



Climate Change: Energy Efficiency: Street Life Vibrancy: Citizen Behaviour: Transport

















# A more practical approach. Strategy you can use today that will benefit liveability tomorrow

#### What does this deliver?

Empowered citizens who relate to their urban spaces through increased levels of participation

Citizens who negotiate, create and regenerate their own urban spaces

# We can offer you a number of services

- A strategic audit of existing marketing and citizen engagement plans
- 2. Analysis of current city event strategies with recommendations for efficiencies and improvements
- 3. Workshop with diverse city stakeholders to create a platform for a harmonised future citizen engagement strategy
- 4. Proposals for an action plan to create greater vibrancy and engagement in your city.

#### We've done it before

We were commissioned in 2015 by Sheffield BID to write a strategic review of City Center events and marketing.

We went on to provide a comprehensive events strategy to create a more vibrant, thriving city center.

We wrote a number of presentations to various stake holders in Sheffield BID to gain support from wildly different interest groups



#### How do we work?

- We collaborate with domain experts
- We workshop our strategy
- We creatively hothouse practical solutions for change
- We innovate with implementation seminars
- We deliver practical strategy that changes behaviours
- We encourage implementation with local talent
- We can build partnerships with private sector sources of funding
- We charge for our services with a sensitivity for public sector funding

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### The Smart Citizen

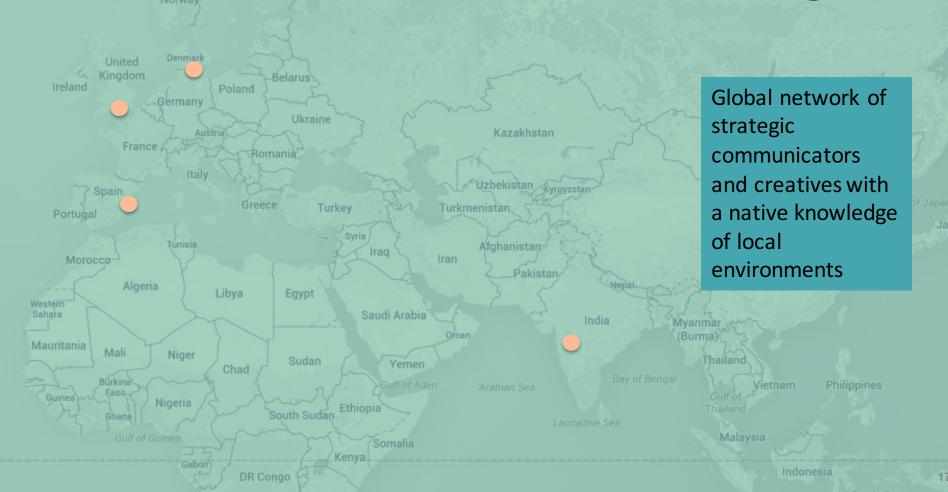
- The Smart Citizen is a global platform for stakeholders to share knowledge and deliver capability on smart nations, regions, cities and communities.
- It addresses city CXOs as well as national and regional administrators challenged with delivering citizen services costefficiently, sustainably and inclusively.

## The Smart Citizen

- As an observatory, our considered case studies focus on appropriate and proven practice in technology deployment, change management and citizen engagement across smart territories in Europe and Asia
- Backed by a pedigree of intergovernmental communications and placemaking campaigns we also offer bespoke research, data journalism and branded content centered on city branding and reputation management.
- As a change agent and connector, our cross-hemispherical engagements have included:
  - -- the introduction of Passive House standards to Indian municipalities interested in social housing
  - --exposure to models of smart mobility in Europe to an audience of urban planners and architects in Asia
  - --mobilising the exploration of a Europe-wide project to build new cities for refugees with a major UK infrastructure multinational

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## We Offer Glocal Knowledge



## We have principles

- We have purpose
- We are sustainability aware
- We run on humanitarian principles
- We understand adventure and varied experiences
- We embrace original thinkers
- We are transparent in our processes
- We seek to fuel entrepreneurs



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