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Creative Cities

British Council

Programme

11:45 Introduction to British Council and Creative Cities

12:00 Future City Game task

12:20 Urban Ideas Bakery task

12:40 The city and art

12:50 Questions and further resources

13:00 Finish.

Tweets

#CLESSummit



Make your city a better place to live in



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British Council

British Council

Working together to build next generation Europe

Addressing shared challenges

- English
- Arts (creative & knowledge economy)
- Education and Society



Make your city a better place to live in



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Creative Cities

Creative Cities aims to help make cities a better place to live, work and play

... new tools to stimulate social innovation and creativity and new thinking across Europe

... new opportunities for urban influencers throughout Europe to share knowledge and ideas



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Three core activities



**Future City
Game**



**Urban Ideas
Bakery**



Urban Forum

Creativity

What is creativity?

Tackling challenges in new ways

Being responsive, agile – going BOING.

Two main types of creativity

Narrow – artists, architects

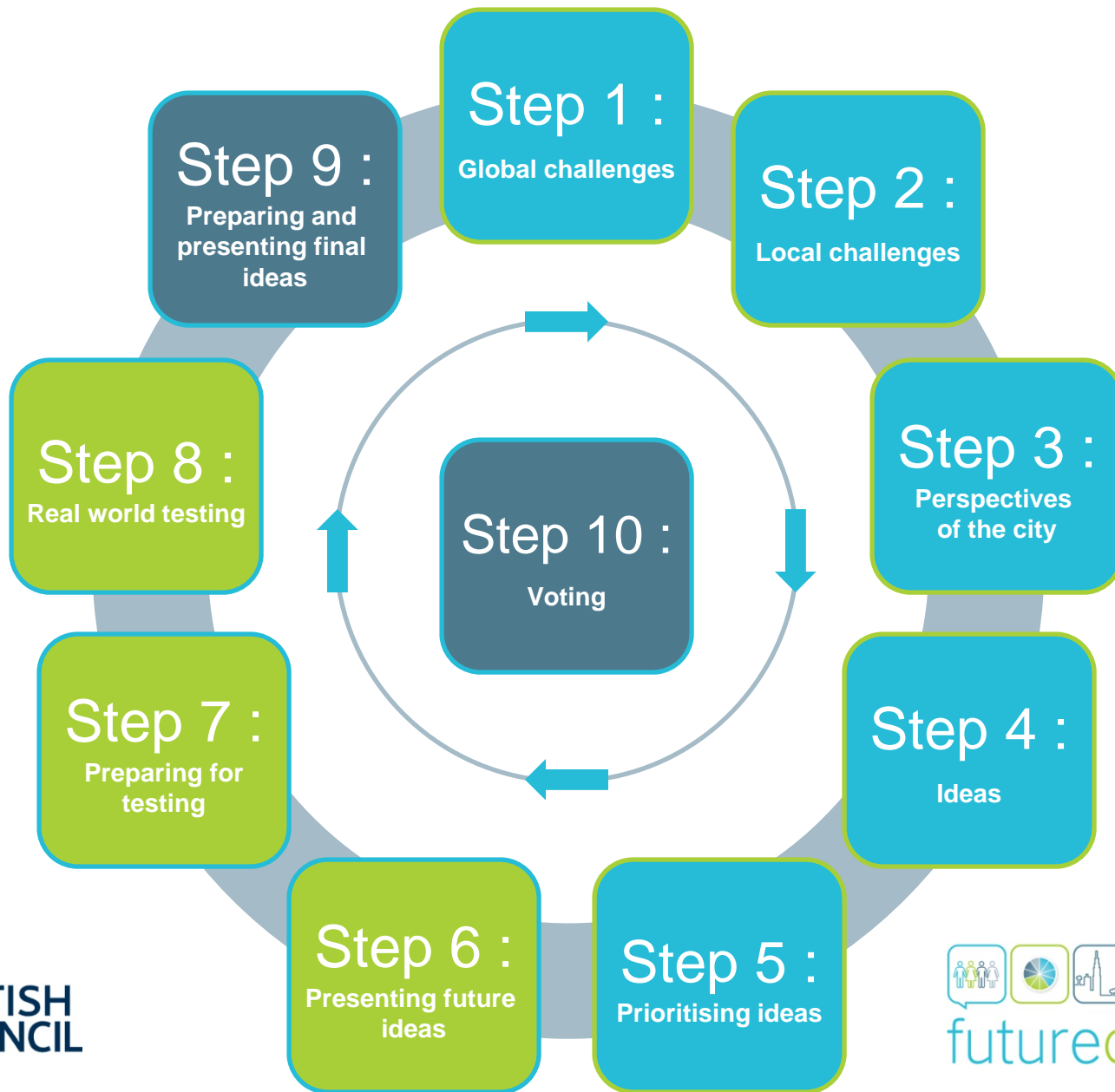
Broader everyday inclusive – use resources efficiently,
doing things differently



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Step 3 : Perspectives of the city

1. Cities need to be able to balance economic, social, cultural and environmental challenges
2. Use one PIE chart without holes to show how much emphasis you think is placed on different types of challenges currently in (*insert name of city/location*)
3. Place the PIE chart in the middle of the game board
4. Now look at your global and local challenges for the future
5. How does the balance in (*insert name of city/location*) need to change to address these challenges?
6. Use the PIE chart with holes to show the balance you would like to see in (*insert name of city/location*) in the future.
7. Place the PIE chart on top of the first PIE chart
8. This is your vision of the future for (*insert name of city/location*)

ECONOMIC

'the wealth of the city'

- Jobs and employment
 - Business
 - Investment
 - Skills

ENVIRONMENTAL

'the nature of the city'

- Public space
 - Waste
 - Energy
- Topography and landscape

The structure of your city : four perspectives

SOCIAL

'the wellbeing of the city'

- Welfare
- Housing
- Crime and justice
 - Health
 - Education
 - Happiness

CULTURAL

'the life of the city'

- Diversity
 - Faith
- Arts and events
- Leisure and play

Task 2 – Selecting solutions to take forward

Task 1 – Develop concepts for solutions

Task 2 – Selecting solutions to take forward

Task 3 – Planning the long-term business case and a test of the solution

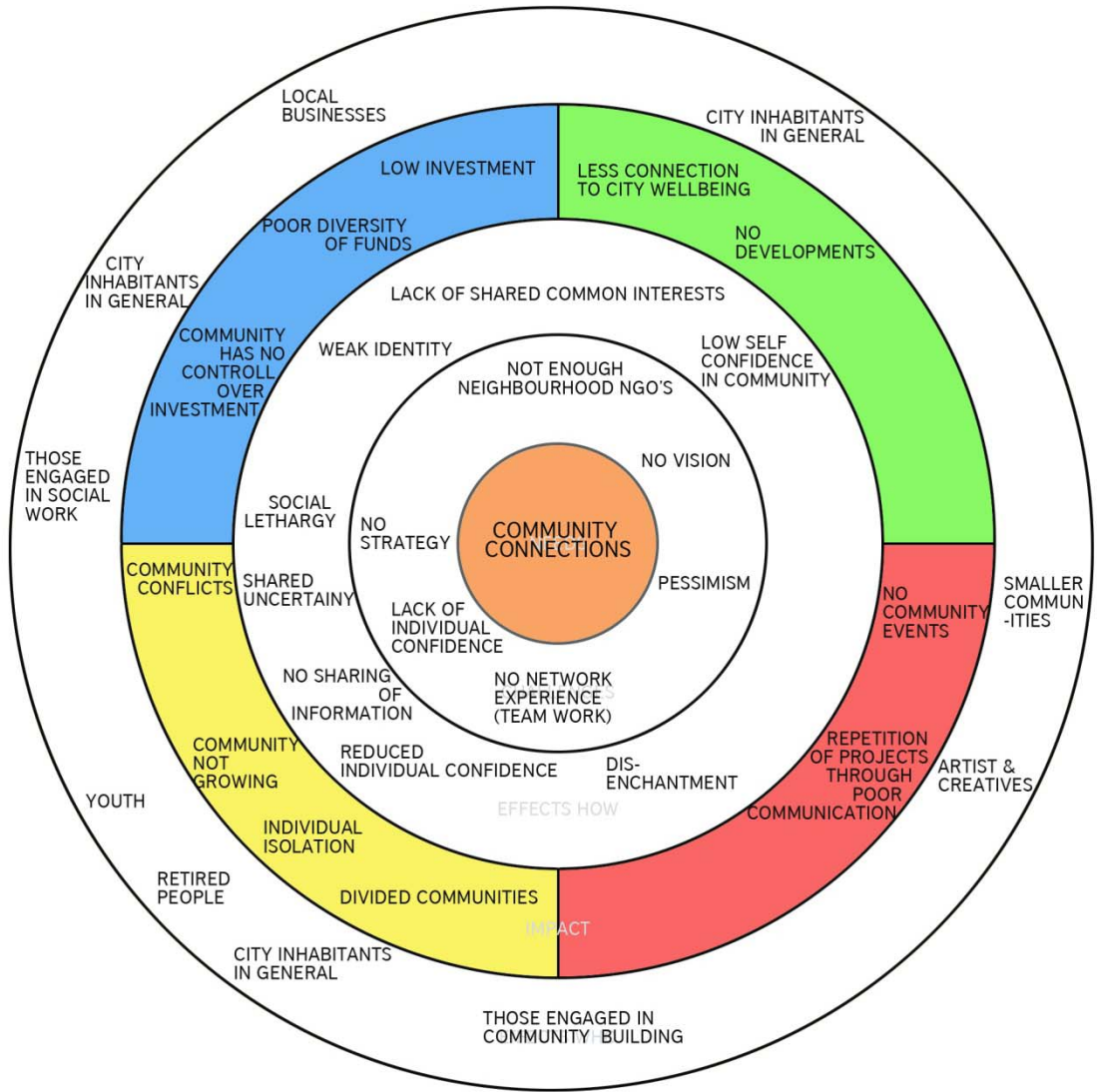
Task 4 – Test your solution

Task 5 – Present your business plan



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- ECONOMIC
- ENVIRONMENTAL
- SOCIAL
- CULTURAL

The story of a problem

Needs

Challenges

Users- people effected

Negative (and positive) effects

Negative (and positive) impact





-  ECONOMIC
-  ENVIRONMENTAL
-  SOCIAL
-  CULTURAL

British Council

Moose and Reverse Graffiti



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Rebuilding Aarhus with Lego



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Evaluation



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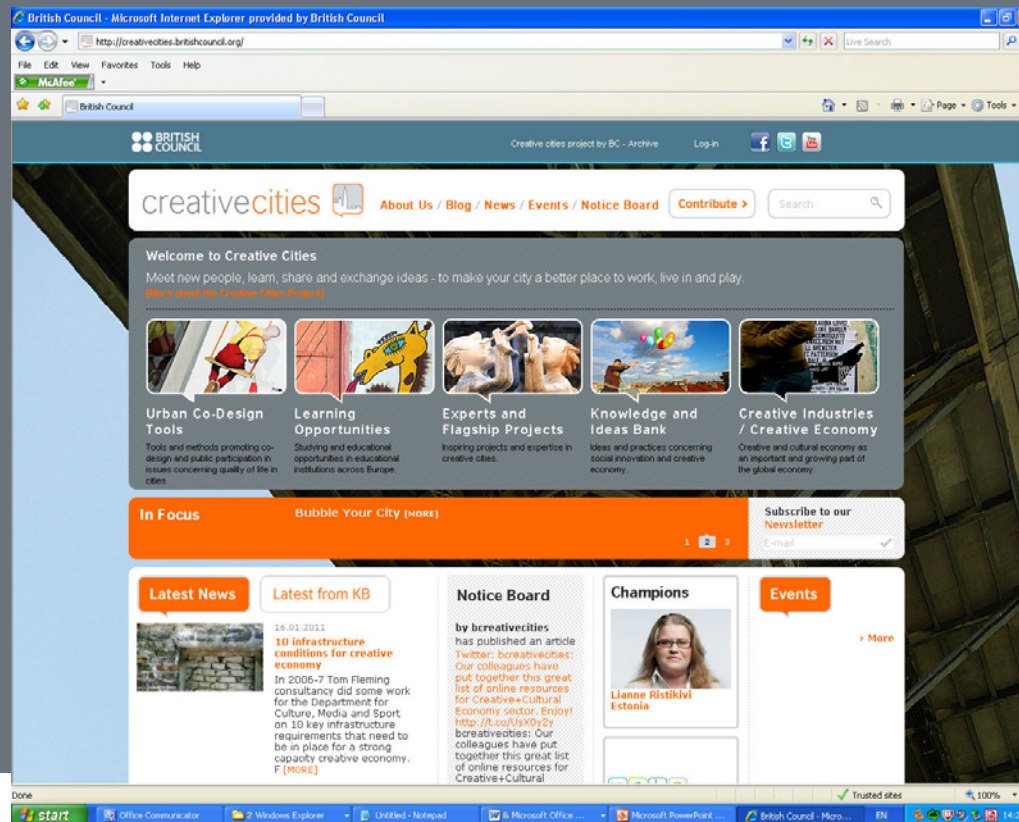


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Closing words

Get involved!

- Twitter @bcreativecities
- <http://creativecities.britishcouncil.org/>



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Also look at:

-The Breakthrough Cities report



British Council

Thank you!

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