Designing with public purpose, for everyday life

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University of Melbourne

Visiting Professor of Practice, UCL Institute for Innovation and Public Purpose

@cityofsound
medium.com/@cityofsound

? Policymaking and innovation quite a lot

Finland and Sweden, perhaps Australia

(Inevitably the UK will come up)

Time at the end for questions

ext only | Help
BBC
Home
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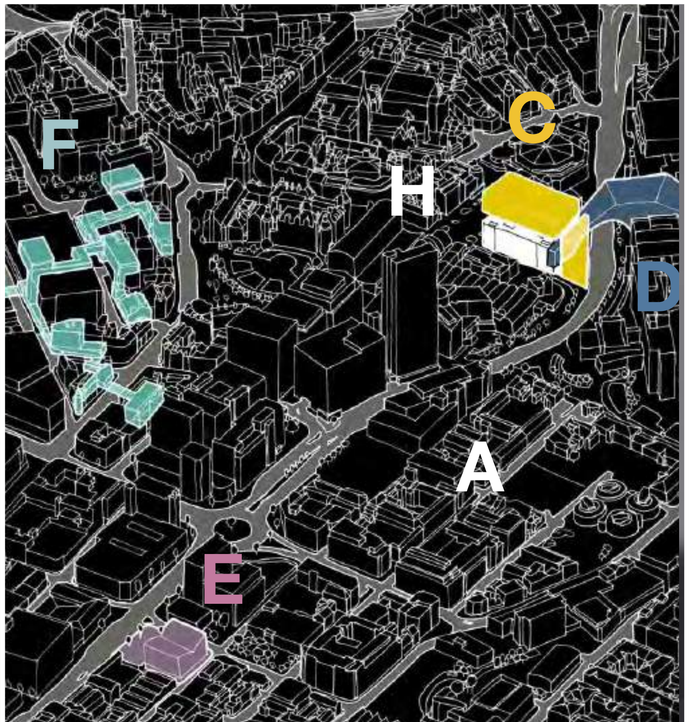
Weather
Player
TV
Radio
Top Gear
LAST PLAYED
Waking the Dead
End Game
3 episodes
Gavin and Stacey
Episode 2
Featured
For You
EastEnders
31/05/2010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Punkt.
Previously

Vinnova, Swedish Government’s innovation agency (2019–22)

Previously

We are taking 21st century challenges, evaluating them with 20th century ideas, and responding with 19th century tools.

Madeleine Albright, Former US Secretary of State, 2013

? Doesn’t this immediately imply a required change of conditions, structure, process, and culture?

Technology is the answer.
But what was the question?

Cedric Price 1966

Uber and Lyft increased traffic delays in San Francisco by 40 percent

TECHNOLOGY 8 May 2019

By Chelsea Whyte

Uber and Lyft drivers are on strike to demand regulated fares and livable wages, in the lead-up to Uber's initial public offering on the stock exchange on 10 May. Now there is some more bad news for these services: they haven't lived up to claims of reducing traffic congestion.

In San Francisco, rides through these two services increased traffic delays by 40 per cent over a six-year period, according to a new study.

"We collected information on where and when exactly these trips occur and found they are at the most congested parts of the city and the most congested times of day," says Greg Erhardt at the University of Kentucky.

They first asked the companies for access to the data but were turned down. "The companies themselves are wholly disinterested in sharing data with anyone," says Joe Castiglione at the San Francisco Transportation Authority, who also worked on the study.

Instead, the team scraped data from Uber and Lyft by simulating ride requests. This allowed them to map the position of drivers and to determine how many trips are taken, along with where they begin and end.

Silicon Valley Oct 25

Uber and Lyft are behind a sharp rise in US traffic deaths

The rise of ride-sharing services has increased traffic deaths by 2% to 3% in the US since 2011, equivalent to as many as 1,100 mortalities a year, according to a new study from the University of Chicago and Rice University.

How it was calculated: Researchers took statistics from the National Highway Traffic Safety Administration and compared them with the dates Uber or Lyft launched in a specific city. Then they checked accident rates in those cities relative to vehicle miles traveled. That rate shot up in San Francisco after Uber launched in 2010, a phenomenon that was replicated in other cities.

Deadheading: The increase in congestion is partly because drivers spend 40% to 60% of their time searching for passengers, a practice known as "deadheading." On average, drivers in New York City traveled 2.8 miles between fares.

Before ride-sharing: Traffic deaths fell to their lowest number just before Uber launched in San Francisco. In 2010 there were 32,885 fatal car accidents nationwide, the lowest number since 1949. This decline halted and then reversed after the introduction of ride-sharing in US cities. However, it "may be too soon to tell whether the effect we document is a short-term adjustment or a longer-term pattern," the

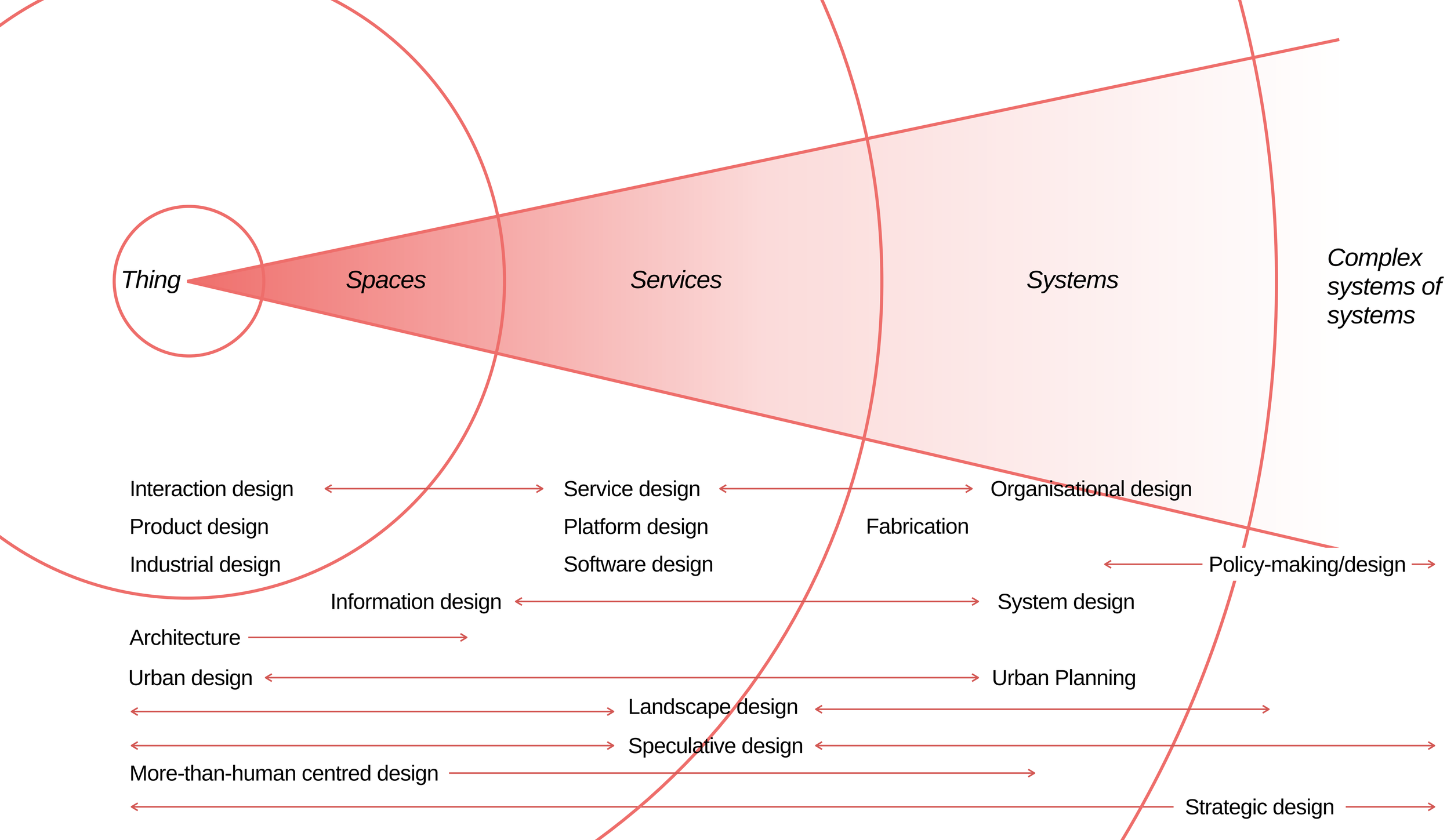
It is architecture and design's task to give form to a societal idea (like justice) through the creation of a setting for people to encounter that idea (like a courthouse). We see in our public buildings and spaces (our park benches and metro trains; a hot dog kiosk and a monument to the dead) what we are made of. Design displays or conceals, society's prejudices and weaknesses.

Kieran Long, Director, ArkDes (Swedish National Centre for Architecture and Design)

Aarhus Town Hall (1937–42)
Arne Jacobsen et al

Strategic design takes the core principles of contemporary design practice — user research and ethnography, agile development, iterative prototyping, participation and co-design, stewardship, working across networks, scales and timeframes — and then it points this toolkit at ethical concerns, addressing systemic change within complex systems, and broader societal and environmental outcomes.

Dan Hill, *Strategic Design for Public Purpose*
UCL IIPP (2020)

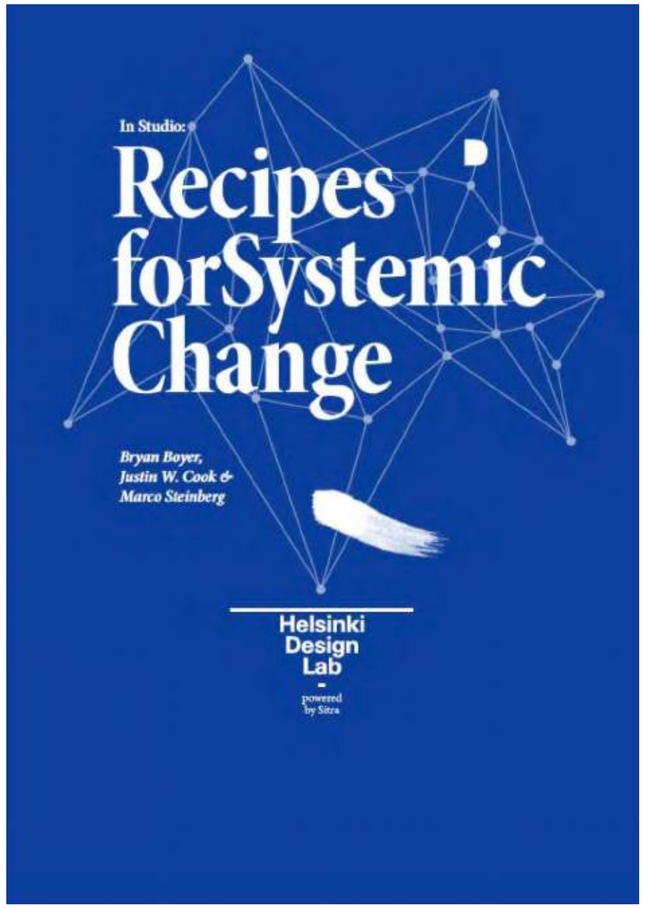

Thing
Spaces
Services
Systems
Complex systems of systems
Interaction design
Service design
Organisational design
Product design
Platform design
Fabrication
Industrial design
Software design
Policy-making/design
Information design
System design
Architecture
Urban design
Urban Planning
Landscape design
Speculative design
More-than-human centred design
Strategic design

Design is not really about problem solving. Dentists solve problems. Plumbers solve problems. Design is about cultural imagination. It’s about discovering or inventing new ideas, and making them into things. This starts with finding, framing, and asking the right questions.

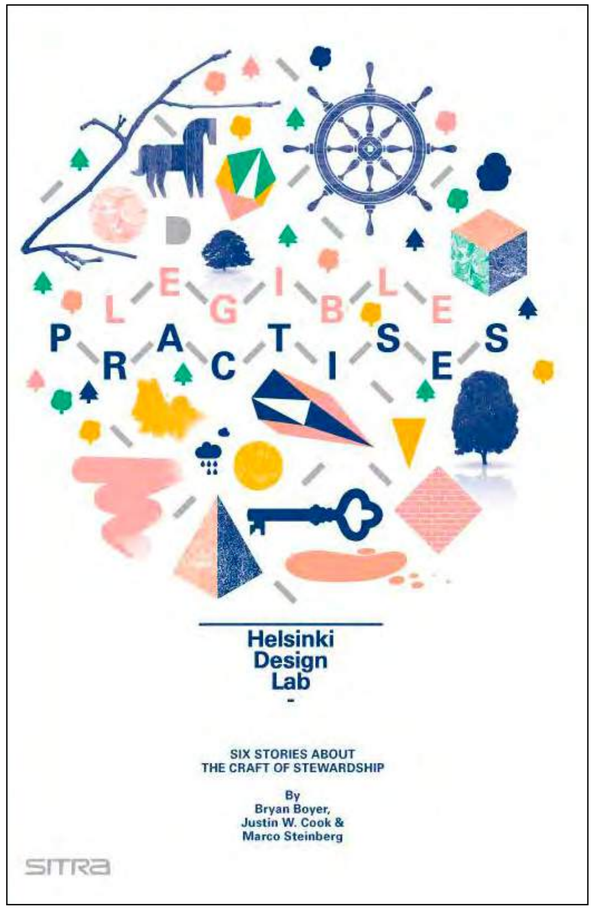
We can use this understanding of design to address complex processes, systems, buildings and environments, services and things, and the organisations, operations, cultures and structures required to produce them. Addressing those systemic challenges...

Finland

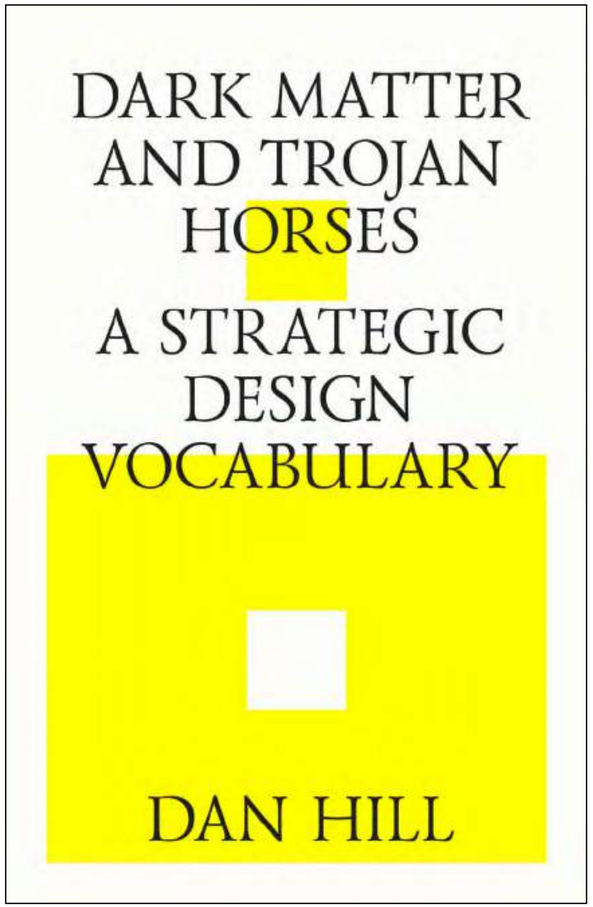
Helsinki City Library



In Studio: Recipes for Systemic Change
Bryan Boyer, Justin Cook, Marco Steinberg, SITRA (2011)



Legible Practices
Bryan Boyer, Justin Cook, Marco Steinberg, SITRA (2013)



Dark Matter and Trojan Horses
Dan Hill, Strelka Press (2012)

Dark matter

Low2No—SITRA Strategic Design Unit, Arup, Sauerbruch Hutton (2009–15)

Matter

Airut—formerly Low2No, SITRA Strategic Design Unit (2012–15)

Matter

Helsinki City Library, ALA (2015)

Matter

Löyly sauna, Avanto Architects, Helsinki (2016)

Designing matter, and dark matter, or from matter to meta

Low2No, SITRA Energy programme (2007-2017)

Brickstarter

Helsinki Design Lab (2012)

ENG

BRICK Y/N STARTER — YIMBY OVER NIMBY

Start a project | Find a project | About this site | Join/Sign in

Make good things happen in your neighbourhood

1/ Start your project & build support 2/ Fund a project 3/ Volunteer your time 4/ Share your experience

Brickstarter is an open platform for community projects. You can use it to kickstart and coordinate your idea, get the community behind it, find professional help and advice, and gain financial backing from others.

BACK THIS PROJECT

33% FUNDED — €27 432 PLEDGED — 3 DAYS TO GO

» A co-working space, café, shop and community garden in what is currently a parking garage «

NEW PROJECT

NEW PROJECT! — HELP SHAPE THIS PROJECT — 60 DAYS

» A sustainable block and public space built on top of Merikortelli «

BACK THIS PROJECT

89% FUNDED — €117 312 PLEDGED — 23 DAYS TO GO

» A community-owned wind turbine on the tip of Jätkäsaari «

BACK THIS PROJECT

BACK THIS PROJECT

NEW PROJECT

Brickstarter

» A co-working space, cafe, shop and community garden in what is currently a parking garage «

BACK THIS PROJECT

43% FUNDED — €1 432 PLEDGED — 17 DAYS TO GO

» We will grow herbs on the roof and vegetables in the square behind, and serve you fresh, local produce with a smile «

BACK THIS PROJECT

» A sustainable block and public space built on top of Merikortelli «

BACK THIS PROJECT

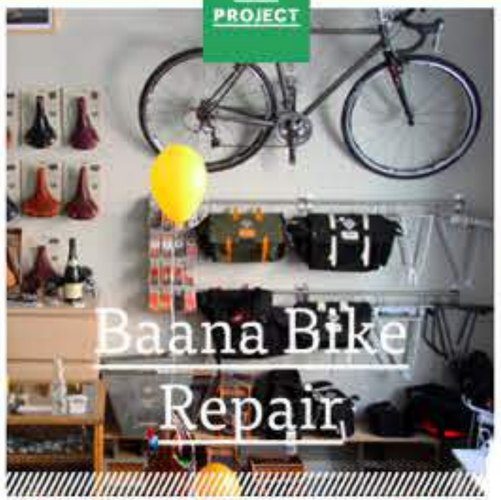
62% FUNDED — €27,931 PLEDGED — 9 DAYS TO GO

» A co-working space in the disused Aalto-designed stairs on Mannerheimntie «

NEW PROJECT

» A community-owned wind turbine on the tip of Jätkäsaari «

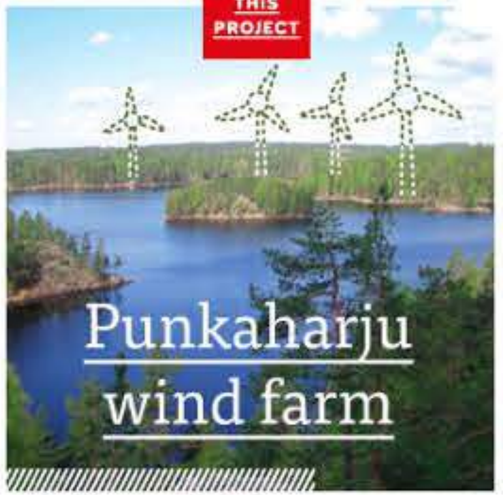
NEW PROJECT



98% FUNDED — €9,942 PLEDGED — 52 DAYS TO GO

» Infrastructure for Baana cyclists «

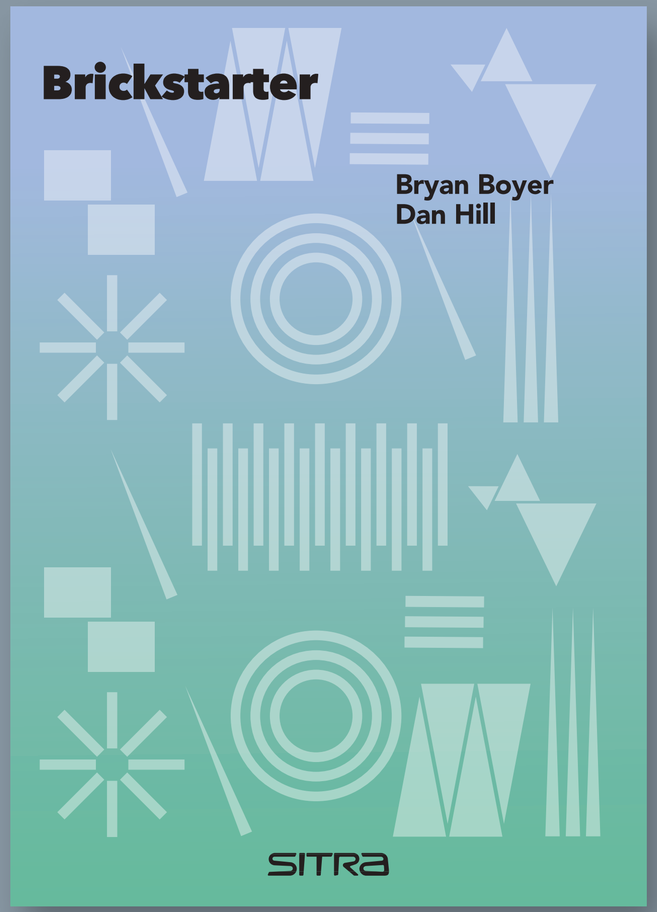
BACK THIS PROJECT

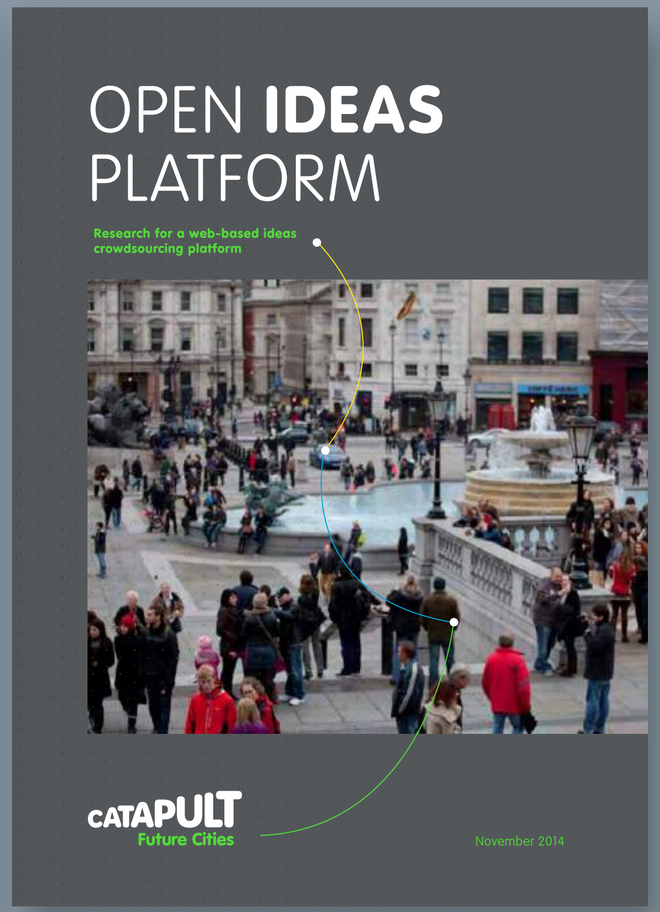


62% FUNDED — €18 634 — 39

Helsinki Design Lab (2012)

Influencing rather than controlling, via prototypes





Brickstarter, Helsinki Design Lab (2012)

Ravintolapäivä, 2012

Helsinki

Ravintolapäivä, 2012

Helsinki

Ravintolapäivä 2012

Helsinki

Ravintolapäivä, 2012

Helsinki

Ravintolapäivä, 2012

facebook

Search for people, places and things

Dan Hill Home

Create Page

Ravintolapäivä
Community Page about Restaurant Day

✓ Liked Message

Seuraava Ravintolapäivä järjestetään sunnuntaina 17.02.2013.

Ravintolapäivä on karnevaali ravintola- ja ruokakulttuurin puolesta.
www.restaurantday.org/fi/

About

Photos

31,975 Likes

Ravintolapäivä ja kaupallisuus
Hyvät vastaanottaj
Lyhyesti: Emme jul

Notes 3

Highlights

Post Photo / Video

Write something...

25 Friends Like Ravintolapäivä

+16

Sponsored Create an ad

5 cibi ammazza grasso
bodybuilding.it

Scopri tutti i 5 sorprendenti frutti ch tolgono grasso ai fianchi.

Come Fare 10000€ al Mese?
guadagnaresoldiconil...

Vuoi fare soldi? Ecco come guadagno 350 € al giorno da casa. Iniz ora!

Commit Consultants -...

Company Formation Specialists - Dubai

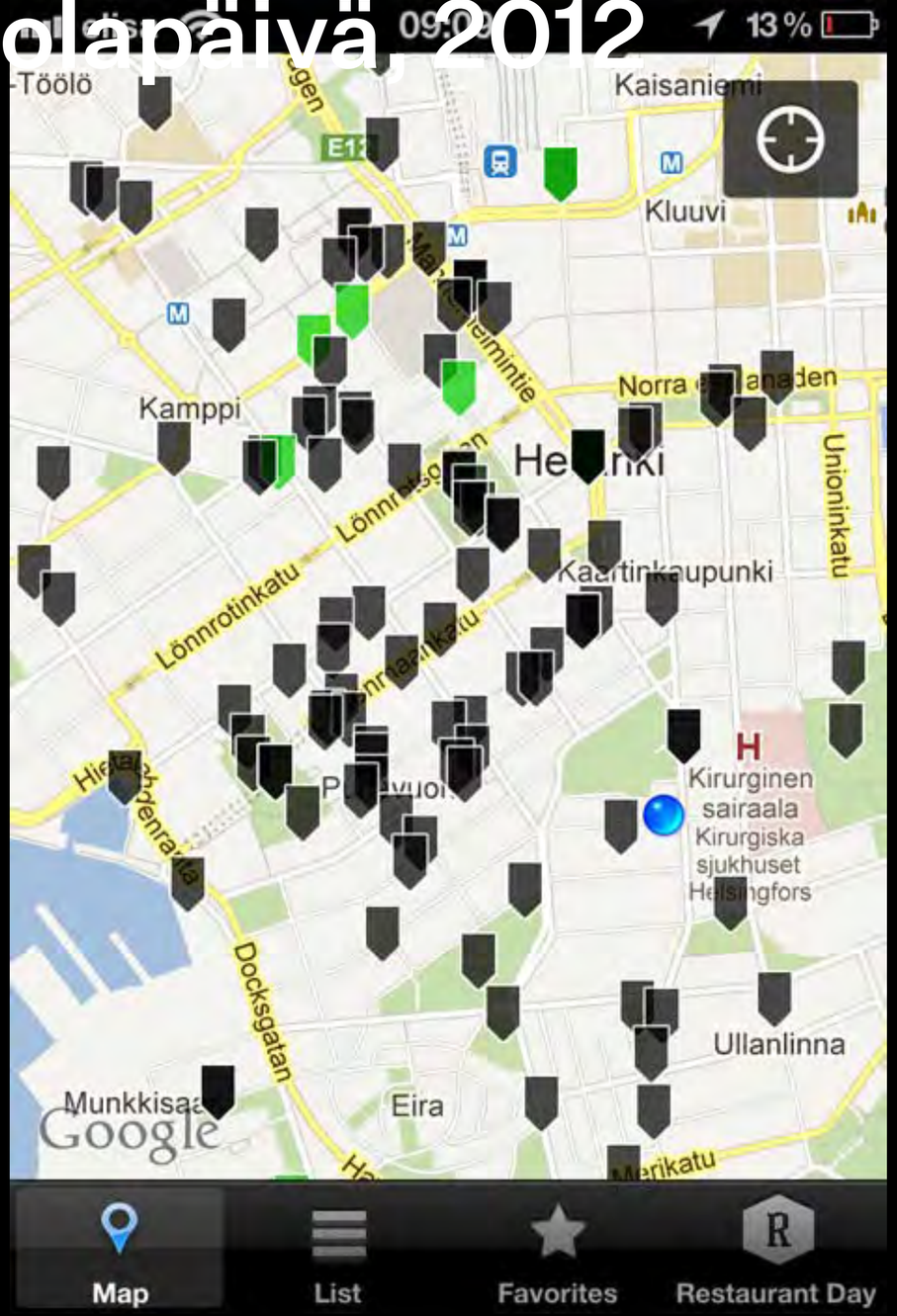
Dubai / Abu Dhabi Company Incorporatic Free Zones, Offshore Companies, Brances & LLCs.

Like · 2,874 people like Commit Consultants – Incorporation Specialists, UAE

Now
December
2012
Joined Facebook

Helsinki

Ravintolapäivä 2012



Helsinki

Ravintolapäivä, 2012

Helsinki

The day after Ravintolapäivä

Helsinki

Open Kitchen

Helsinki Design Lab, SITRA (2011-2012)

Open Kitchen

Helsinki Design Lab, SITRA (2011-2012)

Open Kitchen

"Vaikeinta on työnmäärä. Se tulee varmasti isolle osalle yllätyksenä."

Anni Eskeli

"Me emme tunne hyvin tätä paikkaa, jossa ravintola on, ja siksi keittiössä koko ajan etsii jotain. Salissa vaikeinta on kommunikoida tilaukset keittiöön. Tällaiset tekniset asiat ovat aluksi yllättävän vaikeita."

Jerome Jonasso

POP-RAVINTOLA. Antto Melasniemen vetämällä kurssilla perustettiin ravintola viikoksi Teerattaren kellohallin eteiseen. Nyt tilassa toimii taas Melasniemen ja Heikki Pyrhösen ravintola.

Antto Melasniemi neuvoo

Orientoituminen

"Opiskelijat miettivät, että onko oikeasti mahdollista luoda tällä, mitä ravintola ympäristönsä on jo mitä se vaatii. Usein ihmiset kuppaa olemaan ryhmätöissä suuria ideoita. Kannattaa ensin pyrkiä pääsemään oikeaan ravintolaan ja tutustumaan siihen omalla. Ravintolan ihmisillä on oikeita asioita sanottavana."

Sijainti

"Kaikkeinen sijainti ei ole tuhoisa jos se sopii konseptiin. Syrjäinen sijainti voi olla hyvä, jos se palvelee tiettyä täydentävän palvelua. Esimerkiksi sijainti on kallis, ei välttämättä kannata kaukana kohderyhmästä eikä ole näkyvyyttä."

Ruokalista

"Kannattaa olla tarkkana, että listalla ei ole liikaa reseptejä, jotka ovat kalliita. Usein on hankalaa, että komponentteja ei ole tiiliä. Samalla listalla muun tulee olla kiinnostava ja originelli sekä kysyä."

Hinta

"Liian halpa hinta laskee ravintolan arvoa. Laskisi täytyy määrittä laskentaryhmä mukaan hintaan. Suomessa työntekijä on pääsääntöisen toimiva. Hinta on jotkin asia mikä ravintolasta ajatellaan työntekijöitä ja on tärkeä. Lisäksi ihmiset käyttävät suhteellisen aikaa ravintolaillassa (ehkä kymmenen)."

Henkilökunta

"Tärkeintä on palkeilla tuo ja asenne työhön. Oleellista on tiiliä hyvyyttä että on pitkäaikaista ja on paljon ammattitaitoisia ihmisiä. Hyvä ihmisiä on vaikea löytää. Jokaisella on muutakin palkattua. Ihan pitkän pitkä hyvä ihmisistä löytyy keskustelemalla ja ottamalla heistä mukaan suunnitelmaan."

Tilan suunnittelu

"Tärkeää ei suunnitella hyvin, mutta ei saa pelätä avata vähän keskeneräisyyksiäkin, yllä jokainen päivä kiinni mukaan."

Markkinointi

"Kalleinta arvokkainta on suusta suuhun -juttu ole. Nykyään sosiaalinen media antaa hyvin kuin ollo. Lisäksi kannattaa ravintolasta huudella toimittajille, jos konseptit on kiinnostava."

Kohti omaa ravintolaa

Ravintolapäivä on lisännyt kiinnostusta ravintolayrittäjyyttä. Kokenut ravintoloitsija Antto Melasniemi

Jussi Tiikkainen

MELASNIEMELLÄ oikeapiiloja nä-

antaa tyskahja. Samalla tätä seisältää itsellemi, että ravintolaunelmattelu on."

Open Kitchen -kurssi järjestettiin muutaa joustokuussa. Kurssille valittiin 12 henkeä. Joukossa on kokeneita kokkeja, mutta myös eri alojen ammattilaisia, jotka pohtivat

malla ovat suunnitelmat jo pitkälti oman ruoka-alan yrityksen perustamiseksi.

"Yksi tämän kurssin tavoite on myös rikastuttaa helsinkiläistä ravintolakulttuuria. Pitkän aikaa olevat ihmiset saattavat olla urautuneita, ja pyrimme löytämään ihmisiä,

Helsinki Design Lab, SITRA (2011-2012)

alan toimijalle

Konkurssiin menneestä ravintolayhtiöstä tehtiin yli 30 tarjousta.

Hannu S. Vanhanen

Konkurssiin menneen helsinkiläisen ravintolayhtiön Primula sai siten toimijat ilokseen. Konkurssipesä sai ravintoloista yli 30 tarjousta, joista on valittu yksi ostajakandidaatti.

Konkurssipesän kertoja **Pertti Ylikoski** Asianajotoimisto Ylikoskesta ei halua paljastaa ostajia, koska neuvottelut ovat vielä kesken. Sen verran hän vakeutaa tilanteesta, että ostajakandidaatti on varteenotettava ravintola-alan valtakunnallinen toimija.

Tällä hetkellä ravintolakauppa on loppusuoralla ja ravintoloiden myynnistä on tehty sitovat ostosopimukset kanssa alustava sopimus. Ostajakandidaatin kanssa löydään vielä kapellista neuvotteluja ja vasta sitten tehdä normaalit liiketoimintaan liittyvät tarkastukset ostokohteesta.

Ravintolat ovat tiettävä uudelle omistajalle yhtenä kokonaisuutena.

Primulan ravintolat toimivat keskeisillä liikepaikoilla, mikä nosti kiinnostusta niitä kohtaan. Baker's on Mannerheimintiellä Primulan kulmassa, Vespa Drinkerykseltä Kaarle XII:Nylands Nationin talossa Kasarmikadella ja Primula Viiskulmassa.

Ylikoski sanoo, että kaupat saadaan todennäköisesti vierä loppuvuoden aikana.

KAUPASSA nimetty Primulan neljän ravintolan liiketoiminta ja toimipaikkojen vuokrasopimukset. Ylikoski sanoo, että vanhoja velvoitteita ei uudelle omistajalle siirry.

Valtakunnallisesti toimii muun muassa Restel. Ylikön toimitusjohtaja **Harri Strula** ei halua kommentoida mitään tavalla Primulan ravintoloiden tilanteesta.

Voimakkaasti kasvanut ja myös Helsingin seudulle laajentunut ravintolaketju Restamax kertoi viime syksynä olevansa kiinnostunut Primulan ravintoloista.

Restamaxin hallituksen puheenjohtaja **Timo Laine** sanoo, etteivät he ole neuvotelleessaan Primulan ostamisesta.

Hän sanoo Restamaxin kyllä järjestävän tarjouksen ravintoloista. Viimi ei ensisijaisesti kiinnostusta hakenut koko Primulan tai jonkin ravintolan kokonaisuutta vaan jotkin yksittäisiä osia. Laine arvioi, että tämän vuoksi heidän tarjouksensa ei-metsesti ei saanut vastakaikua.

KIINNOSTUKSEN Primulan ravintoloita kohtaan tiedettiin erukäsenkin olevan koska, että tarjousten määrä yllättäyt Ylikoskea.

"Tiesimme kyllä etukäteen, että kiinnostusta on. Neuvotteluita kuitenkin oli aloitettu jo ennen kuin ritiusta tuli julkisuuteen", Sate sanoo.

Ravintoloissa työ vajaan vuoden aikana työntekijä kyselyjä alan toimijoilta niin kotimaasta kuin myös ulkomailta. Ravintoloista pyydettiin tarjouksia loppuvuodesta ja tarjoukset jätti tällä 30 toimijaa.

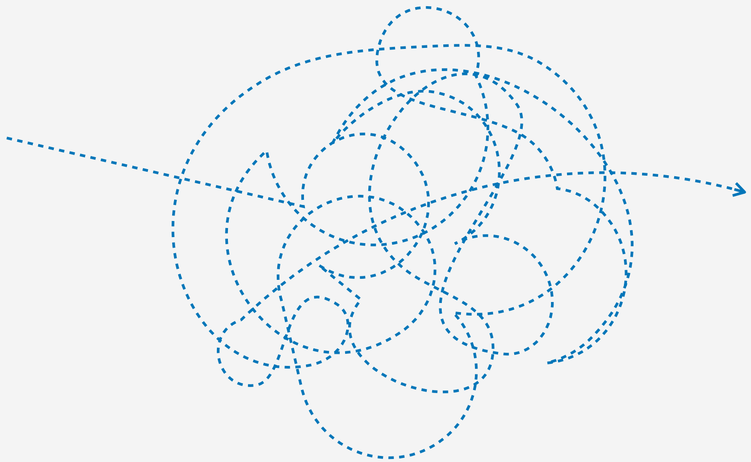
Helsinki Street Eats book

Helsinki Design Lab, SITRA (2011-2012)

Open Kitchen partnerships

Ville Relander, Helsinki municipality

Influencing policy



2014 Public Works department introduces “agile kiosk activities.” Specific areas in central Helsinki designated for food and coffee trucks, everywhere else agile kiosks can be operated quite freely

2015 Public Works Department of Helsinki publicly states it “doesn’t want to hinder the popular event” offering only advice for restaurant keepers on tidiness.

2015 Helsinki’s Environment Centre, responsible for health inspections, adds specific chapter on Restaurant Day-type events, noting no hygiene requirements are imposed during the event, offering advice on organisation of pop-up restaurants.

2011 Police and Valvira (National Supervisory Authority for Welfare and Health) co-released statements reminding that the sales of alcohol remained prohibited outside actual restaurants.

2012 the same statement had transformed into a simple information bulletin for the event participants.

2013 no further statements were given.

2014 Streat Helsinki event (street kitchens/block parties for 20,000 visitors); associated conference by City’s Food Culture Strategy team.

2015 City hires Restaurant Day founder Timo Santala as head of Food Culture Strategy team.

Helsinki
Streets of Food

Pekka Sauri
Deputy mayor, Helsinki

In recent years, there h
deavours to spice up c
food culture is leading
been a concerted effor
the streets easier. Less
street food. Now, the
which originated in Hel
the world. Even though
where conditions aren
most of the year, street
been very creative in c
operate. On a global sc
small city, with few maj
makes Helsinki people's
important in attracting
everyone who lives in th
bold entrepreneurs. Toge
backdrop for surprising
Thanks to them, Helsin
for thought!

What’s happening here, as a designer?

Finding and framing the questions

Researching the context

Understanding the architecture of the problem

Working in the gaps

Finding intermediaries and building networks

Making systems tangible via prototypes

Deploying multiple formats, tools and touchpoints

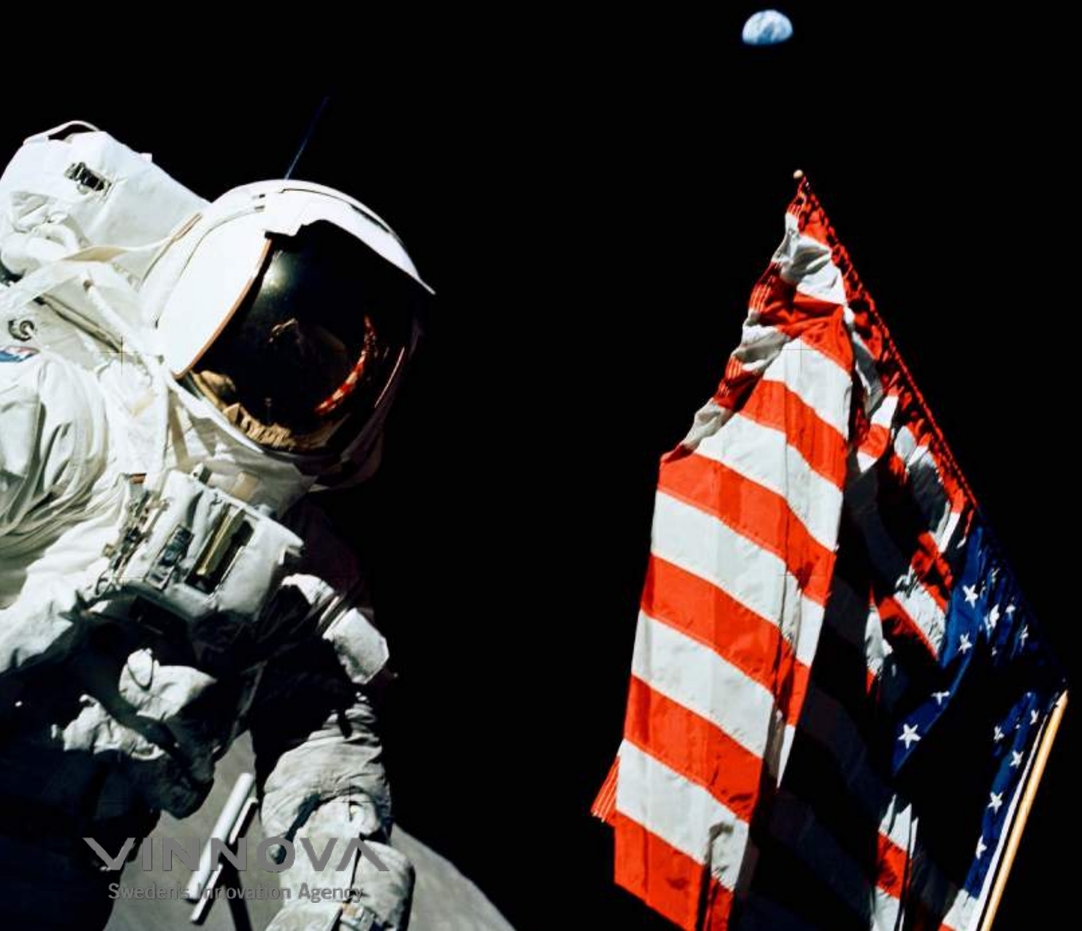
Stewardship, and cultivating momentum

Tracking impact but not bothering about authorship

Sweden

Enskede, Stockholm

We already have politically-agreed targets



THE MOON AND THE GHETTO

An Essay on Public Policy Analysis

RICHARD R. NELSON

VINNOVA
Sweden's Innovation Agency

Sweden balances innovation across cultural and technical, public and private

Miljonprogrammet housing in Hallunda, Stockholm.

Vision Zero emerges from a culture of road safety in Sweden, not least the invention of the revolutionary three-point seatbelt by Volvo, in the 1950s.

Missions *avant la lettre*, but also cultural context

Grand challenge

Mission

Sector

Sector

Sector

Sector

Sector

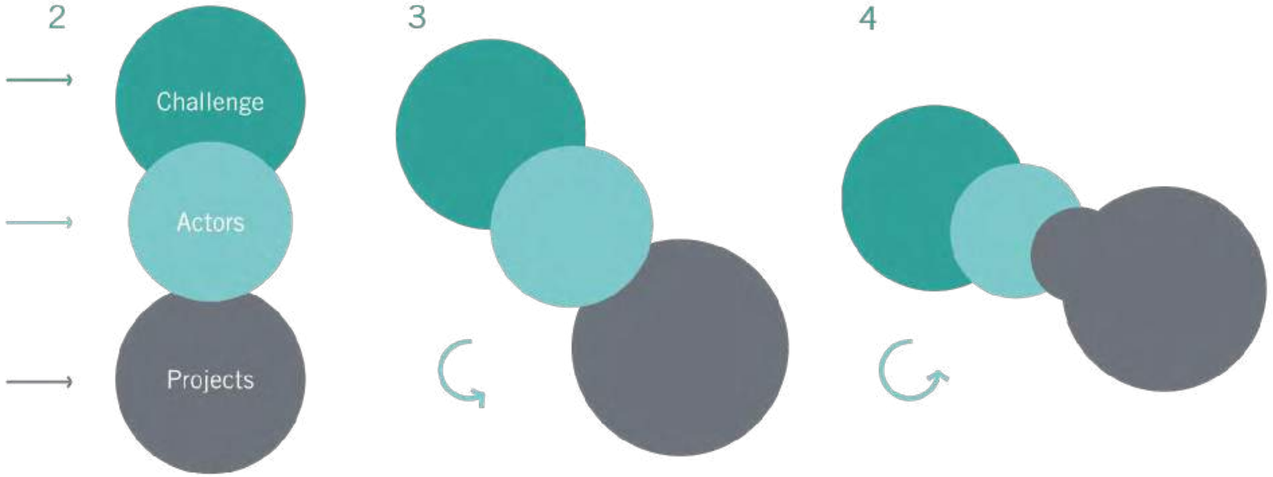
Mission projects

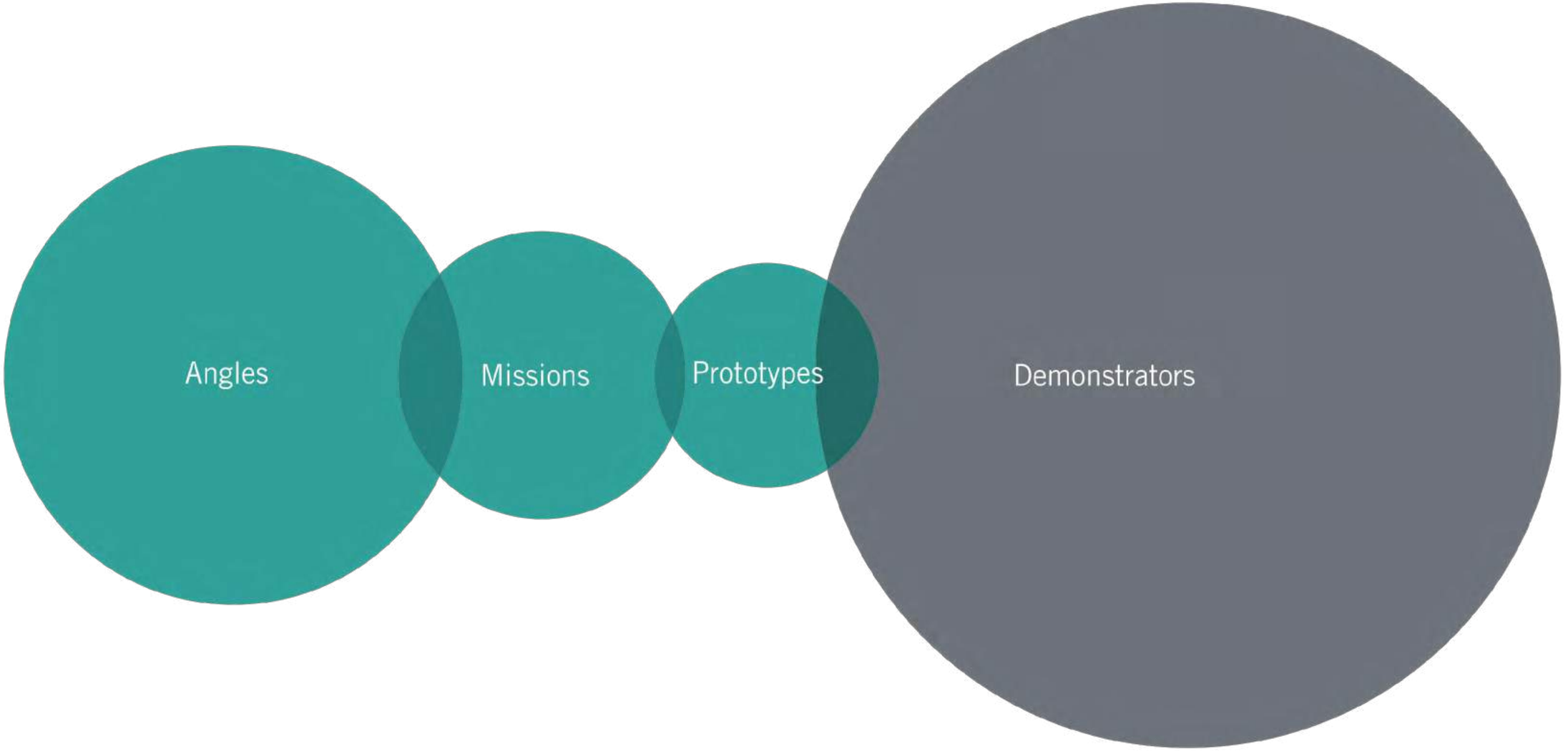
Mission projects

Mission projects

Mission projects

Mission projects




Angles
Missions
Prototypes
Demonstrators

Healthy
sustainable
mobility

Healthy
sustainable
food

System Actors workshops

Workshop aiding Vinnova's strategy development for health and life science, featuring external collaborators and stakeholders, October 2020.

Workshop for emerging Swedish government mission around physical activity, September 2020.

Observation

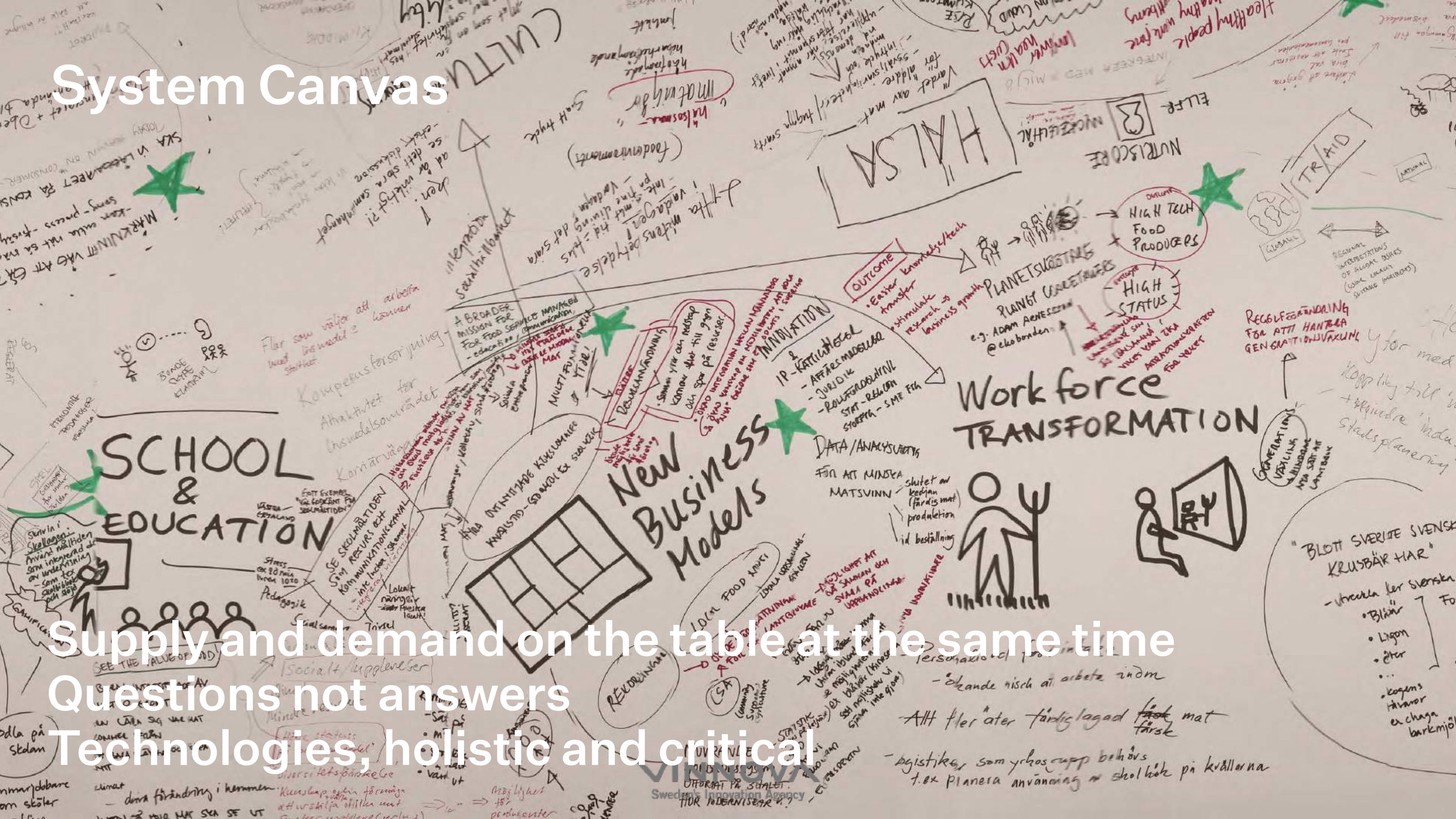
This set is from a workshop with Stockholm Region and Boverket in February 2020, concerning mental health and living environments.

Participants are asked to observe the infrastructure of everyday life. For instance, what proportion of our living space is traffic-oriented hardscape?

Not only sight, but multi-sensory. Do these trucks physically fit the environment they are in? What is the smell like? What do they sound like?

With the theme in mind, how might things be reoriented to promote mental wellbeing? What if recycling points were purposefully convivial space?

Fredrik is asking, “Façade, why so blank?” Why is life only at the end of the street? Whose are these cars? What if eight year-olds and eighty year-olds had designed this potential promenade? What if the design driver was mental wellbeing?


System Canvas
SCHOOL & EDUCATION
New Business Models
Workforce TRANSFORMATION
HÄLSA
HIGH TECH FOOD PRODUCERS
HIGH STATUS
INNOVATION
OUTCOME
Supply and demand on the table at the same time
Questions not answers
Technologies, holistic and critical

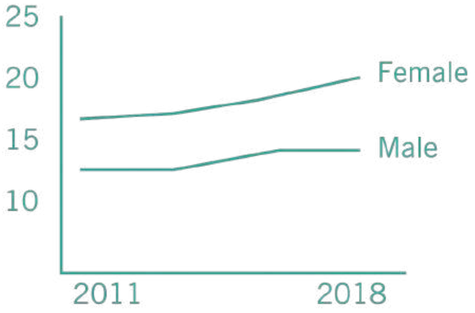
Supply-side, or 'push', interventions

Healthy Sustainable Food

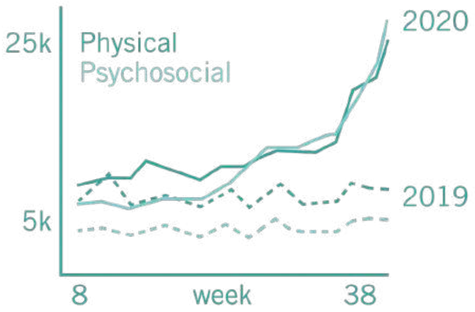
Demand-side, or 'pull'

pproaches food waste	School food supply chain	School law change to enable food as education	School food	Training school cooks and redesigning meal culture
arch and ent into s	New farm design for new foods	Regulation and policy for new foods	New Food	New foods in school food programme
wned, nd ed farming	New approaches to risk-sharing and profitability	Robotics, IoT, and machine learning on the farm	Healthy, resilient farming	Community- supported agriculture models
	Traceability	Animal welfare	Traceable trusted produce	Communicable data-driven labelling systems for accurate
			Modern Swedish	Swedish restorative, clean and zero-carbon agriculture
us capture e	Traceability and data for waste	Biofuels and energy from food systems	Circular zero-waste systems	Clear labelling for circular use models
ity data	Reusing big box retail	Local logistics via active transport	Peri-urban and urban farming	Public spaces and streets as food

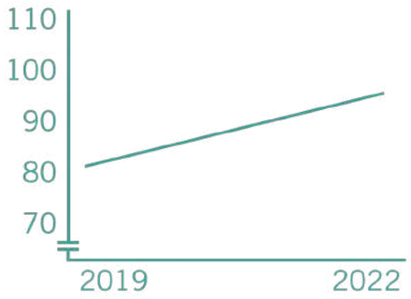
Upstream, holistic strategic design practice



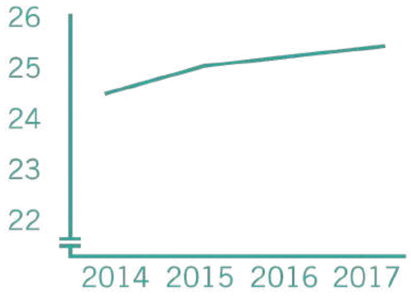
Percentage of Stockholm region inhabitants with impaired mental well-being, 2011-2018



Absence days per 100,000 co-workers due to physical disorders and psychosocial disorders, comparing 2019 and 2020



Health and social care expenses, projected to 2022 (billion SEK)



County healthcare costs per person (thousand SEK)

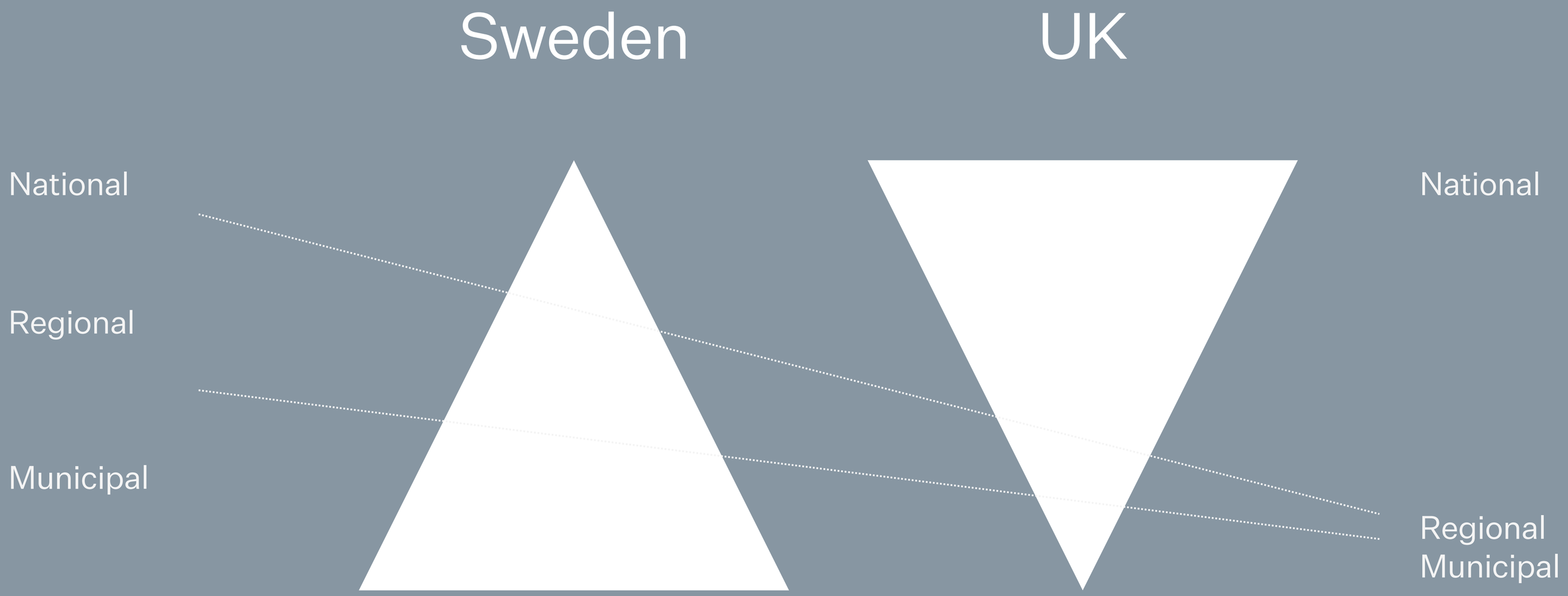
Percent of healthcare budget dedicated to preventative care

Percent of healthcare costs used to treat chronic diseases

Percent of chronic diseases due to lifestyle and living conditions

VINNOVA
Sweden's Innovation Agency

Spatial power structure



Missions within challenge theme

Reel

Ensure the transition to an electrified heavy transport system across all of Sweden

Street

Ensure that every street in Sweden is healthy, sustainable and full of life by 2030.

VINNOVA
Sweden's Innovation Agency

System in the room workshops

Gamla Enskede, Stockholm (2022)

HERRS.SE

Gamla Enskede, Stockholm (1905)

‘Dom som går i vägen’, *Veckorevy* (29 April 1935)

祭
カラオケ
居酒屋
全自動卓
楽しく遊べる麻雀クラブ
大三元
麻雀
自転車を除く
7 - 9
15 - 20
自転車を除く
この先 50m

ink stand

タイレストラン
プア・デ・タイ
2F

Culture: Civic, cared-for, well-designed, adaptive
Regulation: No on-street parking since 1965, for ex.

Early morning, around 05:30. The mist shrouds the street's lush trees and bushes, yet some early rays of sunlight pick out some ripe red apples amidst the leaves. Exiting stage right, a fox trots around the corner, heading for the park. A couple of cleaning robots quietly hoover up some broken glass from near the bike lane, as a small autonomous delivery truck slides into the street.

The delivery truck pauses in front of the clothes store on the corner, hydraulic arms carefully placing a large capsule into the shared delivery box. It then sidles up the street to place a waste capsule in the delivery box's place, the low gentle whirr of its electric engines barely perceptible over the swish of its damp tyres.

Slowly, the street wakes up. By 07:45 Jonas guides his nine year-old daughter Zoe towards the shared bus that will take her to school in a nearby district. Zoe doesn't really want to go with the bus, having recently learned how to cycle. She'd rather use a shared bike from

An early indication that this could be a lush green environment, with food grown in the street.

The interplay between the fox and the robots suggests new relationships with non-human nature.

Infrastructure for clearing elements like broken glass suggests a prioritisation of small wheels, whether bikes or wheelchairs or equivalent.

Physical stores remain in this vision, integrated with e-commerce logistics rather than replaced by it. What's the group's view on this?

Combined infrastructures of logistics and waste in one service. Who regulates for that, and coordinates it?

A new importance for environmental aspects, such as noise. Yet tyres produce other environmental issues, such as microplastics. How might they be resolved?

Physical schools still exist, with a recognisable daily pattern. Will they?

Centralstation to catch the train
glancing up at the clock by the s
realises that she won't make it i
pauses to fasten her *Hövding* ar
and grabs a scooter from the do

She glides away up the str
curving pear tree-lined paths. R
scooting past unripe fruit, and r
strawberry bushes planted next
in the dock, she realises how hu
some quick travel-time calculat
to a brief halt at Akim's coffee sh
corner.

Alia darts in to grab *kanelb*
bryggkaffe, hitting pause on the
scooter pings the dock its new l
dock pings the city.

Eating her *bulle*, Alia sits o
outside Akim's place. The stree
here are in fact covered with gre
absence of most cars, and all lar
municipal and otherwise, has op

People don’t have a problem imagining what a four-lane highway would look like. But to imagine a restored landscape of over a million hectares—nobody knows what that would look like because it hasn’t really been done before.

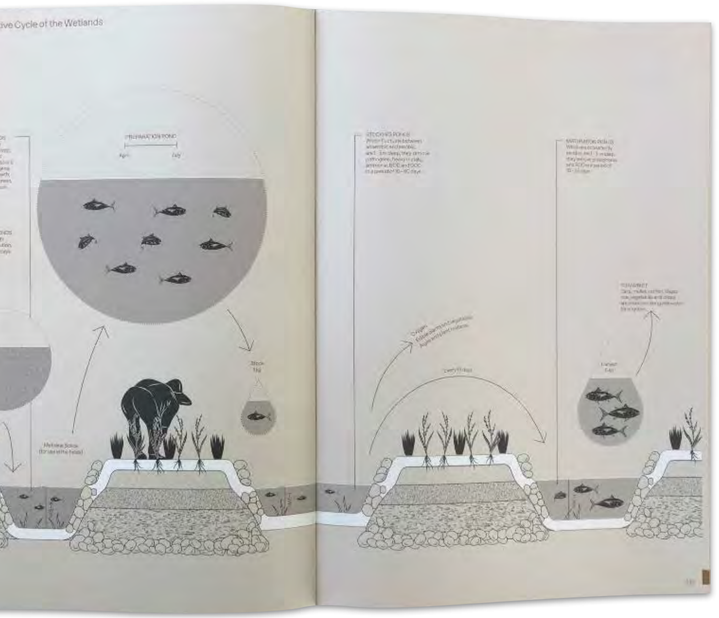
Tim Christophersen, head of the Nature for Climate branch at the UN Environment Programme.

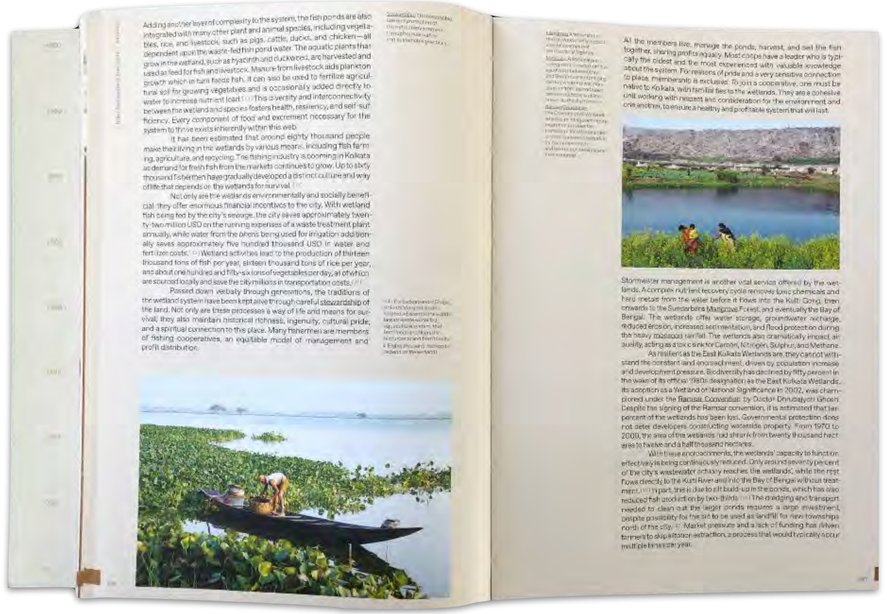
‘Wakanda’, by Hannah Beachler for *Black Panther* (2018)

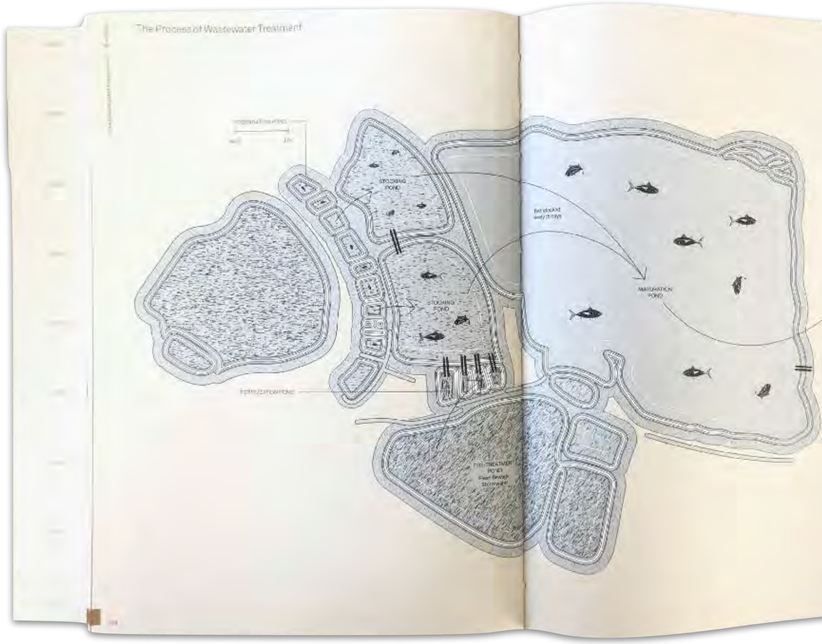
This is a technology

Omniprocessor, Dakar, Senegal (funded by Gates Foundation)

This is a technology







Nature-based communities don’t have a voice because [modern] governance structures do not have a place for their voices. These ways of living with the land can disappear so quickly when they’re seen as primitive, not innovative.

Julia Watson *Lo-TEK* (2021)

Omniprocessor

Millions of dollars
14 tons of sewage per day
Thousands of litres of drinking water

A good thing.

East Kolkata Wetlands

Zero dollars?
700 million tons of sewage per day
13,000 tonnes of fish per year
16,000 tons of rice.
156 tons of vegetables per day
Feedstock for other animals
Logistics savings
Biodiversity, in flora and fauna
80,000 jobs
Natural water storage, groundwater recharge
Increased sedimentation and flood protection

Also a good thing. Also a technology.

Technology as culture as infrastructure as Country

Budj Bim, Victoria, Australia

Technology is the
active human interface
with the material world.
Ursula K. Le Guin

HOME: NEWS

Government debunked a 15-minute city conspiracy theory... then endorsed it

Levelling up department's own guidance contradicts comments by transport secretary Mark Harper at Tory conference

Ruby Lott-Lavigna

2 October 2023, 2.23pm

Mark Harper speaks at the Conservative party conference in Manchester. | Photo by Ian Forsyth/Getty Images

Share via

The government has endorsed a conspiracy theory about "15-minute cities" as part of its major policy announcement prioritising car owners – despite having already debunked it.

Speaking to the Conservative party conference in Manchester today, transport secretary Mark Harper called himself "proudly pro-car," while describing the concept of 15-minute cities – where local amenities are located within a 15-minute walk or cycle – as "sinister".

"What is sinister, and what we shouldn't tolerate," said Harper, "is the idea that local councils can decide how often you go to the shops, and that they can ration who uses the roads and when, and that they police it all with CCTV."

There has been opposition to 15-minute cities from those who say they are a front for "everlasting surveillance" and designed to restrict people's

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SUBMIT

Imagination failures

"Apocalyptic thinking is due to another narrative failure: the inability to imagine a world different than the one we currently inhabit … People without much sense of history imagine the world as static. They assume that if the present order is failing, the system is collapsing, and there is no alternative. A historical imagination equips you to understand that change is ceaseless."

Rebecca Solnit

? Do we have a diverse enough research and innovation culture — or governance culture?

Is our research and innovation capacity thoroughly integrated with our policymaking culture?

Is imagination valued? Soft eyes and hard eyes?

The magic of the street is the mingling of the errand and the epiphany.

Rebecca Solnit

How do we design a *disposition* for care?

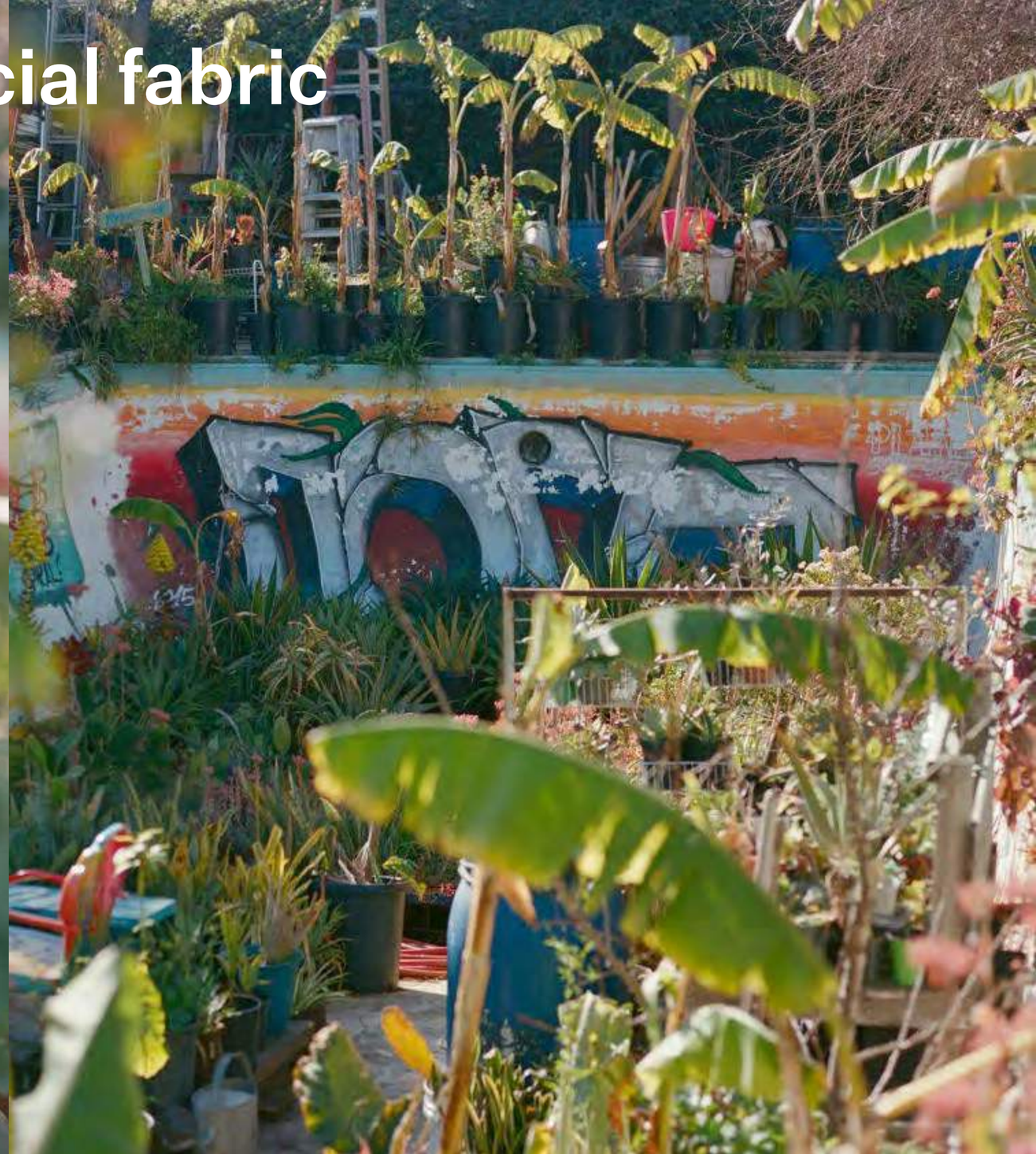
路上園芸 rojo engei, Tokyo (2020)

Parking lot as biodiversity, artwork and social fabric

Infield, Linda Tegg, ArkDes Stockholm (2019)

Parking lot as farm and social fabric

Ron Finley, Los Angeles



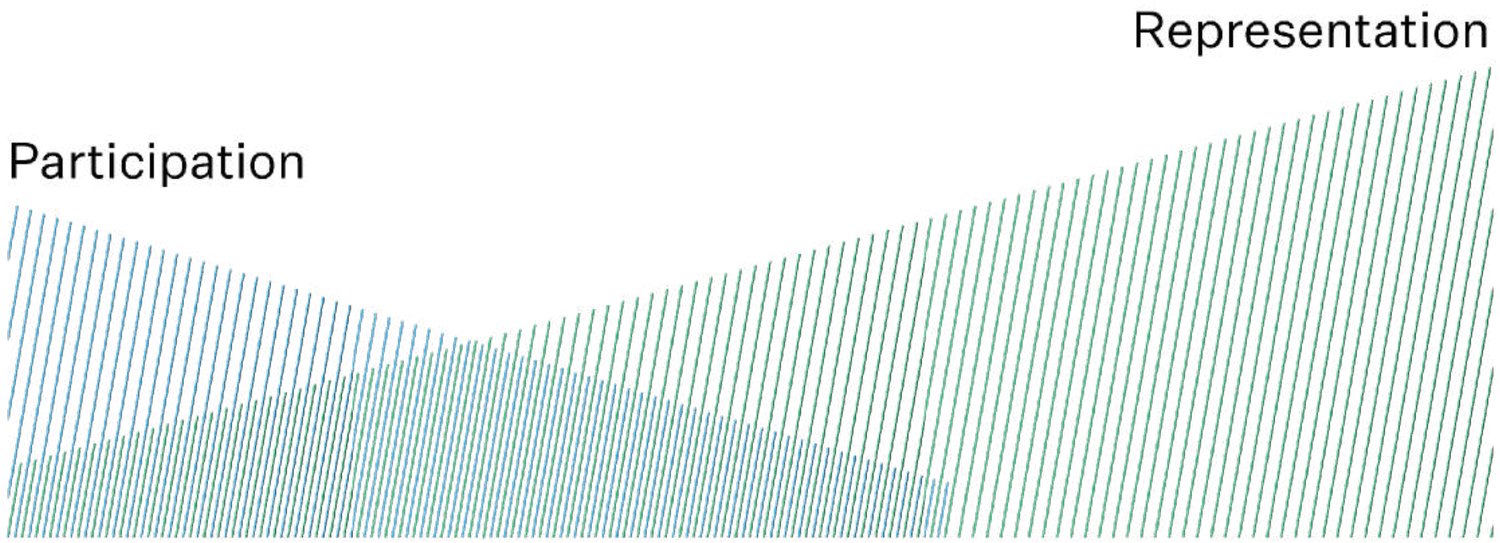
Block as social fabric as education as infrastructure

Bogotá Care Blocks

Street as garden and social fabric

Schöneberg, Berlin

Scales and cultures of decision-making



	1’ City	15’ City	30’ City	60’ City
Greenery	Shared garden	Local park/allotments	Municipal park	Wetlands
Football	Street football	School grounds	Large sports centre	Stadium
Religion	Shrine	Local church	Large mosque	Cathedral
Mobility	Bike, scooter	E-bike, shuttle	Tram, bus	Subway
Energy	Microgrids	District heating/cooling	Urban grid	Regional grid

The environment hosts dormant sculptures, bound to their context by clear, definable functions. We experience these sculptures every day in our mundane acts of life … Activating the mundane is an opportunity to see and experience the beauty and utility of the things in our life.

Walter Hood & Grace Mitchell Tada, *Black Landscapes Matter* (2020)

The failure—or at least the postponement—of the grand is also the survival of the ordinary and the everyday; the survival of citizens over cities; of infrastructures of everyday dignity over big, signature, spectacular projects; of incremental change over instantaneous transformation; of the bazaar over the mall, the shared auto over the expressway, survival over smartness.

Gautam Bhan, India Times (2017)

Gardening is one of the ways that culture does nature.

Rebecca Solnit, *Orwell's Roses* (2023)

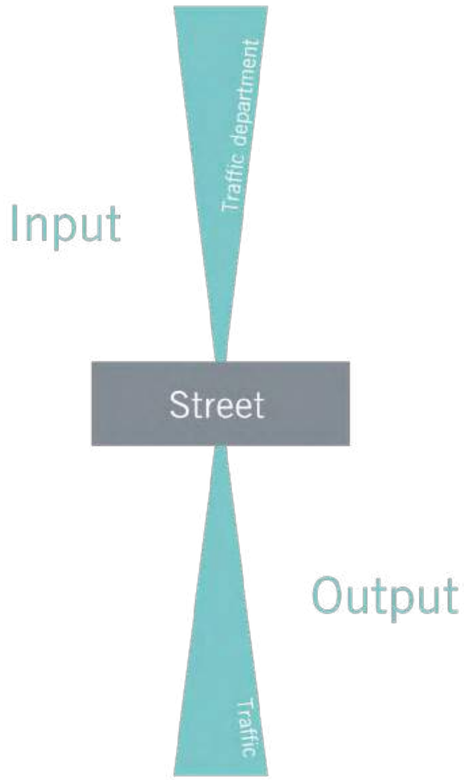
? How do we build trust (in both directions) in order to enable shared care for our everyday environments?

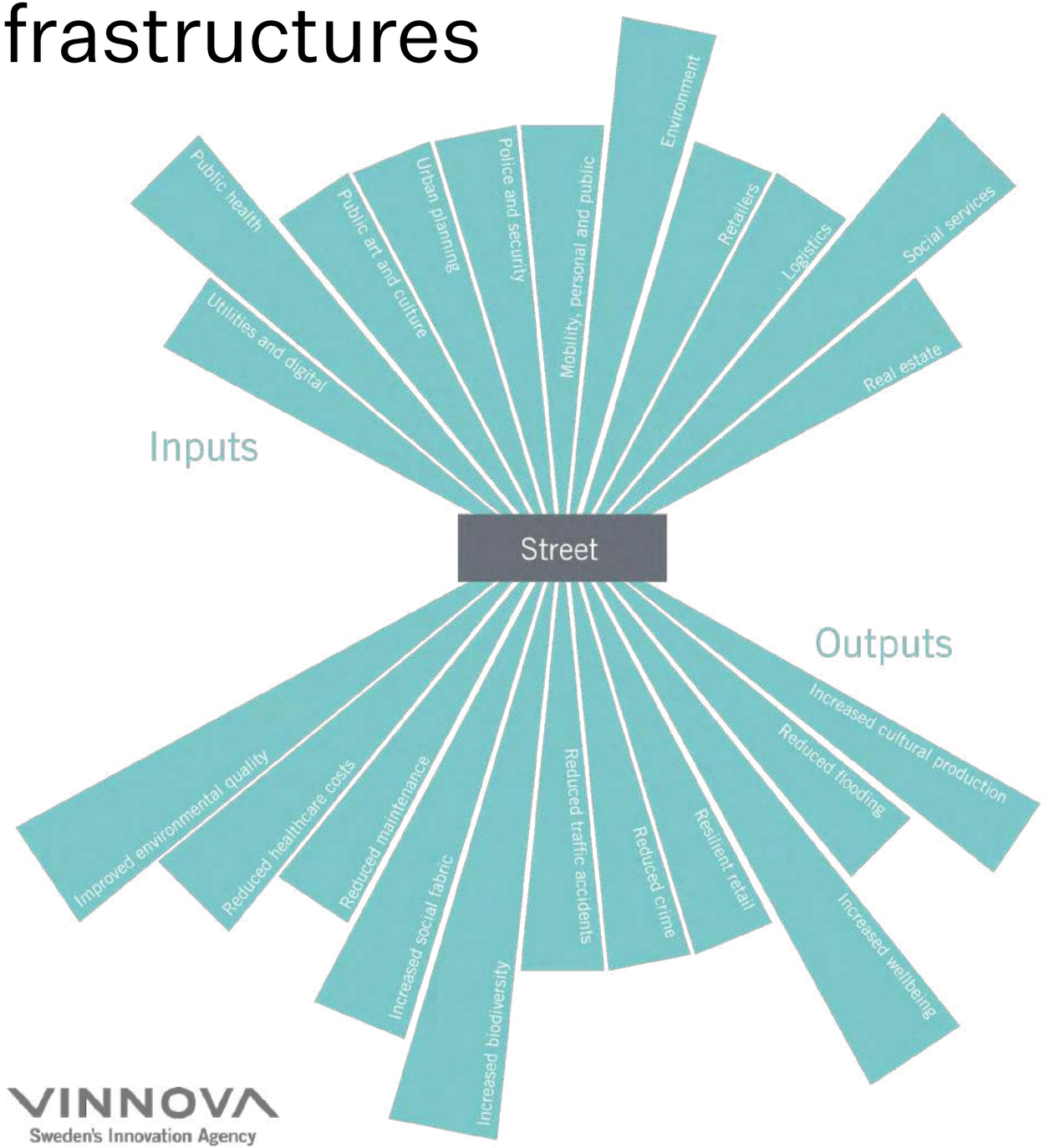
What’s the benefit of getting our hands dirty?

What kind of skills and perspectives does this kind of participation require?

What kind of foundational economy, civic capability, or broader cultural shifts, would that take?

Re-framing everyday infrastructures





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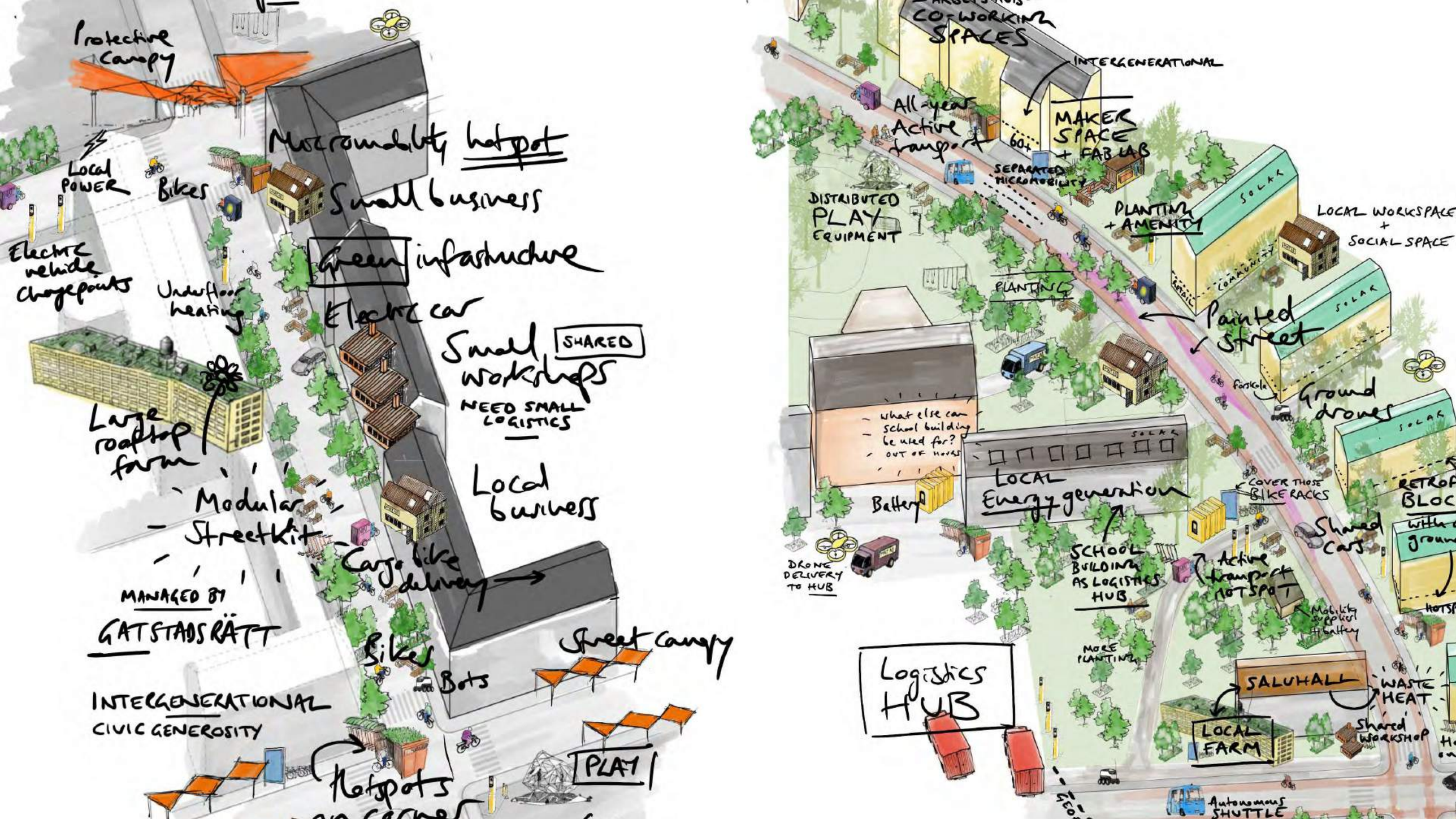
Doorst framework	Examples		
IF	**IF**	**IF**	**IF**
The context was approached …	School meals were approached …	The street was approached …	Food delivery was approached …
AS IF	**AS IF**	**AS IF**	**AS IF**
The opportunity can be seen as …	It is a problem of learning, health and sustainability	It is a problem of creating health, social fabric and biodiversity	It is a problem of creating a vibrant and sustainable environment
THEN	**THEN**	**THEN**	**THEN**
The frame is …	The school kitchen should be transformed into an open, creative and shared space with students, staff and cooks working together	The street needs to reoriented around biodiverse and culturally diverse social spaces, as if a public park rather than a car park	In-street delivery hubs can be high-quality shared, safe, and secure social spaces, with pick-up, drop-off and recycling

Soft eyes

‘Bunk’, *The Wire*, Season 4 (2006)


Protective Canopy
Micromobility hotspot
Local POWER
Bikes
Small business
Electric vehicle chargepoints
Green infrastructure
Underfloor heating
Electric car
Small workshops
SHARED
NEED SMALL LOGISTICS
Large rooftop farm
Local business
Modular Streetkit
Cargo bike delivery
MANAGED BY
GATSTADSRÄTT
Bikes
Bots
Street canopy
INTERGENERATIONAL
CIVIC GENEROSITY
Hotspots
PLAY
CO-WORKING SPACES
INTERGENERATIONAL
All-year Active transport
60+
MAKER SPACE + FAB LAB
SEPARATED MICROMOBILITY
DISTRIBUTED PLAY EQUIPMENT
PLANTING + AMENITY
SOLAR
LOCAL WORKSPACE + SOCIAL SPACE
COMMUNITY
PLANTING
Painted street
Ground drones
what else can school building be used for?
OUT OF HOURS
LOCAL Energy generation
COVER THOSE BIKE RACKS
Battery
Shared cars
DRONE DELIVERY TO HUB
SCHOOL BUILDING AS LOGISTICS HUB
Active transport HOTSPOT
MORE PLANTING
Logistics HUB
SALUHALL
WASTE HEAT
LOCAL FARM
Shared WORKSHOP
Autonomous SHUTTLE

Think and act systemically

We must transform supply and demand simultaneously.

Saul Griffiths, *Electrify* (MIT Press, 2021)

England's housing strategy carries a high carbon cost – unless politicians are willing to change plans

Published: November 11, 2022 4.40am AEDT

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Disclosure statement

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Building more social and affordable housing could save UK government £1.5 billion a year

4 October 2023

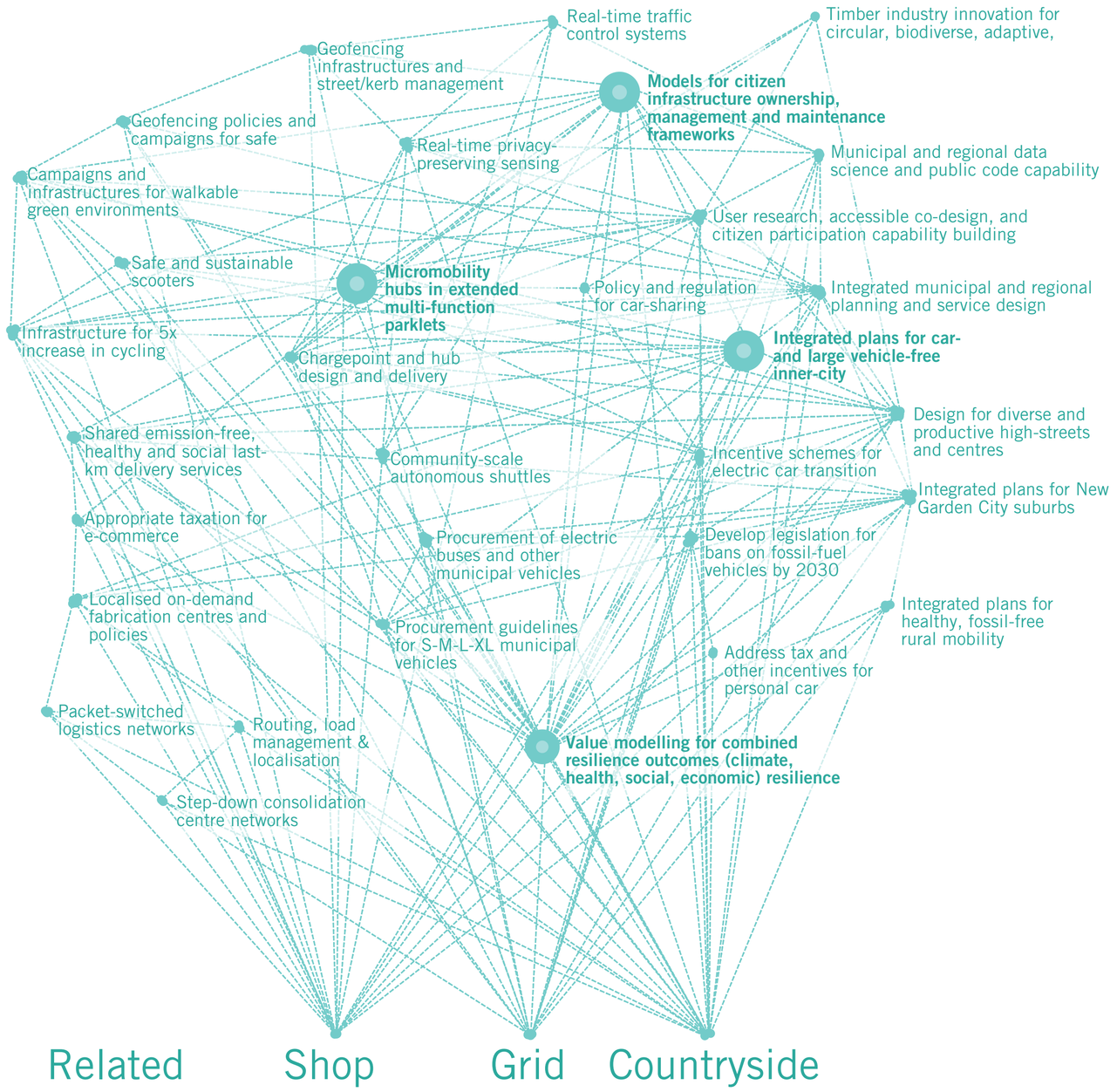
Investing significantly more in social and affordable housing could save the UK government an estimated £1.5 billion a year overall by eliminating substantial costs related to homelessness, according to a new report led by UCL researchers.

Follow us

None of us see the system. We see our own part based on our own background and history. And we all think we see the most crucial part.

Peter Senge, MIT Sloan School of Management

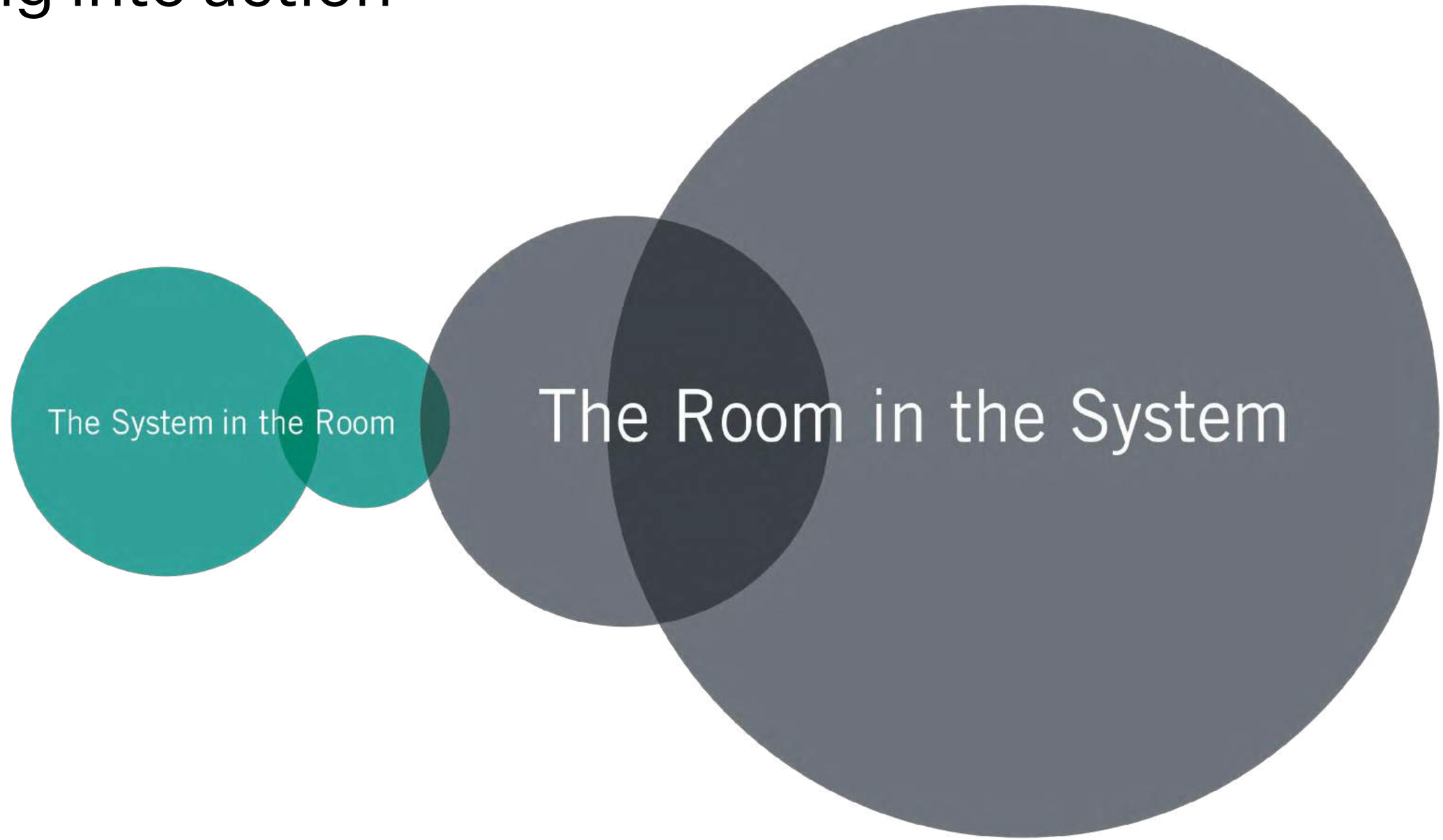
Living system diagram for Street mission



? Systems cannot really be mapped or engineered in the abstract; they must be experienced and shifted from within, as active agents—are we trained for that?

Participative design

Moving into action



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Prototypes

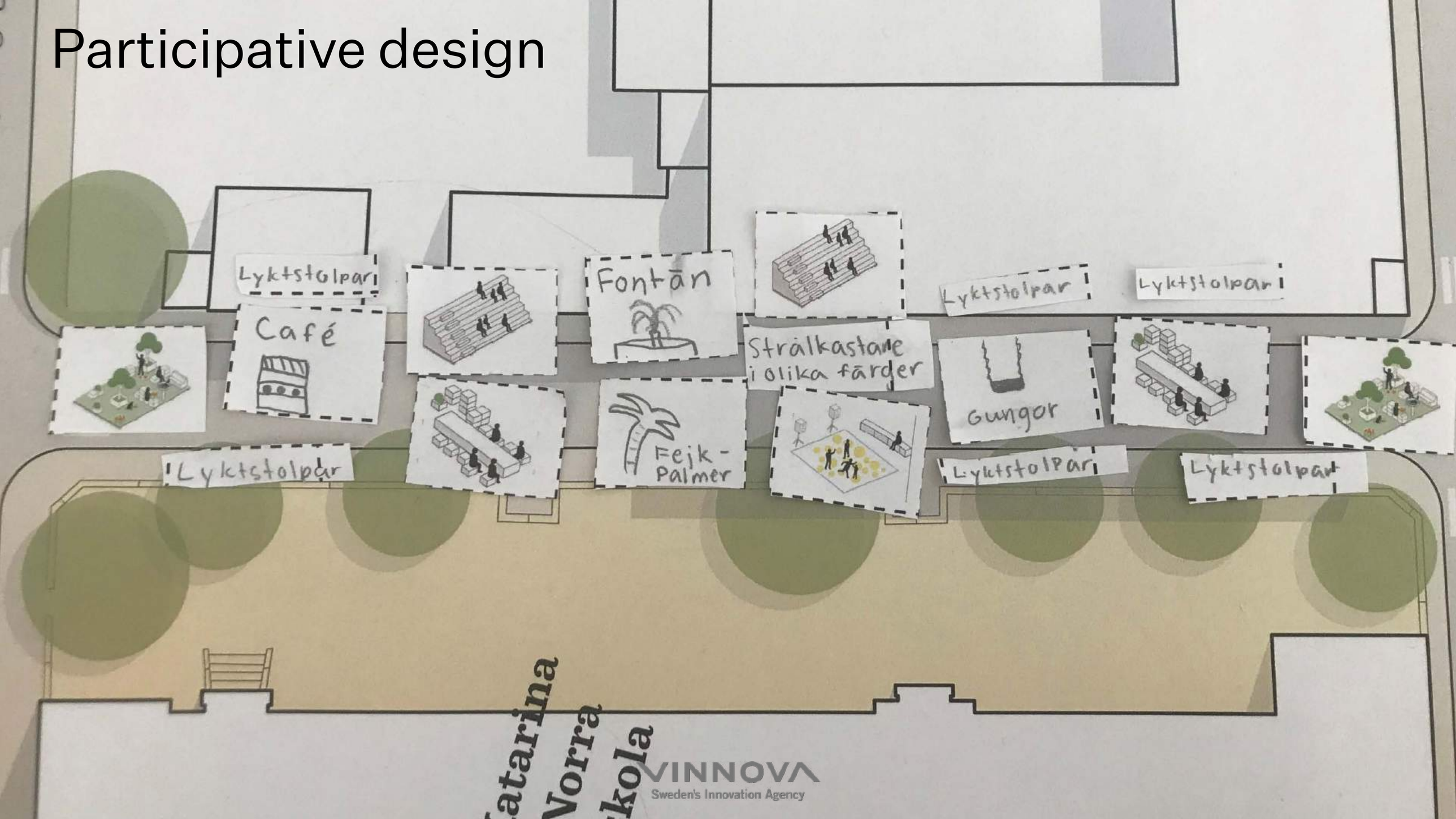
LIEBHERR

Här ska det bli mer plats för häng, lek, aktivitet och rörelse

SKOLA
30
WCA 781

Participative design

Participative design



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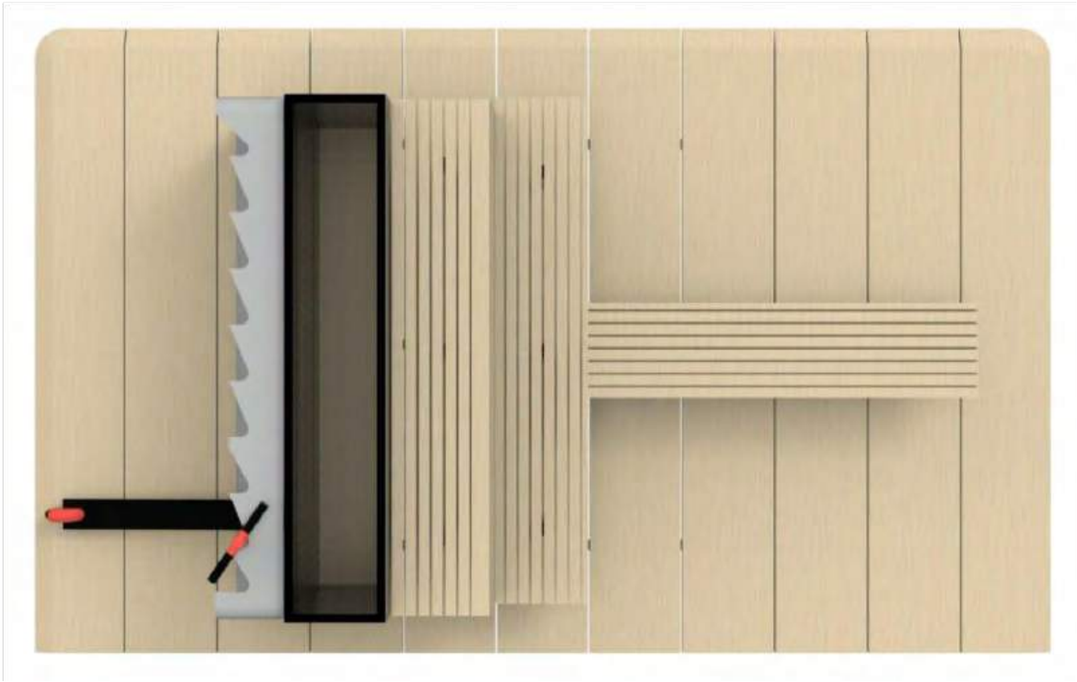
System design



Prototypes by Lundberg Design, Vinnova, and ArkDes

Prototypes by Lundberg Design, Vinnova, and ArkDes

Välkommen in
i experimentet!
ArkDes

Design principles for the street

Brian Eno

Think like a gardener, not an architect: design beginnings, not endings.

Unfinished = fertile

Artists are to cities what worms are to soil.

A city's waste should be on public display.

Make places that are easy for people to change and adapt (wood and plaster, as opposed to steel and concrete.)

Places which accommodate the very young and the very old are loved by everybody else too.

Low rent = high life

Make places for people to look at each other, to show off to each other.

Shared public space is the crucible of community.

A really smart city is the one that harnesses the intelligence and creativity of its inhabitants.

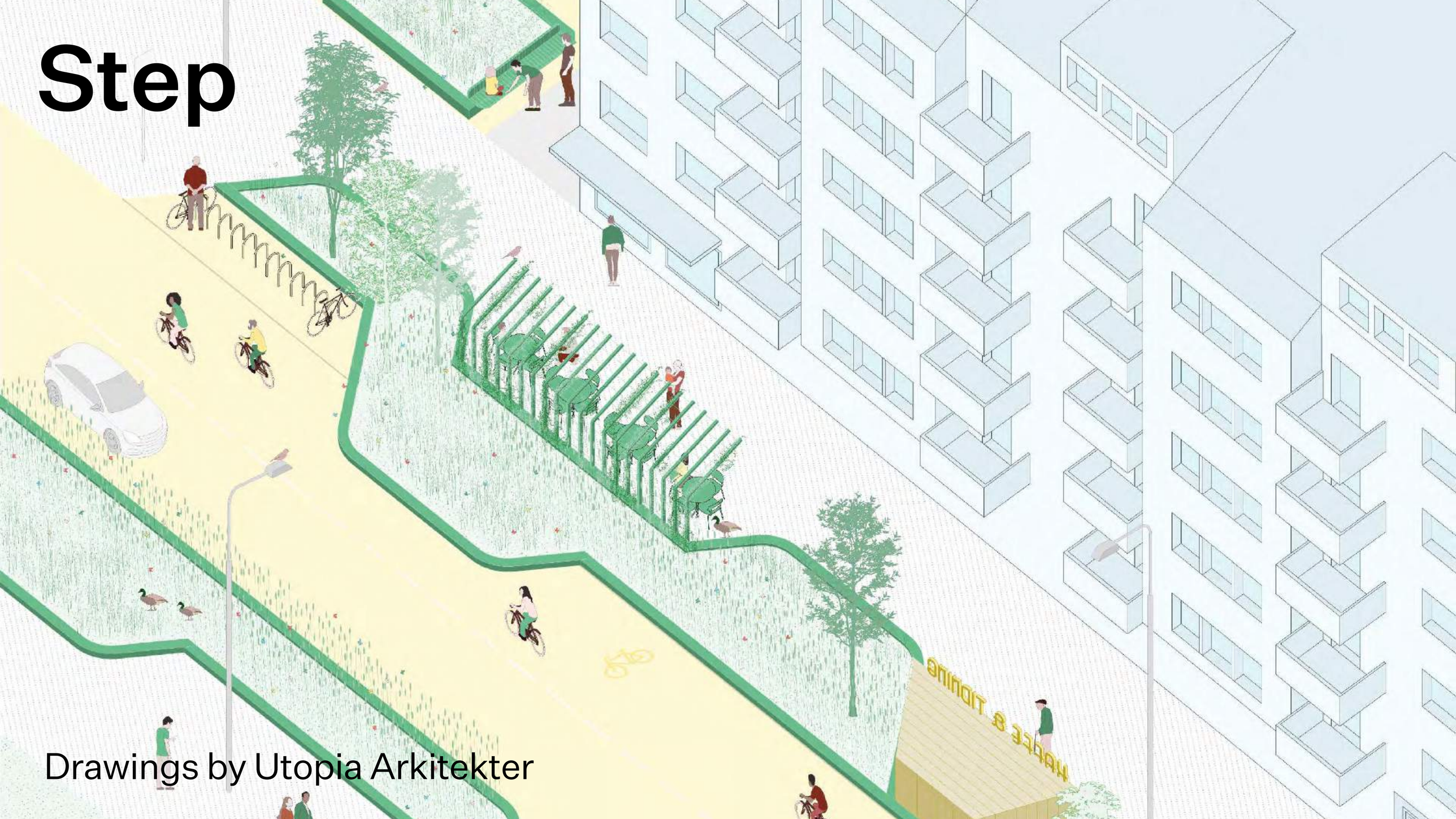
Start by starting

Drawings by Utopia Arkitekter

Half-step

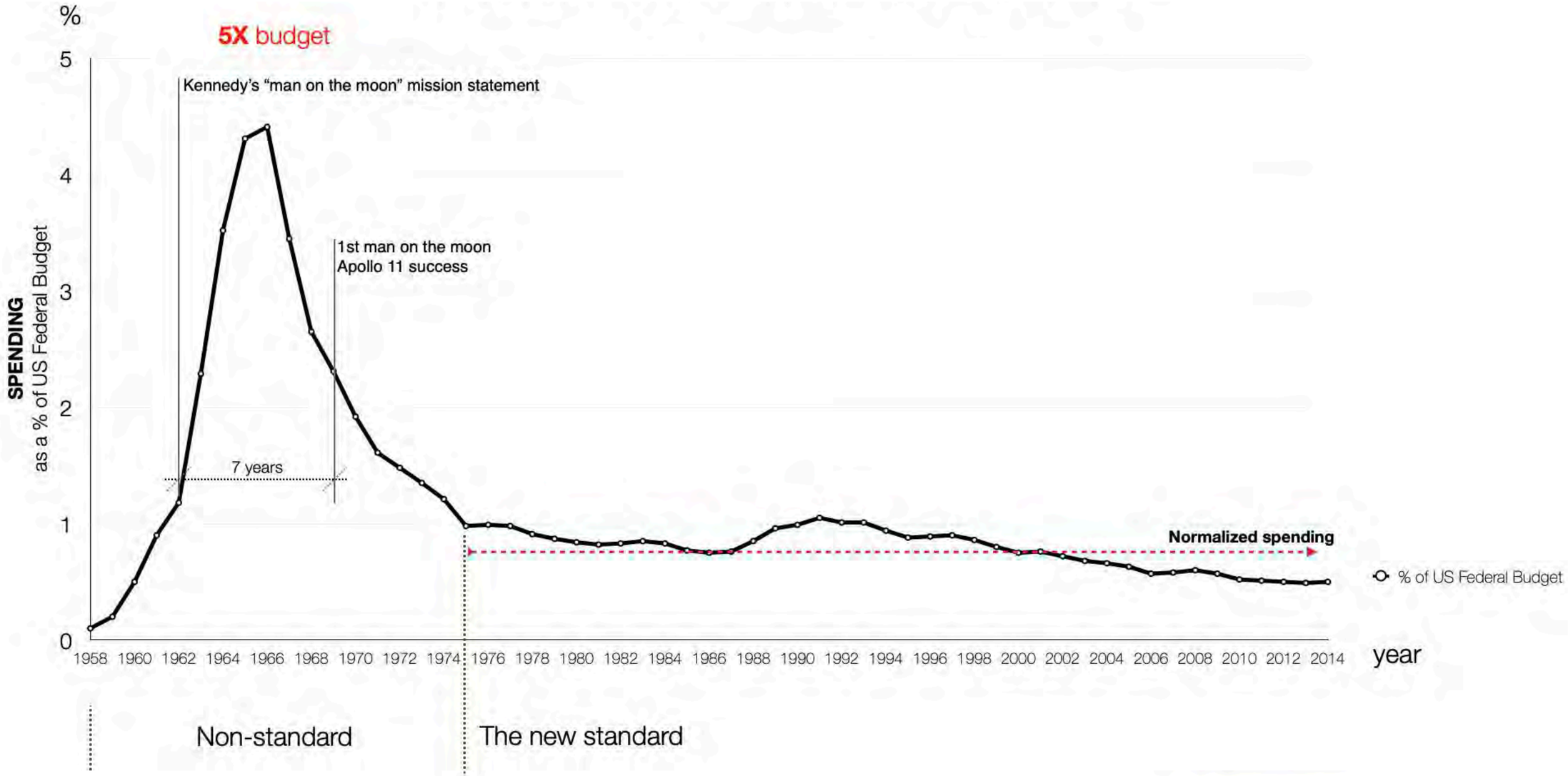
Drawings by Utopia Arkitekter

Step



Drawings by Utopia Arkitekter

NASA spending from its creation (1958) to 2014



Via Marco Steinberg

? Missions are continuous processes! Never finished — so how do we think about goals?

How does this affect policymaking, and a broader politics, framed around time-bound goals?

Theory of change

AKA The science doesn't work when good policy = bad politics.
Or, it's not about figuring out the answer, and just emailing it to everyone in Sweden.

We like to talk about 'engaging the public', but many scientists really just want to talk at them. And too many ordinary scientists hold politicians in utter intellectual contempt — even though it is the scientists who have chosen a career that allows them to pursue **relatively simple problems as building a machine to detect gravitational waves) rather than genuinely difficult ones (such as running a social-care programme in a small town).**

'The elephant in the room we can't ignore', Colin Macilwain, *Nature* 531, 277 (17 March 2016) (Emphasis added)

It may be enormously more difficult to design policies to equalise educational achievement or to eliminate prejudices, than to design spacecraft to go to the moon. For truly intractable problems the most we can expect from rational analysis is understanding which deters us from trying costly remedies that cannot work.

Richard Nelson, *The Moon and The Ghetto* (W. W. Norton & Company, 1977)

The real problem was that **a purely scientific and technological solution could not solve such problems**. There is a greater need to combine understandings of sociology, politics, economics and technology to solve these problems, as well as to make the conscious decision to point innovation towards them.

Mariana Mazzucato, *Mission-oriented Research & Innovation in the European Union*, (European Commission 2018)

Beyond analysis

Road safety

‘Motonormativity’: Britons more accepting of driving-related risk

Allowance made for dangers that would not be accepted in other parts of life, finds study with potentially major policy implications

Peter Walker

@peterwalker99

Tue 17 Jan 2023 17.00 AEDT

Politicians are less likely to try to tackle issues such as pollution from vehicles or poor driving, the researchers say. Photograph: Maureen McLean/Shutterstock

British people appear to have an in-built acceptance of risks and harms from motor vehicles that they would not accept in other parts of life, a study has discovered, with potentially widespread repercussions for how policy decisions are made.

Such is the cultural ubiquity of these assumptions, described by the researchers as “motonormativity”, that politicians are less likely to try to tackle issues such as pollution from vehicles or poor driving, they warned.

The study took a pool of more than 2,000 people and randomly assigned them one of two sets of questions that sought their views either on a driving-related risk or a near identical query on a wider issue, with just a couple of words changed.

In one example 75% of people agreed with the statement: “People shouldn’t smoke in highly populated areas where other people have to breathe in the cigarette fumes.” But when just two words were changed - “people shouldn’t drive in highly populated areas where other people have to breathe in the car fumes” - only 17% agreed.

Similarly, while only 37% of people thought the police needed to take action if someone left their “belongings” in the street and they were stolen, with the word changed to “car” it rose to 87%.

In another question, 61% of people agreed that risk was “a natural part of driving”, whereas just 21% agreed when “driving” was changed to

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Cost of living crisis is risk to UK road safety, says Halfords boss

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Public purpose can no longer be catered for by ‘predict and provide’

Transport today

As its history shows, the transport system is dynamic, constantly changing as new developments and drivers force it to adapt. This is no different today. We are currently in a period of considerable technological change, and more data about transport is being generated and collected than ever before. It is likely that the next 20 years will be a time of exciting progress.

Automation, electrification and greater connectivity will bring new opportunities, including improved road safety, health benefits, increased accessibility and environmental gains. These developments will intersect with social trends, such as increasing urbanisation and a shift towards a more sharing-based economy, further altering the ways in which we travel.

Yet these trends could potentially be disruptive as well, with some sections of society left out of the benefits. Other social trends, including the demographic changes of a growing and ageing population that particularly affect rural areas, will place further demands on the transport system. Dealing with the inherent uncertainties about what will happen adds to the complexity.

By analysing these trends and highlighting the trade-offs, the Future of Mobility project developed a range of future scenarios to help evaluate what mobility in the UK could look like in 2040. Our main finding is that transport needs to be considered as a holistic system, not as sequential or separate elements. The ‘predict and provide’ principle that guided transport planning between the 1950s and 1990s tended to treat modes separately, but this will no longer suffice.

New technologies create a window of opportunity to move towards a more integrated, UK-wide transport policy. For users of our transport system, multi-modal travel is likely to grow in importance as new options become embedded, such as autonomous and shared transport. Users want seamless door-to-door journeys, and an integrated approach helps to plan for this. There are also economic opportunities. Today, 2.54 million people – 8% of the UK’s total workforce – work in transport logistics, with the annual turnover for the UK logistics sector being £1,000 billion (Freight Transport Association, 2017).

A time of unprecedented change in the transport system
UK Government Office for Science, January 2019

“People don't necessarily want to own a car, but they want the mobility, the freedom to move ... In big cities, the private car is not a very practical concept. Maybe it's time for a new concept but I don't think the private car can solve that really—probably more biking or walking...Essentially, we initiate a project that intends to limit the number of cars in the city—which is fully in line with our company’s purpose.”

Håkan Samuelsson CEO Volvo Cars

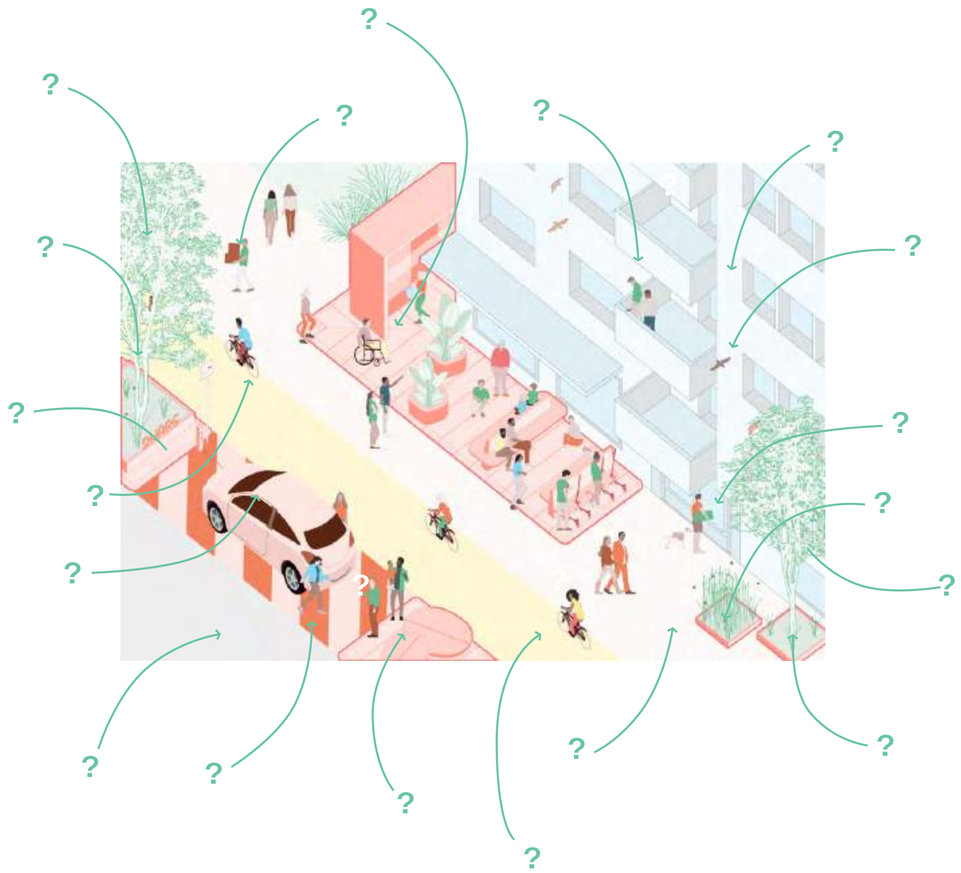
? Do we have respect for the true complexity of social innovation within our research and innovation cultures?

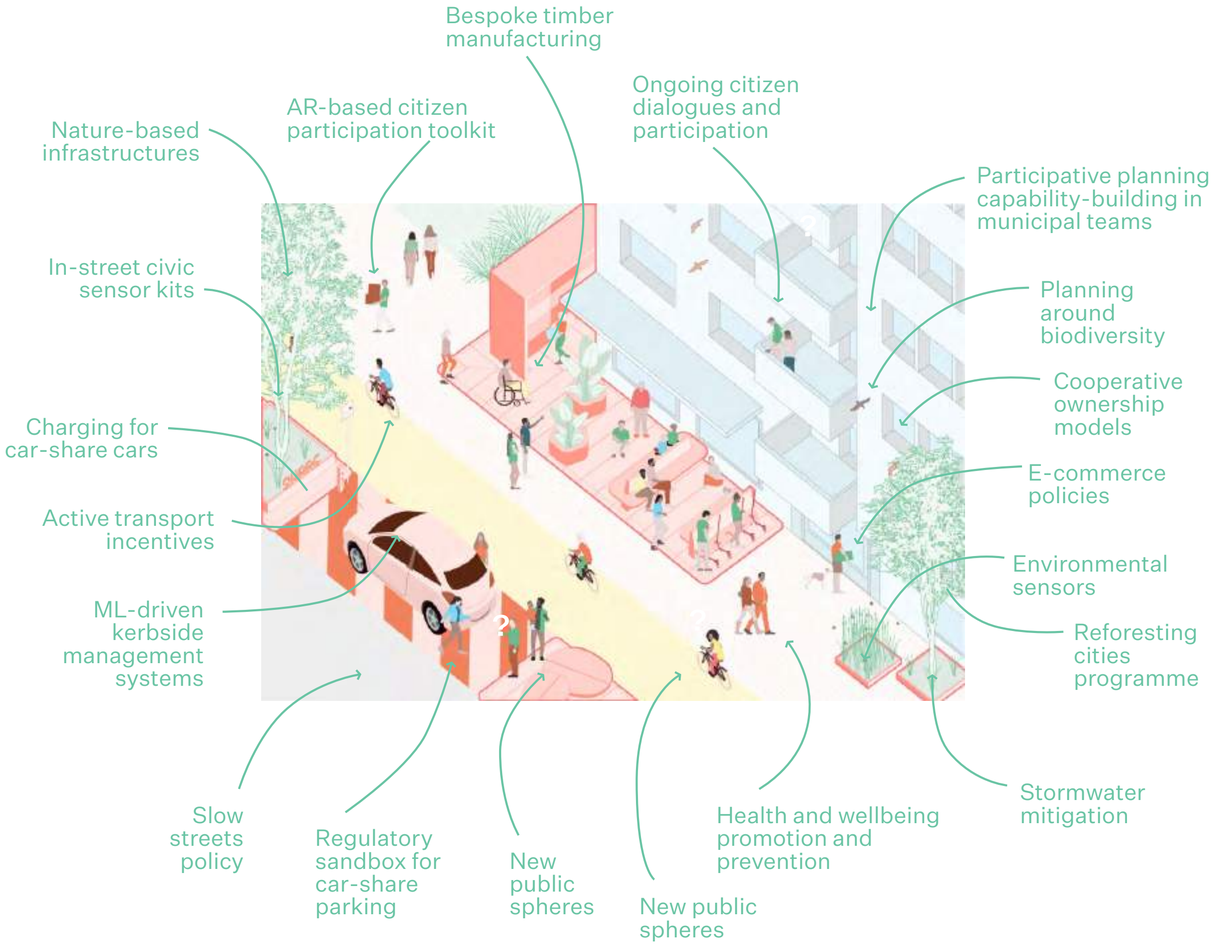
How do we move from *‘predict–and–provide’* to *‘decide–and–provide’*?

What capabilities do we need given the recognition that *‘social license’* is cultivated, not innate? (And indeed, what about *‘environmental license’*?)

A platform for asking questions in public

Forces us to ask, who decides what about what?





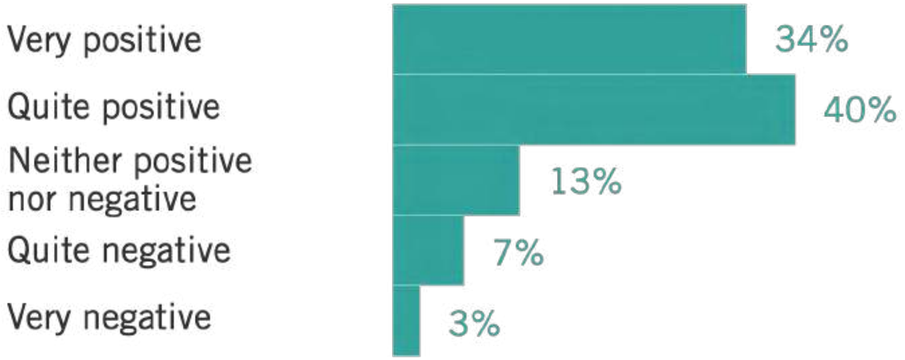
Prototyping

Follow-on research

As part of the evaluation of the first prototypes in Stockholm, ArkDes commissioned Novus, a research company, to conduct in-street surveys providing qualitative feedback from residents and users of the streets.

Overall feedback of the prototype core idea

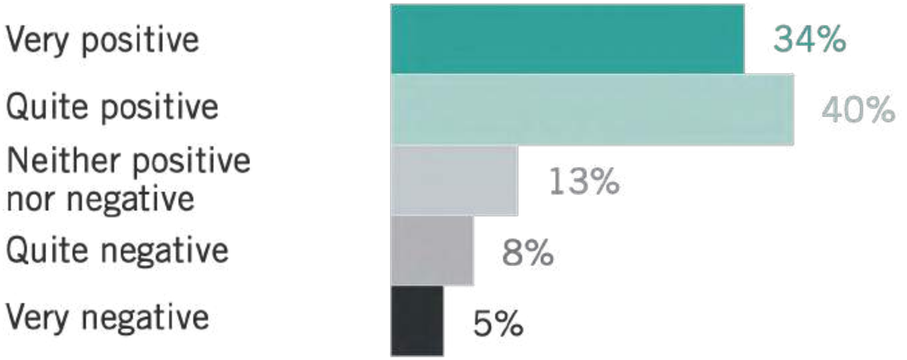
How do you see the idea of placing mobility hubs, similar to the one you can see in front of you, on different streets in the city?



If you are positive, what is it that you like?

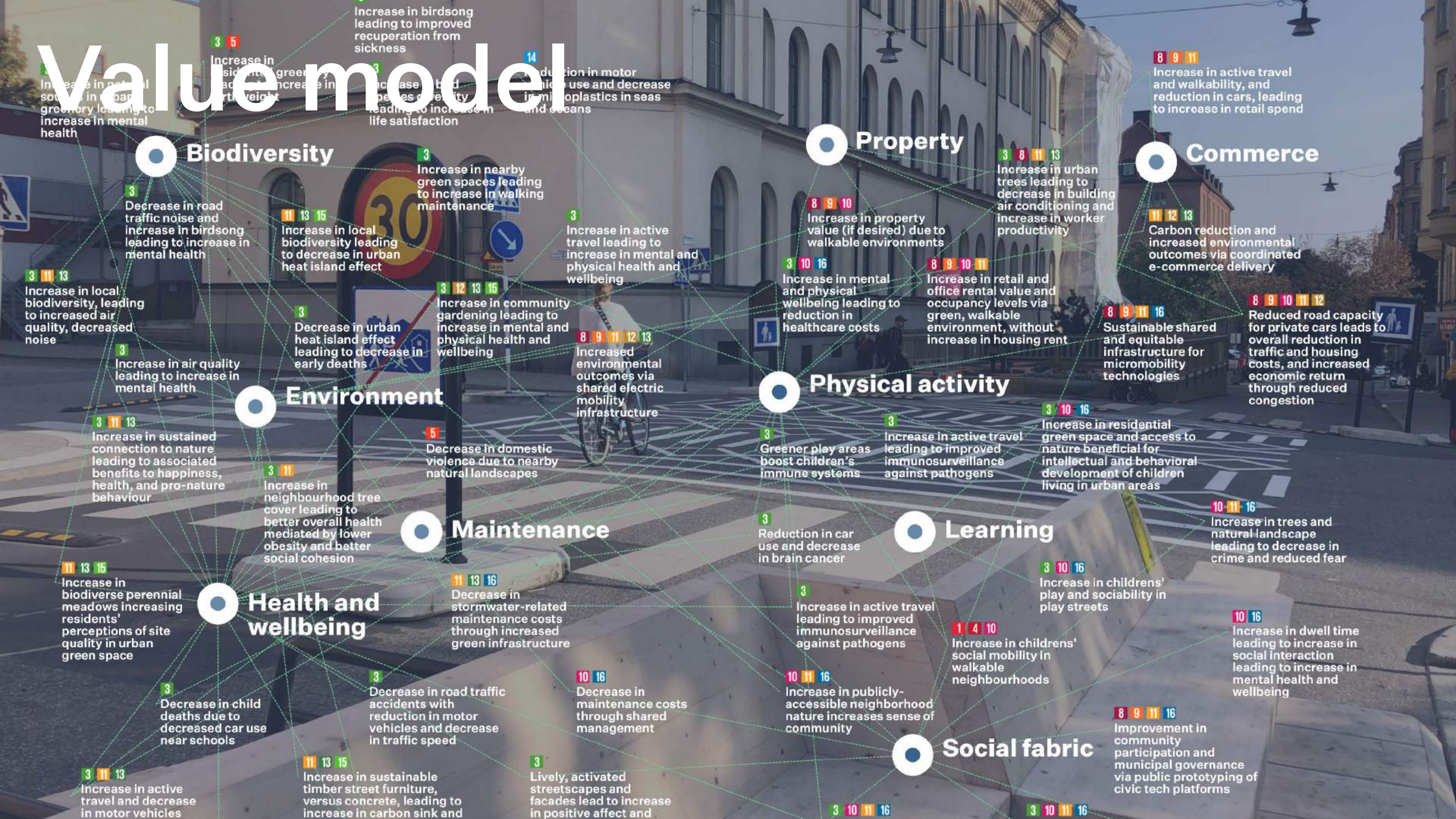
Hälsingegatan

How do you see the idea of placing mobility hubs, similar to the one you can see in front of you, on different streets in the city?

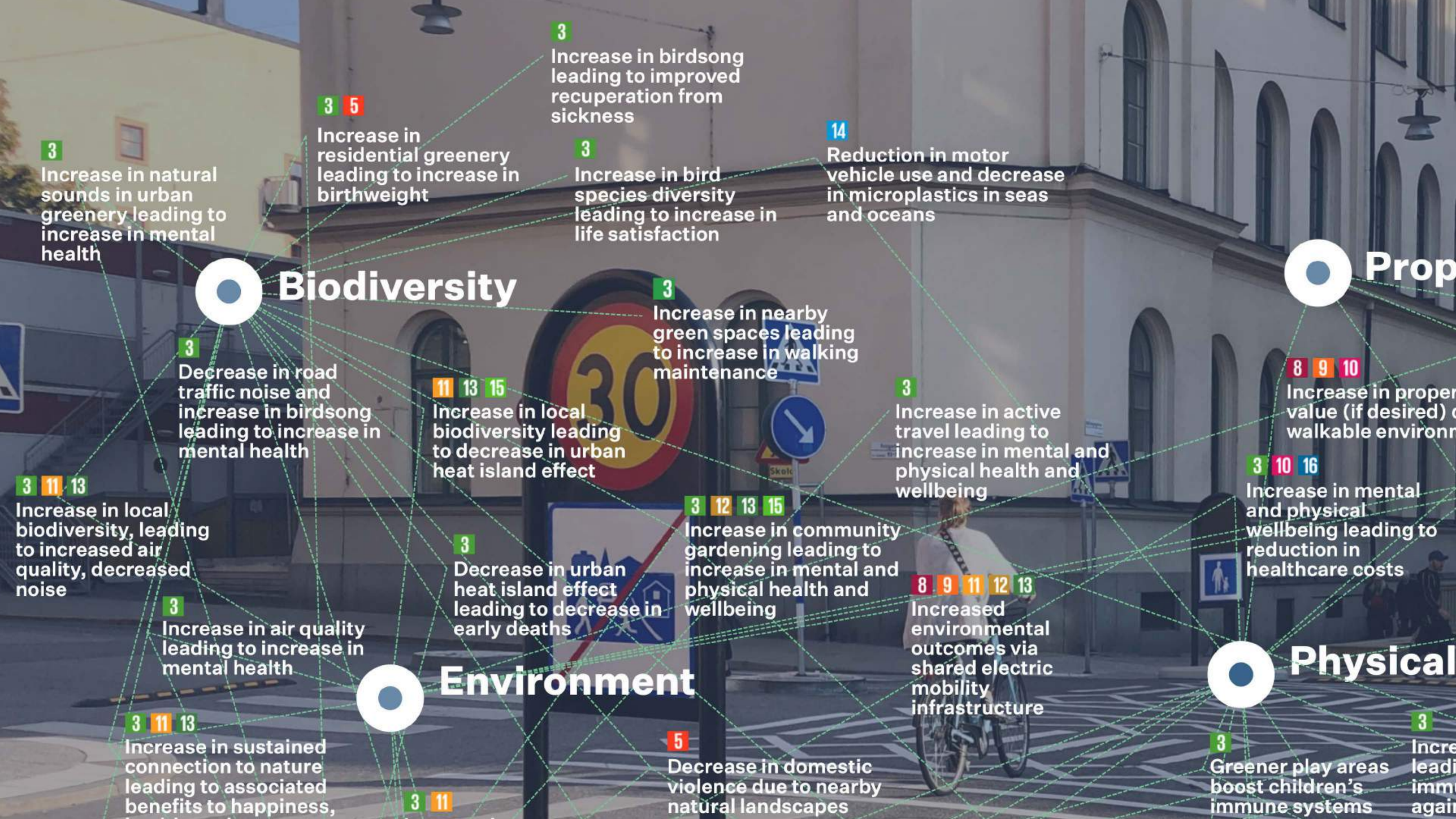


If you are positive, what is it that you like?

Value model



Increase in birdsong leading to improved recuperation from sickness
3 5
Increase in
increase in mental health
3
life satisfaction
14
Biodiversity
3
Increase in nearby green spaces leading to increase in walking maintenance
3
Decrease in road traffic noise and increase in birdsong leading to increase in mental health
11 13 15
Increase in local biodiversity leading to decrease in urban heat island effect
3
Increase in active travel leading to increase in mental and physical health and wellbeing
3 11 13
Increase in local biodiversity, leading to increased air quality, decreased noise
3 12 13 15
Increase in community gardening leading to increase in mental and physical health and wellbeing
3
Decrease in urban heat island effect leading to decrease in early deaths
8 9 11 12 13
Increased environmental outcomes via shared electric mobility infrastructure
3
Increase in air quality leading to increase in mental health
Environment
3 11 13
Increase in sustained connection to nature leading to associated benefits to happiness, health, and pro-nature behaviour
5
Decrease in domestic violence due to nearby natural landscapes
3 11
Increase in neighbourhood tree cover leading to better overall health mediated by lower obesity and better social cohesion
Maintenance
11 13 15
Increase in biodiverse perennial meadows increasing residents' perceptions of site quality in urban green space
Health and wellbeing
11 13 16
Decrease in stormwater-related maintenance costs through increased green infrastructure
3
Decrease in child deaths due to decreased car use near schools
3
Decrease in road traffic accidents with reduction in motor vehicles and decrease in traffic speed
10 16
Decrease in maintenance costs through shared management
3 11 13
Increase in active travel and decrease in motor vehicles
11 13 15
Increase in sustainable timber street furniture, versus concrete, leading to increase in carbon sink and
3
Lively, activated streetscapes and facades lead to increase in positive affect and
Property
8 9 11
Increase in active travel and walkability, and reduction in cars, leading to increase in retail spend
3 8 11 13
Increase in urban trees leading to decrease in building air conditioning and increase in worker productivity
Commerce
8 9 10
Increase in property value (if desired) due to walkable environments
11 12 13
Carbon reduction and increased environmental outcomes via coordinated e-commerce delivery
3 10 16
Increase in mental and physical wellbeing leading to reduction in healthcare costs
8 9 10 11
Increase in retail and office rental value and occupancy levels via green, walkable environment, without increase in housing rent
8 9 11 16
Sustainable shared and equitable infrastructure for micromobility technologies
8 9 10 11 12
Reduced road capacity for private cars leads to overall reduction in traffic and housing costs, and increased economic return through reduced congestion
Physical activity
3 10 16
Increase in residential green space and access to nature beneficial for intellectual and behavioral development of children living in urban areas
3
Greener play areas boost children's immune systems
3
Increase in active travel leading to improved immunosurveillance against pathogens
10 11 16
Increase in trees and natural landscape leading to decrease in crime and reduced fear
3
Reduction in car use and decrease in brain cancer
Learning
3 10 16
Increase in childrens' play and sociability in play streets
3
Increase in active travel leading to improved immunosurveillance against pathogens
1 4 10
Increase in childrens' social mobility in walkable neighbourhoods
10 16
Increase in dwell time leading to increase in social interaction leading to increase in mental health and wellbeing
10 11 16
Increase in publicly-accessible neighborhood nature increases sense of community
Social fabric
8 9 11 16
Improvement in community participation and municipal governance via public prototyping of civic tech platforms
3 10 11 16
3 10 11 16


3
Increase in birdsong leading to improved recuperation from sickness
3 5
Increase in residential greenery leading to increase in birthweight
3
Increase in natural sounds in urban greenery leading to increase in mental health
3
Increase in bird species diversity leading to increase in life satisfaction
14
Reduction in motor vehicle use and decrease in microplastics in seas and oceans
Biodiversity
3
Increase in nearby green spaces leading to increase in walking maintenance
Prop
3
Decrease in road traffic noise and increase in birdsong leading to increase in mental health
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Decrease in domestic violence due to nearby natural landscapes
3
Greener play areas boost children's immune systems
3
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3 11

? What kind of evaluation process unlocks this form of value model?

Platform strategy

Place layers	In the Street mission	Place-based collaborators
Skills, capabilities, and cultures	Physical, digital, and social interventions in streets in Stockholm, Helsingborg, and Umeå, within a wider network of nine municipalities coordinated by Viable Cities.	ArkDes, Stockholms stad; Helsingborg stad; U planning and health departments; Voi; Volvo M

System layers	In the Street mission	System collaborators
Skills, capabilities, and cultures	Urban design/architecture; IoT, data science; user experience; micromobility, transport, and logistics; place-based governance; participative democracy; microeconomics; health and wellbeing;	ArkDes; Rådet för hållbara städer; Boverket; Vo Spacescape; Stockholm Region
Standards and guidelines	Interoperable mobility standards, street furniture design guidelines, health and safety guidelines for micromobility, civic IoT privacy guidelines, street design guidelines and best practice, accessibility standards	Municipal traffic departments in Stockholm, He Region; Voi; Volvo M; Lundberg Design; Space
Data, code, and services	Micromobility data standards; Real-time kerbside management systems; 'digital twins'; Internet of Things kits; environmental sensor	Stockholms stad; Helsingborg stad; Umeå stad Volvo M; Ericsson One; Vinnova; RISE
Financing	New value models, with 'total value budgeting' based on public health and wellbeing savings, environmental benefits, maintenance benefits; place-based system demonstrator innovation funding	Stockholms stad; Helsingborg stad; Umeå stad Climate-KIC
Policy	Parking space policy; street planning policy; local real estate policy; participative design and planning policy; smart city policy; arts and culture policy; licensing policies	ArkDes; Rådet för hållbara städer; Boverket; Cl RISE; Stockholm Region
Law	Parking space law, traffic speed limits, vehicle definitions, municipal and regional governance and financing law	Transportstyrelsen (national regulatory author

Culture: Civic, cared-for, well-designed, adaptive

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[illegible]	Parking space law; traffic speed limits, vehicle definitions, municipal and [illegible]	[illegible] (national regulatory author

Regulation: No on-street parking since 1965, for ex.

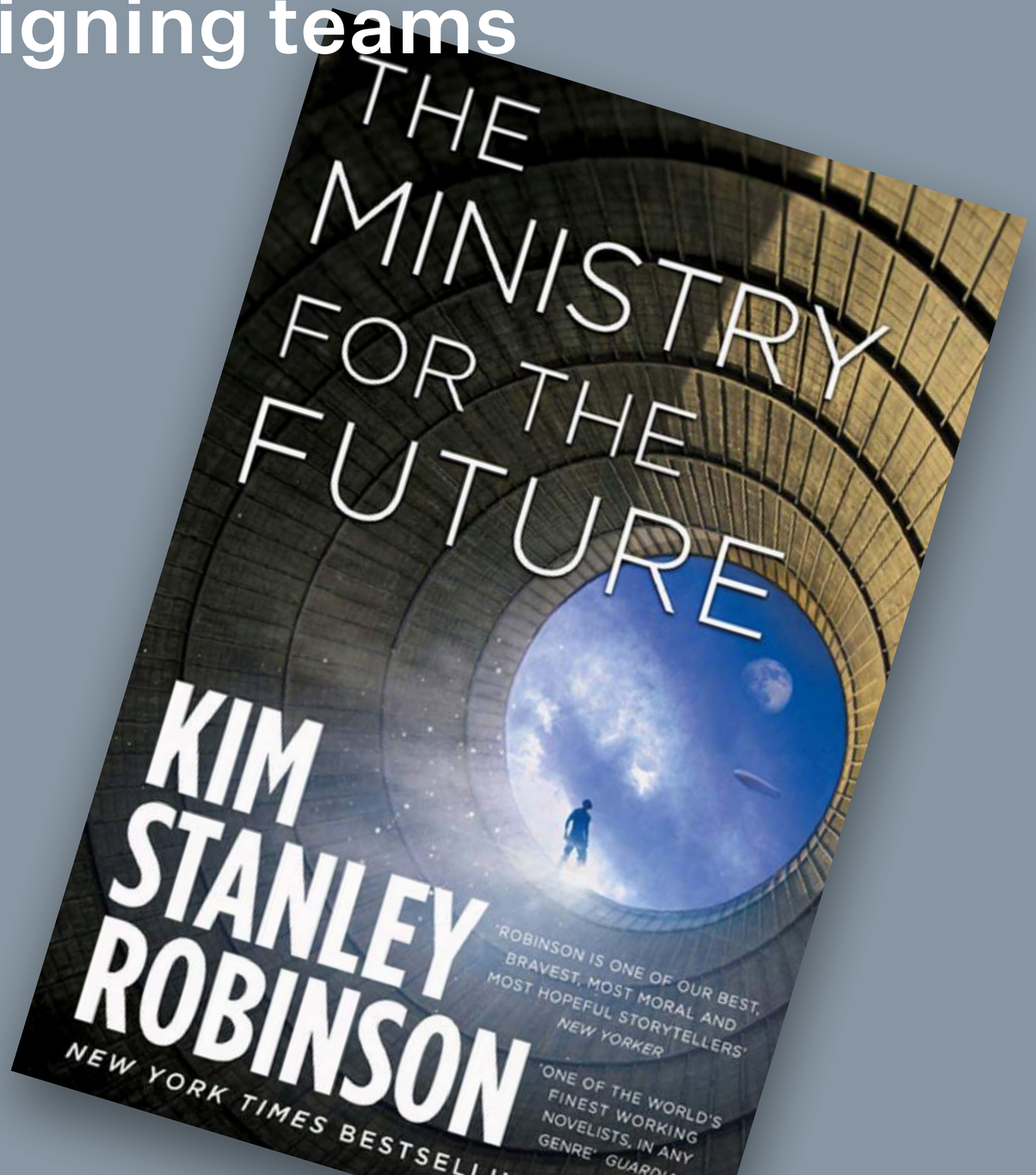
Cosplaying the possible organisation

Cement between the bricks

Or, an organisation for the gaps

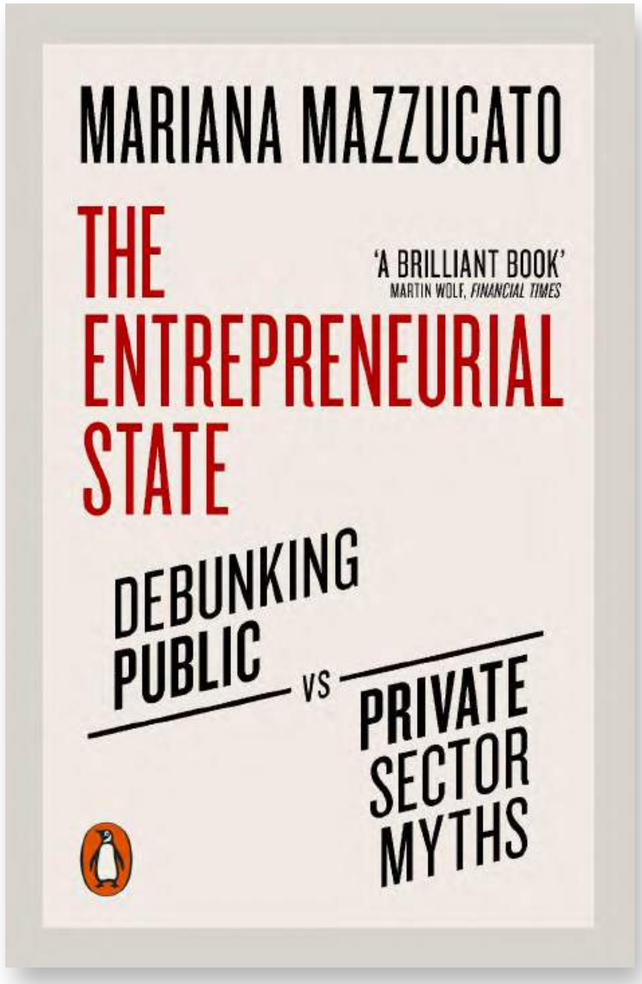
Or, working in the shape of the system itself

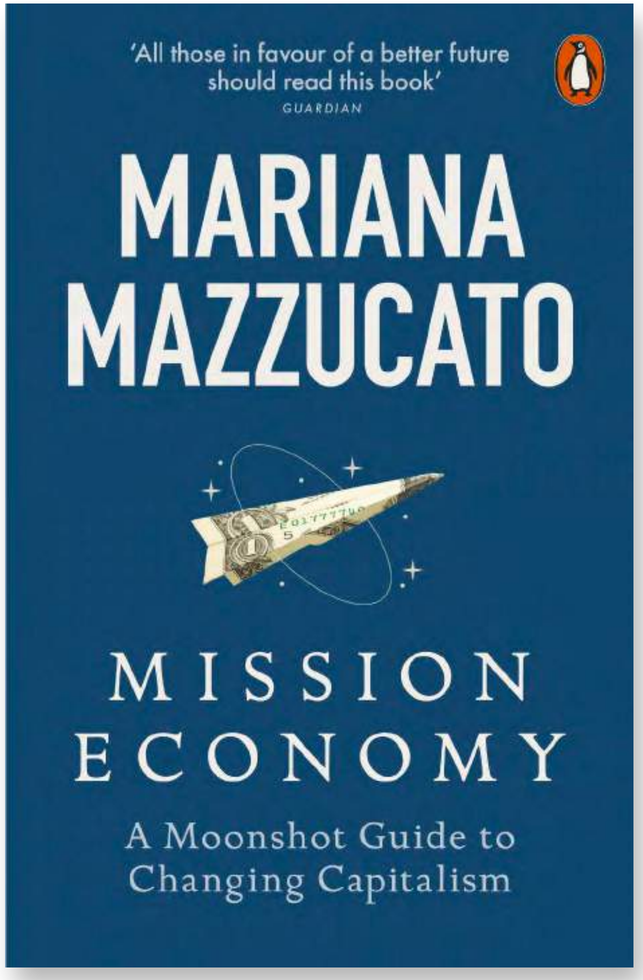
Designing teams



- Leader (ex- lawyer, ex-Minister of Foreign Affairs)
- Legal
- Infrastructure (ex-oil company)
- Climate science (glaciologist)
- Ecologist (migration and adaptation)
- Ecologist (biosphere studies, habitat restoration)
- Ecologist (oceans)
- Agriculture
- Geoengineering
- Insurance
- Economist (taxes and political economy)
- AI/Internet
- Refugees
- Indigenous peoples

The return of public purpose





‘Don’t privatise railways; don’t nationalise sandwiches’

After Tony Judt

? The private sector can’t do the public sector’s job. Is this discussed enough?

Equally, how do we bring together public, private and third sector, in deep collaboration?

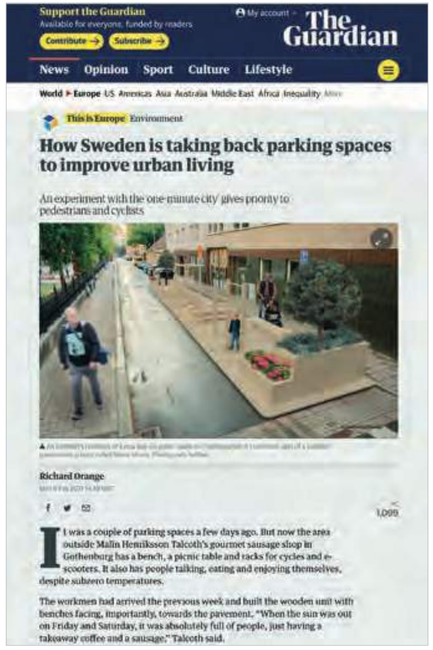
Curating attention via The One-minute City

Following the design principles (Tangible), do not talk about something before one has something to talk about. The mission is not announced during 2019. The first media starts emerging in the Swedish press, from both Framtidsgator and Street Moves projects, only in August and September 2020, to promote the launch of the first retro-fitted street. This makes the resulting discussion more meaningful, by pinning it around an experience that many people can actually visit.

Collaborators in the mission team—in this case Volvo M—also used their publicity muscle around the project.

The mission was picked by the European Commission programme EIT Urban Mobility, which featured both Framtidsgator and Street Moves projects on its YouTube channel. These videos do not get many views, but they help—and also provide useful assets for presentations. Video is the key media for missions.

The trigger for most media attention, however, was an in-depth feature in *Bloomberg CityLab*. Vinnova project team member pitched a journalist contact at *Bloomberg* in October 2020, and the story finally emerged in early January 2021. This coverage was not only high-profile; it also lent the project credibility with key audiences, stimulating much of the attention that followed. A key addition here is the creation of a clear and topical hook— the *'One-Minute City'*, riffing off Paris's 15 Minute City. This helped land the story with the journalist, and fuel its dissemination. The story also featured ArkDes director, spreading the attention across the mission's multiple partners. It is also essential to open up the projects to critical discourse, given a mission's likely complexity.



The *Bloomberg* article leads to *The Guardian* picking it up, which is crucial, as this moves it into more mainstream media. An hour-long conversation with a Malmö-based 'stringer' leads to a February 2021 article foregrounding the Gothenburg prototype.

Images of the prototypes began to spread rapidly across social media. As well as media created by mission teams, the prototypes being situated in everyday life means, of course, that people can make their own media, their own discourse.

Also following the publication at *Bloomberg CityLab*, as well as further discussion of the One Minute City thinking behind the project outlined on a team member Dan Hill's personal blog at Medium, *Fast Company* write an expansive feature, locating the project under 'World-Changing Ideas'. This helps make the case that the mission is taking an innovative approach, a case that still needs to be made in the context of innovation policy environments that are typically attuned to the lab rather than the street. *Fast Company* picking it up also implicitly suggests the project's business value, as well its social and cultural aspects.

Good quality photos, drawings and video are necessary to feed media outlets, trigger social media reaction, and communicate the essence of the project. Visualisations commissioned from Utopia Arkitekter were key to describing the mission trajectory, whilst ArkDes produced several videos designed for the internet. A short documentary-style feature captures project team/Mission board members talking about the project, whereas other short in situ clips, formatted for social media, helped capture and convey user reactions to the prototypes.

Ideas for Good, Japan, January 2021

Architectural Digest, Mexico, February 2021

World Economic Forum, February

Ultimately the discussion returns to Sweden. Technology aspects are picked up in related innovation programmes *Drive Sweden* and *Smart City Sweden*.

Built environment and urban development aspects are discussed by the likes of *Hållbart Samhällsbyggande* (sustainable society-building) and the *Ecowatch* website.

The project also appeals to Swed tourism website

Sweden’s One-Minute City, New York Times, September 2-3 2023

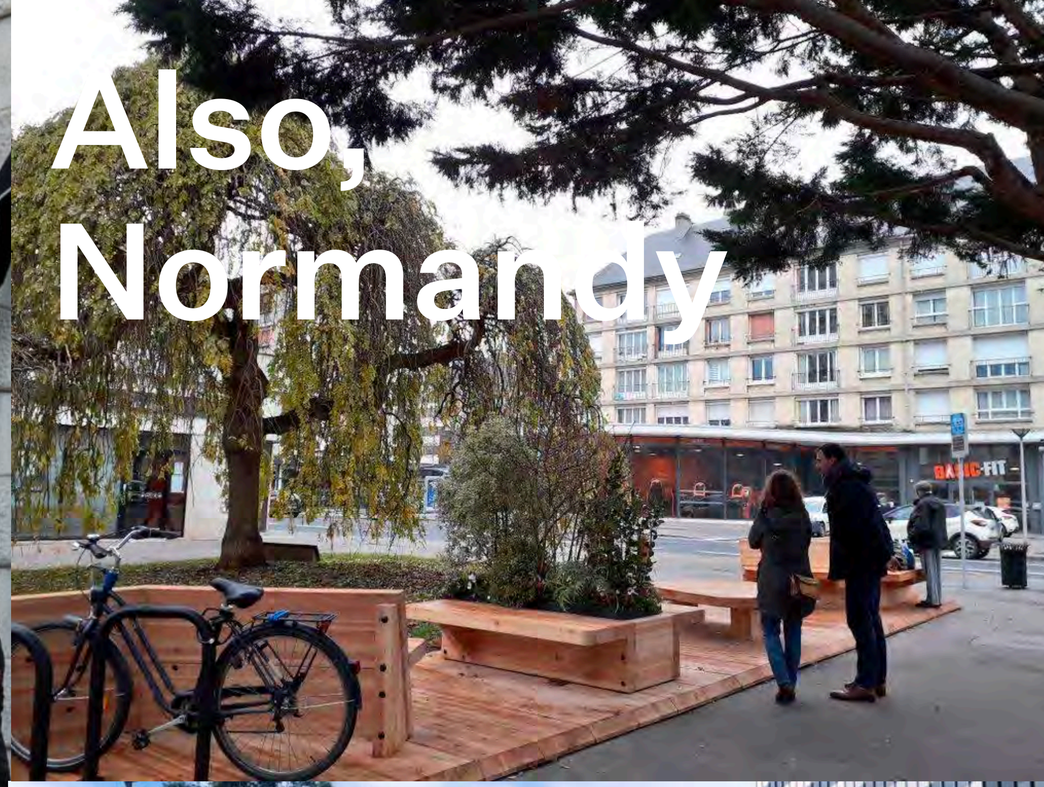
? What skills do we need for this?

How does this relate to *‘decide–and–provide’*?

How might working with public discourse speed missions up, make them more effective, or equitable?

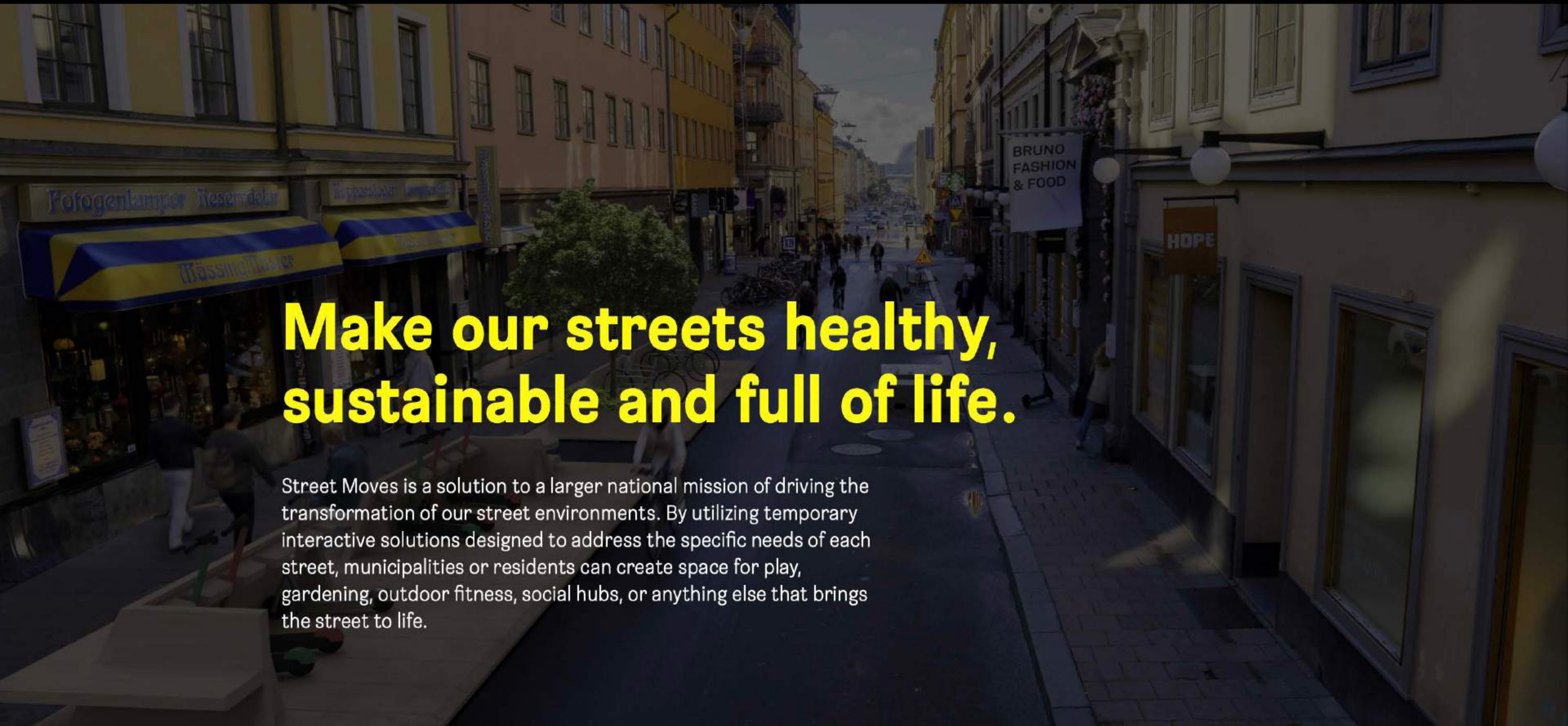
Now engaging approximately 25 municipalities across Sweden

Gothenburg prototypes



Also, Normandy

Also, San José



Make our streets healthy, sustainable and full of life.

Street Moves is a solution to a larger national mission of driving the transformation of our street environments. By utilizing temporary interactive solutions designed to address the specific needs of each street, municipalities or residents can create space for play, gardening, outdoor fitness, social hubs, or anything else that brings the street to life.