Briefing workshop 'Designing Social Cities of Tomorrow'

14 -16 February 2012 in Amsterdam
Organised by The Mobile City, Virtueel Platform, and ARCAM.
Website: www.socialcitiesoftomorrow.nl/workshop

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1. General introduction to the workshop

Aims of the workshop

This three-day workshop is part of the international event Social Cities of Tomorrow, in Amsterdam. Workshop participants from various professional and national backgrounds collaborate with local stakeholder organisations on real-world urban issues.

The stakeholder organisations that bring in a case for the workshop are:

1) Office for architecture and urbanism Temp.architecture
2) Cultural institute Stroom Den Haag
3) Housing corporation Trudo Eindhoven
4) Local government Amsterdam municipality, economic affairs

Full descriptions of each case can be found in the Workshop section of the website. Individual case descriptions + additional information are provided in this document.

The aim is to explore how complex issues situated in an urban context can be addressed with the aid of digital technologies. Can we use new media technologies to make our cities more social, instead of more hi-tech? Can we port the collaborative principles from e-culture to urban design? How can digital technologies enable citizens to act on collectively shared issues? And can media technologies bring about a sense of place and connection among urbanites, and a feeling of 'ownership' of their environment? The workshop hopes to contribute to the general debate about new media and urban design.

Complex issues

What's special about these 'complex issues'? They are collective problems that involve multiple stakeholders with often conflicting interests. Short term and long term interests may be incompatible, even for individual stakeholders. There may not be consensus on the formulation of the problem, on the solution, or how to get there. And there are multiple unknown and constantly changing variables. This makes it impossible to propose a solution that is externally applied like a patch on a wound, a 'technological fix'. Instead, such complex questions ask for what is called 'social design', or the making of new collectives: how can we involve the various people and groups who are stakeholders around the issue, and how can we manage their sometimes conflicting interest?

Approach

Heterogeneous teams have been assembled in order to provide each case with the greatest diversity of knowledge and experience. The workshop programme is structured as an iterative process in which the original question is revisited at specific points. A number of external experts are available to assist the teams. Our hypothesis is that collaboration on the basis of team diversity is an appropriate strategy to address complex urban issues, since cities too have been theorized in terms of a meeting of differences, and as problems of organised complexity.

> "Collaboration is inherently composed of two primary components, without either of which collaboration cannot take place: **social negotiation** and **creative output**."
> (source)

Social negotiation during the workshop takes place on at least two levels: between teammates themselves and between the team and actual stakeholders involved in the case. Three days is a short period, therefore the challenge seems to design the road to a potential solution rather than the solution itself. This may involve redefining the initial question too! Teams must find a workable optimum between consensus (everyone agrees; unrealistic in complex urban contexts or diverse teams) and antagonism (unresolvable disagreement; strongest party decides). Can disagreement itself give insight into the problem and in stakeholder viewpoints? Which party should invest what into the collective (and when), and why would they do that? Ideally an optimum is found that results in a mutualistic approach where all parties benefit.

Creative output requires several tools that can aid in tying together a problem analysis (looking at separate parts) and a solution synthesis (putting it all together). The following methods may lead to creative output:

- A stakeholder analysis and mapping of the parties involved (including yourself!) and their interrelations. See here for an explanation.
- A scenario planning that extrapolates present tendencies into the future; teams may design interventions to catalyse or deter developments. See here for an explanation.
- Incubators sessions, i.e. intense pressure cooker sessions with various stakeholders, to build up trust and collaboratively work on solutions.
- Using forms of play as a way to explore and test options in a safe environment. Experts Ekim Tan and Kars Alfrink talk about the potential of play.
- Design for debate, critical design interventions that raise thorny questions and gather people around collective issues. Read more about this approach here.
- Learn from similar cases: study best practices but also beautiful failures. For examples of digital media used for urban issue see here.

Many more possible approaches are described here: http://www.planningtoolexchange.org/tools.
Some of these approaches are explicitly mentioned in the workshop programme. You are free to come up with your own ideas for creative output!

Outcomes

The workshop ideally results in a prototype for an 'intervention' (a product, a service and/or an approach) that addresses the issue brought up by the stakeholder, or the team's rephrasing of the initial question. The outcomes shall be presented in an evening program on 16 February at Mediamatic. Stakeholder organizations have been asked to give a short reaction to these results as well. These stakeholder organizations have also indicated their commitment to continue collaboration with the workshop participants after the workshop itself is over. The approach and outcomes of this workshop in turn inform the overarching conference question on 17 February 2012: how can we use digital media technologies and collaborative principles of online culture to address collective urban issues?

In summary, deliverables are:

1. A prototype of a design intervention for each case-study.
2. A 15 minutes public presentation of the workshop outcomes on 16 Feb.
3. A 5 minute public presentation of the workshop approach and process on 17 Feb., followed by a short interview on stage. Format: three slides with problem – approach – result.
4. Documentation for the event website (text, images, film, code, etc.).

Suggested reading list

This reading list is provided in the hope that it helps participants. No need to read everything (team members could divide readings among themselves). It aims to do 3 things:

1. ==Research== Provide conceptual underpinnings: what type of complex urban problems are we working on? How can we address those issues, and what are helpful concepts and insights?
2. ==Design== Provide more insight into the methods/approaches in social design and social innovation:
3. ==Inspiration== Provide inspiring practical examples: how can digital media and culture be used to solve complex urban issues?

All cases
==Research== Arnstein, Sherry (1969) A Ladder of Citizen Participation.
This old article provides a model (*figure 2*) to assess who has power when important decisions are being made. Valuable to anyone interested in citizen participation, and for the stakeholder analysis.

==Inspiration== Engaging Cities weblog.
Many actual examples of new media and citizen engagement in urban issues.

==Research== ==Design== Leadbeater, Charles (2007) Remixing Cities: Strategy 2.0.
Explores how co-creation and innovation can transform public services and unleash the talents of all citizens.

==Design== Sanoff (2008) Multiple Views of Participatory Design.
Nice historical overview of participatory design approaches.

==Research== Planning Tool Exchange: Resources.
Collection of publications about participatory planning.

==Design== Planning Tool Exchange: Tools.
Great overview of possible tools for participatory design.

==Inspiration== Planning Tool Exchange: Projects.
List of case studies and examples of participatory design.

==Research== ==Design== Nesta (2011) Social by Social.
New technologies are changing the way we engage communities, run companies, deliver public services, participate in government and campaign for change. A handbook for social change using digital technologies.

==Research== ==Design== Young Foundation (2011) Design for Social Sustainability: a framework for creating thriving new communities.
This report sets out a framework and online resource for built environment professionals and policymakers involved in planning, design, and creating communities and cities. It finds that communities that do not work socially, at best fail to flourish, or at worst, spiral into decline.

Case 1
==Inspiration== STEALTH.unlimited. Open Futures, still here to be claimed.
Ongoing research that investigates large vacant urban areas. These sites have been 'waiting' for decades and didn't develop.

Case 2 + Case 3
==Inspiration== IDEO (2011) Vibrant Cities.
How might we restore vibrancy in cities and regions facing economic decline? OpenIDEO challenge about revitalising struggling cities around the world, with many examples. The challenge funnels in from inspirations > concepts > final concepts > winning concepts. Have a look at the winning concepts.

Case 4
==Inspiration== Citizen 2.0: 17 examples of social media and government innovation (2011).
New technologies are providing a unique opportunity to make governments more innovative and cost-effective and to

make citizens more engaged and goal-focused for the common good.

Waag Society (2011) Apps for Amsterdam, a city opening up.
Over the course of just a few years, open data moved away from the avant-garde to the heart of public policy development. A report on opening up data in Amsterdam.

2. Practical information

Entry fee

The entry fee for the workshop is €50 (please bring in cash to the registration desk on Tuesday morning 14 Feb). Workshop participants get free access to the conference on 17 February.

Location, time

Overview of all locations:

1. The preconference workshop takes place from 14-16 February at ARCAM, Prins Hendrikkade 600, 1011 VX Amsterdam. Location on Google Maps.
2. The prototyping during the workshop takes place at Waag Society's FabLab, Nieuwmarkt 4, 1012 CR Amsterdam (that's the medieval building in the centre of the Nieuwmarkt Square). Location on Google Maps.
3. The public presentation of the workshop outcomes takes place on 16 February 2012 at Mediamatic Bank, Vijzelstraat 68, 1017 HL Amsterdam, with dinner starting at 18:00. Location on Google Maps.
4. Social Cities of Tomorrow takes place on 17 February 2012 at MC Theater, Westergasfabriek, Amsterdam. Location on Google Maps.

The consulting/ideation/hacking session with Pachube's Amsterdam chapter takes place somewhere in the vicinity of ARCAM (exact spot to be announced).

Accommodation See the combined map with all event locations for a number of suggestions in various price ranges. Also check out the accommodation page on the iAmsterdam website, which has a hotel comparison tool.

Getting around You can rent a bicycle at one of the many bike rentals in Amsterdam. If you travel with public transport, use this map to see which tram/bus/metro to take. If you're staying in Amsterdam a few days longer you may want to consider getting an iAmsterdam City Card. Here's more information on getting around in Amsterdam.

The workshop Designing Social Cities of Tomorrow is organised by The Mobile City and ARCAM, in partnership with Mediamatic. The workshop is made possible by a generous contribution from the Pauwhof Fonds and Stichting DOEN.

Each team is assisted by one of the workshop organisers:

Michiel de Lange [tel nr.] – [e-mail] (Case 1)
Martijn de Waal [tel nr.] – [e-mail] (Case 2)
Merel Willemsen [tel nr.] – [e-mail] (Case 3)
Olga Paraskevopoulou [tel nr.] – [e-mail] (Case 4)

Expanded programme overview

Below the workshop programme (left) and further details (right). The schedule is open for on the fly improvisation.

Day 1: Tuesday 14 February	Stakeholder day – research & analysis
Day 1: Tuesday 14 February 09:30 Registration participants. 10:00 Welcome by ARCAM; introduction of the goals and approach of the workshop by The Mobile City. 10:30 Short introduction by all workshop participants. 11:00 Coffee break. 11:15 Plenary introduction of the 4 workshop cases by stakeholder organizations. 12:15 Lunch & team discussions. Group members get to know one another and divide various roles among themselves (can be changed during the 3 workshop days), such as process manager (keeping an eye on time), spokesperson, discussion leader, documentation, visualization of ideas. 13:15 Departure to case locations; on-site introduction to local setting and issues; meeting and/or mapping stakeholders. The goal of this afternoon is to get a sense of the actual issues at stake from the perspectives of the various (latent) stakeholders. How can we best define the central issue at stake? Who is involved or should be involved? Who is not engaged, and why have they so far not engaged with the common issue? What are the various overlapping and conflicting interests of stakeholders? 18:00 End + drinks 19:30 Dinner at Thai Restaurant Siam (optional, not covered by workshop budget)	**Stakeholder day – research & analysis** *Morning:* Michiel and Martijn from The Mobile City give a short introduction to the workshop aims and approach, and the potential of digital media for urban issues. The four stakeholder organisations present their cases. They're not present on day 2 and 3 (except in the evening), so this is your chance to gain a deeper understanding of the challenges, urgency, and stakes. (They remain available by phone or email.) *Lunch:* You will have some time together with your team. You can divide roles among the team members: a spokesperson, someone who sketches and visualises ideas, someone responsible for process documentation (photos and text), and so on. Feel free to change roles during the 3 days. *Afternoon:* Teams can go on a fieldtrip with the stakeholder organisation. Team 1 visits Zeeburgereiland, team 2 goes to Den Haag, team 3 travels to Eindhoven. Team 4 does not need to travel to a specific location. However, we are trying to arrange a relevant fieldtrip to get acquainted with the city, gain knowledge of successful practices and particular problems that need to be addressed. Teams make a stakeholder mapping (a kind of SWOT analysis + interrelations). They can start to think of an intervention. What is needed for parties to contribute to the collective issue? The overall goal of day 1 is to map the situation and discern enabling factors and constraints. Teams can prefigure ways to creatively use ICT developments.
Day 2: Wednesday 15 February 09:30 Coffee 10:00 Talk by Ekim Tan about the Play Noord! project, which uses a game approach in collaborative neighborhood planning. 10:30 Group sessions, analysis, reformulating hypothesis on the basis of fieldwork/research. 11:30 Coffee. 11:45 Group sessions continued: development of future scenario's.	**Development day – hypothesis, ideation, prototyping** *Morning:* The day starts with an inspirational talk by Ekim Tan about the Play Noord! project. Based on their fieldwork findings, the teams revisit the initial question, may work on a scenario planning for the case, and begin the ideation phase to translate a hypothesis into a prototype (an object or service that intervenes in the issue and that can be tried out later). Consultation with external expert is also possible in the morning.

13:00 Lunch; each group will give a brief presentation about their progress and ideas.

14:00 Designing prototypes; consultation of experts. Groups develop a design intervention that enforces, subverts, or intervenes in one or more of their scenarios. Two experts are available for consultation. Optionally, groups can make use of Waag Society's Fablab facilities for prototyping until 17:00. In addition, the Amsterdam Pachube community will be available this afternoon as well for consulting/ideation/design/prototyping help/etc.
15:30 Tea break.
16:00 Continue working on prototypes; consulting experts.
17:00 Finish Fablab and Pachube session, return to ARCAM

17:30 Pizza party & evening programme starting at 18:00: Premsela Institute presents Trust Design.
19:00 End of the programme.

Lunch: During lunch each team makes an informal pitch about the ideas, process and progress (they can show their mapping of stakeholders and scenario's developed). This way, organisers and experts get an update and can get involved in the process.

Afternoon: Teams (or team members) have the opportunity to visit Fablab in the Waag. At the end of lunch Bas van Abel comes to the workshop venue to talk about the Fablab facilities and accompany you to the location. In addition, Ed Borden and the Amsterdam Pachube community will be available in a location nearby for consulting, ideation, design, prototyping help. Ed Borden too will briefly introduce his team at the end of lunch.

The goal of day 2 is to develop a hypothesis about what should happen and a prototype for an intervention. By the end of this day teams should be ready to run some try-outs for the next day morning session.

Day 3: Thursday 16 February
09:30 Coffee.
10:00 Prototype development and try-out; further on-site research and testing if needed (until lunch; teams can split up).
11:00 Coffee.
11:15 Two other experts are available to help fine-tuning prototypes; update and finalisation of prototype.

12:30 Lunch.

13:30 Working on presentations at Mediamatic + the Social Cities conference.
17:30 End.

18:00 Dinner at Mediamatic.
19:30 Doors open for public.
20:00 Introduction, start presentations.
21:00 Break.
21:15 Response by stakeholder organisation + discussion.
22:00 Drinks.

Try-out day – testing, presenting
Morning: On Day 3 you fine-tune ideas and prototypes. Two other experts are available to facilitate the process, provide feedback, and help with final tweaks. Teams test the prototype on-site, or they may be able to arrange a user panel at the workshop venue, or they can think of some other external feedback opportunity. The testing phase provides support for your hypothesis (or refutes it, then you have a beautiful failure). It takes the workshop outcome a crucial step beyond merely generating ideas.

Afternoon: After lunch, teams finalise their design intervention and prepare a presentation for the evening and the conference on the next day. The evening presentation (max. 15 minutes) should focus on the hypothesis about the case, the suggested solution and a demonstration of the prototype. It is up to the team to decide how the presentation looks: a few slides, other visual elements, a role-playing game, or some other form. Bear in mind that some visitors of the evening programme have no background knowledge on the cases. Stakeholder organisations provide feedback on the results in a brief statement, and engage in dialogue with the participants, and discuss possibilities for future cooperations.

The goal of this day is to test the hypothesis with a prototype, to communicate about the process and findings, and to reflect and formulate a (temporary) conclusion about the potential of using digital media for complex urban issues.

Day 4: Friday 17 February	Presentation at SCoT conference
14:30 Public presentation during the conference, with a focus on method and process.	>> *Participants get free access to the conference* << One or two members from each team give a 5 minute presentation, focussing on how your team approached and analysed the issue at stake. We suggest to make two simple slides: one displaying the issue and one showing the prototype. The moderator will then briefly interview the team, focusing on the process, and invite presenters to show their iterations.

List of facilities + available materials

At ARCAM we have four separate working spaces with internet connection, print/copy machine, whiteboard, crayons, flip-overs, and so on.
Fablab has a nice equipment, among others a laser cutter, milling machines, 3D printer.
Pachube crew will bring laptops, paper, post-its, and so on.
If any specific wishes come up during the workshop, we are available to help!

List of participants [e-mail addresses removed]

Case 1	Case 2
Tom van Arman Christina Franken Nikitas Gkavogiannis Aleksandra Uzelac Jon Stam	Thijs van Oostveen Niels de Vries Humel Yulia Kryazheva Desislava Staykova Lawrence Bird Gyorgyi Galik Koen Martens
Case 3	Case 4
Ellen Holleman Lara Simons Thomas Laureyssens Marc Böhlen Sander Baumann Panos Mavros Nicole Martin	Zdravka Paskaleva Newman Ohyoon Kwon Bram Geenen Attila Bujdoso Galateia Iatraki Francesco Bombardi Ekmel Ertan

More information about the participants: http://www.socialcitiesoftomorrow.nl/workshop/participants.

3. Specific information for each team

Case description + expected outcomes + additional info

[see separate case descriptions here]

Stakeholder organisation contact details

If you have anything to ask or discuss with the stakeholder organisation, here's how to get in touch:

[contact details removed]