#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 1°C warmer than preindustrial levels. Photograph: J/AP
Wicked problems: tangled knots...
Cities are on the frontline...

BLOG

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

Yulistina Riyadi  May 2, 2016

BIG IDEAS
COMPETITION FOR SUSTAINABLE CITIES AND URBAN COMMUNITIES

ASEAN COUNTRIES:
Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam + SOUTH KOREA
Smart cities: Big Infrastructure
Smart cities: Big Data
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

https://www.gsb.stanford.edu/faculty-research/centers-initiatives/csi/defining-social-innovation
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)

- **Common Agenda**
  - Keeps all parties moving towards the same goal

- **Common Progress Measures**
  - Measures that get to the TRUE outcome

- **Mutually Reinforcing Activities**
  - Each expertise is leveraged as part of the overall

- **Communications**
  - This allows a culture of collaboration

- **Backbone Organization**
  - Takes on the role of managing collaboration
A COMMON AGENDA is key

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From common agenda setting at the global level...
... to common agenda setting at the local level

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#brno2050
Tvořte s námi město pro příští generace
COMMON agenda setting: involving the communities
Society: a network of communities

- social communities
- ethnic communities
- learning communities
- research communities
- neighbourhoods
- business communities
What are communities?

**Community:**
- a set of relationships where people interact socially for mutual benefit (Andrews, 2002)
- a group of people who share social interactions, social ties and a common “space” (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 common context 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: 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

Mega Moestuin Missie

De allereerste pop-up (festival)moestuin van Nederland!

Visual Harvest (Bianca Tekent)
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

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?

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Public libraries as social innovation catalysts
Czech libraries: a unique strength

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, according to a survey 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.

Social innovation in Czech libraries

Sociální inovace v knihovnách
Podporujeme knihovníky ve vytváření a rozvoji služeb, které zlepšují životy a svět
CZ.03.3.X/0.0/0.0/15_124/0006474

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?