

Crowdsourcing the City

Preliminary Program

April 24, 2018

9:00am – 9:10am: Welcome Remarks

9:10am – 9:30am: Host City Highlights

The Greater London Authority will present its experience to date, including successes, implementation models and rationale, as well as current results and a social impact study they have carried out.

Opening Keynote by Sadiq Khan, Mayor of London (to be confirmed)

9:30am – 10:15am: 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?

10:15am – 10:45am: Networking Break

10:45am – 11:45am: Presentations & Discussion: Democratizing Local Development

Due to the technocratic nature of the planning and building sector, decision-making has traditionally been limited and a top-down process. Crowd urbanism is part of a wider trend of the digitisation 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?

11:45am – 12:45pm: Presentations & Discussion: 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-centered 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 revitalization and development strategies? What opportunities can come from greater community 'buy-in'? Can crowd-urbanism help mitigate homogeneous, globalized, and 'placeless' urban development?

12:45pm – 1:45pm: Lunch

1:45pm – 2:45pm: Presentations & Discussion: 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 digitize approaches for sensing community needs in order to increase the social impact of projects?

2:45pm – 3:45pm: Presentations & Discussion: 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 unique citizen and user perspective 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?

3:45pm – 4:15pm: Networking Break

4:15pm – 4:25pm: Spotlight: Empowering Development Stakeholders: The Future of Planning, Digital Tools, and APIs

4:25pm – 5:30pm: Workshop: Looking Towards the Future of Crowdsourced Cities

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 the property and development sector? Can new technologies, such as blockchain and augmented reality, help bolster the use, transparency, and impact of crowdsourced urbanism?

5:30pm – 6:00pm: Closing Town Hall Discussion

6:00pm – 6:10pm: Final Remarks

April 25, 2018

9:00am – 3:00pm: Optional Masterclass

Hosted by Project for Public Space, on April 25th we will offer an optional masterclass for development stakeholders looking for a hands-on course and simulation exercise for implementing crowd urbanism tools within the placemaking process.