URBAN PLANNING REIMAGINED

MANIFEST
FOR A DIGITALLY ENABLED NEW WAY OF WORKING

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Urban Development Initiative
BRAINPORT EINDHOVEN

THE URBAN PLANNING REIMAGINED ECOSYSTEM

URBAN PLANNING REIMAGINED

Urban planning could be…

- Holistic and multi-disciplinary
- Evidence-based
- Bringing value for urban planners, partners and future residents
- Digitally enabled

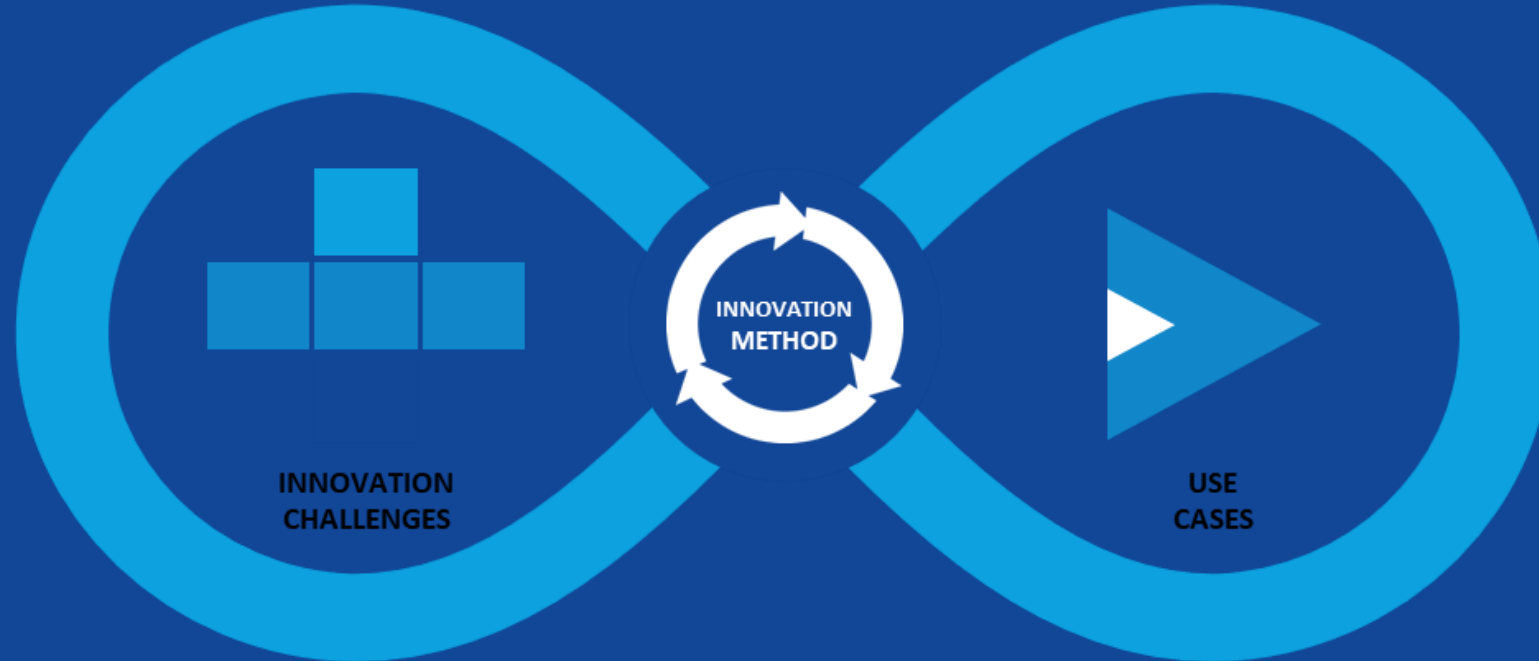Although all of these are possible, it is complex…

MANIFEST

This manifest includes:

- Four themes

- Topics to consider

- Processes and ways of working

That will contribute to usecases in urban planning, making them more future-proof.

INNOVATION METHOD

INNOVATION CHALLENGES

INNOVATION METHOD

USE CASES

URBAN PLANNING REIMAGINED REQUIRES

- User-centric design: people before tech

- Integrated Impact Assessment Framework (IIAF)

- Ethical approach: awareness for societal & individual effects

- Game rules (for all stakeholders)

User-centric
Integrated framework
Ethics
Engagement of stakeholders
Game rules

INTEGRATED IMPACT ASSESSMENT FRAMEWORK (IIAF)

WHAT

PROVIDES A HOLISTIC PERSPECTIVE OF THE EFFECTS OF INTERVENTIONS
- Integrates different disciplines
- Connects topics and stakeholders and supports communication and cooperation
- Potentially through a digital twin
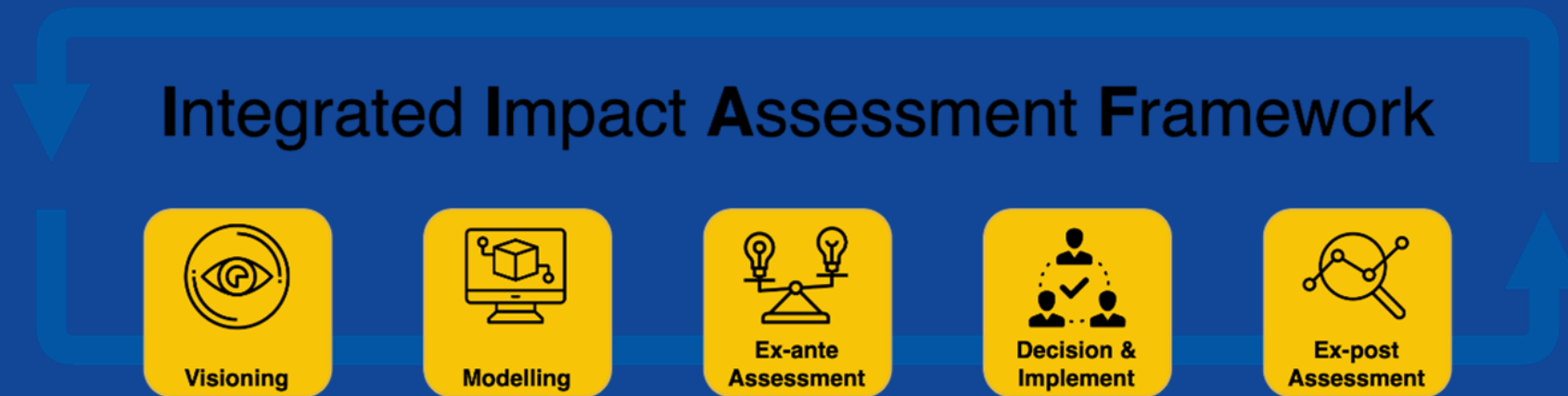
WHY

ALLOWS US TO REFLECT AND IMPROVE
- Visualizing effects of potential decisions
- Foresee consequences and adapt decisions

HOW

IMPROVES URBAN PLANNING
- through the steps of **visioning**, **modelling**, ex-ante **assessing**, **implementing**, **ex-post assessing**

IIAF | PROCESS

IIAF | MAIN QUESTIONS

- How can we bridge the disciplinary silos and provide an integrative assessment of alternative plans and decisions?

- How can we ensure that plans and decisions on various scales are coordinated?

- How can we specify what are the expected outcome of the plans and decisions how can we ensure that their implementation produce those outcomes?

IIAF | CALL TO ACTION

- Help partners apply IIAF principles
- Research and improve IIAF principles
- Develop and professionalize work processes, stakeholders and ecosystem

ETHICS

WHAT

UNDERSTANDING THE IMPACT ON DIFFERENT STAKEHOLDERS AND THEIR PERSONAL VALUES
- consequences of decisions and plans
- consequences of procedures
- consequences of technologies

WHY

TECHNOLOGIES ARE NOT NEUTRAL
- technological developments potentially impact thoughts, behavior and relationship

HOW

INTEGRATED IN URBAN PLANNING PROCESS
- focus on values

ETHICS | MAIN QUESTIONS

- Who are the stakeholders and what are their perspectives?
- What is the impact of the technology?
- What ethical values are at stake?
- What are the possible calls to action to address the impact?

ETHICS | CALL TO ACTION

- Create a positive, open and critical mindset, with a focus on practical application and formulating action options to achieve our goals

- Create a framework for moral responsibilities within public-private partnerships

ENGAGEMENT

WHAT

EFFORTS TO INCLUDE STAKEHOLDERS TO SHARE, KNOWLEDGE, EXPECTATIONS AND COMMON PRIORITIES

- Find strategic solutions most beneficial for community
- Create shared value and establish partnership

WHY

COMPLIANCY: URBAN PLANNING NEEDS TRANSPARANCY AND ACCOUNTABILITY

- Minimize barriers and ensure relevance (risk management)
- Support innovation through interaction, communication and influence

HOW

INTEGRATED IN THE PLANNING PROCESS:

- Participation and access for all stakeholders (economic, technical, psychological, social, awareness)
- Decision-making in line with public interest

ENGAGEMENT | MAIN QUESTIONS

- How can we incorporate the diversity of stakeholders' knowledge and opinion in the decision-making and planning process?

- How can digital technologies contribute to stakeholders engagement and dialogue, in order to reach consensus?

- How can we enable stakeholders to be proactive in reflecting, evaluating, and making decisions about their urban environment?

ENGAGEMENT | CALL TO ACTION

- Focus on the purpose of stakeholder engagement to priority, rather then on technology and on using the right methodology engagement.

- Suiting the technology to the desired outcome of engagement.

- Incorporating digital methods and technologies into communicative actions with stakeholders.

GAME RULES

WHAT

SHARED GUIDE LINES
- Collectively reimagine the digital landscape in the years to come
- Taking into account perspectives on upcoming regulations and technological innovations
- Leading to shared ecosystem with innovative applications

WHY

BUILDING TRUST AND COOPERATION
- Provide transparency
- Establish mutual understanding of interests and business cases
- Clear view on roles and (joint) interest

HOW

JOINT STRATEGIC VISION AND PLANNING, FOCUS ON SMALL STEPS MAKING PROGRESS
- Insight in data value chain
- Rules to provide clarity

GAME RULES | MAIN QUESTIONS

- How can we solve the biggest challenges that you are facing in adapting to the constantly evolving digital technology landscape?

- In the context of your business or mission, how can we identify potential first steps or that are low-hanging fruit to embrace and benefit from digitally-enabled planning?

- How can we find new opportunities for creating value and improving business models exists with evolve in the context of the digitally enabled planning, in the coming years?

GAME RULES | CALL TO ACTION

- Achieving a joint strategy
- Realizing the strategy through use cases: using common tools, data value chain, competitive collaboration and knowledge sharing

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Urban Development Initiative – Urban Planning Reimagined

The Urban Development Initiative (UDI) is an organisation that focuses on innovation in the unique innovation climate of Brainport Eindhoven. Innovation as a mean to provide answers for the complex urban challenges. Founders of the UDI are City of Eindhoven, City of Helmond, Eindhoven University of Technology (TU/e), Brainport Development

Urban Planning Reimagined is one of the programs within the UDI and it focuses on developing a digitally enabled new way of working in Urban Planning. This animation explains the vision.

UDI is one of the ecosystems involved in the Dutch Societal Innovation Hub. Together with four other ecosystems and together with VNG and IPO, we aim to strengthen the innovation infrastructure in the Netherlands in order to be able to get to innovative digital solutions for societal challenges.