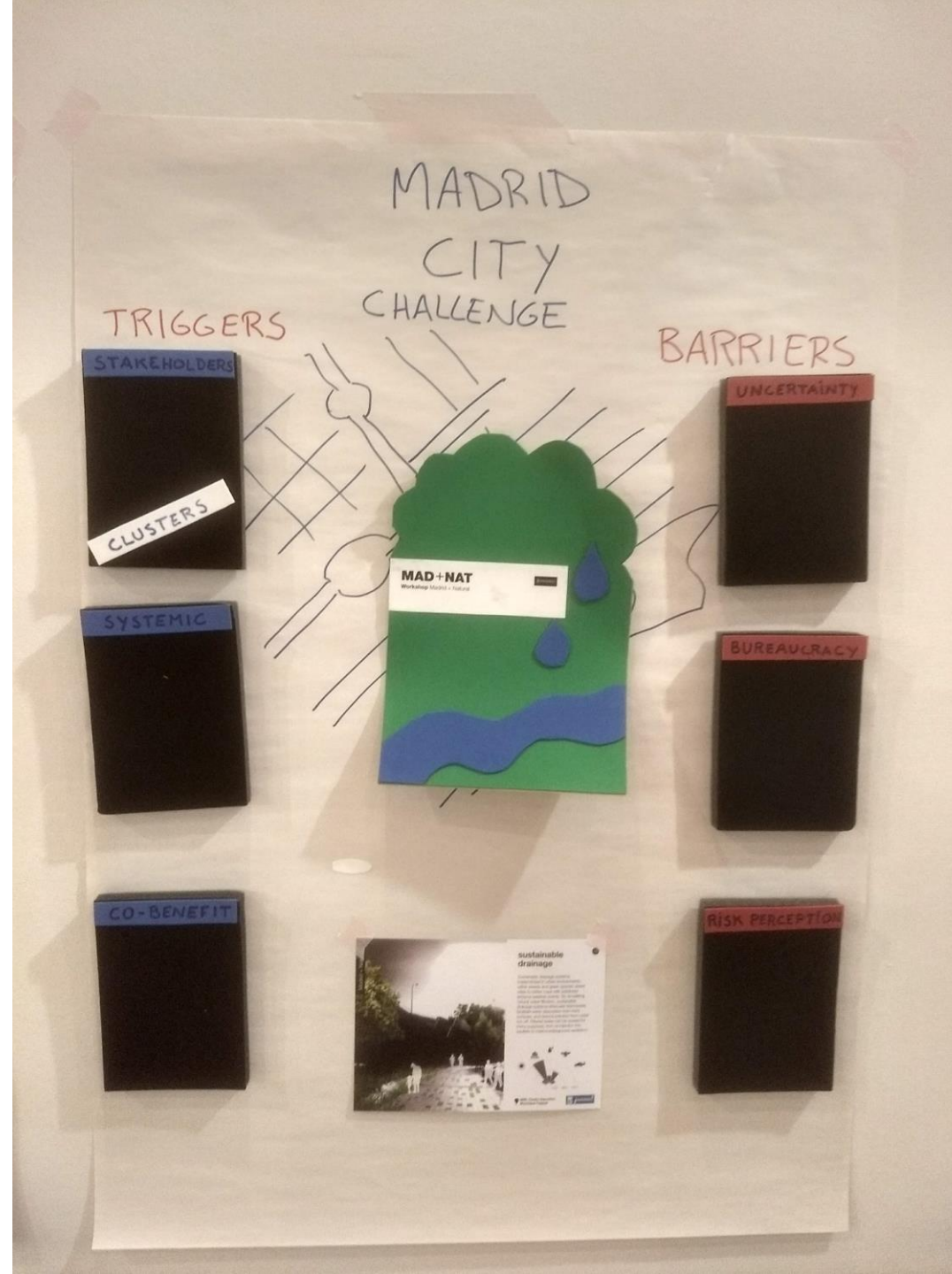
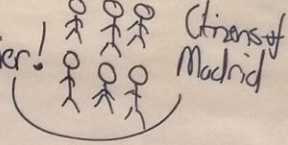


# Challenge presentation

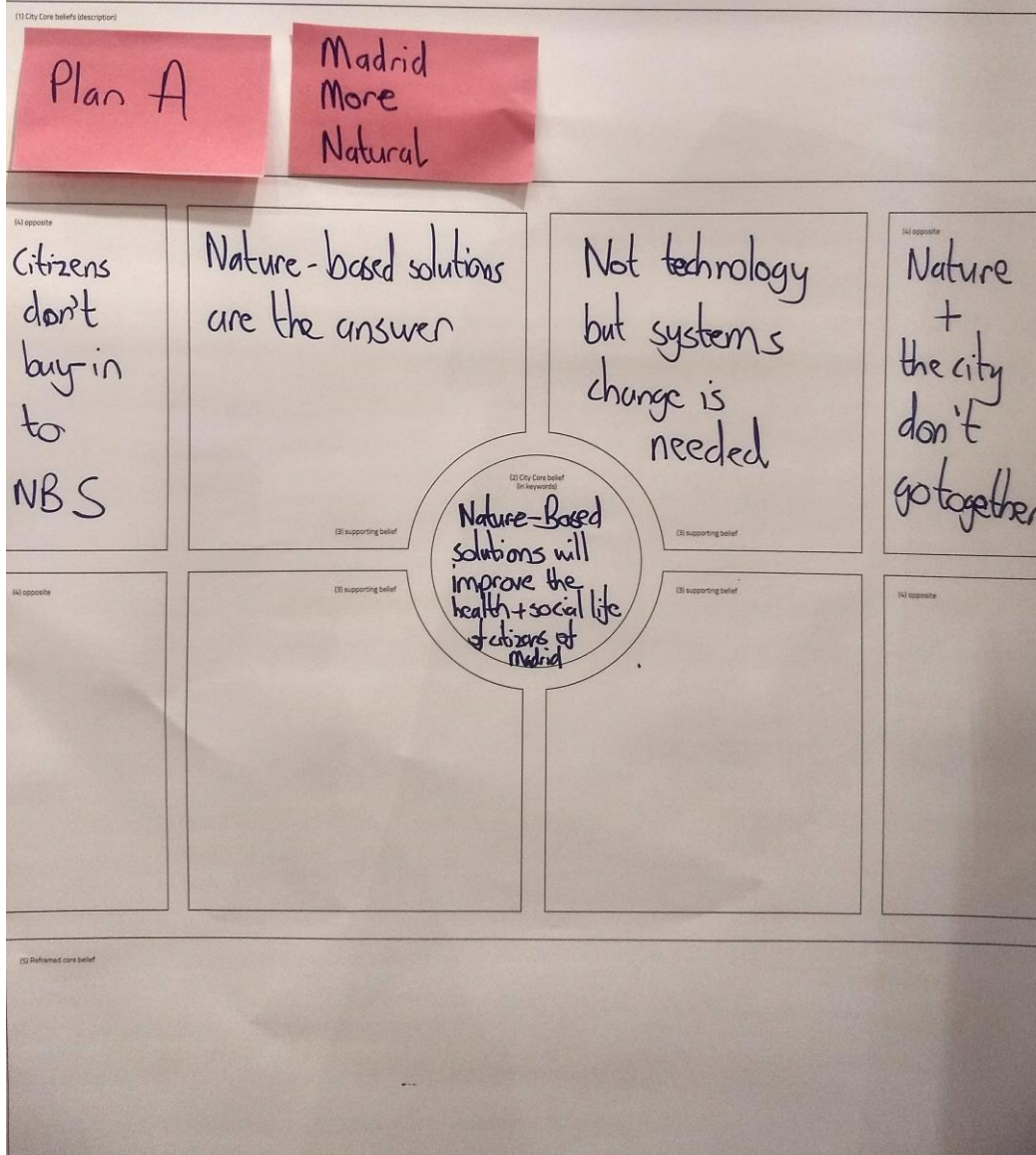


## Initial reframing

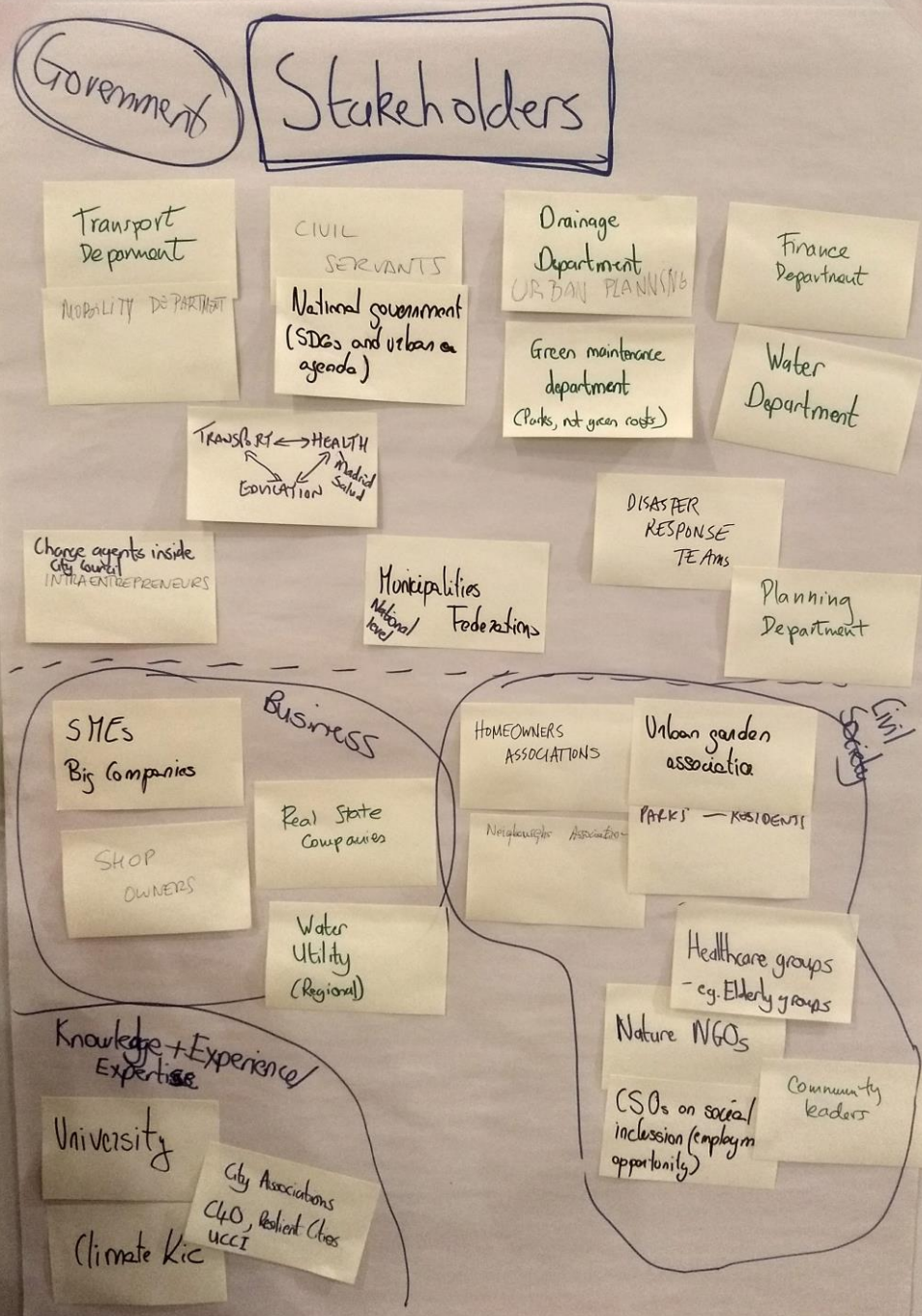
<p>① What is the issue? Why is it important?</p>	<ul style="list-style-type: none"> <li>- Integration</li> <li>- Multi-system</li> <li>- Social problem not technological</li> <li>- Environmental justice</li> <li>- Citizen empowerment?</li> <li>- Drive from bottom-up</li> <li>- Understanding risk/uncertainty</li> </ul>
<p>② Who is it a problem for?</p>	<p>Juan! Javier!</p> 
<p>③ What social or cultural factors shape this problem?</p>	<ul style="list-style-type: none"> <li>- Lack of knowledge/understanding of NBS</li> <li>- Nature vs Cities - they don't go together</li> <li>- Nature-based solutions are "Push" for rich neighborhoods</li> </ul>
<p>④ What evidence do you have that this is worth the investment?</p>	<ul style="list-style-type: none"> <li>- Need more on air pollution/benefits</li> <li>- Cost of inaction <ul style="list-style-type: none"> <li>↳ of air pollution + overheating</li> </ul> </li> <li>- Sensors data on green roofs/walls <ul style="list-style-type: none"> <li>↳ Before + after</li> </ul> </li> </ul>
<p>⑤ Can you think of the problem in a different way?</p>	<ul style="list-style-type: none"> <li>- for parents - impacts on children <ul style="list-style-type: none"> <li>↳ education/health</li> </ul> </li> <li>- focusing on mobilisation - defining/re-defining the problem - not mono-industrial solutions</li> <li>- a health experiment? <ul style="list-style-type: none"> <li>↳ smart watch etc. data capture</li> </ul> </li> </ul>



## City Challenge reframing canvas



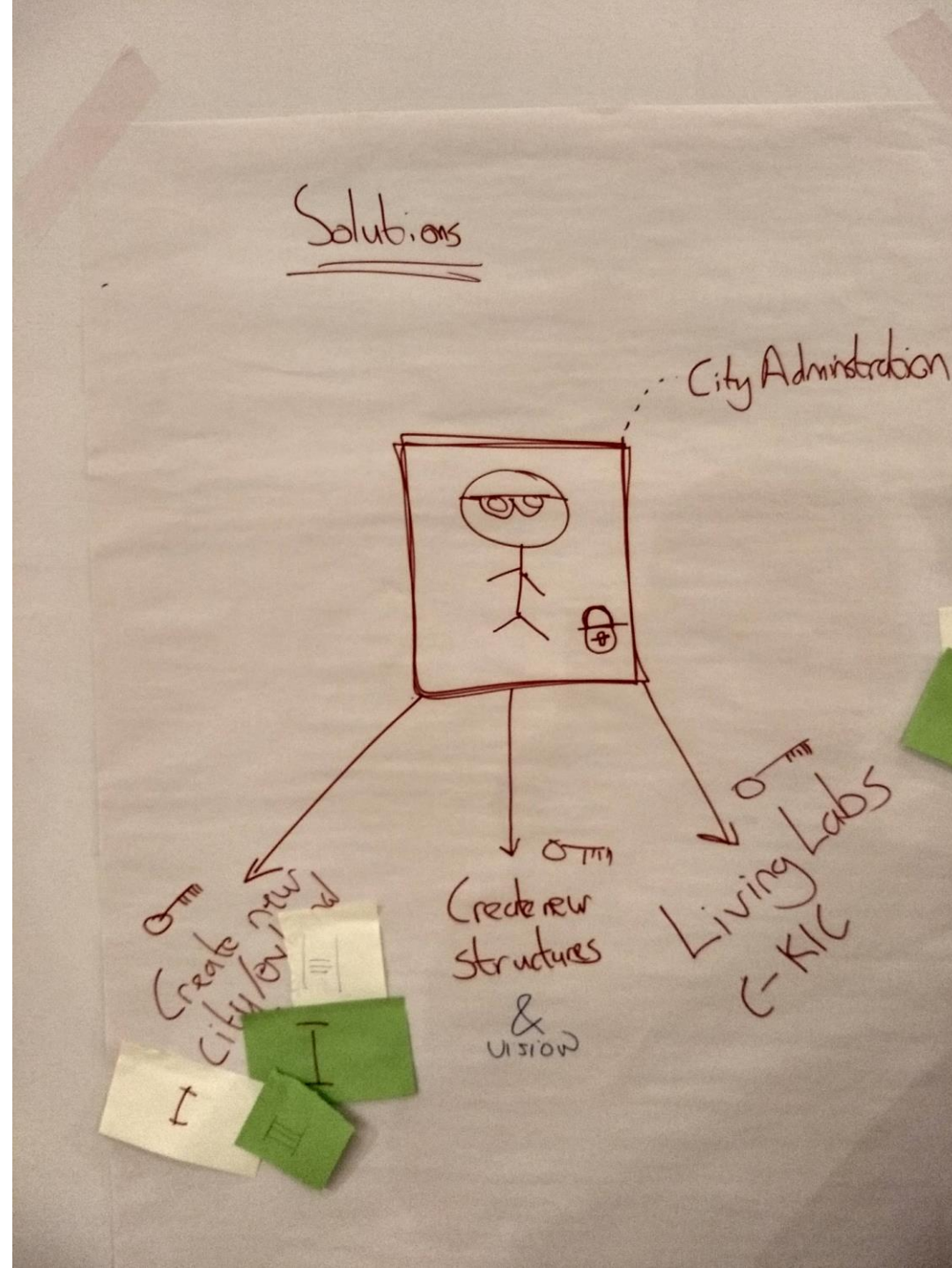
## Reframing canvas

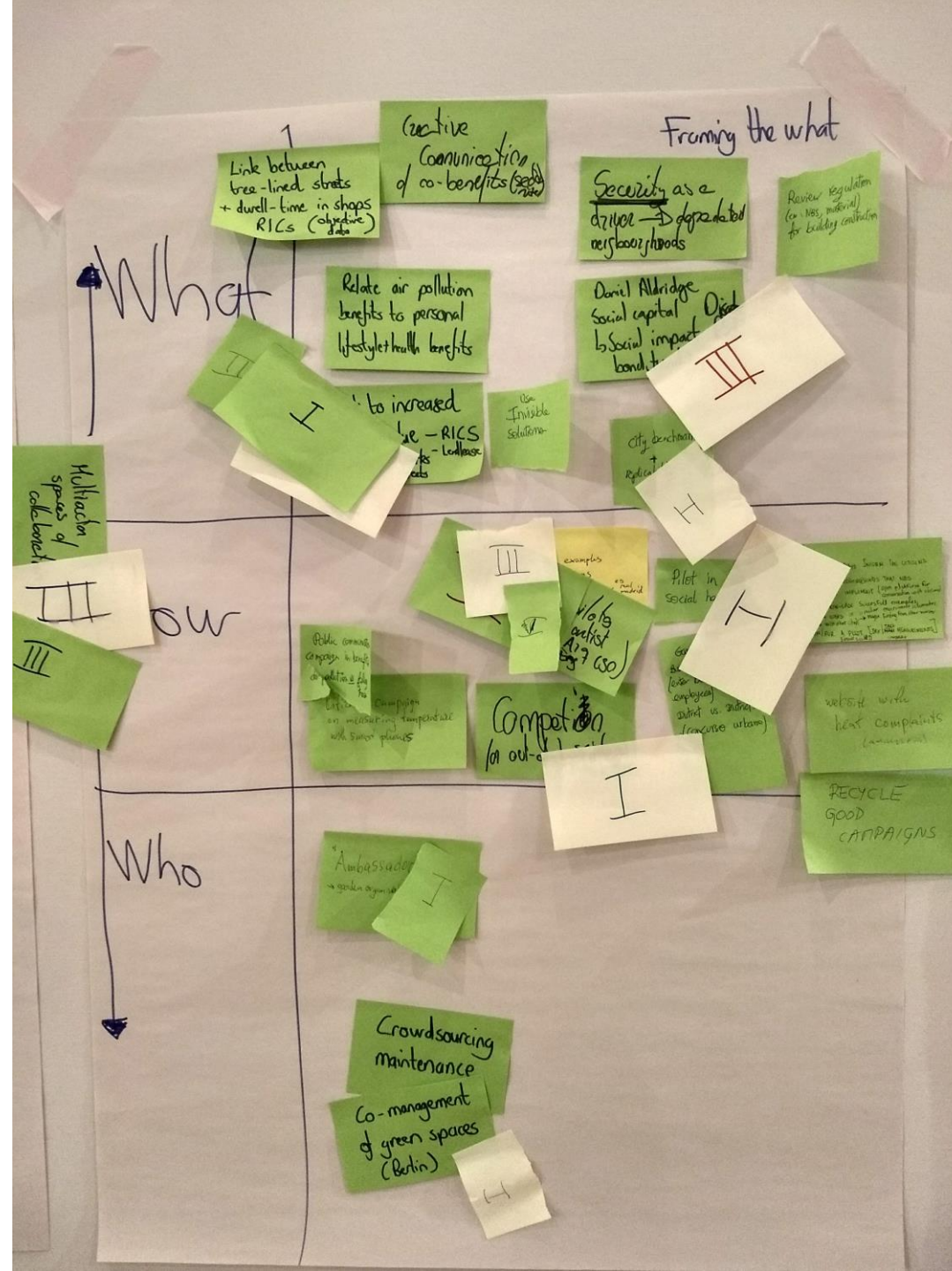


Stakeholder map



# Overcoming bureaucracy





## Round 2: With Voting



MASSIVE

City Challenge poster

MAJORIO +

# NEW ENTITY EXTERNAL AGENCY FOR MADRID

12 Abstract

- City bureaucracy is too constraining, so why not create a new structure to supercede it?

13 Introduction (Context, Background & Translations)

- Council
  - Universities
  - Community associations
  - European Society of Living Labs - Contracting models available
- new terminology

Mapping 1990

already engaged citizens - find them!

14 Solution

- Organised by people in the city council *pick a common language*
- External advisers  
↳ Universities, companies + Citizen Associations
- NBS Innovation ecosystem  
↳ Multiple Actors
- Regulatory sandbox  
↳ regulate at the end, not the beginning

15 Future work

- Social media strategy
- Alternative mobility  
↳ school-yard planning  
↳ school mobility
- ↳ Ask about problems - not voting on solutions
- Crowdsourcing volunteers
- Big data applications  
↳ Collective intelligence
- Madrid regional level

I am interested in (contributing to) this project:  
[write down your full name]

Proposition development  
A

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## NEW ~~EXTERNAL~~ AGENCY FOR MADRID

1.1 Problem

- City bureaucracy is too constraining, so why not create a new structure to supercede it?

1.2 Introduction (Context, Background & Translations)

- Council
  - Universities
  - Community associations
  - European Society of Living Labs - contracting models available
- new terminology

Mapping 1990

already engaged citizens - find them!

1.3 Solution

- Organised by people in the city council *pick a common language*
- External advisers *Universities, companies + Citizen Associations*
- NBS Innovation ecosystem
  - ↳ Multiple Actors
- Regulatory sandbox
  - ↳ regulate at the end, not the beginning

1.4 Future work

- Social media strategy
- Alternative mobility
  - ↳ school-yard planning
  - ↳ school mobility
- ↳ Ask about problems - not voting on solutions
- Crowdsourcing volunteers
- Big data applications
  - ↳ Collective intelligence
- Madrid regional level

I am interested in (contributing to) this project:  
[write down your full name]

Proposition development  
B