The City-zen Roadshow: co-creative urban design approach showing cities the way towards sustainable city agendas

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City-zen project

- Co-funded by the 7th Framework Programme of the EU (FP7): Amsterdam & Grenoble
- Develop & demonstrate zero energy cities
- Motivate & empower end-users to a long term energy saving attitude
- The Roadshow: good practice of disseminating the methodology & knowledge of the City-zen project to other cities
The Roadshow: co-creative urban design approach

• **Citizens** are placed in heart of the creative process to develop designs, strategies, guidelines and timelines at all city scales.

• **The Roadshow in figures:**
  - 4 cities visited (3 months preparation per city)
  - 5 days onsite in each city
  - 7 international sustainability experts
  - 6 cities to go

• **Trust:** Citizens need to believe in the process, objectives and solutions, no matter how radical or unfamiliar
What do cities learn from the experience?

- **Glocal knowledge & skills:** mix of global professional expertise & local stakeholders’ energy and knowledge of context
- **Individual perspective:** activities & serious games relate to the people and their experiences, which is later expanded to a city-wide scale
- **Homegrown** solutions stay with people: responsibility is key to take the city vision forward towards realisation
Thank you!

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