

An aerial photograph of London at sunset. The London Eye is prominent on the left, with several construction cranes in the foreground and middle ground. The city skyline is visible in the background under a hazy, golden sky.

# A new approach to helping cities succeed

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



# Why a new approach?



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





# The Liveability Quotient: **You cooperate with other cities and compete with them**



# Engaging citizens has become really hard





# They don't play by the rules anymore



# Citizens seek greater belonging in a real world



# Citizens can build and share in a community



# A real world with enhanced spaces and culture

A shared urban commons



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






**We offer the power of  
a fresh pair of eyes**

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

1. 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



# 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 cost-efficiently, 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



# We Offer Glocal Knowledge



Global network of strategic communicators and creatives with a native knowledge of local environments

# 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



# How can we help?

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