

# NEW GENERATION CITIZENS: A SMARTER WAY?

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# URBEGO

URBAN PROFESSIONALS PLATFORM

TODAY CITIES ARE NOT PROGRESSING OR FORWARDING,  
BUT DECLINING AND REWINDING.  
WE MUST REDO THINGS



# URBEGO

URBAN PROFESSIONALS PLATFORM

WE ARE DETERMINED TO WORK ON PROJECTS  
THAT SUGGEST POSSIBILITIES INSTEAD OF IMPOSING  
A SOLUTION AND INVITE LOCAL PARTICIPATION







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EXPERIMENTATION AS A SERVICE (EaaS)

URBAN PROGRAMMING

APPLIED RESEARCH

## URBEGO AND COWI – INNOVATION PARTNERSHIP

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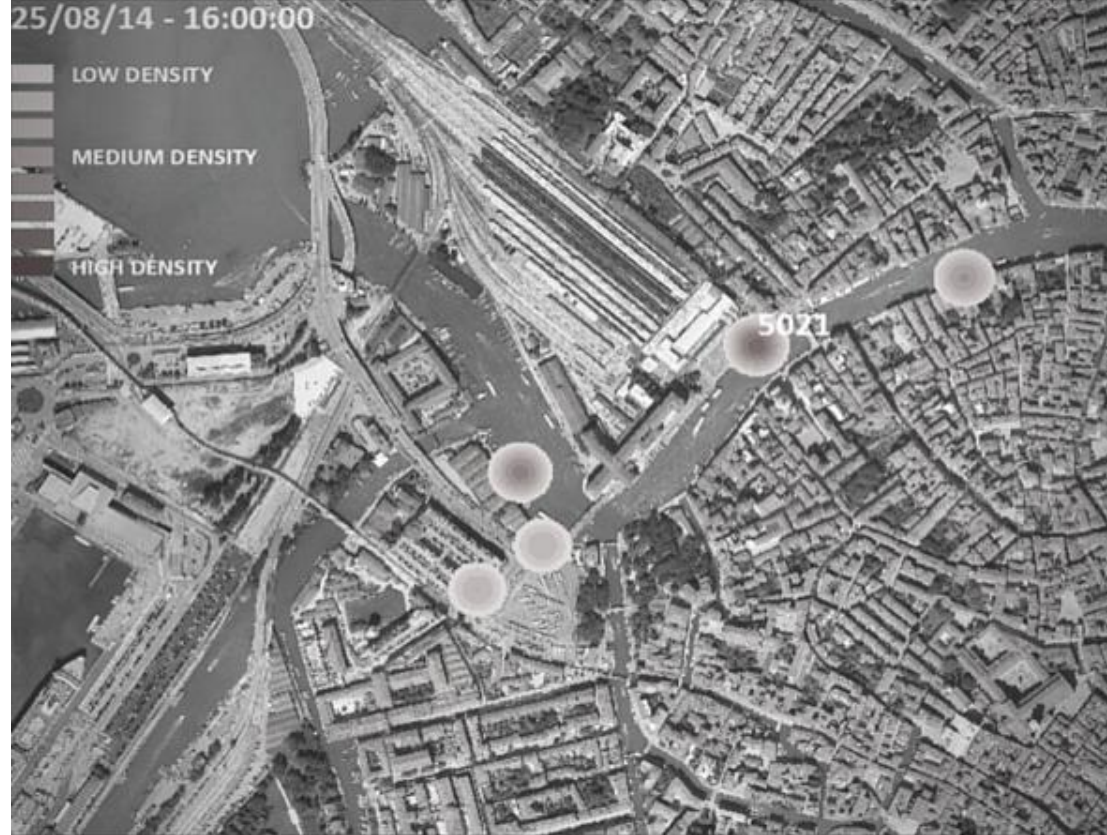




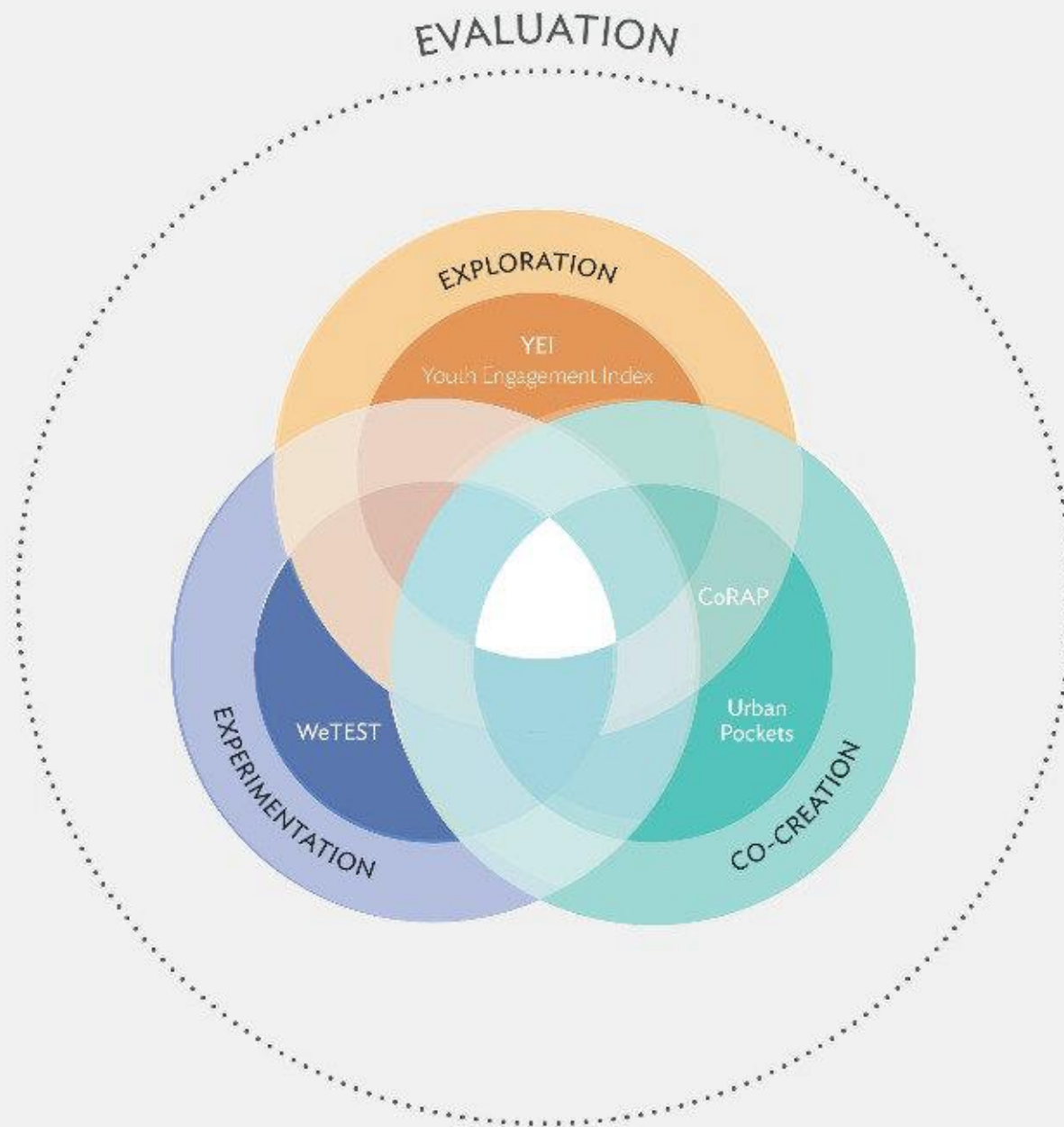
WE TEST

CREATING WALKABLE ENVIRONMENT THROUGH TECHNOLOGIES  
EXPERIMENTATIONS AND CITIZENS INVOLVEMENT









# THE CONNECTED SOCIETY

## Civic Participation:

Ask/respond objection based consultation > progressive & interactive engagement



# THE CONNECTED SOCIETY EXAMPLES

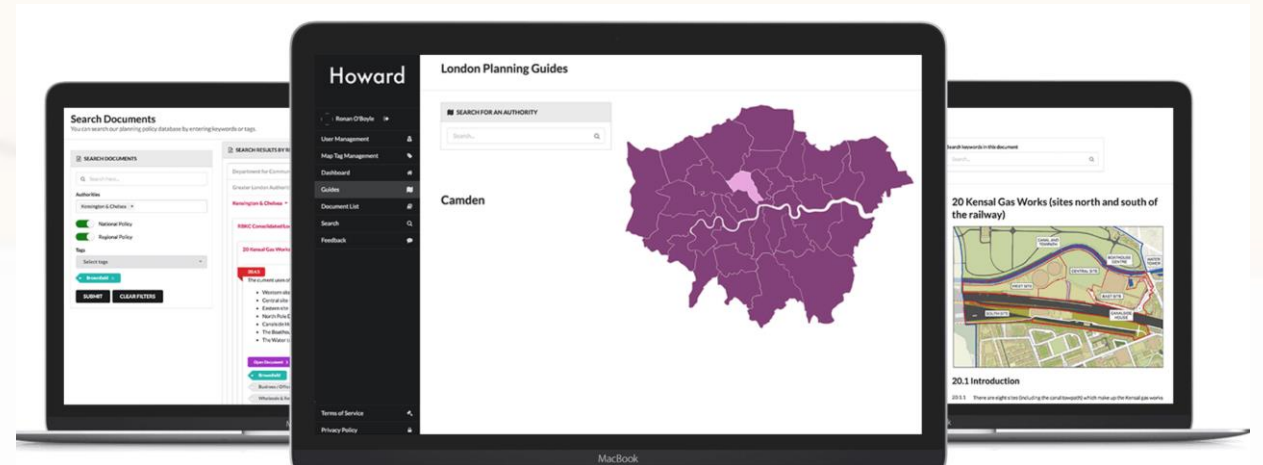
## Urban PlanAR Glasgow, UK

Mobile augmented/hybrid reality platform for architectural visualisation.



## Howard London, UK

Online planning policy information platform





# THE CONNECTED SOCIETY EXAMPLES

## Big Ear, Seoul, South Korea

Simple digital recorder of civic opinions



## Stickyworld, Website platform

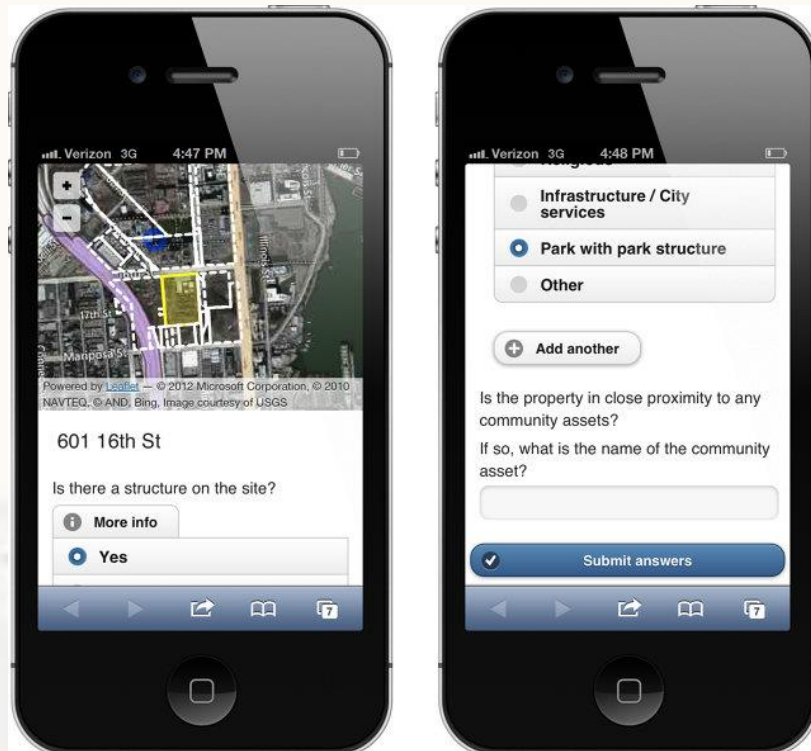
Intuitive online urban development multimedia platform.



# THE CONNECTED SOCIETY EXAMPLES

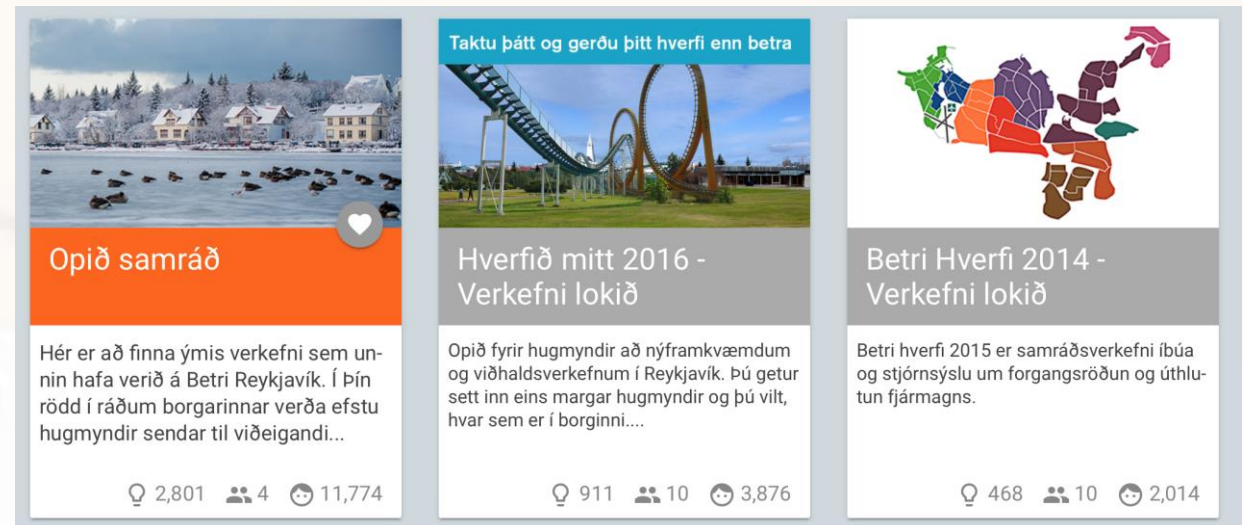
## Change Explorer

Smartphone app that push notifies public as to areas of development.



## Betri Reykjavik, Iceland

Civic online idea platform







## URBEGO AND THE CONNECTED SOCIETY – RELEVANCE TO VASAB

Sporadic solutions > Coordinated approach

Creating an ecosystem

Facilitating a new energy & engaging youth

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## Key Take Aways

Technology is providing exciting new ways in which civic participation - new generation of digital citizens engage in planning

These new approaches have to be **integrated consistently** across various urban development **scales** to realise full potential – VASAB + Urbego

New generations expect more meaningful interaction – embrace smart tech & platforms to achieve this

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