

The 7th transformation

14th May 2020

Demos Helsinki

Damiano Cerrone – Olli Bremer – Otto Wille Koste

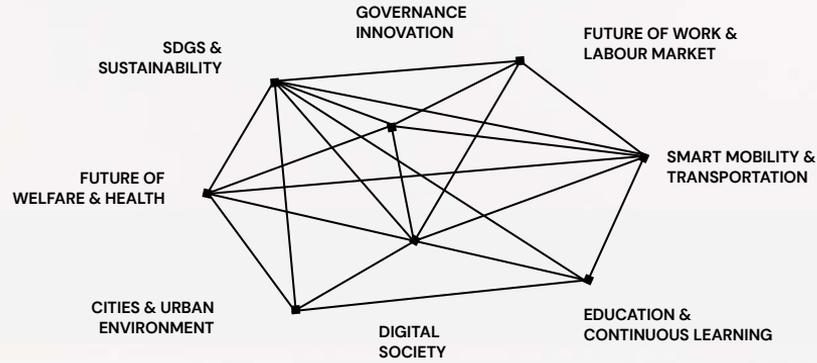
damiano.cerrone@demoshelsinki.fi

Demos Helsinki

Damiano Cerrone is a consultant in the Urban Transformations team. His focus is the development of multi-stakeholder strategies with public administrations and industry. To foster change in policy making and urban management, he advocates for new avenues of city-making in contemporary digital societies. His personal research leverages digital footprints to study new urban design solutions, with the ultimate goal of retrofitting inner cities for the needs of contemporary life.

Contacts:

<https://twitter.com/damianocerrone>
damiano.cerrone@demoshelsinki.fi
+358 44 988 9702



CHANGING THE WAY WE THINK OF CHANGE

Nobody would live downtown New York anymore 9/11

Nobody would live in coastal areas Japan 2011

Nobody would live on the San Andreas Fault S.F. 1906

Nobody would live in Indonesia 76 volcanos +1k eruptions

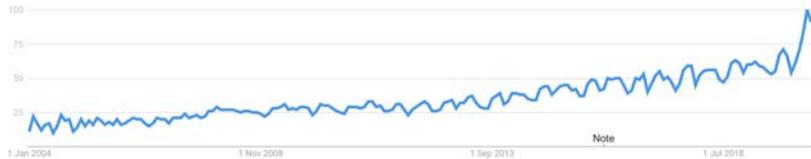
Most of our actions are reactions to external events.

To build a thriving system we need a cognitive decision and a long term plan to built on.

Resilience

Bouncing back

The ability to recover from the an unprecedented event and restoring to the original state.



Google search for Resilience since 2004

Adaptation

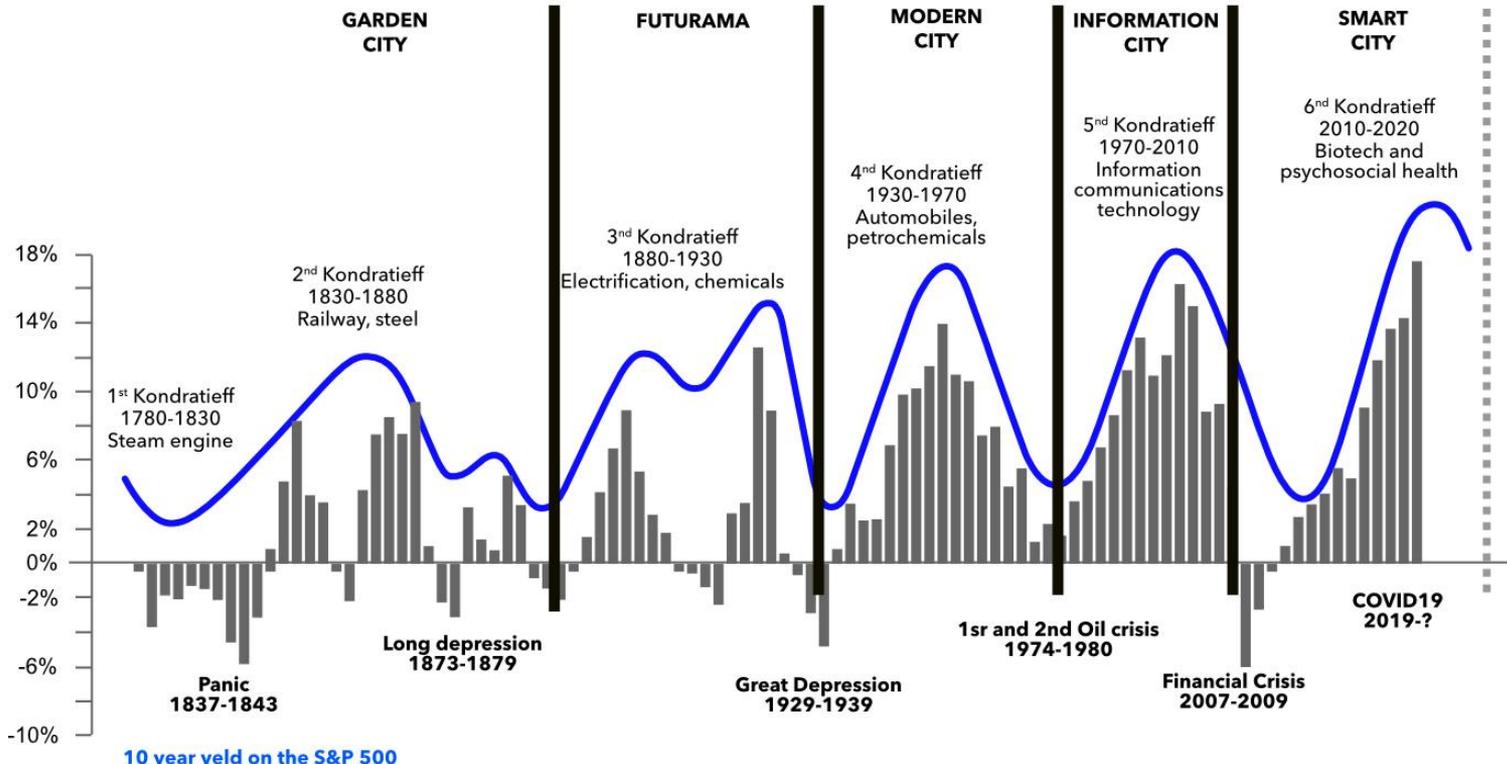
Bouncing to the future

A system of crucial actions or plans that against a current or unprecedented event.



Google search for Adaptation since 2004

Unprecedented times - The 7th urban transformation



Graph reproduced and edited from "Urbanism at a Turning Point. Modern, Postmodern, Now. Lehtovuori, P. & Varna, G. (2017)

→ The biggest risk is **waiting** to get back to normal. We need to get to the future as competition after COVID will only increase.

→ We can do better than merely **adapting** to a new environment we can thrive by **shaping** it

→ In cities a radical transformation will be of

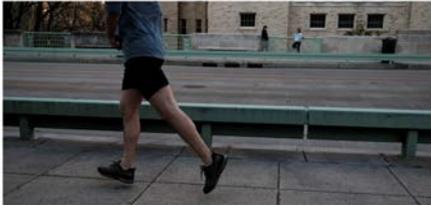
SPACE
ACTIVITIES
VALUES

How? Adaptation

Uncountable tech solutions...

Covid-19 lockdowns vastly reduced the use of roads and public transit systems, impeding a fast spread of the virus without altering our activities. Opening bike lanes and widening sidewalks to help residents maintain the six-foot distancing.

Some American cities are finally banning cars from hundreds of streets to give people room to social distance while exercising



Google data: Finns swap shopping centres for parks and jogging trails

The biggest decline in visits to commercial establishments was in Lapland.



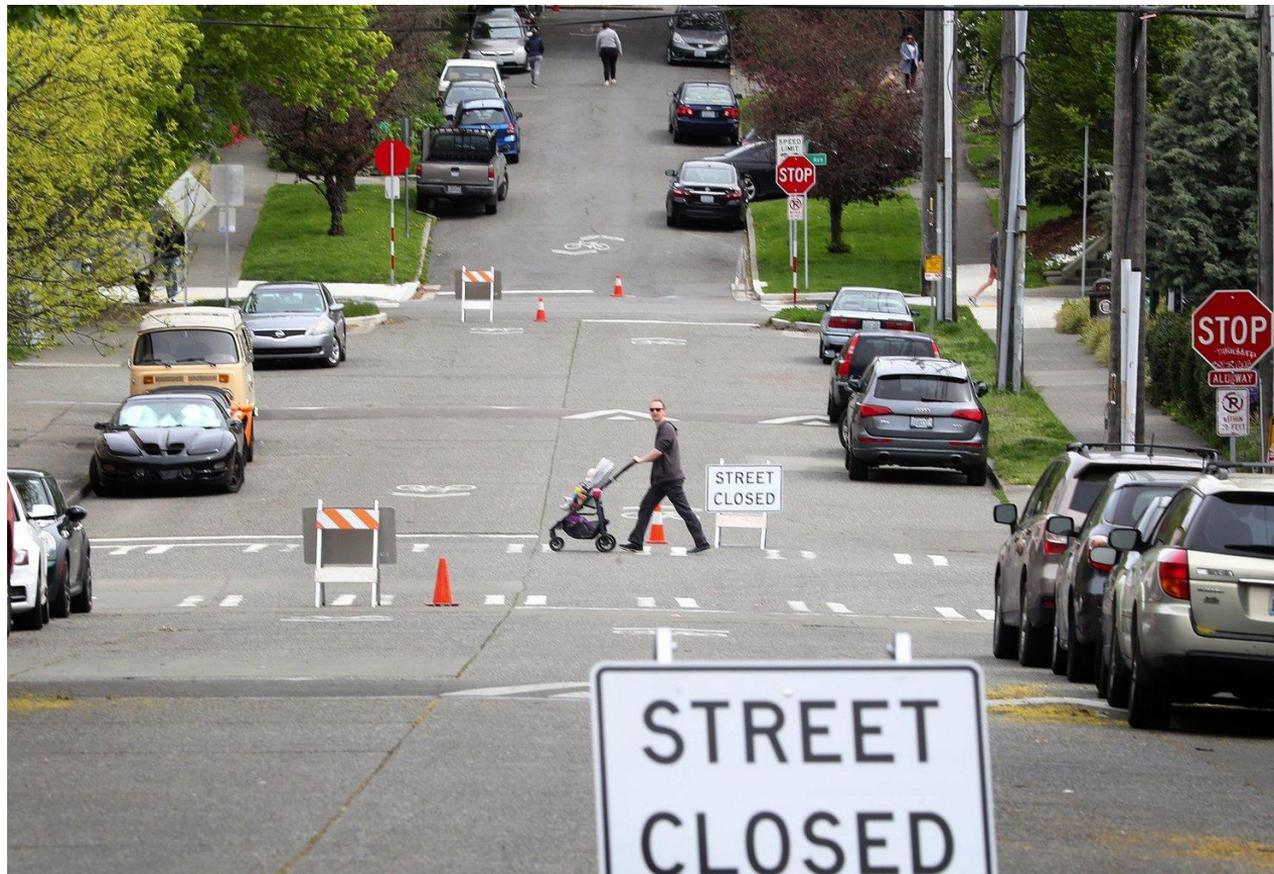
How? Experimentation

If today we were capable to deploy temporary uses and activities so swiftly is thanks to a decade spent by activists and city makers applying the concepts Tactical Urbanism.

Such changes would prevent further waves of infections, improve air quality and public health, and help countries achieve their sustainable development goals

Berlin gets 'pop-up' bike lanes to boost cycling in pandemic

By Associated Press | Wednesday, April 22nd 2020



How? Retention

Returning to a Paris dominated by cars after lockdown ends is “out of the question,” city’s mayor, Anne Hidalgo.

Milan is leading the way in reimagining how transit and commuting patterns could change as cities emerge from coronavirus shutdowns.

Seattle will permanently close 20 miles of residential streets to most vehicle traffic.

Helsinki deployed city bikes much ahead of the summer season



How? Retention

Optimising the last mile Optimising the first mile



The 15 minutes city - Paris

ADOPTING EXPERIMENTAL SAFETY NETS

Accelerating support at scale

Bangladesh assembled a new safety net for 5 million people previously excluded from government support within a span of two weeks.

India's cash transfer program reached 204 million women who were enrolled in one of its existing financial inclusion programs.

Spain became the first country in Europe to roll out Universal Basic

The case for UBI as a systemic approach to tackle inequalities exacerbated by COVID19 has been made here.

ADOPTING EXPERIMENTAL ECONOMIC MODELS

New Green Deals and Rewiring of the Fundamentals

South Korea is first country to hold a "COVID election", - doubled down on its **Green New Deal commitment and zero emissions** following the vote as a way to put the economy back on track.

Amsterdam has become the first major municipality in the world to adopt the "doughnut economic model" (prioritizing growth within planetary boundaries) as the frame to reset its economy.

How? Vision



City re-imagination during COVID-19

SPIN Unit & Linnalabor

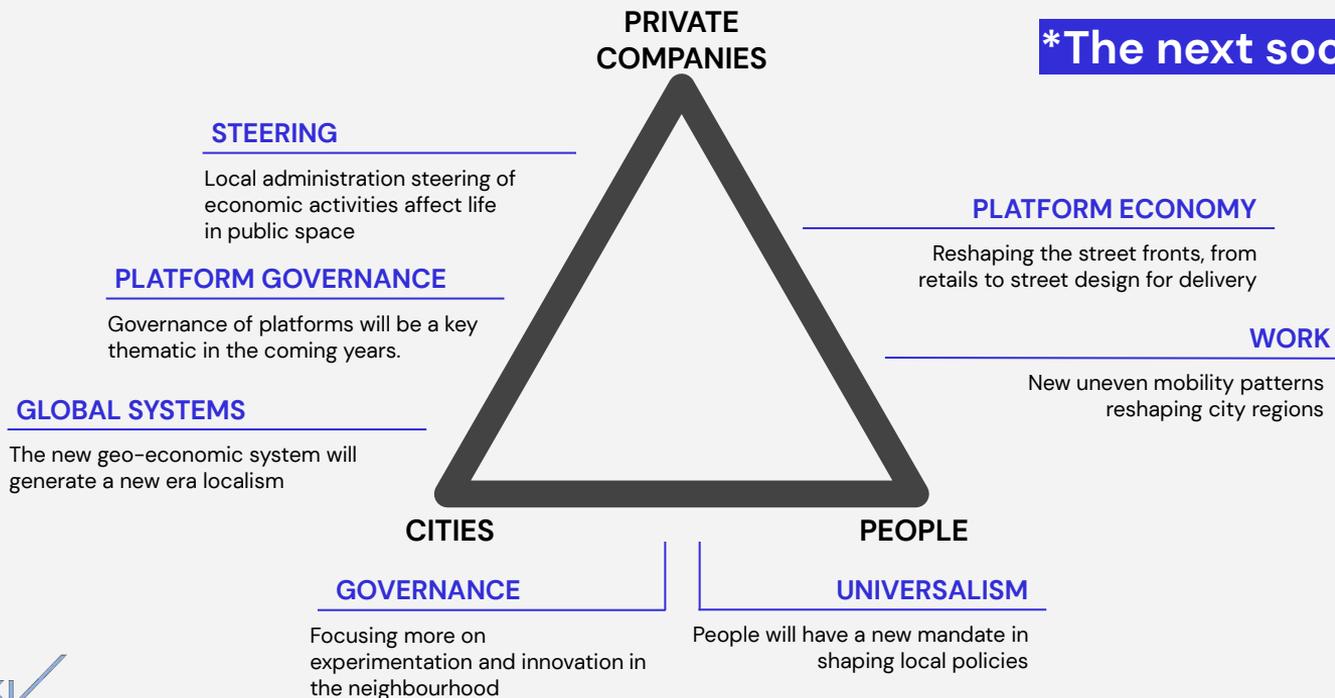


The only thing that can displace an old story is a

George Mobiot

new story

***The next social contract**



Why cities have an important role

Countries have committed in implementing the SDG goals by 2030



60% of the SDG targets are implemented in cities



SDGs are Common Goals and offer a common language for local innovation



Why private sector has an important role

Adaptation tech emerged from publicly funded research in the private sector



Investors want to see real time accountability



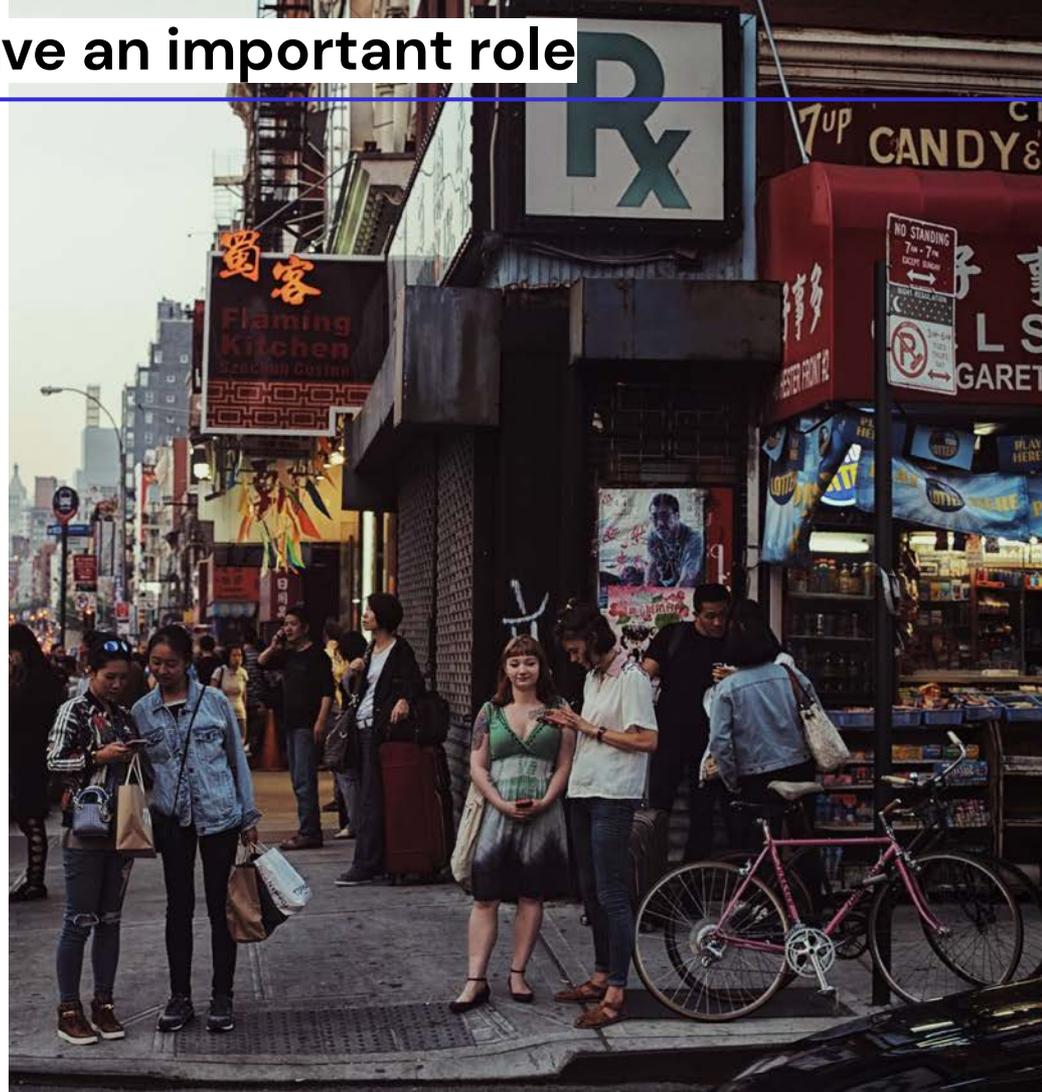
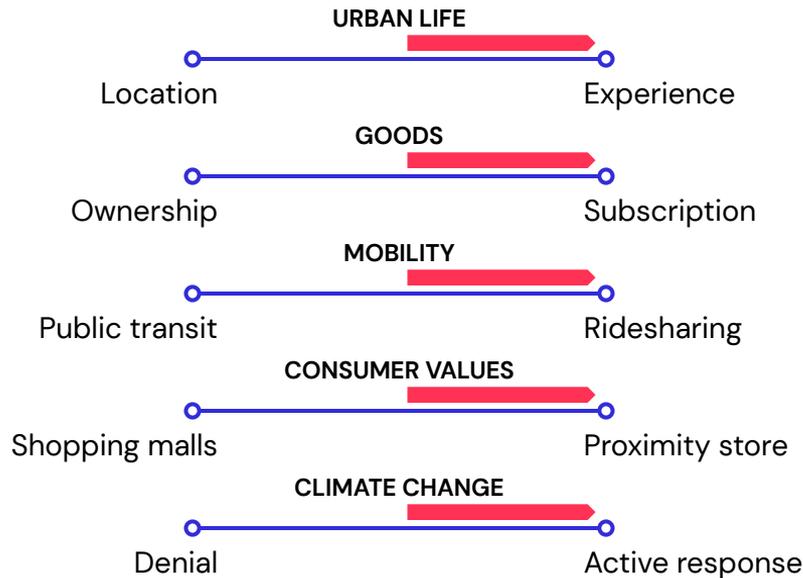
There is a huge business potential: possible new sustainable markets



Why people have an important role

People are the trend-setter

Innovation is done in the neighbourhoods



Why people have an important role

Citizen moves

Courtney Savie Lawrence, Prateeksha Singh
UNDP Regional Innovation Centre Asia Pacific

Supply Chains Economics

New markets dynamics unlocked with creative cuisine

Vietnam's "pink food movement" started Vietnamese farmers in need to access new markets.

A local bakery used dragon fruits to make a new type of baguette and opened-sourced the recipe of the pink bread. This created a new trend of making "pink food" in the country, from KFC dragon fruit buns, to dragon fruit pizza dough, all while helping support local farmers.

Demand driven network for farmers

India and Laos food markets ecosystems introduced innovation for real-time markets calibration.

In India, response to the crisis by developing demand aggregation technologies that **notify sellers when there is a logistically feasible amount of goods to move to markets** from farms.

In Laos this was organised through social media.

Peer-to-Peer Safety Net Platforms

High Tech Voluntarily Redistribution

In Indonesia was saw the **development of a peer-to-peer wealth re-distribution systems** called BagiRata. This **help workers economically affected by COVID19**. People can share their need for income and the platform and they can be granted financial support.

Low Tech Pay-it-Forward Meals

Thailand's (non-digital) platform to **grant access to government initiatives**. People created a 'pay it forward' - coupon system- food campaign where customers of local food stalls can buy a meal in advance for others in need.

Food Dispensary Systems Go Viral

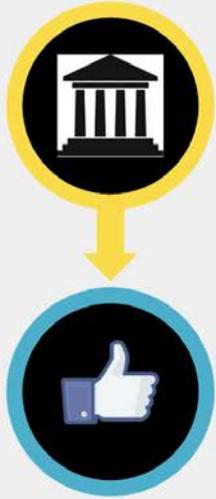
Vietnam's 'Rice ATMS' **granting access to donated rice ratis** - started as one idea by an entrepreneur in Ho Chi Minh City

Is has spread across the country and served thousands in a matter of weeks.

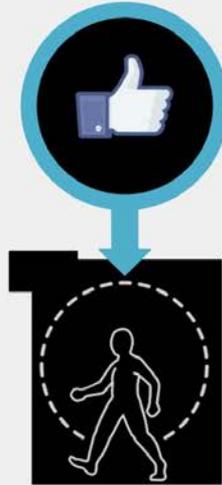
The system redistributes donated rice to those that are without work

The only thing
that can displace
an old story is a

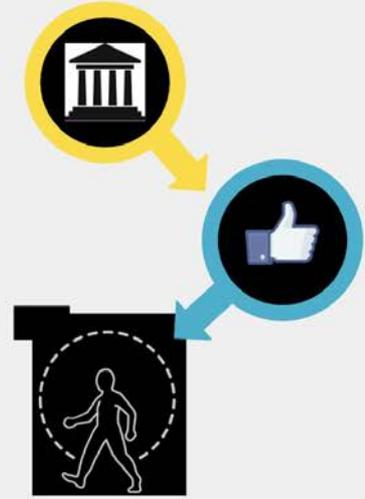
new mandate



Governance of platforms
Eg. GDPR



Governance by platforms
Eg. Facebook self-regulation



Governance through platforms
Eg. Google/Apple COVID-19 contact tracing

A new era of sub-national governance

the
**WHITE
PAPERS**

How we keep
working on
local and
planetary
challenges?

Knowledge
brokering

the
**BLUE
BOOK**

How can we
make our
cities
resilient?

Multistakeholder
mediation

the
**BLACK
SWANS**

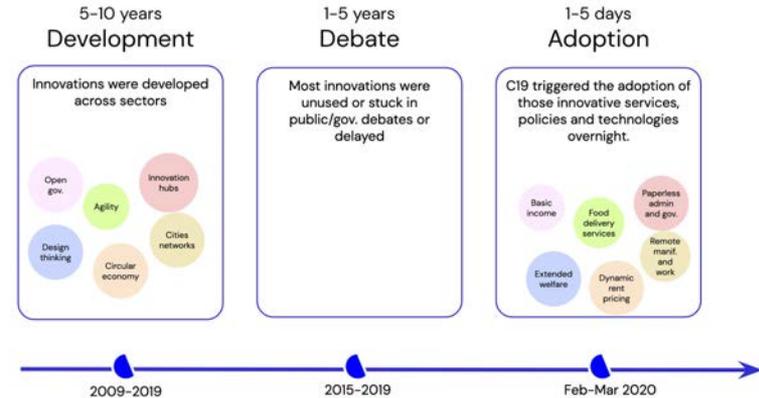
How to
preserve
virtues in a
time of
stability?

Agility

Upskilling + New budgeting instruments

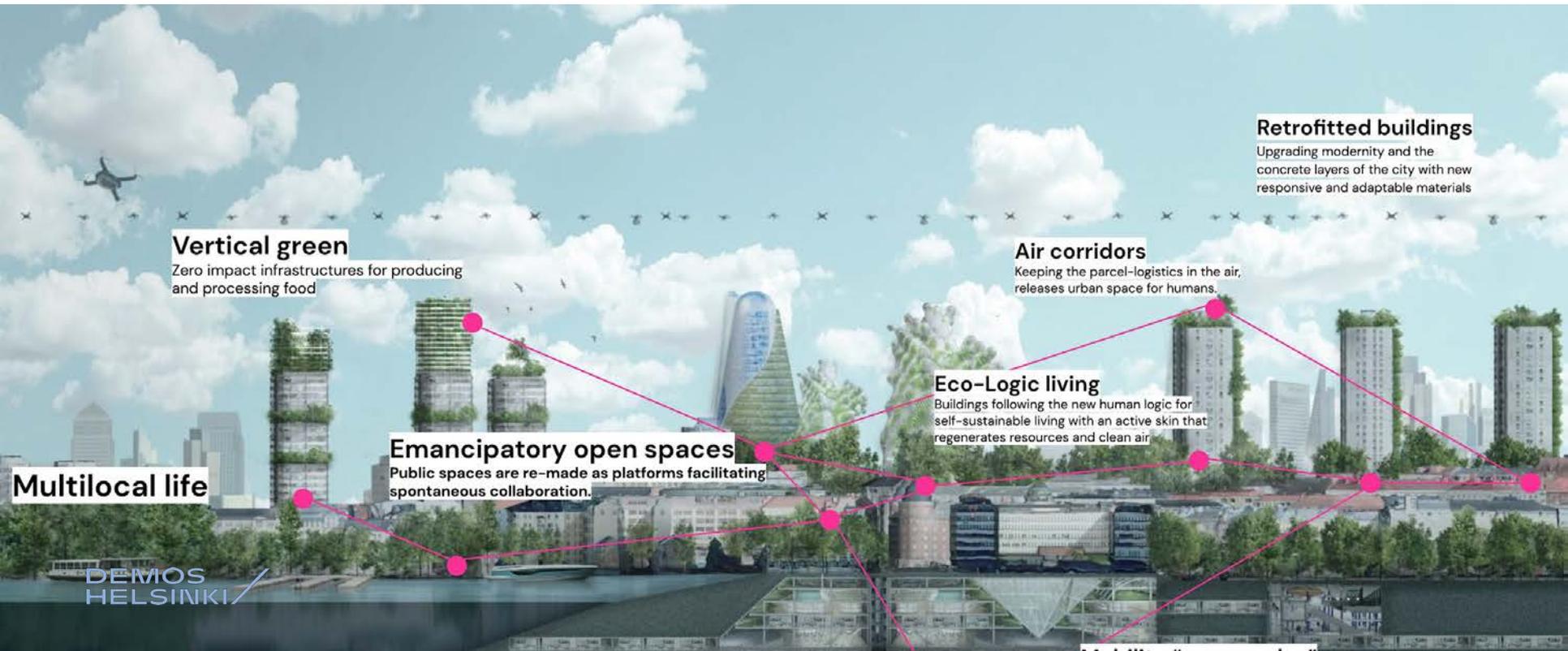
NEW REAL TIME PROCESSES

We learnt how to adapt, experiment and retain very quickly



The only thing
that can displace
an old story is a

new city



Vertical green

Zero impact infrastructures for producing and processing food

Air corridors

Keeping the parcel-logistics in the air, releases urban space for humans.

Retrofitted buildings

Upgrading modernity and the concrete layers of the city with new responsive and adaptable materials

Eco-Logic living

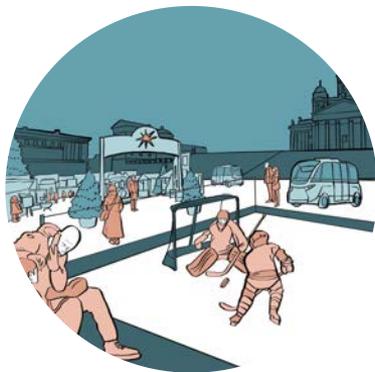
Buildings following the new human logic for self-sustainable living with an active skin that regenerates resources and clean air

Emancipatory open spaces

Public spaces are re-made as platforms facilitating spontaneous collaboration.

Multilocal life

4 pillars of post-covid cities



governance PEOPLE FIRST

Adaptation strategies to allow the continuation of human activities during period of localised or regional lock-down.

Experiments for people to have the mandate in local governance

Retention plans to keep the participatory actions within new governance systems



transportation TRANSMOBILITY

Adaptation strategies ...

Experiments ...

Retention plans ...



built environment RETROFITTING

Adaptation strategies ...

Experiments ...

Retention plans ...



knowledge DATA COMMONS

Adaptation strategies ...

Experiments ...

Retention plans ...

~~BRACE~~ EMBRACE

39. What the client wants

40. What the client thinks it wants

41. What the client needs

42. What the client can afford

43. What the planet can afford

Michael Sorkin 1948-2020