

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



Dr Craig Lee Martin



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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

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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

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What do cities learn from the experience?

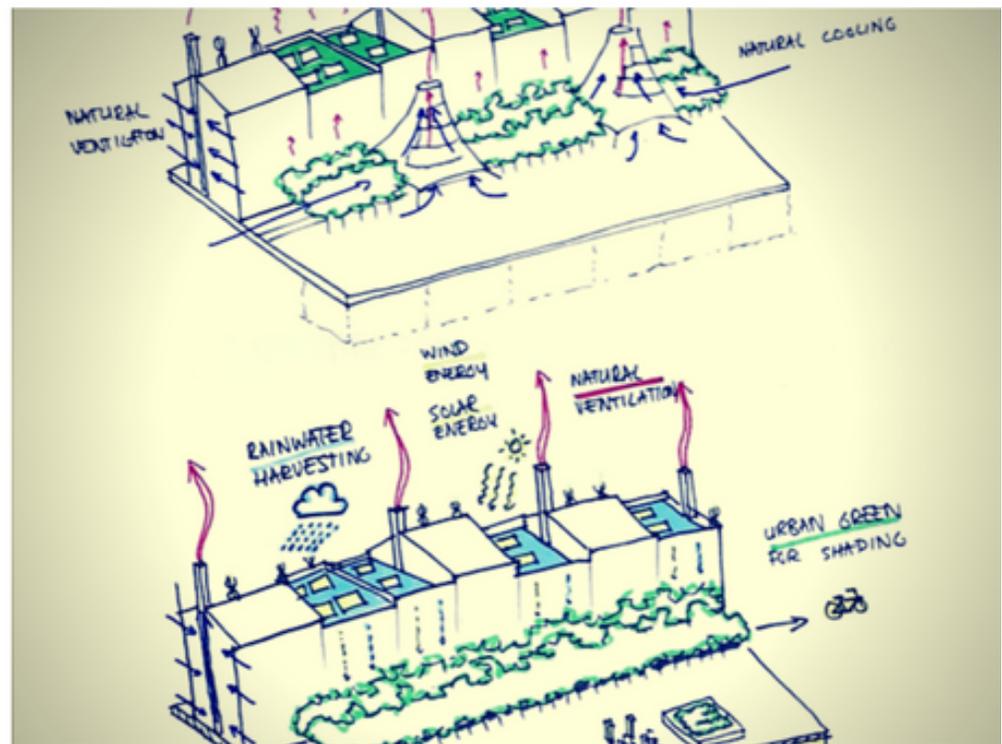
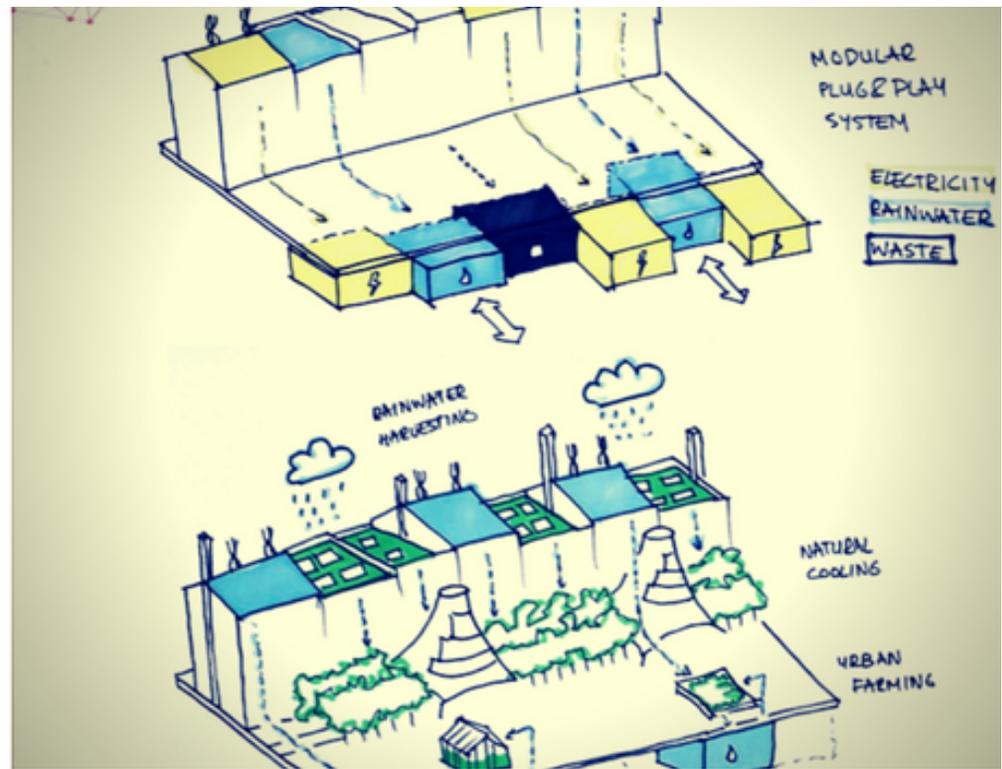
- **Glocal knowledge & skills:** mix of global professional expertise & local stakeholders' energy and knowledge of context
- **Individual perspective:** activities & serious games relate to the people and their experiences, which is later expanded to a city-wide scale
- **Homegrown** solutions stay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

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Thank you!



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