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](http://pie.pascalobservatory.org))
- Participants posted blog comments
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, e.g., 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](http://www.pie.pascalobservatory.org)
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*
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)

- niedrige soziale Belastung
- mittlere soziale Belastung
- hohe soziale Belastung

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

### What people are doing

<table>
<thead>
<tr>
<th>Activity</th>
<th>Young Teens 12 to 17</th>
<th>Youth 18 to 21</th>
<th>Generation Y 22 to 26</th>
<th>Generation X 27 to 40</th>
<th>Young Boomers 41 to 50</th>
<th>Older Boomers 51 to 61</th>
<th>Seniors 62+</th>
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<tr>
<td>Inactives</td>
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<td>17%</td>
<td>21%</td>
<td>42%</td>
<td>54%</td>
<td>61%</td>
<td>70%</td>
</tr>
</tbody>
</table>

**Data:** Forrester Research
ALGreen 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

“Safe harbour for all ships” Share Ideas

Welcome

Partnership

Statutory

Non-Statutory

Good sized city allowing multiple points of contact

Do you know John? he married my sister!
Why there's a need for EcCoWell?

Cities are facing:
- Inequality
- Urbanisation
- Globalisation
- Sustainability issues

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

Holistic Approach
EcCoWell
Connecting Strategies

The learning environment is the overarching framework for healthy, green, economic learning cities.

Community coming together around environmental issues

- 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
EcCoWell 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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