

Results ASEM Network meeting

At ASEM 2014 for the first time a group of 40 experts has been enabled to work together on a cultural agenda parallel to the Asia Europe Culture Ministers Meeting. By invitation of the Dutch Ministry of Education, science and culture Het Nieuwe Instituut developed this programme together with four Dutch experts, who also led the different workshops. Through this programme an open space was created in which guests from Asia and Europe could engage in meaningful dialogue and work on questions addressed per workshop theme and in the end formulate also recommendations. The importance of an open space to collaborate, the connection through dialogue and the importance of reflecting on cultural values, is a fundamental instrument for our field. During the ASEM programme and the network meeting, an important contribution to the Asian-European dialogue was made. We recommend this assembly of the network meeting will become a format that will not only be celebrated today, but also in years to come.

A group of brilliant minds and beautiful practices from both Asia and Europe gathered to exchange knowledge and discuss possible, creative strategies. Several urgent questions were addressed in a series of workshops organised by Het Nieuwe Instituut. Each workshop was linked to one of the four subjects on the ASEM policy agenda: creative cities and quality of life, creative cities and sustainability, creative entrepreneurs, and creative skills. These workshops led to a list of recommended agenda items for ASEM, based on the real-life experience of the 40 participants who are convinced of the need for government attention for these issues. The workshops took place in Rotterdam, Amsterdam and Eindhoven and were led by prominent local partners.

Entrepreneurship & Urban Development (Rotterdam) workshop by Leo van Loon

Participants collectively experienced the creation process of a comprehensive vision for a city that would be the most entrepreneurial and creative on earth. Which general conditions would this city need to meet? And what roles would governments; business incubators, investors and educational institutions have to play? How to stimulate entrepreneurship, creativity and (international) growth at city level? How to support startup and fast growing entrepreneurs? How would you create the most entrepreneurial, creative and innovative city on earth?

Recommendations

1. Stimulate entrepreneurship in education from early age onward.
2. Stimulate a startup culture through creative hubs.
3. Encourage Culture + Creativity; Develop strategies and policy to encourage the role for culture and creativity as magnifier for neighbourhood economy

Creatives Cities and Sustainability (Amsterdam) workshop by Liesbeth Jansen,

The workshop looked at importance of a physical location for a thriving creative industry. This workshop analysed the physical sites of interaction that are needed to foster, facilitate and encourage the creative industries. Challenging examples from Europe and Asia provide information on what constitutes fertile ground for the creative industries. How can these industries and their specific places be used to make cities more attractive, boost technological innovation, encourage talent and stimulate trade? How do culture and creativity contribute to the shift towards a sustainable lifestyle? And what is the role of local, regional and national government in this process?

Recommendations;

1. Explore and create imaginative regulations and incentives to encourage **space to be used and re-purposed for long term** creative development at affordable conditions. This requires medium and long term thinking, beyond 'popup' culture.
2. **Imagine and communicate** support and champion **tangible case studies** that demonstrate the desirability of sustainable living as a badge of honor for citizens and to inspire others to action.
3. Encourage creativity and culture as a **magnifier** for a neighbourhood economy, presenting cities as **creative R&D labs** for global change

Playful Cities (Amsterdam) workshop by Jeroen van Mastrigt

Smart devices and the rise of "the Internet of things" are increasingly connecting the physical realm to the virtual one. All over the world, city leaders are now exploring and deploying these technologies in an effort to cope with the great challenges cities will face in the coming decades in areas such as mobility, sustainability and health care. The workshop took a human-centred approach to the subject, focusing on how smart technologies can be used in combination with creative design and game design to create meaningful urban experiences for citizens.

How can creative industries make cities more liveable and boost social & technological innovation? How to foster playful smart cities?

Recommendations

1. Embrace Play. To help to solve wicked city problems, and bring along necessary innovation within cities it is important to embrace play as a 'state of mind' and game design thinking as a strategy.
2. Empower Smart Citizens. New playful approaches in relation to smart cities are needed. Approaches that focus on smart citizens, and the skills and systems necessary to facilitate participation, co-creation and meaning making by smart citizens in the future city.

3. Facilitate Playful Education. Facilitate playful innovation and game design thinking within education. Not only in the education of various city problem related disciplines, but also within primary and secondary education or lifelong learning.

Enhancing quality of life for the elderly (Eindhoven) workshop by Tim Vermeulen

The ageing of the population will have a major influence on tomorrow's cities. Challenges include the cost of care and the provision of suitable housing and transportation. Over the past decade, creative cities around the world have begun developing smart infrastructures to support the personal and collective needs of their ageing populations. However, medical research also reveals another important factor: a social, creative lifestyle significantly improves quality of life. Held during Dutch Design Week in Eindhoven, this workshop brought together experts and explored how a better quality of life for an ageing population can further strengthen sustainable urban renewal.

Scenario development Can we - based upon - our own best practises, develop a combined future scenario? Two extreme scenario's 10 years in the future were developed.

Scenario 1; The Post-Age Society: Stop putting people in age boxes, and the thinking and institutionalising that comes with it.

- Education is enhanced to life-long learning
- Medicalisation is replaced by taking responsibility for your own health at all ages
- Limit the use of technology to tools that empower people, instead of pampering them
- Re-use the skills and experience that grow with age as done in previous societies

Scenario 2; Re-coupling Generations in Society: Find new ways to think about productivity in society, by reconnecting generations

- Older people translate their knowledge and experience into new professions
- Voluntary retirement replaces mandatory retirement, at a self-chosen age
- The idea current tax system based on taxing income mainly is a limitation that needs to be overcome
- Re-use pre-modern family structures and re-contextualise them

Questions addressed; How can creatives working with, research and design methodology in the domain of aging society or care, learn from existing practice and contribute to the shift in focus from a care centred perspective towards a more quality of life centred perspective.

Recommendations

1. make public and private partnerships
2. arrange a practical commitment on all levels

3. don't assume, don't start solving, but really question the question / bring in catalysts
4. regard aging population as a creative force of their own / co-create with users / Invest in collective intelligence
5. Let problem owners really own the problem and the solution
6. Focus not on the care but on the other aspects
7. Balance the economics and the social effects as they tend to have an economic effect in the long run
8. And look beyond technology, it's a means, not an answer.

The plenary meeting where the recommendations were handed over to the minister's assembly at ASEM concluded the network programme as a whole.