



EUROPEAN COMMISSION

Directorate-General for Energy and Directorate-General for Mobility & Transport

ENER/MOVE.SRD.2

LEARNiNG & DeVelopmENt

DG ENER Lunchtime Conference

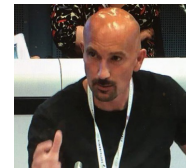


City-zen Roadshow:

Co-creational approach promoting happier, healthier and more connected communities

Speaker: Prof. Dr. Craig Lee Martin,

TU Delft (NL) & UCLan (UK) | Leader - City-zen Roadshow



Introduction: Haitze Siemers

Please enrol via [SYSLOG](#)

9 October 2019

12h45 - 14h15

BXL: DM24 03/47

Topic

Creative and radical solutions are key to ensure future carbon neutrality and family wellbeing at the heart of local communities. But the solutions are complex, and if delivered conventionally may have the effect of alienating local stakeholder audiences. For stakeholder engagement, experts must make a point of exercising and advancing verbal, graphical and pedagogic communication skills that enthuse and inspire communities. The 'City-zen' Smart City project has developed the 'Roadshow' methodology and engaged in one-week live, co-creation initiatives in several cities, meeting the challenge of delivering sustainability expertise locally.

Speaker(s)

Craig Lee Martin is a Professor of Architecture at the Grenfell-Baines Institute of Architecture (UCLan) and TU Delft. He has led and developed the City-zen 'Roadshow'. With a specialism in sustainable urban design and co-creational methods he continues to advance ways of bringing stakeholders into the creative process. Demonstrating that sustainability is not only for experts, but for anyone, of any background who simply want a future for their local communities.

The Roadshow

The Programme: 12h45 - 14h15

12:45 - 12:55 - Welcome & Introduction

12:55 - 13:15 - What is it?

13:15 - 13:30 - Challenges? Successes? (Case study: Nicosia)

13:30 - 13:45 - Where next?

13:45 - 14:00 - What next?

14:00 - 14:15 - Questions?