# #brno2050: how to keep setting the common agenda together?

Aldo de Moor CommunitySense Brno, October 17, 2018



#### We live in the era of "wicked problems"



### We have 12 years to limit climate change catastrophe, warns UN

Urgent changes needed to cut risk of extreme heat, drought, floods and poverty, says IPCC

Overwhelmed by climate change? Here's what you can do



▲ A firefighter battles a fire in California. The world is currently 1C warmer than preindustrial levels. Photograph:

### Wicked problems: tangled knots...





#### Cities are on the frontline...





#### UNITED NATIONS GLOBAL PULSE

Harnessing big data for development and humanitarian action



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### BIG IDEAS COMPETITION FOR SUSTAINABLE CITIES KICKS-OFF IN SOUTHEAST ASIA

Yulistina Riyadi

May 2, 2016



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#### **Smart cities: Big Infrastructure**





#### **Smart cities: Big Data**





#### **Smart cities: "Big Society"**



#### **Defining Social Innovation**

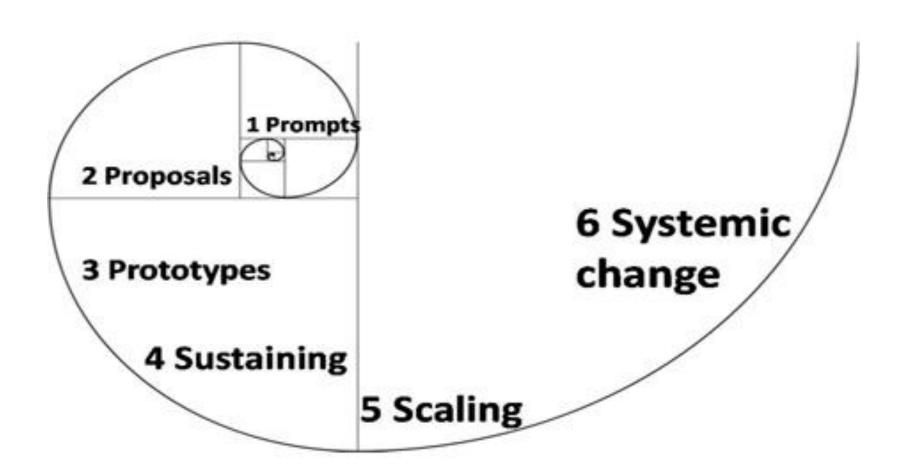
"Social innovation is the process of developing and deploying effective solutions to challenging and often systemic social and environmental issues in support of social progress.

"Social innovation is not the prerogative or privilege of any organizational form or legal structure. Solutions often require the active collaboration of constituents across government, business, and the nonprofit world."

—Soule, Malhotra, Clavier

#### Social innovation: scaling up...

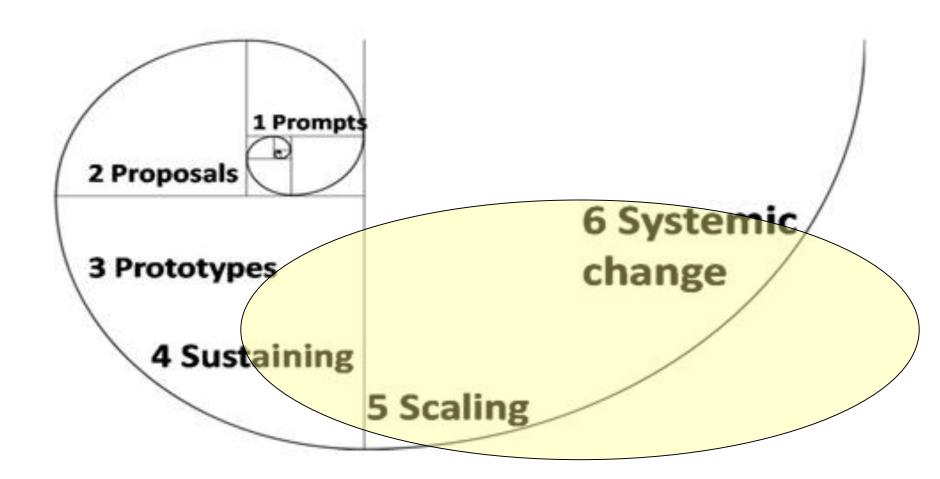




Adapted from: http://www.nesta.org.uk/library/documents/Social\_Innovator\_020310.pdf

#### ... towards impact





#### The collective impact framework





The five conditions of collective success (Kania and Kramer, 2011)

#### A COMMON AGENDA is key





The five conditions of collective success (Kania and Kramer, 2011)

# From common agenda setting at the global level...





### SUSTAINABLE GOALS DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD





































# ... to common agenda setting at the local level #brno2050



Tvořte s náml město pro příští generace

4	
-	_

‡* <u> </u>				
KVALITA ŽIVOTA		700015	SPRÁVA	
PROSTŘEDÍ	PROSPERITA	SLUŽBY	ZDROJE	SPRAVA
Příroda ve městě	Prosperující město	Zdraví lidé ve zdravém	Město efektivně	Sdílená vize a dobré
		městě	hospodařící s vodou	jméno města
Kompaktní a vyvážené	Středoevropské	Soudržné a respektující	Energeticky šetrné,	Fungující Brněnská
město	centrum vědy,	město	nezávislé a odolné	metropolitní oblast
	výzkumu a inovací		město	
Architektonická tvář	Vzdělané univerzitní	Kulturní město	Čisté a cirkulární	Efektivní elektronická
města	město		město	správa a otevřená data
Město s dostupným	Mezinárodní město	Sportovní město		Participativní správa
bydlením				
Město s efektivní a	Globálně dostupné	Bezpečné město		
udržitelnou mobilitou	město			
Zdravé životní				
prostředí				

# **COMMON** agenda setting: involving the communities





### Society: a network of communities



social communities learning communities ethnic communities research communities neighbourhoods business communities

#### What are communities?

### 5

#### Community:

- a set of <u>relationships</u>
   where people <u>interact</u> socially for <u>mutual benefit</u>
   (Andrews, 2002)
- a group of people who share social <u>interactions</u>, social <u>ties</u> and a common "<u>space</u>" (Kozinets, 1999)

#### Collaborative community:

 new form of community, focusing on growth of alliances (Adler & Heckscher, 2006)

#### Community network:

 Network of multiple communities, each with their own context, as well as a <u>common context</u> in which they are embedded & linked (De Moor, 2018)

# The core problem: fragmentation of collaboration





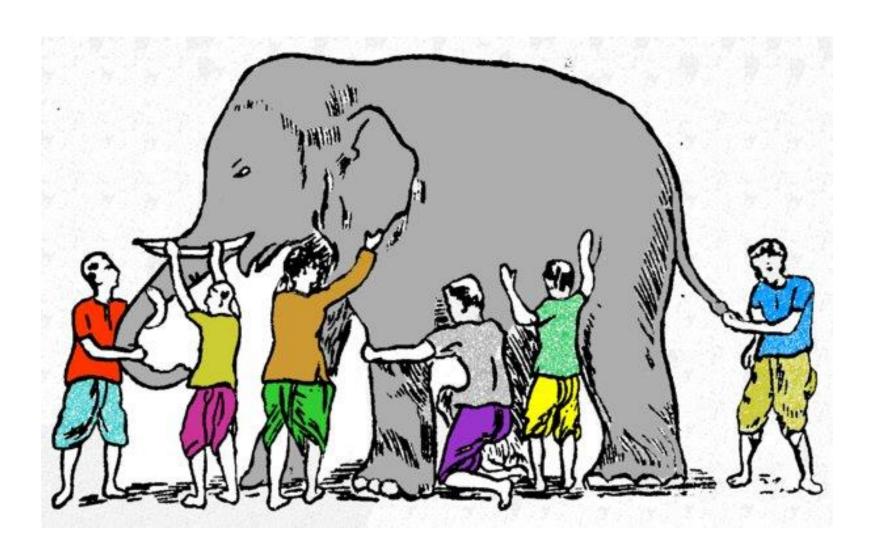
### The need: finding common ground





# But how to make sense of this common context TOGETHER?





#### Maps: from tools of dominance...





#### ... to tools of participation



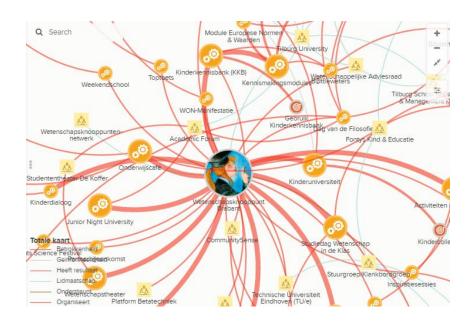


# Participatory community network mapping: language



- Goals/Themes
- Activities
- Participants
- Resources
- (Content)

. . .



# Participatory community network mapping: tool



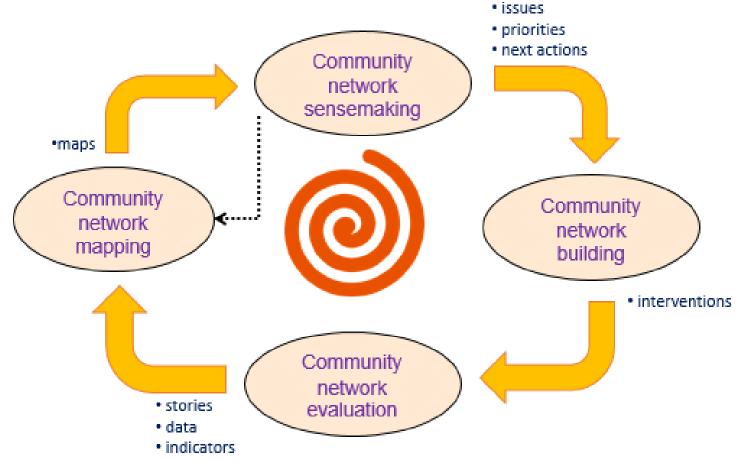


#### Clarity begins with Kumu.

Kumu is a powerful data visualization platform that helps you organize complex information into interactive relationship maps.

### Participatory community network mapping: methodology





**Participatory community network mapping**: the participatory process of capturing, visualizing, and analyzing community network relationships and interactions and applying the resulting insights for community sensemaking, building, and evaluation purposes (De Moor, 2017)

## **Mapping city communities:** the Tilburg Urban Farmers

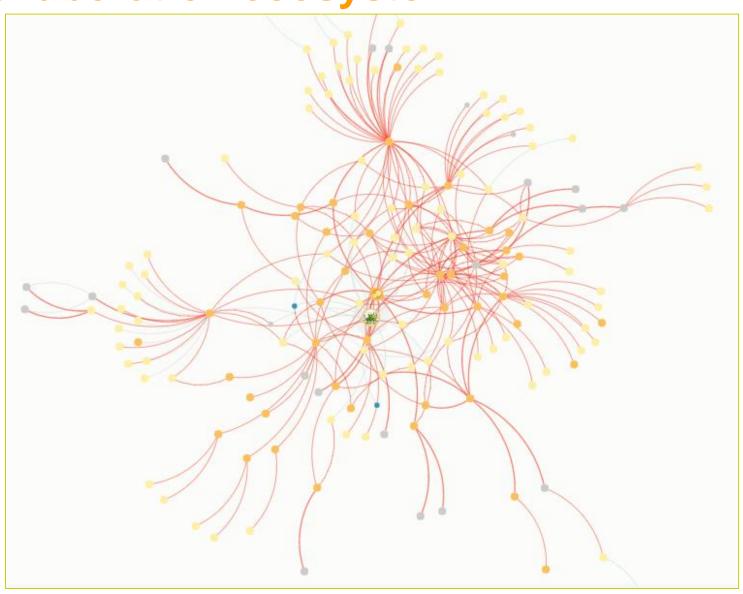


"urban farmers have a need for being involved in and empowered by engaging, informal practices that lead to the creation of viable tools and processes underpinning community practice (CITIES Foundation 2012)"



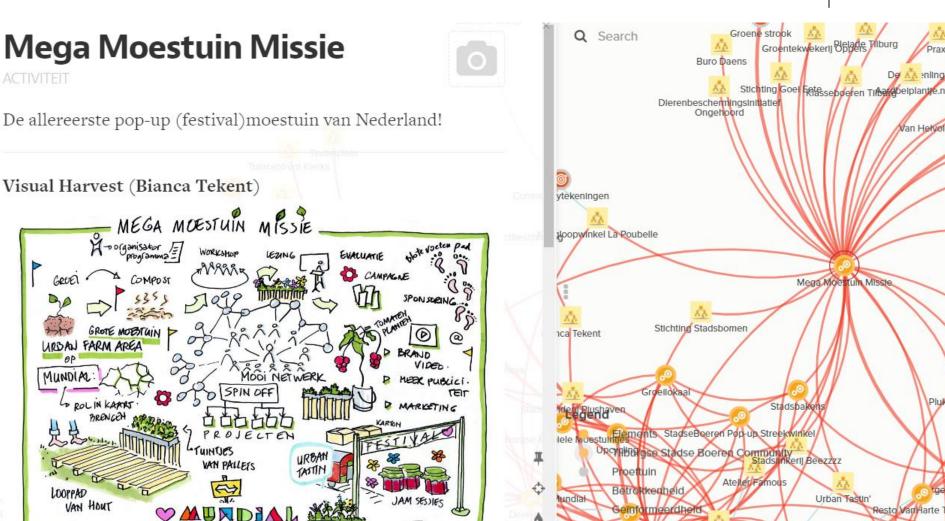
## The Tilburg Urban Farmers collaboration ecosystem





## Discovering "collaboration power" between urban farming projects





## Mapping city communities: the Dutch inter-provincial climate movement

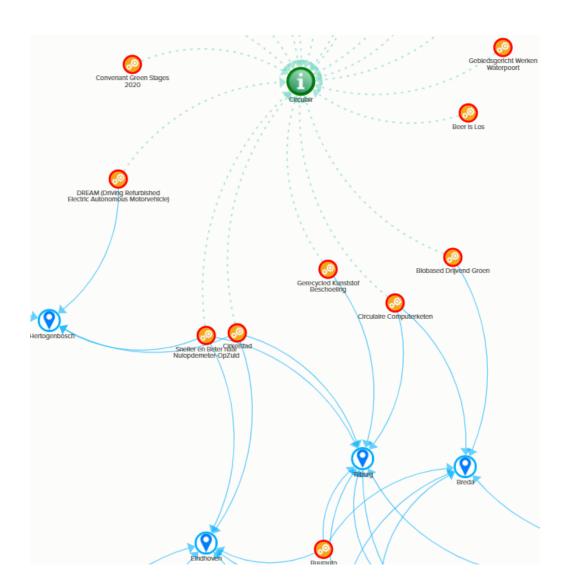






### Discovering collaboration power between climate initiatives across cities





### Mapping city communities: the EU URBACT BoostINNO network









**CITIES** 

COUNTRIES



#### BoostInno

Boosting Social Innovation BoostInno - network of 10 EU cities which worked on improving or creating the ecosystems, that stimulate, foster and develop social innovation.

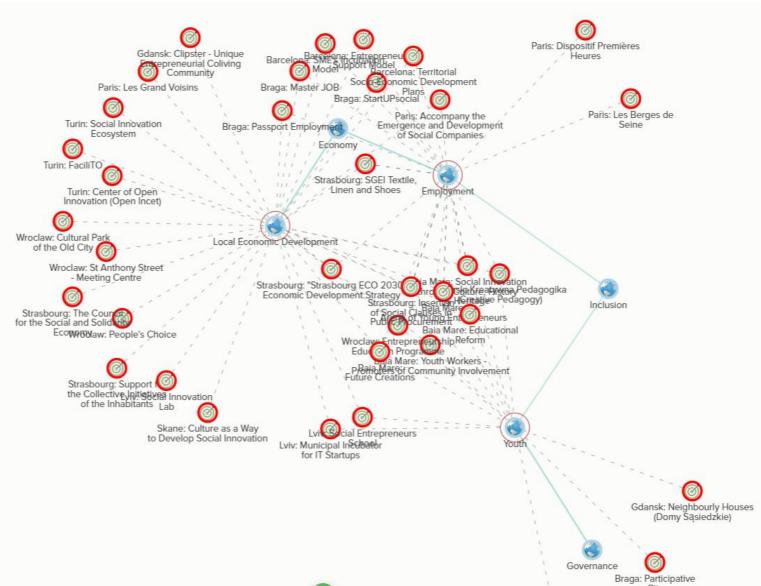
Lead Partner: Gdańsk - Poland

Partners: Wroclaw (Poland), Baia Mare (Romania), Milan (Italy), Turin (Italy), Barcelona (Spain), Braga (Portugal), Paris (France), Strasbourg (France), Länsstyrelsen Skane (Sweden),



## Sharing best social innovation practices across European cities





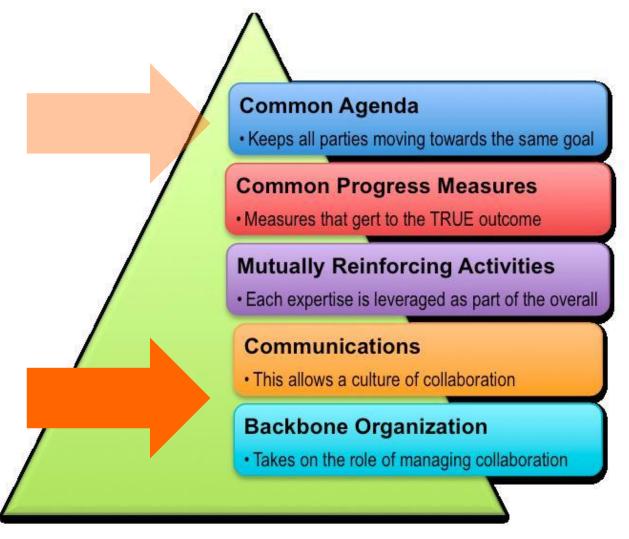
## It's about the mappING: making sense together





## #brno2050: the "city of next generations" how to KEEP co-creating the agenda?





## Public libraries as social innovation catalysts





### Czech libraries: a unique strength



WHAT IN THE WORLD

### Why Libraries Are Everywhere in the Czech Republic



There are libraries everywhere you look in the country — it has the densest library network in the world, <u>according to a survey</u> conducted for the Bill and Melinda Gates Foundation. There are more libraries than grammar schools. In fact, there is one library for every 1,971 Czech citizens, the survey found — four times as many, relative to population, as the average European country, and 10 times as many as the United States, which has one for every 19,583 people.

(The New York Times, July 21, 2016)

## Social innovation in Czech libraries







Masarykova univerzita



Filozofická fakulta

### Sociální inovace v knihovnách

Podporujeme knihovníky ve vytváření a rozvoji služeb, které zlepšují životy a svět

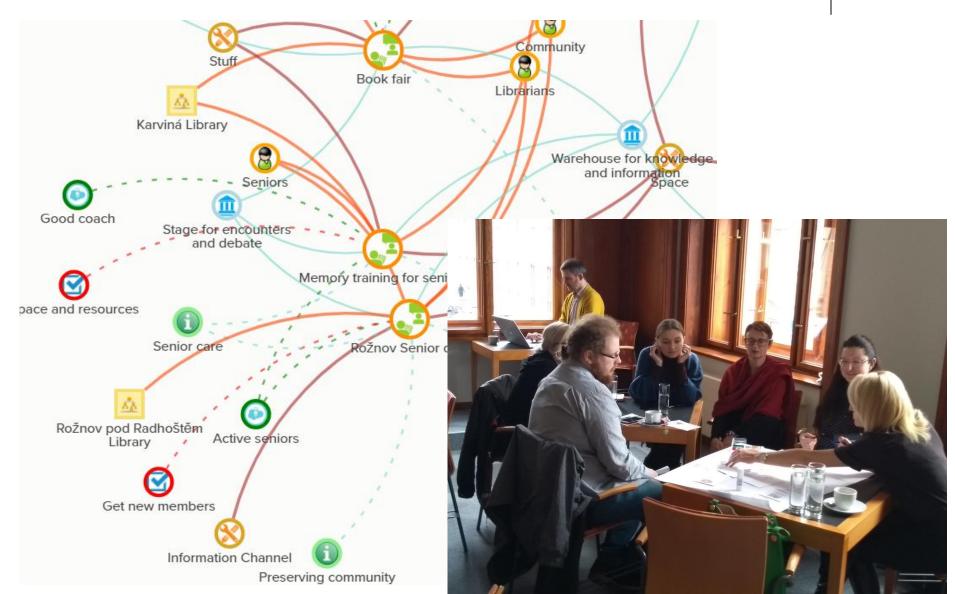
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Evropská unie Evropský sociální fond Operační program Zaměstnanost

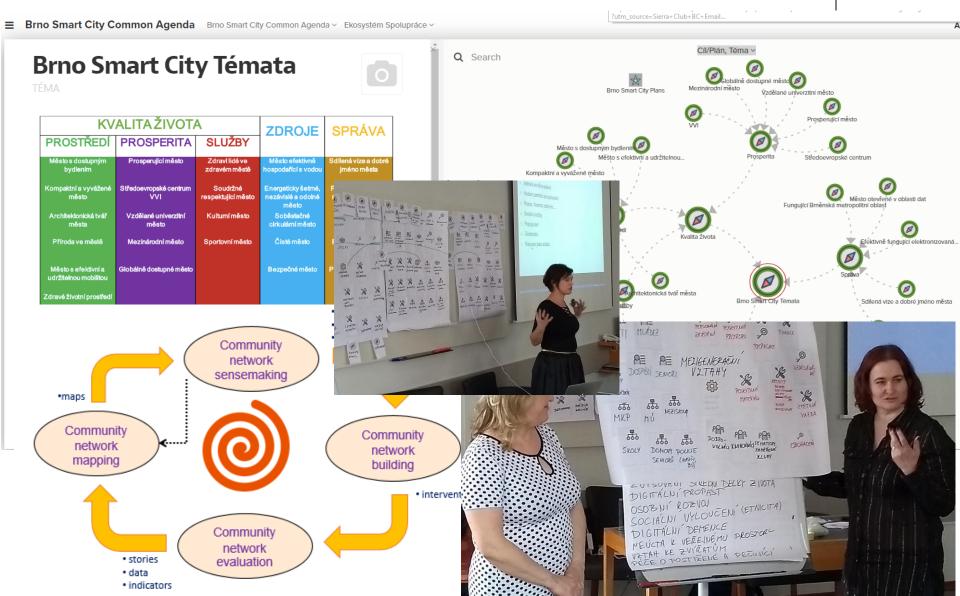
### From mapping collaboration ecosystems AROUND Czech libraries...





### ... to jointly map city collaboration ecosystems WITH SUPPORT OF the library





## A way to keep setting the #Brno 2050 common agenda together?



