



Breda Creative Capacity Building Workshop

Co-funded by the
Creative Europe Programme
of the European Union

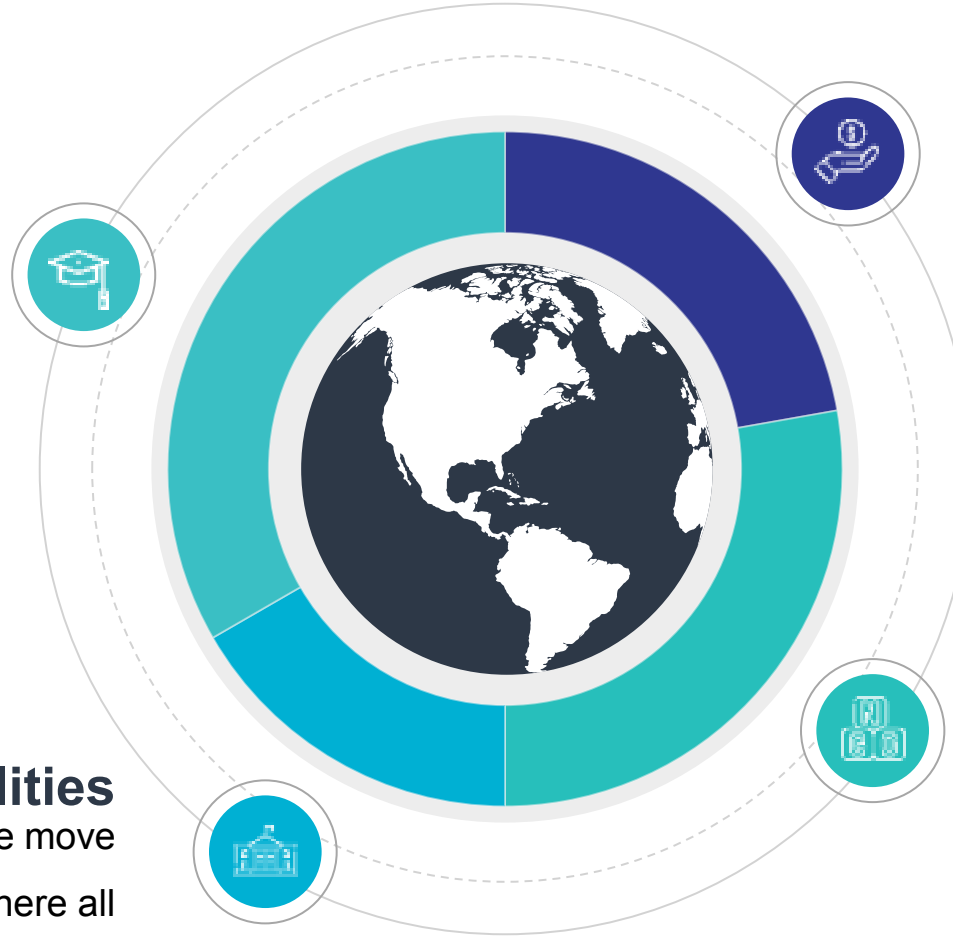


Businesses

Find the challenges in the business as usual approach and have the urgency to change this.

NGO's

Do projects for the need and the good in it to pick up the projects that don't generate business directly but have a need for society.



Universities

Innovate through research with students to add value in the field of urban planning, mobility and logistics.

Municipalities

Facilitating people and goods on the move and create the environment where all stakeholders thrive.

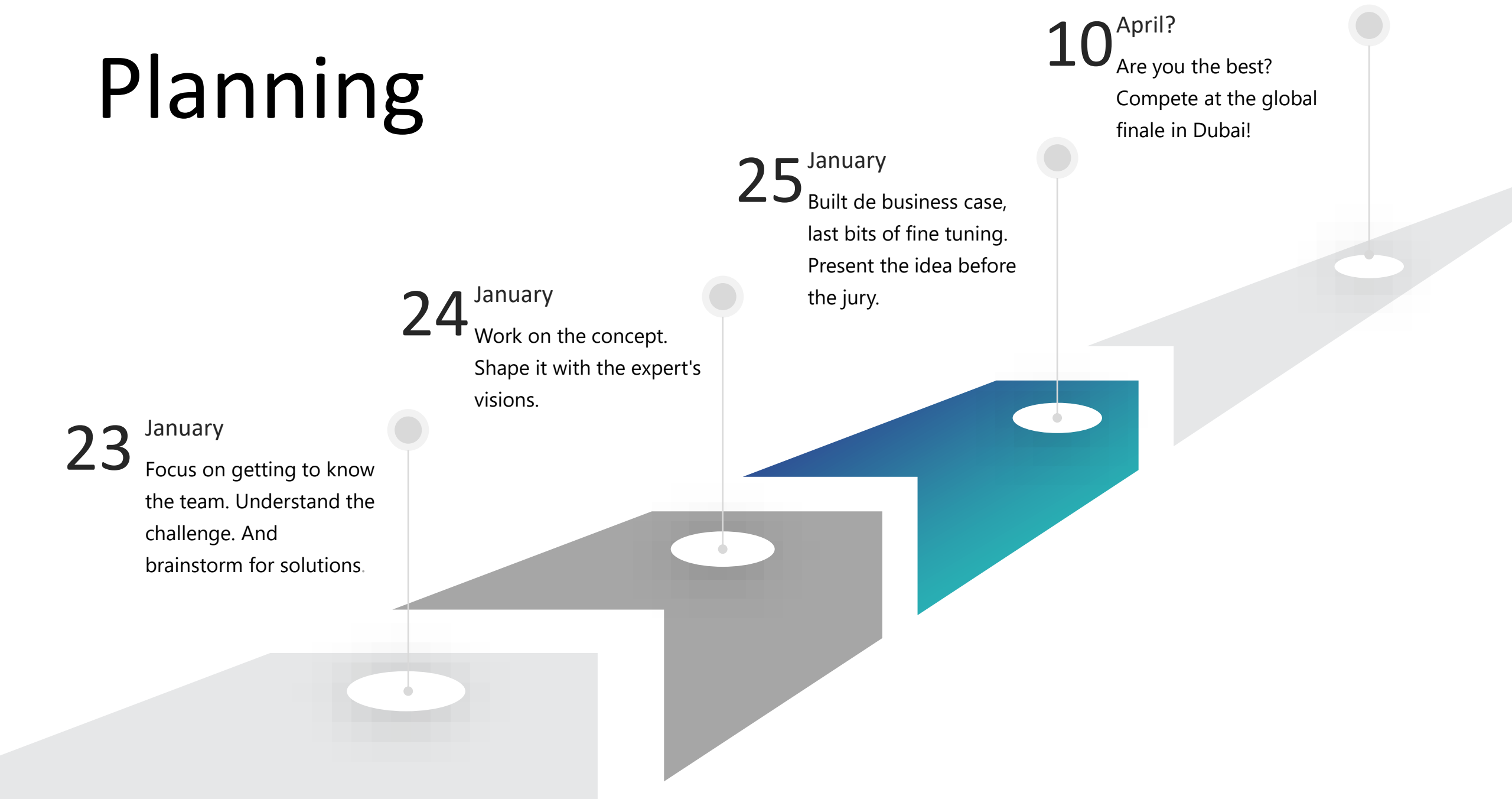
Planning

23 January
Focus on getting to know the team. Understand the challenge. And brainstorm for solutions.

24 January
Work on the concept. Shape it with the expert's visions.

25 January
Built de business case, last bits of fine tuning. Present the idea before the jury.

10 April?
Are you the best?
Compete at the global finale in Dubai!



Program

Thursday 23rd January

13:00	Welcome @ innovation Square <i>Introduction by Y4PT</i>
14:00	The challenges in short <i>Introduction of challenges by industry partners</i>
14:30	Masterclasses
15:30	Getting up to speed <i>Brainstorm about solutions for the challenges and make a game plan for Friday and Saturday. Start idea development. Make 30 sec video of your 2 best ideas and upload to the cloud.</i>
19:00	Diner!
20:45	Closure day 1

Friday 24th January

09:00	Welcome & energizer
10:00	Feedback session <i>Discuss as group with mentors what idea to continue on and how</i>
12:00	Lunch
15:00	Voluntary feedback sessions <i>Mentors are available for a creative session if needed (your choice)</i>
18:00	Short intermezzo 'Dag van het Openbaar Vervoer 2020'
19:00	Diner!
20:45	Closure day 2

Saturday 25th of January

09:00	Welcome & energizer
09:30	Make a game plan
10:00	work on your idea + presentation <i>Mentors support to improve your business case canvas, upload to drive</i>
12:00	Lunch while working <i>make final 1 min video pitch of your idea, upload to drive</i>
16:00	Finalize presentation <i>Upload to drive (deadline 17:45)</i>
17:00	Diner while working
18:00	Start final presentation
20:00	Jury consultation, drinks & final results
20:45	Closure day 3



Welcome

Get to know the concept and the team

Presentation of the Challenges

Find out about the topics

Masterclasses

What you need to know to get started

Get started!

Brainstorm about concepts



**Youth
For
Public Transport**

A  FOUNDATION

THE POWER OF 10.000 YOUNG PEOPLE





i love you
more than
3000

STOCKHOLM 2019



- **+55 HACKATHONS**
- **+28 NATIONALITIES**
- **+1,500 YOUTH**
- **+125 JURY MEMBERS**
- **+300 MENTORS**
- **+1.5 HACK YEAR**







WINNERS OF THE 3RD PLACE STOCKHOLM GLOBAL HACK

Nick Van Apeldoorn, Mobility research [The Netherlands]

Jennifer Guzmanoch, Architect [Ecuador]

Mariam Khalifeh, Transportation & Business Management [Jordan,)

Alexander Koster, Engineer [USA]

Ignacio Mullony, UX designer [Spain, UK]

Lucia Paramo, Civil Engineer [Spain, UK]





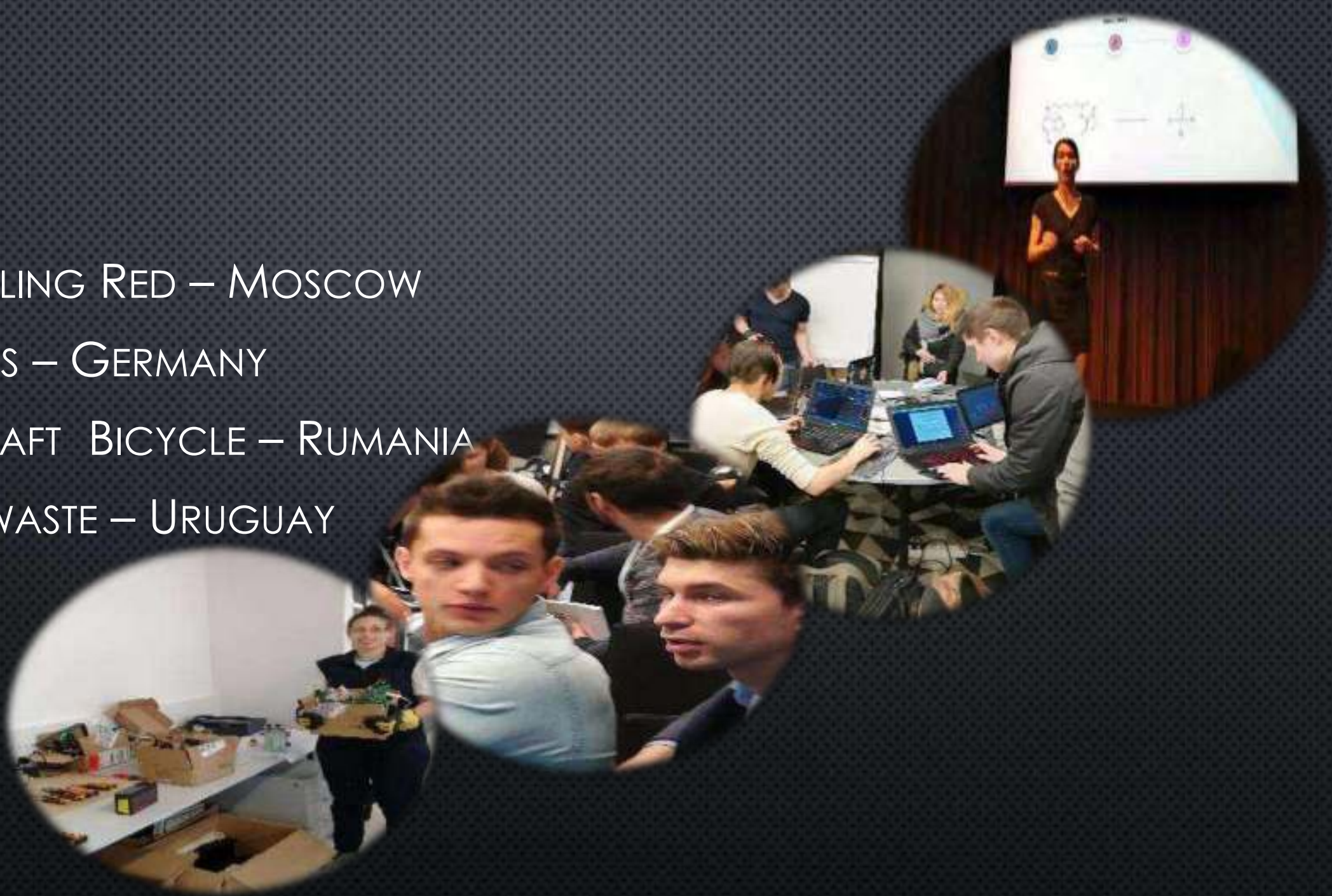
...has Sustainability
...in a city
...each part of

LATEST 2 EDITIONS

+ 15
PROJECTS
GROWING



- SELLING RED – MOSCOW
- TRES – GERMANY
- CRAFT BICYCLE – RUMANIA
- E-WASTE – URUGUAY



- BANGALORE, INDIA
- ROSARIO, ARGENTINA
- CAMBRIDGE AND MANCHESTER, UK



BEYOND Y4PT HACKATHONS AND IDEATHONS

FOSTERING INNOVATION Y4PT - THE RING NETWORK

MANCHESTER DUBAI MENDEN MOSCOW... WHO'LL BE THE NEXT?





<http://www.y4pt.org/projects/campaigns/waste-no-time/>

THE WORKSHOPS



PASSION LED US HERE





DO SOMETHING GREAT

A neon sign with the text "DO SOMETHING GREAT" in a segmented, rectangular format. The sign is composed of four rectangular panels, each containing a portion of the text. The text is written in a bright, glowing neon font. The panels are separated by dark vertical dividers. The entire sign is set against a dark background.

Urban Playgrounds

Placemaking through gamification

Local Hackathon Breda, 23, 24 and 25 January 2020
BUAS & Gemeente Breda

Important quality of the city Breda are the canals and the green space around it

Main goals

We want to have the canals as integral part of the city and make them more accessible to the people (for example accessible riverbank, opportunities for people to walk and run)

To strengthen the urban green space by making them more visually attractive and acceptable for locals and tourists

We have an annual Canalrun in October and we will would like to create a training route to train



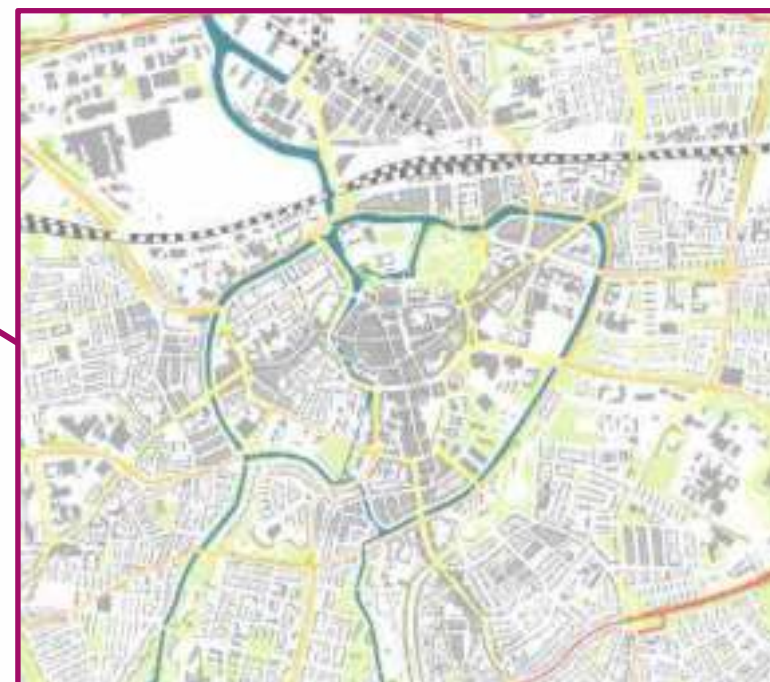
Design of Public Places

Rapidly changing because of new technology, which creates a lot of possibilities.

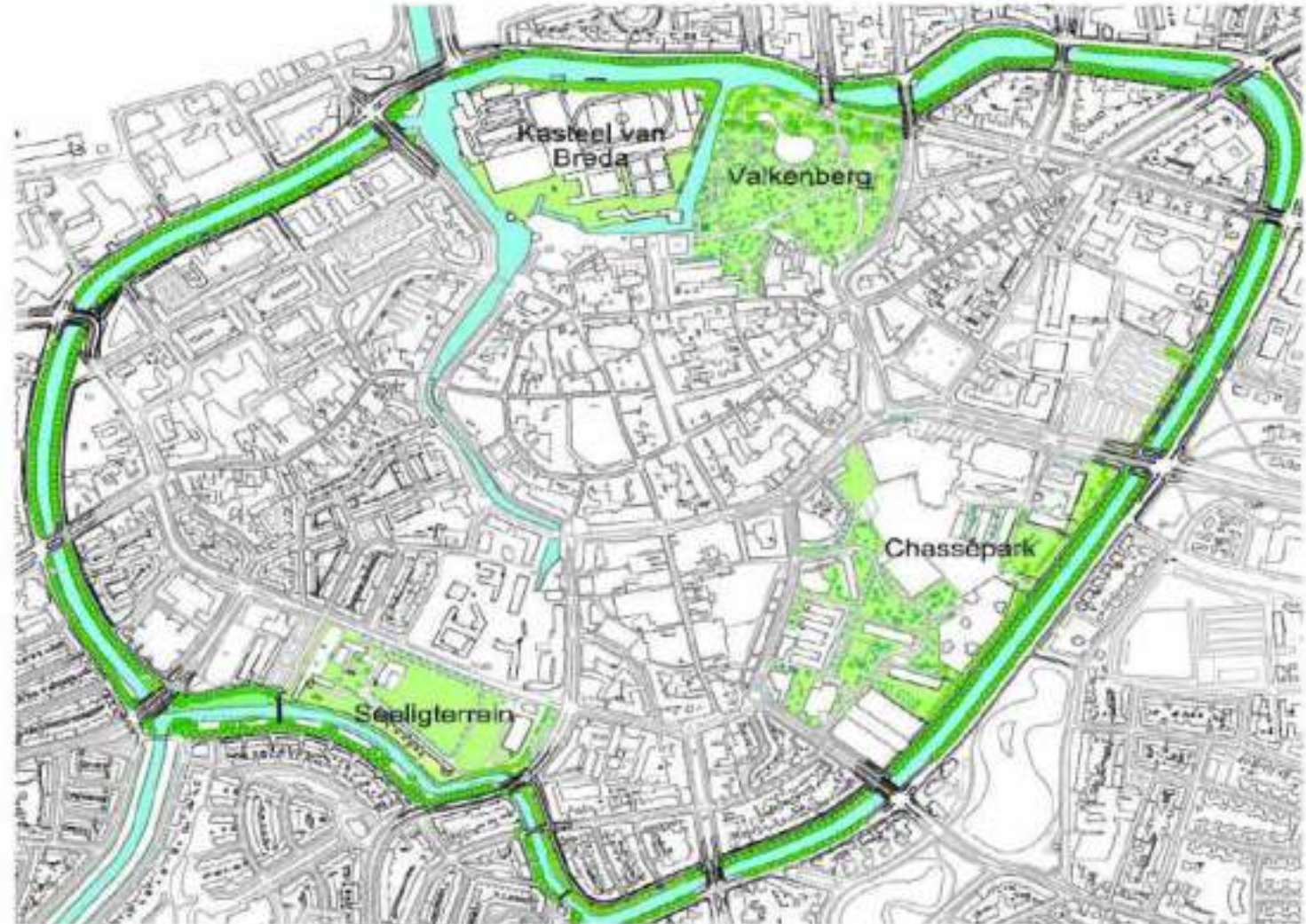
However, which opportunities does this create for Breda as a whole and the city centre in particular?

To stimulate more involvement from citizen's initiatives in designing public spaces together





The canal and the three parks Valkenberg, Chassepark and the new one (Seeligterrein)



Development Strategy Breda 2030 & Operational framework 2016-2056

Goals

- Stimulating outside activities and to promote sports and exercise
- Creating a permanent jogging route in the city that is easily recognizable
- Creating a more attractive city centre
- Integrating the park and the jogging route



Examples of provisions for sport in the public domain



Aspects by movements on the permanent route

- Route (safe and recognizable and with meeting places)
- Different kinds of activities (running, walking and playing)
- Organised events as well as (unorganised) daily use
- Something we will have to work on is signing/ marketing/ communication



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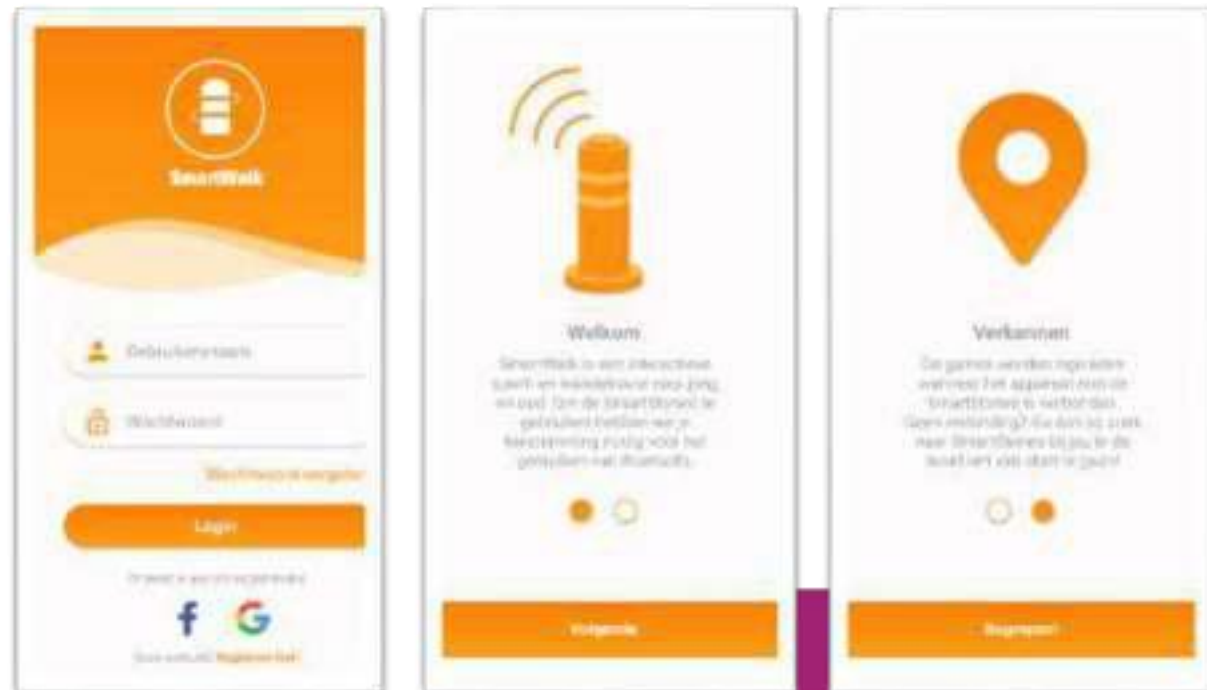
The Canal Walk as a new attraction for Breda

- Training for the annual Canalrun
- To create shorter and longer distance routes
- Vehicles free zones well lit
- No traffic lights
- App in development (to connect with your phone with beacons)
- The design is in fitting with the rest of the city (for example the stone colors)



What is the current status?

1. The route has been researched
2. Obstacles have been identified (pictures)
3. App is under development and the places for the sensors have been chosen



Bottlenecks in the public space



Oversteek Claudius Prinsenlaan



Verbinding naar Academiesingel



Parkeren Seeßingsingel



Oversteek Nijverheidsingel



Pad Chassésingel

Part of the route that's ready



In front of the Stedelijk Gymnasium,
Nassausingel

Meeting each other (social component)

Meeting points

Participate en designed on new innovativ ways



Ideas we have for a follow-up

- Create a predestrain route for all ages. Find new ideas, storytelling points along the route (for example sign posts)
- What could be a good idea for a public urban playground?
- Remove 'obstacles' How to pass crossroads/ traffic lights?
- How can we connect the three parks in the city centre?
- Create a new playground and space to exercise: Chassepark and Seeligpark
- To connect the Running City App (like Rotterdam)





Questions?