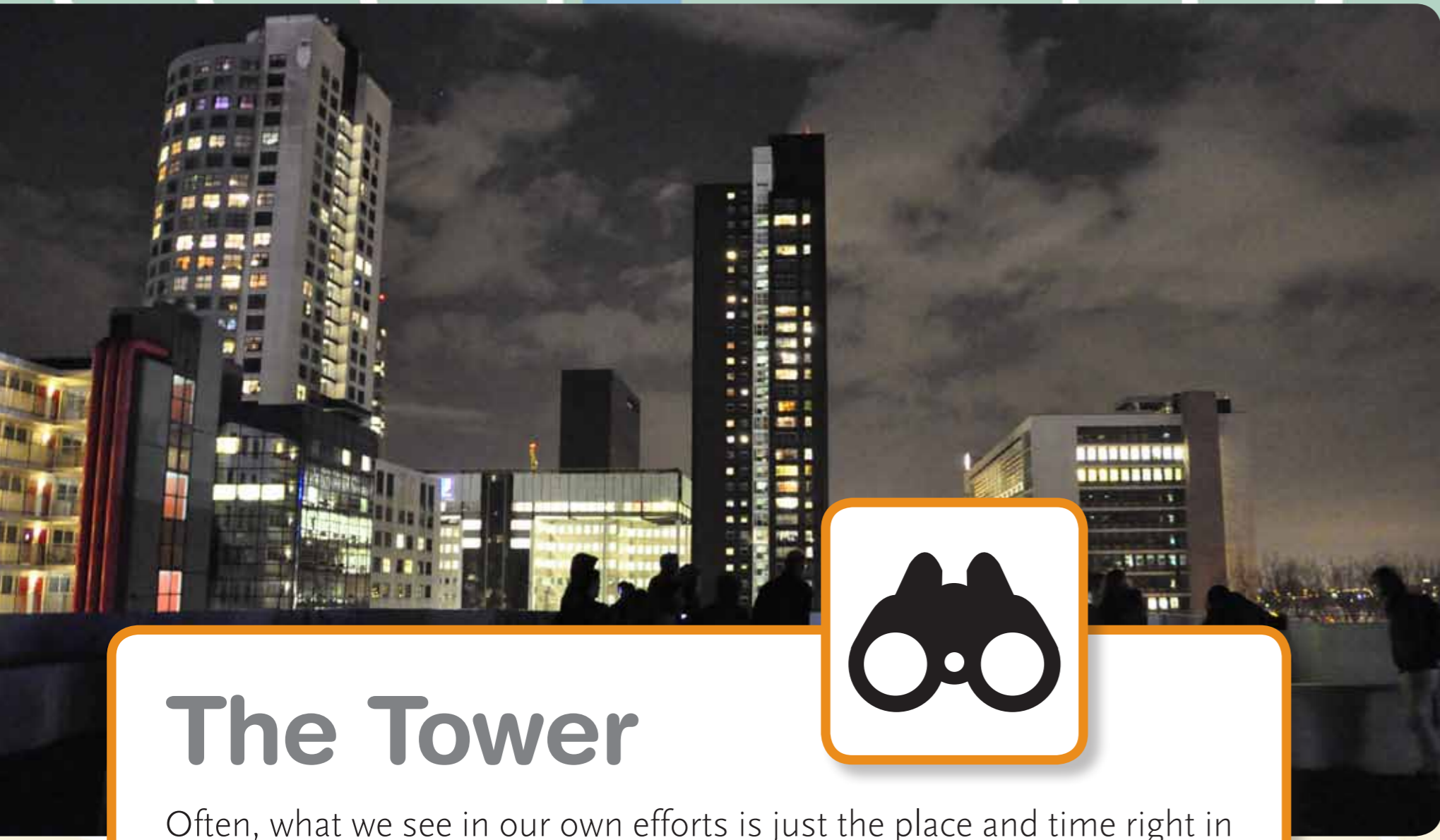


# WHICH WAY TO THE FUTURE?

## A travel guide for urban sustainability transitions



### The Tower

Often, what we see in our own efforts is just the place and time right in front of us: our own initiative, neighborhood, topic or department. That way we might not be able to appreciate the overall picture. The tower helps to put things into perspective.

#### Things to do:

- Look far into the distance without forgetting the small steps needed to get there
- Remove yourself from daily chaos and appreciate diversity
- Get an integrated view, look beyond everyday constraints and divisions

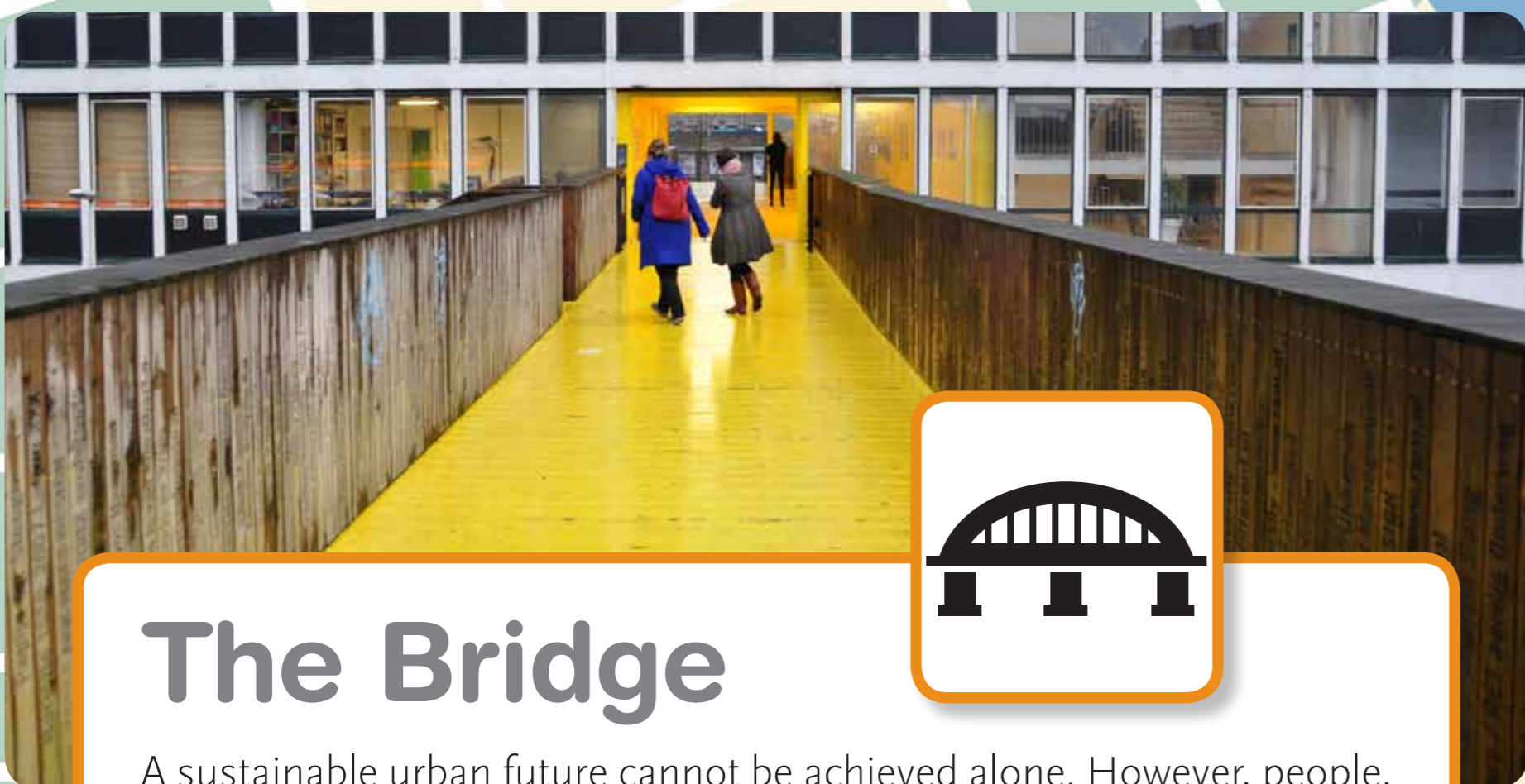


### The Theater

Concrete steps are important in order to reach a sustainable urban future. However, do not forget the role of culture for changing people's mindsets and behavior. The theater is where you can learn and apply this approach.

#### Things to do:

- Create stories and narratives
- Focus on cultural change and its triggers
- Keep in mind emotions as an important driver of change



### The Bridge

A sustainable urban future cannot be achieved alone. However, people, initiatives, city departments and other stakeholders are often pulling in different directions. The bridge is the place to bring people together.

#### Things to do:

- Be open to unusual alliances
- Try to understand the position of others and what might hold them back
- Take your time to build trust
- Listen and interact without trying to take over



### The Factory

New solutions are crucial for creating a sustainable urban future. But what if these solutions never make it past their own niche? The factory is where you can take good ideas to the next level. But, while growing, be careful not to exclude the possibility of other sustainable urban futures.

#### Things to do:

- Mainstream good solutions without compromising their core value
- Be aware of frauds and getting hijacked
- Make use of established solutions – there is no need to reinvent the wheel



### The Playground

Innovation is a key to the future, but sometimes hard to come by. Structures, processes, hierarchies and traditions can keep us on the track of "business as usual". Allow yourself some playtime once in a while to come up with new ideas.

#### Things to do:

- Allow space and time for experiments
- Try new things
- Organize things differently
- Don't be afraid of failure



#### Map Legend

Results and insights from the 4th Informed Cities Forum 26th and 27th of March 2015 in Rotterdam

Check travel recommendations from others



<http://informed-cities.iclei-europe.org>

Image: Nete / dreamstime