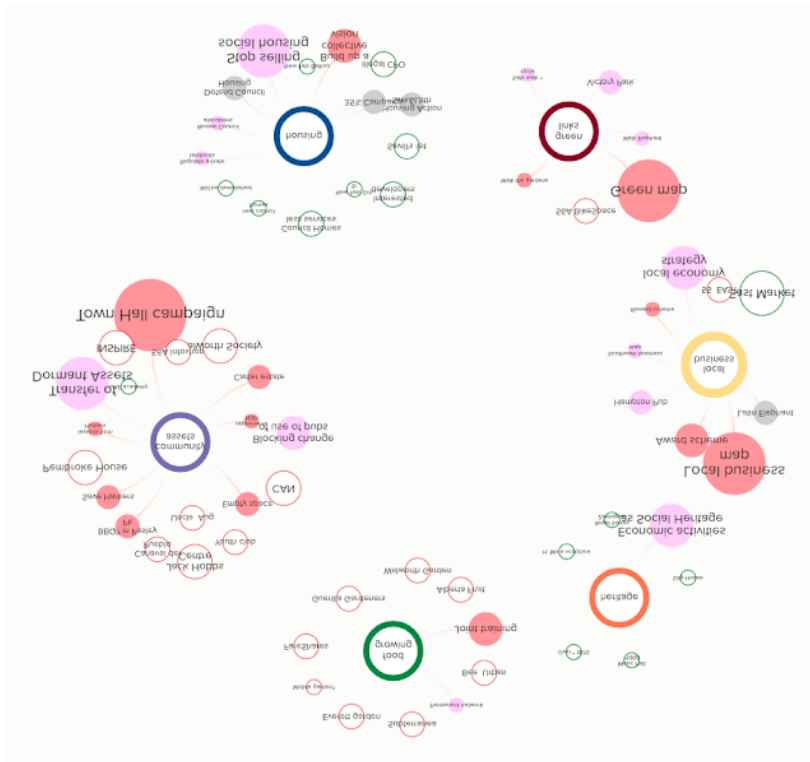


Workshop 2 - Engaging for Action – Barbara Brayshay

Smart City How can we best ensure digital services are designed with citizen needs and diversity at their very heart? How do we promote greater digital understanding?

Challenges: How do we enable participation and above all inclusion of everyone in the Networked City? How to make participation attractive and meaningful? How to make visible the needs and aspirations of marginalised / excluded groups?

Techniques: Examples of innovative and inclusive engagement; civic mapping processes (including JustMap); addressing the demands/needs from specific excluded communities.



Workshop Outline

1. Introduction – mapping for civic action, promoting inclusion and social justice
2. Round table introductions – who you are, your challenges and needs
3. Workshop Discussion Topics:
 - #PARTICIPATION:** What innovative, inclusive, creative and attractive processes for reaching a wide audience? How to couple digital processes to physical interfaces (workshops, demonstrations, games, events) for being present physically in public spaces?
 - #GRASS-ROOTS ENGAGEMENT:** How to address the issues of grassroots engagement and create close collaboration? How to create tools that reach out to marginalised communities
 - #CIVIC-ACTION** how to make community mapping purposeful, visualising the data
4. **Outcomes** – Feedback for the evening discussion:
 - A counter – mapping strategy for engagement & participation in the Smart - Networked City
 - emerging ideas for a Network City &, Communities of Practice