

INNOVATING in URBAN SPACES  
by  
INNOCAMP PL/ ASHOKA

# Future Divercities





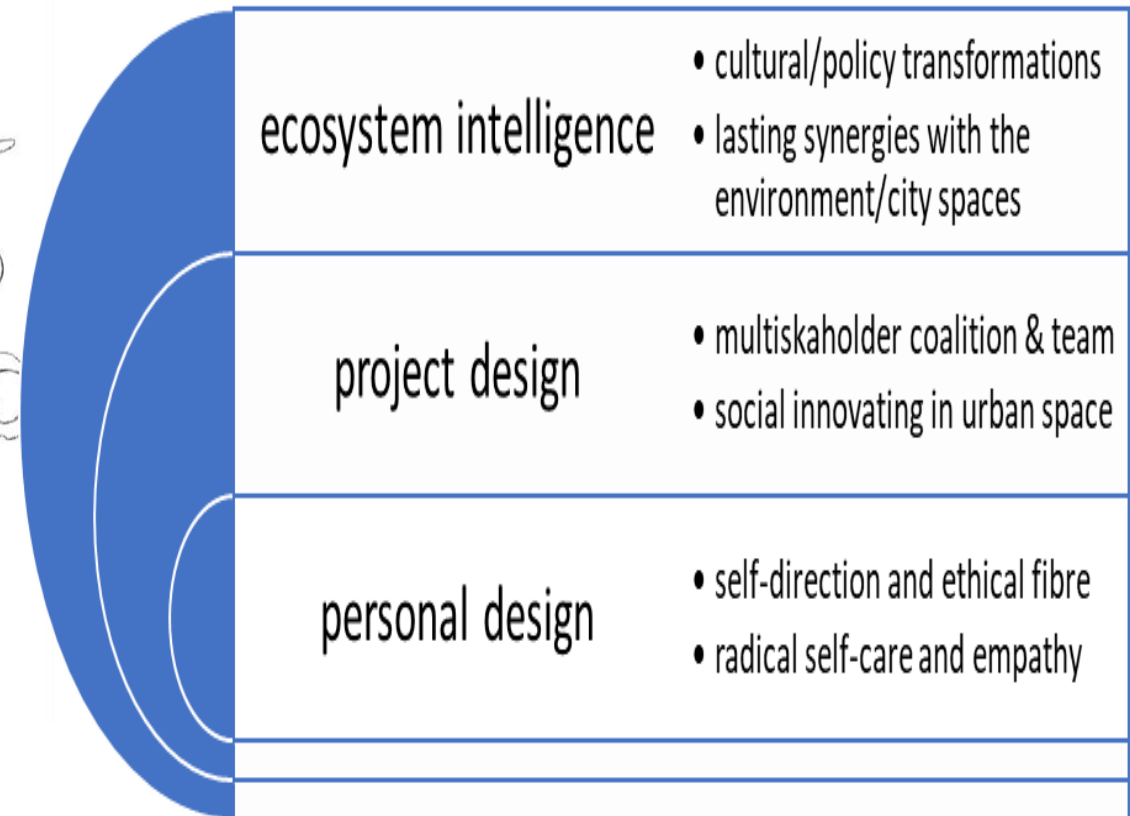
# Future Divercities

Re-imagine culture-led regeneration of 9 urban empty spaces in an ecological way.

# Changemakers' capacity



## Ashoka/INNOCAMP PL course:





## Concept (Evers, 2014)



**Innovation** turns **ideas** into practical approaches, coping strategies and solutions; marked by a high degree of risk and uncertainty disruptive towards the routines and structures prevailing in a given (welfare) system or local setting (adopted as better in retrospective) .’



# Spatial dynamics at systemic level

- resilience of natural and built environment for re-engaging vulnerable populations;
- cycles, feedback loops, continuous change in crossscale dynamic (urban to regional to national to global) with linked interactions in social networks;
- collective/institutional change in mindsets behaviours, policies, procedures to address underlying structural causes of seemingly intractable challenges
- urban processes connecting social and ecological challenges to sustainable development/regeneration supporting cohesion,

# Technical/Transformational

<b>“Collaboration as Usual”</b>	<b>Collaborative Innovation Approach</b>
Begin with what everyone can agree to	Start with a powerful goal
“Open Door” Policy	Be highly selective in choosing participants
Get the “decision-makers” in the room	Get the whole system in the room
Work, and then present the work to stakeholders	Work in real time (with everyone in the room)
Keep pushing for alignment and pushing back resistance	Leverage the underlying political and cultural tensions
Focus on programs that the decision-makers believe will be most effective	Build empathy and insights about what people are really experiencing
Just give people the info they need to fulfill their role	Build a collective view of the whole system
Conduct research and data analysis and present it	Make sense of the system together
Only make the solution after you’ve made the decisions	Prototype early and often



# Impact as mindset shift in Ashoka

- 87% Ashoka fellows indicated shaping the laws and policies, and out of their organisations, 25% indicated that they were instrumental in the adoption of a law or influencing a governmental policy.
- 88% of organisations surveyed indicated their initiatives are geared towards behavioral/mindset shift in some way mostly through encouraging people to think differently about the problem and then they further influence others to change their perception and lived experience (56%).
- These are strong indicators of these organisations moving the wheels on systems change and framework change.

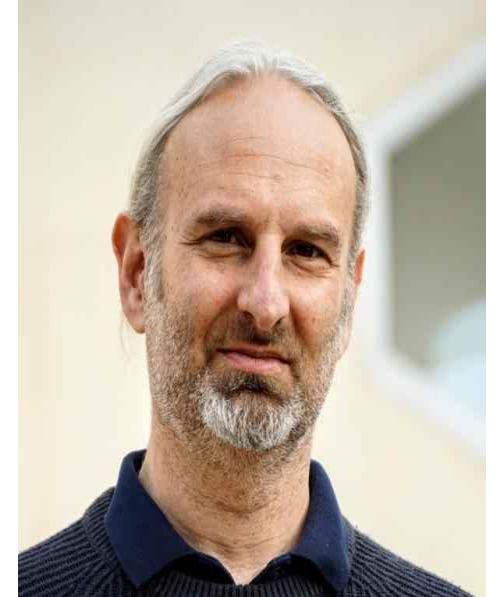
# Dan Archer – Happy City Lab

## Challenge and strategy

- Dan Archer is using creative placemaking to combat the isolation and separation between urban residents and build a shared sense of belonging. In doing so, he encourages citizen ownership of public spaces and invites residents to take responsibility for their city, ultimately leading to a more active and empowered citizenry.
- Through participative installations he creates opportunities for people to meet, connect, and have a meaningful interaction with a stranger, eventually regaining trust in their fellow citizens, which makes for a more welcoming, regenerative city. Furthermore, through fun and interactive projects, people feel that something is happening in their city, making it a place truly worth living in.

## Ashoka fellow scaling/networking


<https://happycitylab.com/en/videos/>





# happy city lab

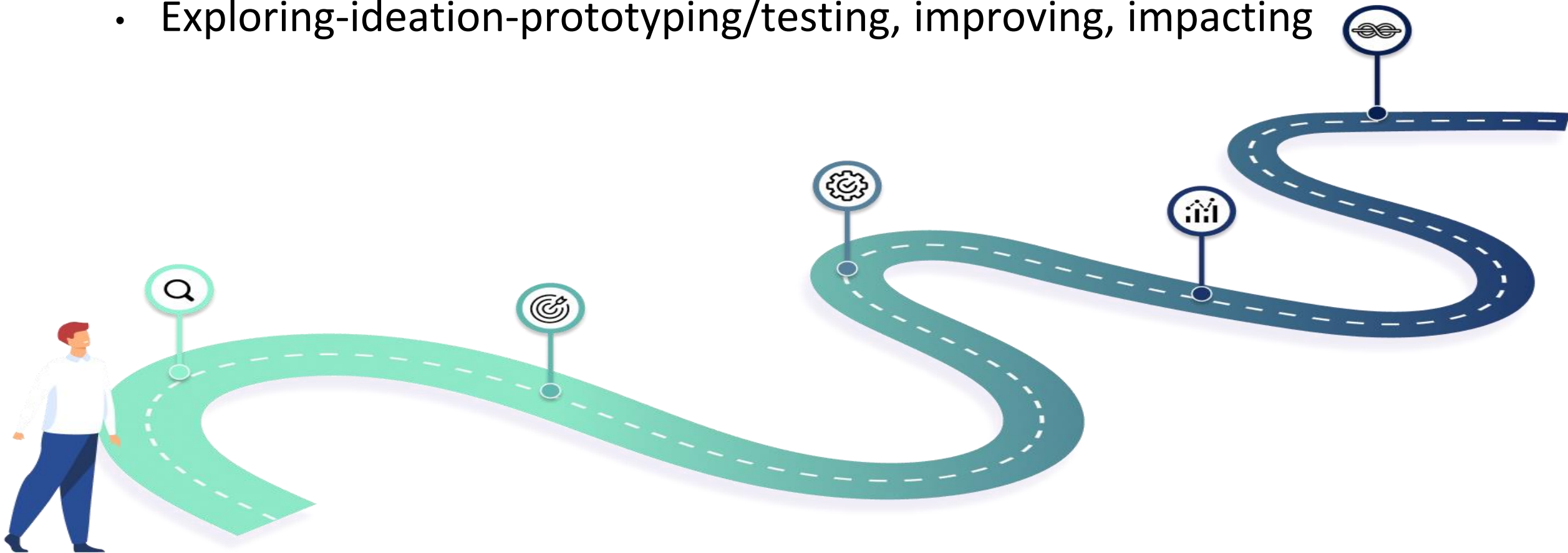
A large crowd of people is gathered at a night festival. The scene is illuminated by vibrant, colorful lights in shades of purple, blue, and yellow. In the center, a large, glowing play button icon is superimposed over the image. The background shows silhouettes of trees and a dark sky. The overall atmosphere is festive and lively.

A night scene of a waterfront. In the foreground, there are several large, dark trees with dense foliage. The ground appears to be a paved walkway or a pier. In the background, a body of water reflects the lights of a city or town across the water. The sky is a dark, deep blue, suggesting twilight or night. The overall mood is serene but somber, reflecting the message of the text.

**CLIMATE BREAKDOWN IS NOT A DISTANT REALITY**

# Innovation steps

- Exploring-ideation-prototyping/testing, improving, impacting



# (pre) ideation library

<https://www.thisisservicedesigndoing.com/methods/slicing-the-elephant-and-splitting-the-ideation-challenge>

Let's  
prototype



# Prototyping tools for urban regenerative design

- **Prototype Testing Plan (NESTA)**, <https://diytoolkit.org/media/Prototype-Testing-Plan-Size-A4.pdf>
- **Prototype Mapping (IDEO)**, [https://design-kit-production.s3-us-west-1.amazonaws.com/Design+Kit+Method+Worksheets/DesignKit\\_PrototypeMapping\\_Worksheet.pdf](https://design-kit-production.s3-us-west-1.amazonaws.com/Design+Kit+Method+Worksheets/DesignKit_PrototypeMapping_Worksheet.pdf)
- **Critical Lens Protocol (K12 Lab)**, <https://dschool.stanford.edu/resources/criticallens>
- **Prototyping Dashboard (d.school, Stanford University)**, <https://dschool.stanford.edu/resources/prototyping-dashboard>
- **Prototyping Report Card (IDEO)**, [https://design-kit-production.s3-us-west-1.amazonaws.com/Design+Kit+Method+Worksheets/DesignKit\\_prototypereportcard\\_worksheet.pdf](https://design-kit-production.s3-us-west-1.amazonaws.com/Design+Kit+Method+Worksheets/DesignKit_prototypereportcard_worksheet.pdf)
- **Embed Feedback (Ellen MacArthur Foundation)**, <https://emf.thirdlight.com/link/qhjb25qnzrs1-4dzowu/@/preview/1?o>

# Narrative approach to innovating

Module 3 Prompt 2 *Template*

## Narrative Environment Canvas

Use this page to describe the status quo of the narrative, and page 28 — to describe the narrative environment you wish to create. On the following pages, we will share more ideas how to go about filling some of the sections. And, of course, there is an example of the canvas filled out for the domestic workers case on pages 29-31.

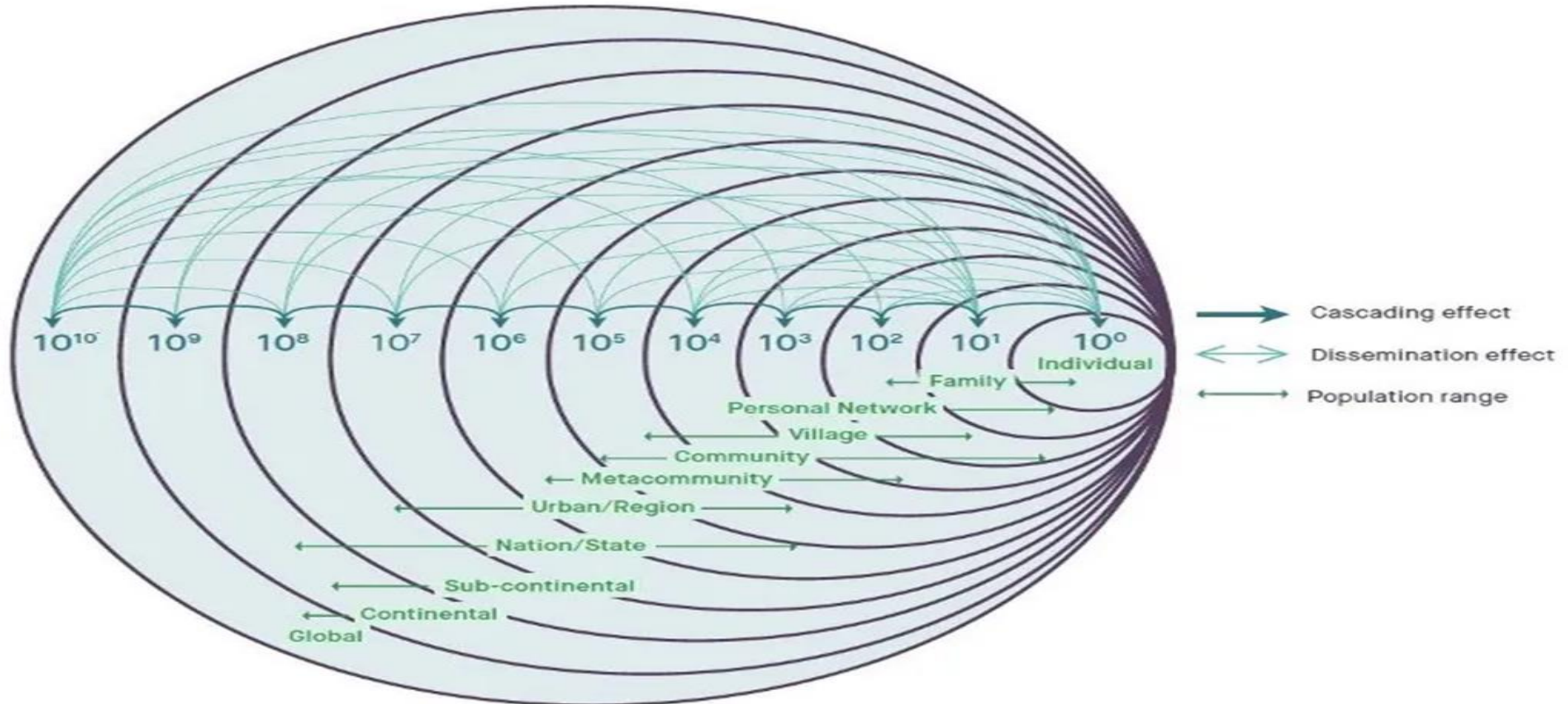
**STATUS QUO**

This is the canvas we invite you to fill out.

<b>① AUDIENCE</b> [ ]	<b>② STORIES &amp; EXPERIENCES</b> [ ]	<b>③ EMOTIONS</b> [ ]	<b>⑦ CHAMPIONS</b> [ ]
<b>WHAT DO THEY THINK?</b> [ ]	<b>④ COMMONALITIES IN STORIES</b> [ ]		<b>WHAT ARE THEIR BENEFITS?</b> [ ]
<b>WHAT DO THEY DO?</b> [ ]	<b>⑤ FOUNDATIONAL IDEAS</b> [ ]	<b>⑥ VALUES</b> [ ]	<b>HOW DO THEY ADVANCE THE NARRATIVE?</b> [ ]

25

Ten orders of magnitude between a single individual and everyone else on the planet, Mc Cafferey (2019)





Inspirations and challenges of innovating  
from

