HARNESSING THE INTERNET AND SOCIAL MEDIA TO BUILD SUSTAINABLE LEARNING CITIES

ASEM Bali Forum

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PASCAL International Observatory

Overview

- Experience of PASCAL in using Internet for online exchanges
- Lessons from PIE 2010-2013
- Networks as successor to PIE (2014-15)
- Social media in future of learning cities

The PIE concept

- Participating cities contributed short overview stimulus paper
- Posted on PIE website (http://pie.pascalobservatory.org)
- Participants posted blog comments

PASCAL INTERNATIONAL EXCHANGES

STIMULUS PAPERS

• Addis Ababa • Bari • Beijing • Bielefeld • Cork • Dakar
• Dar es Salaam • Gabarone • Glasgow • Hong Kong • Hume
• Iida • Kampala • Kaunas • Vancouver • Shanghai • Sydney

PIE THEMES

PIE Themes Overview
• Cultural policy • Responding to social change • Preserving the environment • ICT and media • Mobilising civil society
• Healthy cities

PIE participants

- Glasgow, Cork, Bari, Bielefeld, Kaunas
- Dar es Salaam, Dakar, Kampala, Gaborone, Addis Ababa
- Hong Kong, Beijing, Iida, Shanghai
- Hume Global Learning Village, Sydney
- Vancouver

Learning Cities 2020 Networks

- Networks to build on the lessons of PIE
- More interactivity sought through small networks of participants
- Internet used in a similar way
- Local activities sought, eg workshops, seminars

The starting Networks

- EcCoWell - integrated & holistic
- Connecting urban & rural learning
- Harnessing cultural policies
- Learning cities & regions for inclusion
- Entrepreneurial learning cities

Cultural Network Rolling Workshops

- Workshops in 4 cities discuss same subject
- "Cultural policies & activities for sustainable learning cities & regions"
- Works in Östersund (February), Glasgow (March), Catania (April), Pecs (May)
- Reports on each workshop are shared with final composite report

Diversity advantage

- East Asian approaches
- Making development creative
- The Medici effect – "breakthrough insights at the intersection of ideas, concepts & cultures"
- Getting the balance right diversity & social cohesion

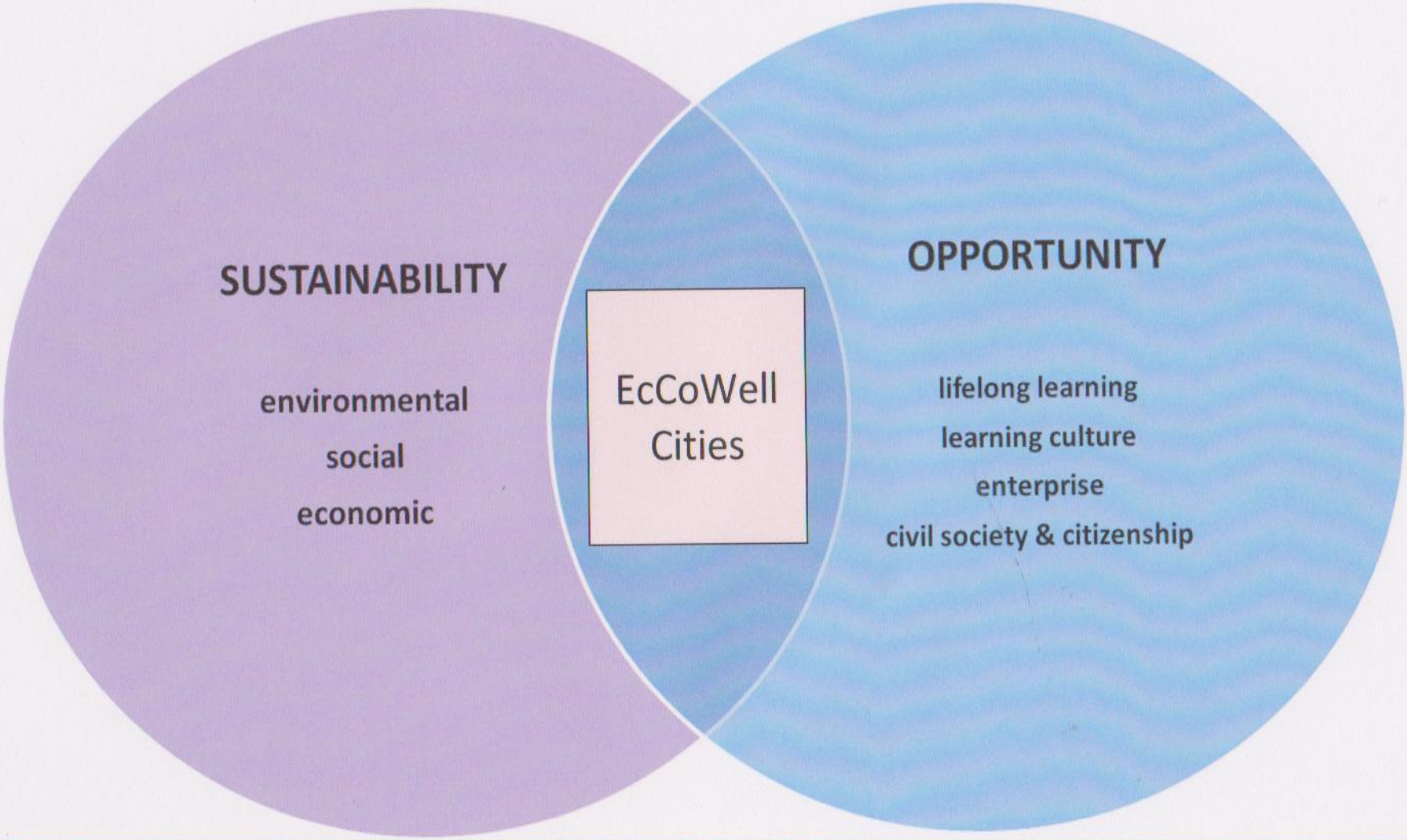
Learning networks within and between cities

- Sydney's urban villages
- Nordic Centre for heritage learning & creativity
- Cork's linked networks

The EcCoWell approach

- Beyond silos to integrated strategies
- Learning City, Healthy City, Green City
- Living & Learning in Sustainable Opportunity Cities
- See www.pie.pascalobservatory.org

SUSTAINABLE OPPORTUNITY CITIES



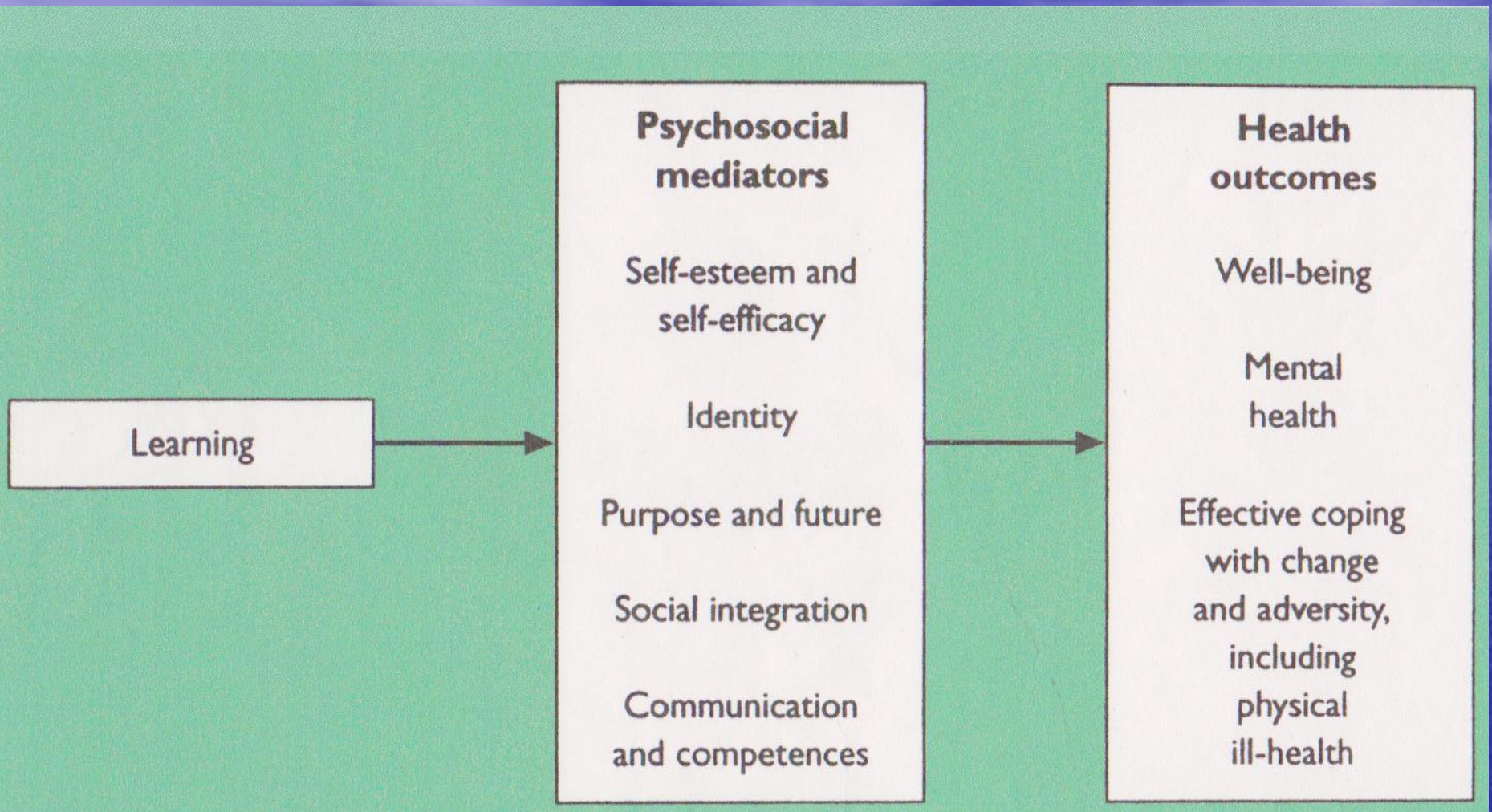
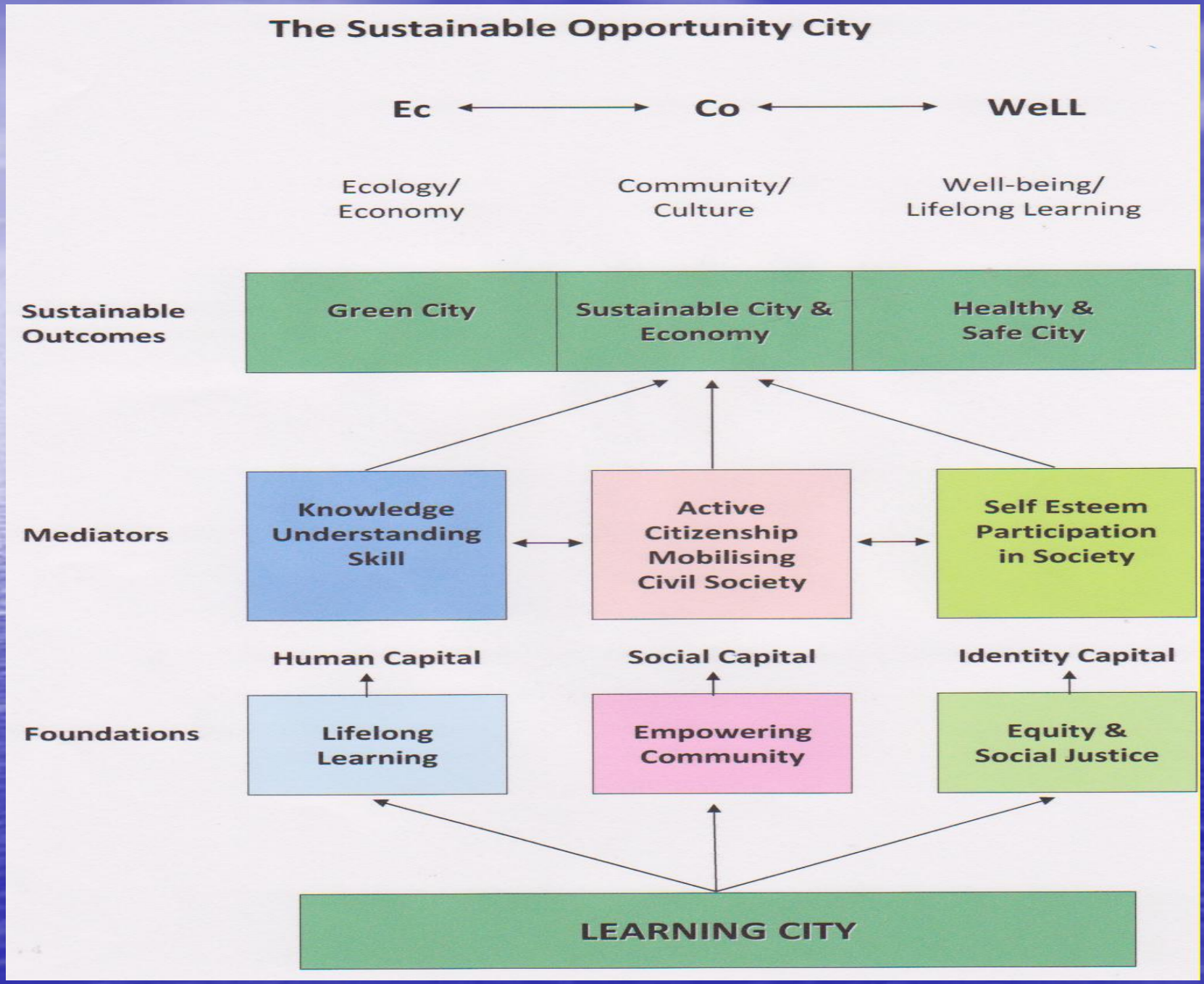
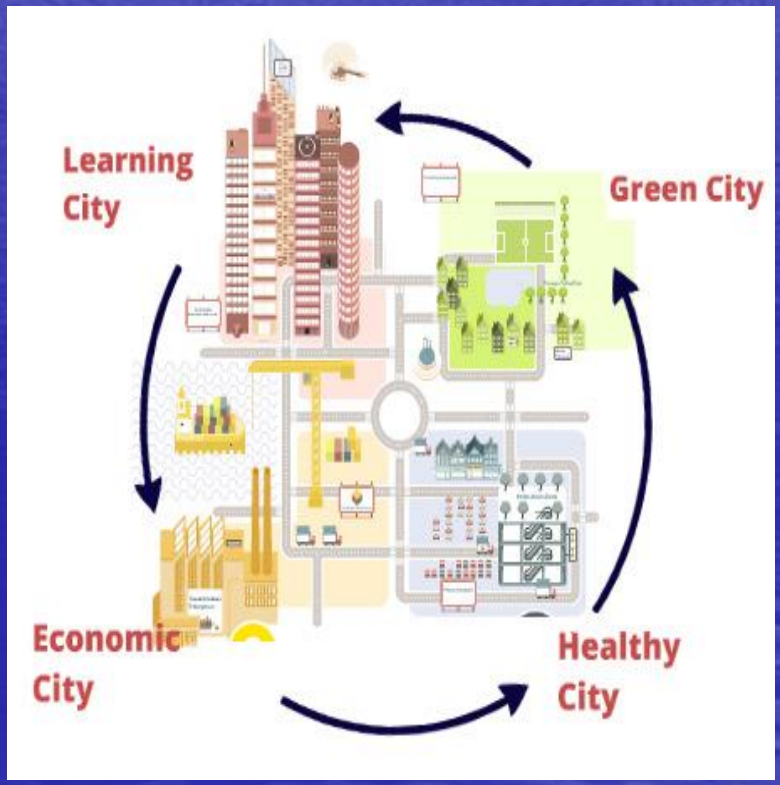


Figure 3.1 Mediators between learning and health outcomes.


The Sustainable Opportunity City
Ec
Co
WeLL
Ecology/
Economy
Community/
Culture
Well-being/
Lifelong Learning
Sustainable
Outcomes
Green City
Sustainable City &
Economy
Healthy &
Safe City
Mediators
Knowledge
Understanding
Skill
Active
Citizenship
Mobilising
Civil Society
Self Esteem
Participation
in Society
Human Capital
Social Capital
Identity Capital
Foundations
Lifelong
Learning
Empowering
Community
Equity &
Social Justice
LEARNING CITY

Ten Tips for EcCoWeLL

- 1. Develop a shared vision
- 2. Address deprivation and inequity
- 3. Divide the city into urban villages
- 4. Promote an involved & active society
- 5. Be strategic
- 6. Bring people together with environmental projects
- 7. Heritage important—make it live!
- 8. Focus on the global & local
- 9. Build learning into every stage of development
- 10. Enlarge our idea of what a city is to include well-being & happiness



For more information visit:
Web: www.eccowell.com
www.facebook.com/eccowellcorkcity
Follow us on Twitter @eccowellcork
E-mail: eccowellcork@gmail.com

What is EcCoWeLL

A Healthy City is one that continually creates and improves its physical & social environments and expands the community resources that enable people to mutually support each other in performing all the functions of life & developing to their maximum potential *World Health Organisation*

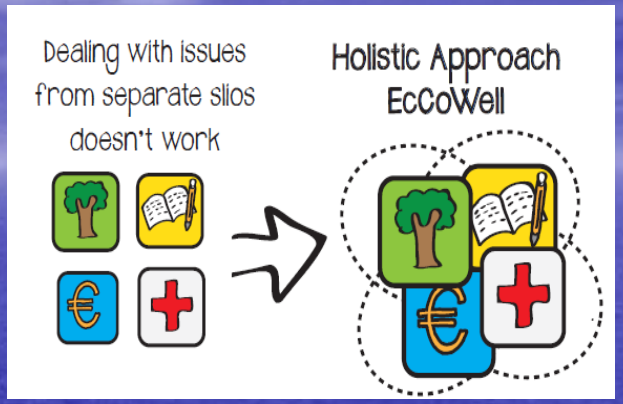
A Green City is one which has a low carbon & ecological footprint & gives its citizens an environmentally friendly urban living experience through the protection and promotion of natural capital and efficient use of resources

Institute for Sustainable Communities

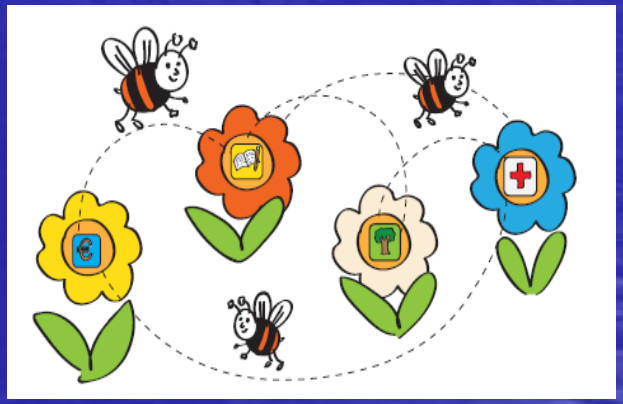
A Learning City recognises & understands the key role of learning in the development of basic prosperity, social stability & personal fulfilment, and mobilises all its human, physical and financial resources creatively & sensitively to develop the full human potential of all its citizens

European Commission

An economically sustainable city is one in which stakeholders collaborate for locally lead development & integrate life cycle environmental impact, financial value, & human equity equally in planning, design & management *World Bank*

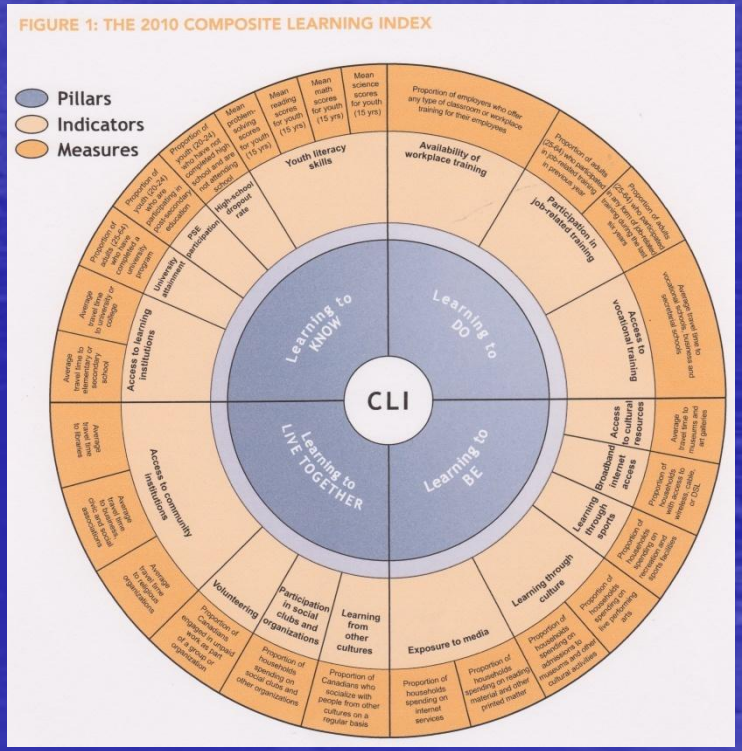


Ec = Ecology & Economy
Co = Community & Culture
Well = Well-being & Lifelong Learning



Progress in identifying disadvantage

- Canadian Composite Learning Index
- Bielefeld Learning Report & follow up



How communities use the CLI

- Annual assessments for 4500 communities across Canada between 2006 and 2010
- Interactive tools available to give a learning profile of the community
- An interactive CLI simulator to answer "what if" questions

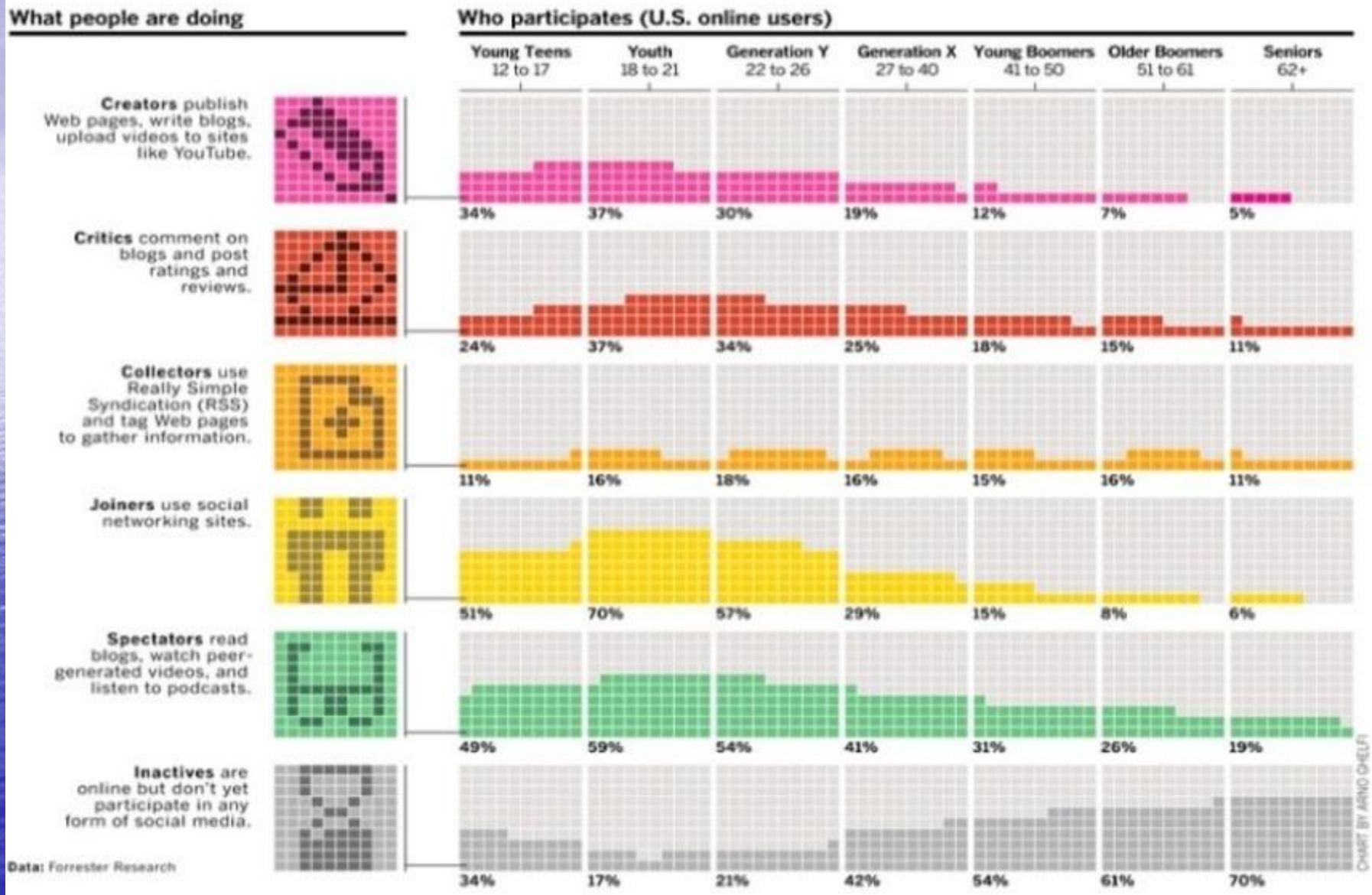
Bildungsrelevante soziale Belastungen nach wohnortnahen Schuleinzugsbereichen (2010)

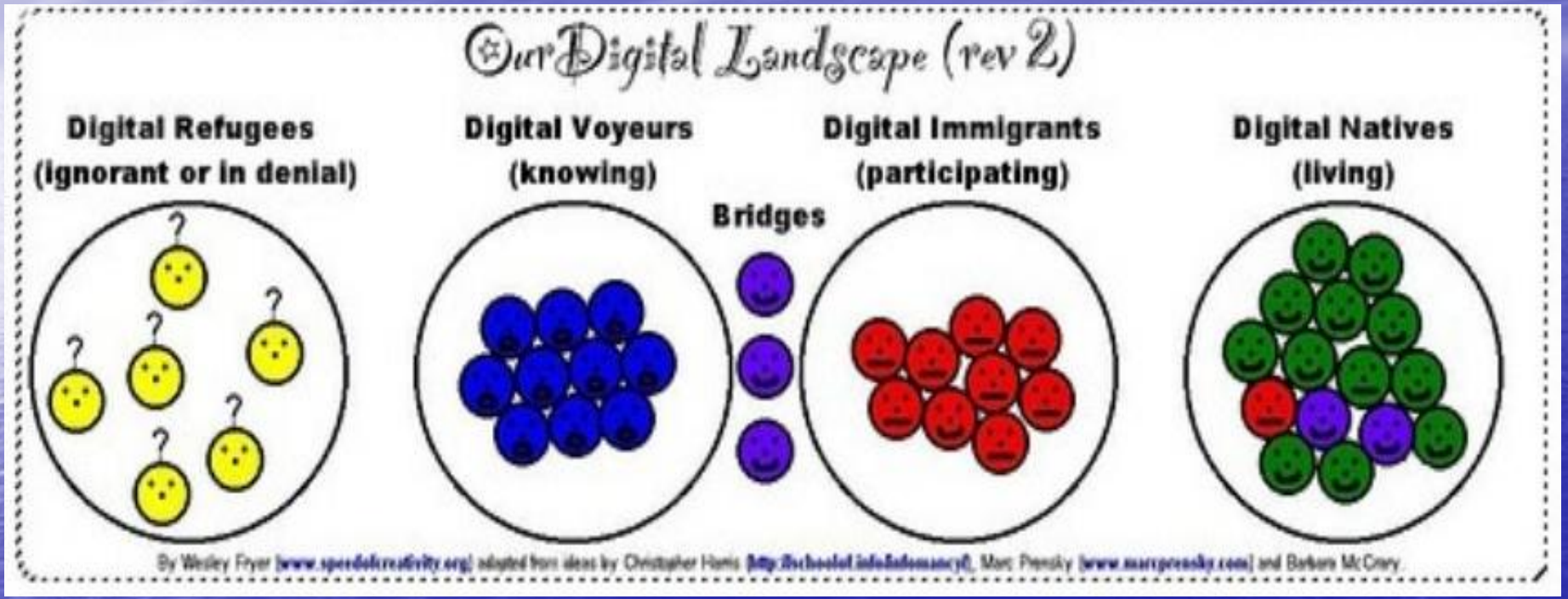
Abb. 1

The potential of social media

- Building relationships with learners
- Common interest groups
- Connecting communities
- Literacy groups
- Active ageing
- Extending learning, eg Africa

Online behavior




Our Digital Landscape (rev 2)
Digital Refugees
(ignorant or in denial)
Digital Voyeurs
(knowing)
Bridges
Digital Immigrants
(participating)
Digital Natives
(living)
By Wesley Fryer [www.speedofcreativity.org] adapted from ideas by Christopher Harris [http://schoolof.info/info-mancy/], Marc Prensky [www.marcprensky.com] and Barbara McCrery

ALA Green House example

- A good example of linking social media to other resources is provided by the Green House Round the Corner project of Adult Learning Australia
- This provided a comprehensive range of energy efficiency resources supported by a web site and social media channels with follow up through webinars
- Resources remain for follow up

The big picture

- Population of world about 7.2 billion
- About 2.9 billion on the Internet with 4.3 billion off
- Internet.com works to bring Internet to whole world population
- Not a technical problem-drones, satellites, lasers etc
- Issues are economic, social, cultural, educational

The big picture challenge

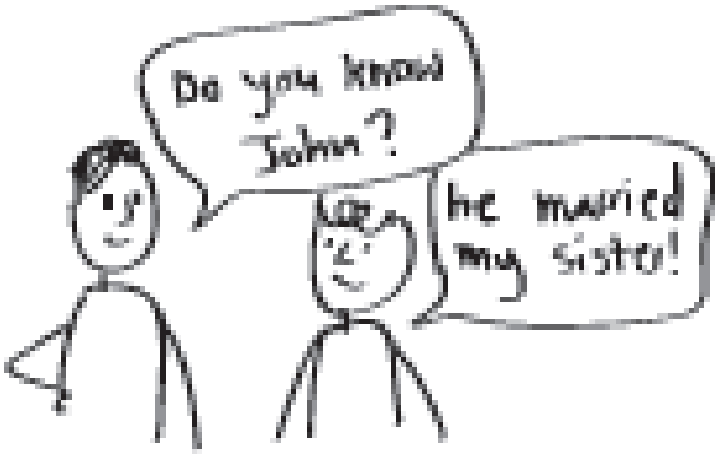
- How do lifelong learning & learning city policies keep pace with technology advances?
- What can bodies like ASEM LLLHub, UIL, PASCAL contribute?
- How do we best share ideas?

Africa

- Learning City model has not caught on
- PASCAL Connecting urban & rural learning network
- Work on rural learning ecologies- annual symposium
- How can we accelerate progress – eg Learning regions linking urban & rural areas – university role

Why Cork?

Lord Mayor

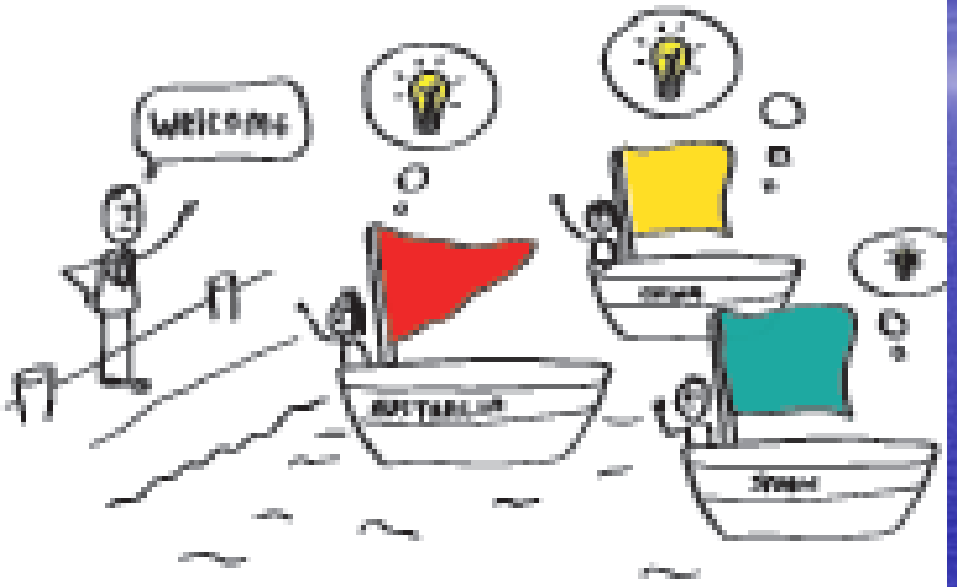


Good sized city

allowing multiple points of contact

"Safe harbour for all ships"

Share Ideas



Partnership

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PASCAL International Observatory

Why there's a need for EcCoWell?

Cities are facing:

- Inequality
- Urbanisation
- Globalisation
- Sustainability issues

Holistic Approach EcCoWell

Dealing with issues in a silo-ed way doesn't work

THINK VISUAL

Connecting Strategies

Community coming together around environmental issues

The learning environment is the over arching framework for healthy, green, economic learning cities

Better mental health

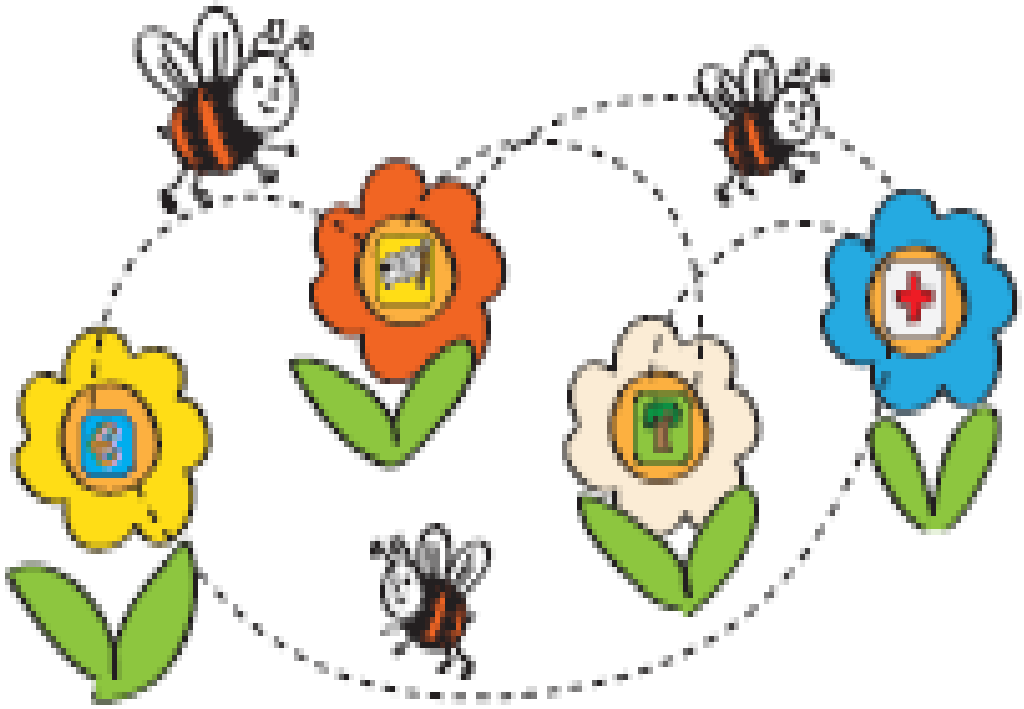
Live longer

- ✓ Sense of self
- ✓ Sense of belonging
- ✓ Identity
- ✓ Self esteem

Resilience
Greater sense of well-being
Coping with adversity

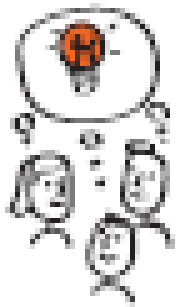
Benefits of EcCoWell Approach

- Cross-fertilisation of ideas
- Reframing our perspectives

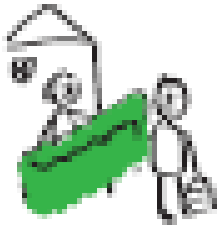


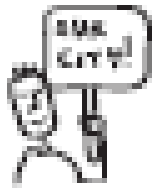
- The Medici effect
- Diversity as a source of creativity

EcoWell 10 Tips

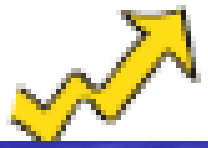
1. 
Have shared vision

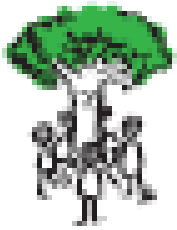
2.
Address deprivation & inequity

3. 
Divide the city into urban villages

4. 

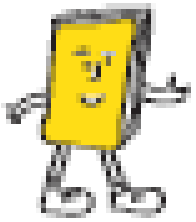
Involved & Active society

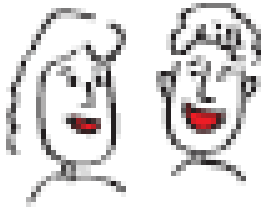
5. 
Be Strategic

6. 
Use environmental projects to bring communities together

7.
Heritage is important Make it live

8.
Global and Local

9. 
Build learning into every stage of development

10. 
Enlarging our idea of what a city is to include well-being & happiness

Key points from groups' feedback

Broad definition of health: Health is more than the absence of illness

Creating spaces that cater for diverse needs
Example: Libraries providing safety and warmth as well as access to knowledge

Incubation city, replicate Boston creating ecosystem for business startups

Music Generation project - social inclusion through music

THANK YOU

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