stakeholders

City policies & regulation on accessibility in different cities, e.g. Heidelberg, London, Vienna, Elche, adopted a participatory approach base don the information collected by the citizens, supported by technologies developed within an Open Data framework

620,000 marked places

Area Statistic and Map : Initialnew from 2015-12-01 02:03 until 2016-08-01 02:14 zoom: 12

Maite Ferrando, Kveloce I+D+I

Citizen Centric Models to transform Urban Areas

Citizens should be at the core of the city transformation

1.

2.

3.

Take your position in one corner of the triangle
(please avoid the „everything middle position")

1. … by enforcing communication about chances, challenges and participation occasions

2. … by using the potential of digitalization to embed citizens

Citizen as core of urban transition **can be <u>engaged</u> …**

3. … by own funding for citizen projects and special budgets

Take your position in one corner of the triangle (please avoid the „everything middle position")

1. … by special resources for participation processes as well as enabling change agents

2. … by a strong political mandate for participation and an intensive adaption of good cases

A structural participation of citizens should be achieved …

3. … by establishing participation as a fixed element of administrative task and processes

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Panel 2: Citizen Centric models to transform urban areas

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Concluding message and vision

THANK YOU FOR YOUR ATTENTION!

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