



The CITY-ZEN 'ROADSHOW'

A Co-creational 'Tool' that helps
Cities get to Zero-Energy

PARTICIPATORY CITY MAKING LAB

The city is ours. Well, if so, how can we make it together?

BORDER SESSIONS



Presented by
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THE 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 TOOL

- **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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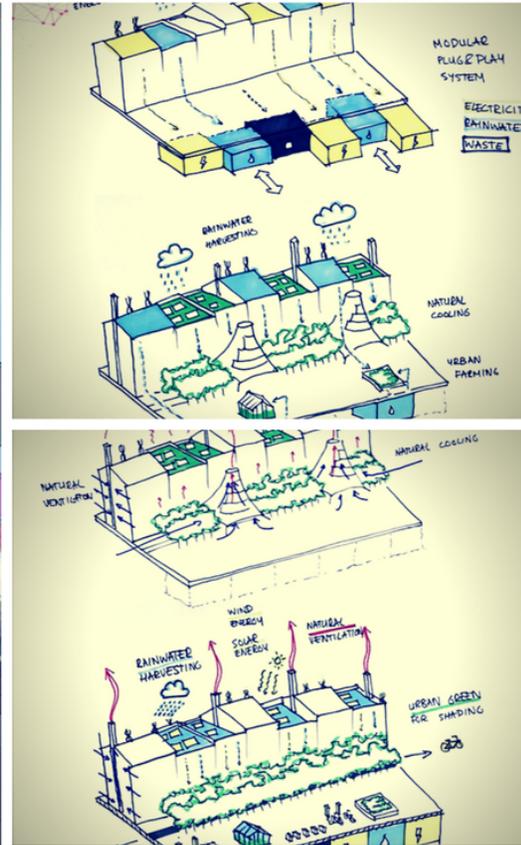
WHAT DO CITIES LEARN?

- **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 realization

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THE WORKSHOP

- Presentation of what goes on before, during & after a Roadshow.
- A few City Case Studies of the 'Sustainable City Visions' created.
- Brain storm on how to encourage stakeholders to get involved with what could be seen as a highly expert occupation. What are the techniques?
 - **BEFORE**
 - **DURING**
 - **DAY-BY-DAY**
 - **AFTER**

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THANK YOU! LEAD NOT ONLY FOLLOW



@CityzenRoadshow



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