
Shaping the Future The Power of Positive Change

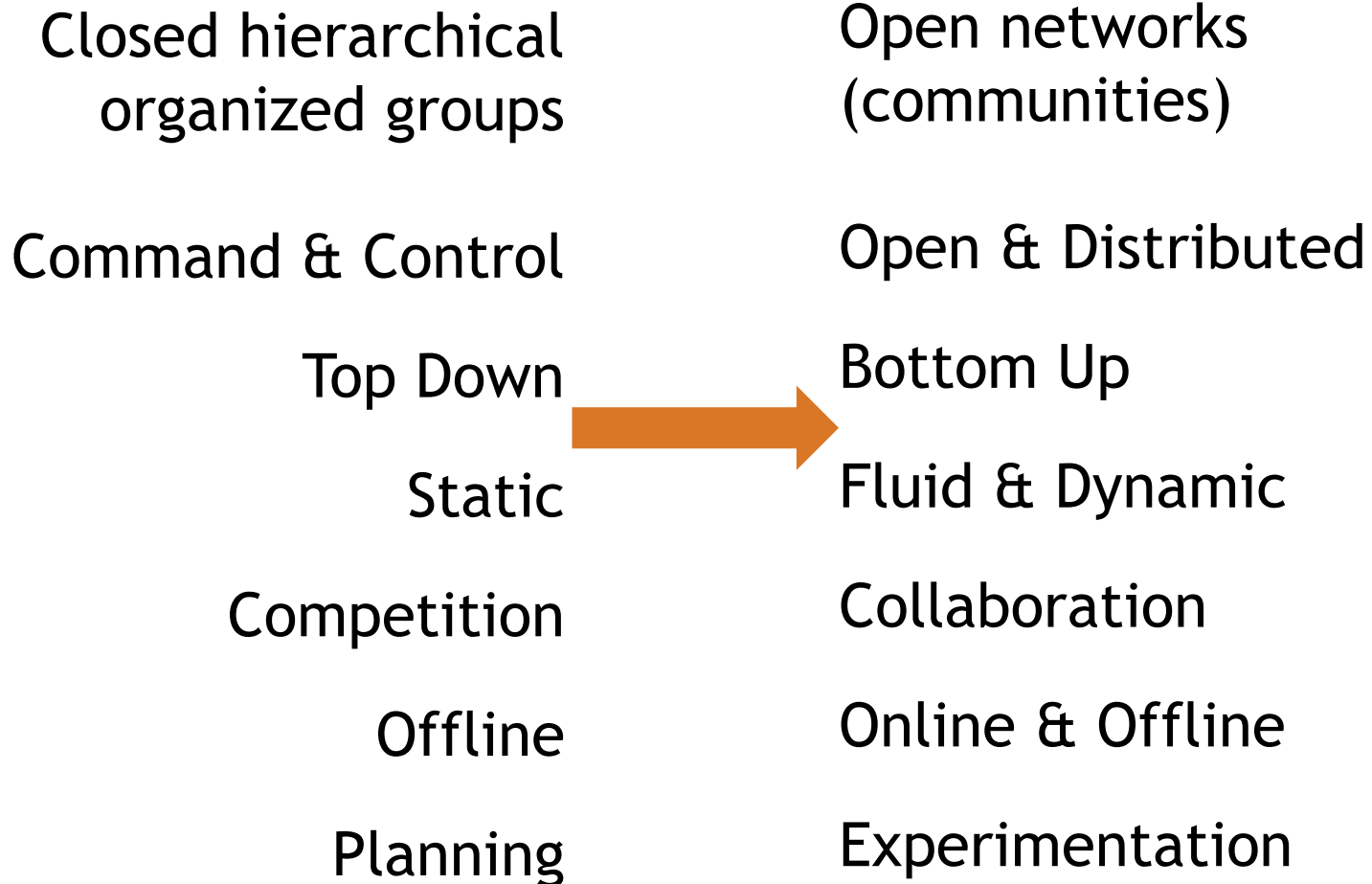
(some examples from Amsterdam)

— Frank van Erkel —

Göteborg 2018



Society in Transition

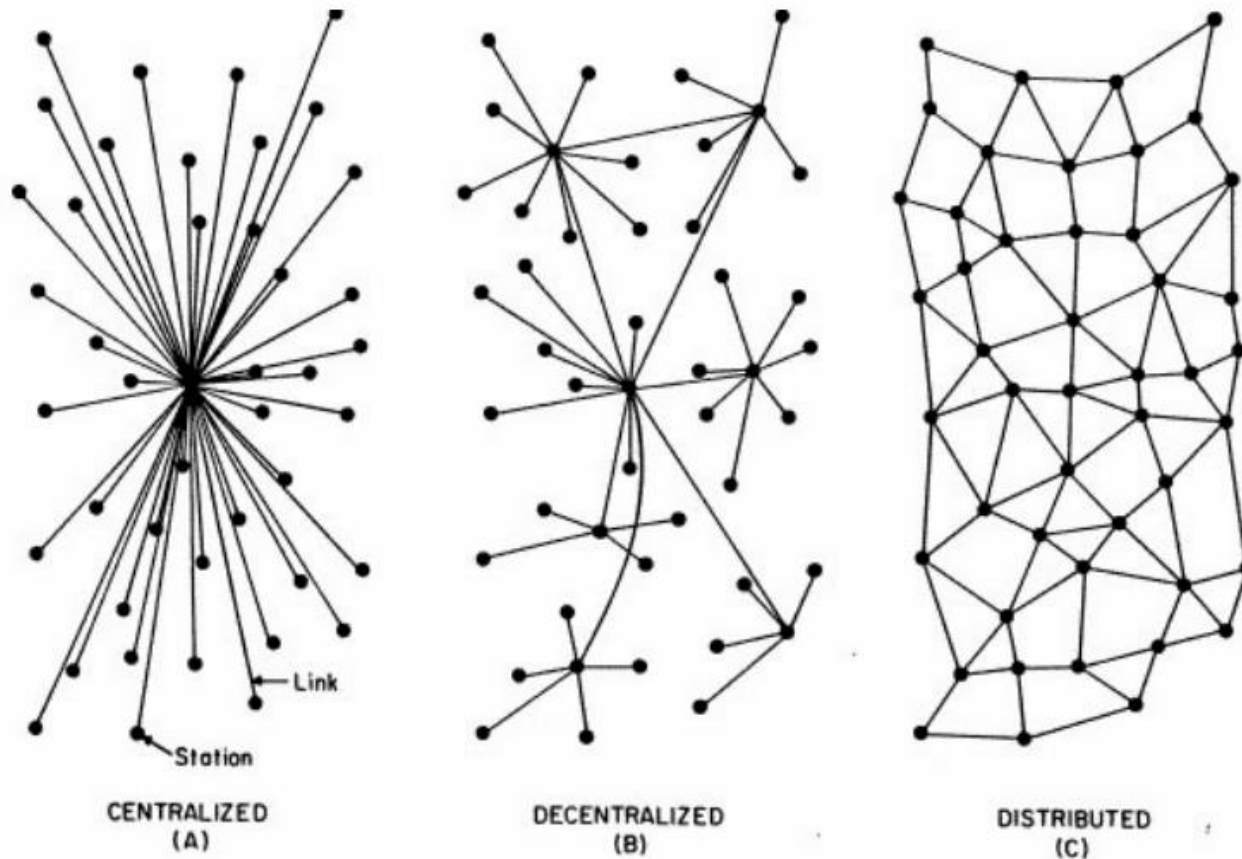


An aerial photograph of a city, likely Rotterdam, showing a complex network of canals and bridges. The city is densely packed with buildings, and there are several large industrial structures, including two prominent red cylindrical storage tanks. The image is overlaid with a semi-transparent red banner at the top and bottom, containing white text. The overall scene depicts a modern urban environment with a mix of residential, commercial, and industrial areas.

ReThink about the future of the city

.....physical, economical and social..

New paradigm



Government in Transition

Closed **government**
(knowledge is power)

Top-down

Domain-based approach

Directing policy implementing

Problem oriented

Control (risk management)

Plan Oriented
(from A to B)

Open government
(wisdom of the crowd)

Bottom up

Neighborhood approach

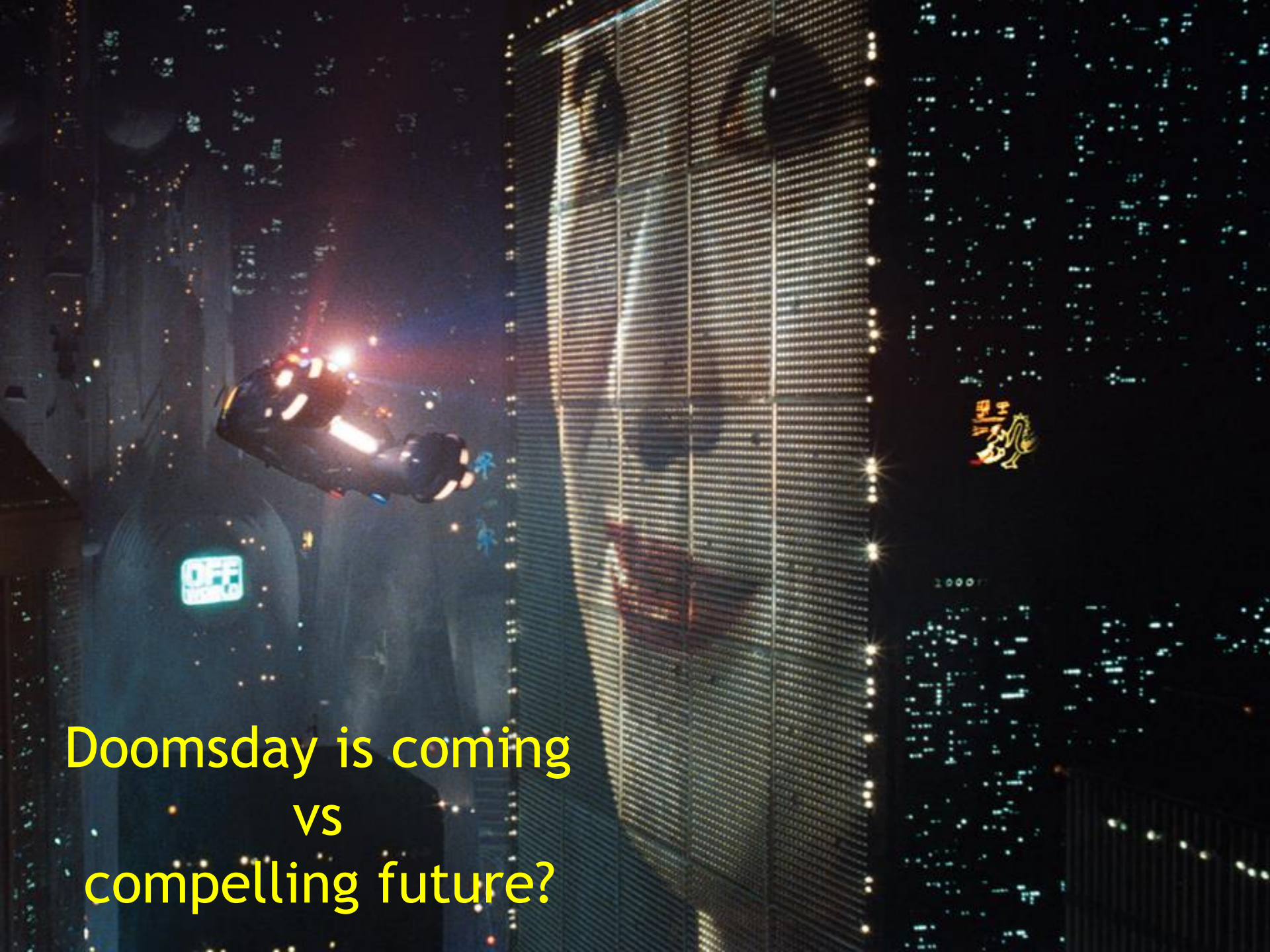
Facilitating implementation

Opportunity focused

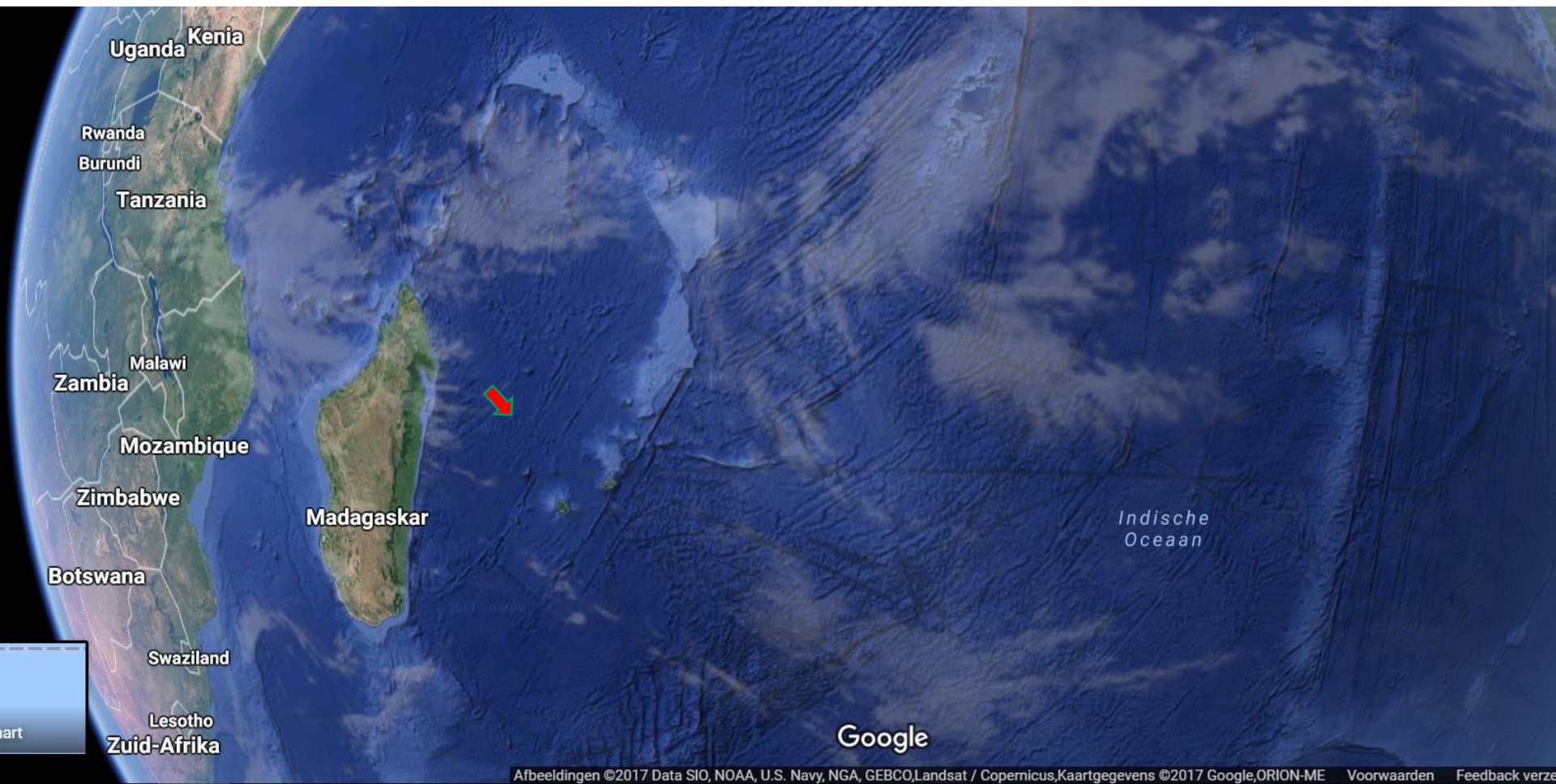
Trust (making possible)

Process Oriented
(flexible, adjustable)



A vibrant, futuristic cityscape at night. In the foreground, a sleek, dark flying car with glowing orange and white lights is in motion. The background features a massive, illuminated skyscraper with a grid-like facade, and a dense array of city lights. A small, glowing blue screen is visible on the left side of the image.

Doomsday is coming
vs
compelling future?



Mauritius: Large State Ocean Economy

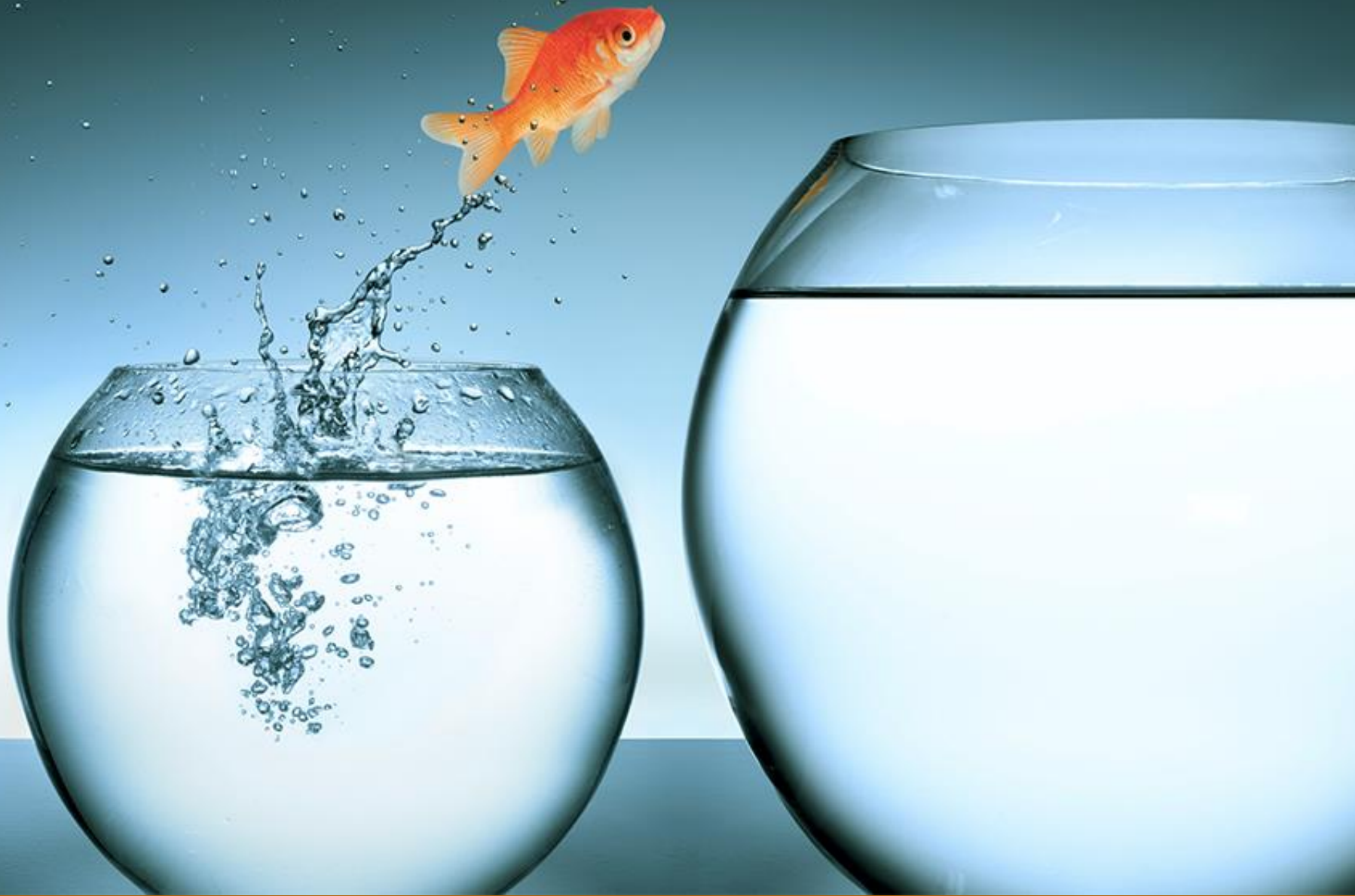


“Shifting radically from a small country without natural resources, to a large state ocean economy.

We have a maritime zone of 2.3 million km², with an Exclusive Economic Zone (EEZ) of 1.92 million km².

This makes Mauritius the 20th country in the world with the largest Exclusive Economic Zone (EEZ).”

1. How to focus on opportunities?



Appreciative Inquiry

A

1. Valuing; recognizing the best in people and the world around us
2. affirming past and present strengths, successes, and potentials
3. To increase in value, economically and socially.

I

1. The act of exploration, investigation and discovery.
2. To ask questions; to be open to seeing new potentials and possibilities.

Appreciative Inquiry focus on 'what works' and is strengths and value based

Research shows this is the most
effective way to learn, grow,
innovate, create enduring positive
change and get the results we want.

"Failure is an
opportunity to grow"

GROWTH MINDSET

"I can learn to do anything I want"

"Challenges help me to grow"

"My effort and attitude
determine my abilities"

"Feedback is constructive"

"I am inspired by the success of others"

"I like to try
new things"

"Failure is the
limit of my abilities"

FIXED MINDSET

"I'm either good at it or I'm not"

"My abilities are unchanging"

"I don't like
to be challenged"

"I can either do it,
or I can't"

"My potential is predetermined"

"When I'm frustrated,
I give up"

"Feedback and criticism
are personal"

"I stick to what I know"

The art of flipping:

Turn the negative in a positive mindset

- What's the biggest problem here?
- Why did I have to be born in such a troubled family?
- Why do you blow it so often?
- What got them so upset?
- Why do we, after all this, still have these problems?
- What possibilities exist that we have not thought of yet?
- What's the smallest change that could make the biggest impact?
- What solutions would have us both win?
- What can I do to help you succeed?
- Wow, how did you pull that off?

Transformational challenge



From “Baggage Problems” to . . .

“Exceptional Arrival Experience”

A Shift Toward Appreciative Organizing fitting Societal Change

Hierarchy: How do we organize to manage & control variances?

Rationality: How do we gather, protect and use information for competitive advantage?

Top Down Authority: How do we achieve our goals, through people, by delegating to them?

The Bottom Line: How do we organize to ensure a strong ROI?

Networks: How do we liberate self organizing?

Diversity: How do we include and align multiple strengths, voices & ways of knowing?

Co-Creation: How do we engage with others in dialogue to create a world that works for all?

Triple Bottom Line: How do we organize to serve People, Profit, and Planet?



Co-creating experiences of the future



Lay emphasis on 'what will be'

the Change  lab

Create a collective mindset

voor

Amsterdam

the Change  lab

Open for everyone to participate

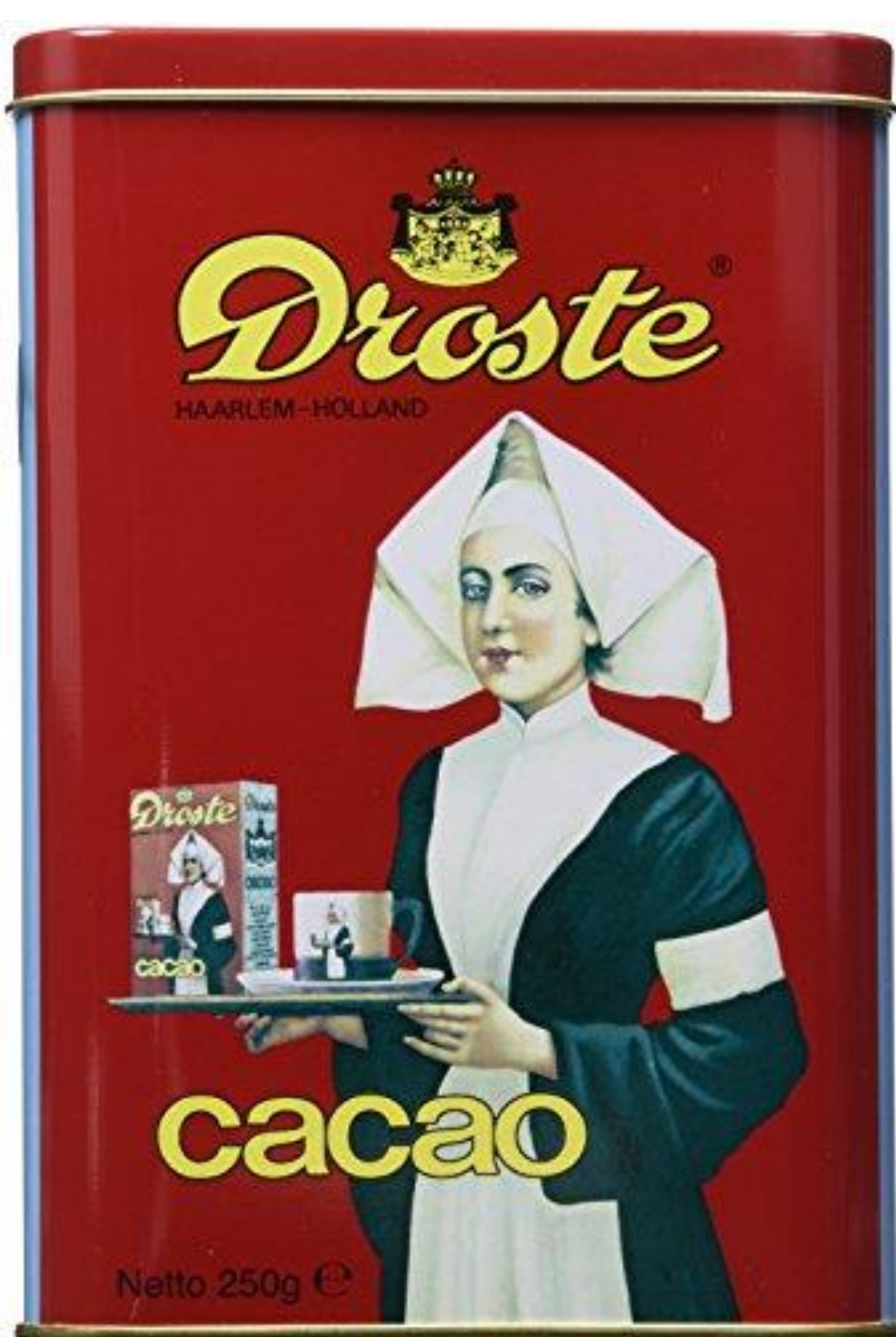




Reinforce your message the Change  lab



Celebrate milestones the Change  lab



Be Consistent

Is what you want **outside**
aligned by how you
operate **internally**?



the Change  lab

How to turn a ripple into a wave?



Only Together We Are The City



Informing: citizen as consumer



Consulting: citizen as customer



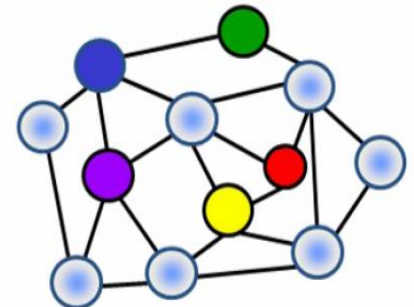
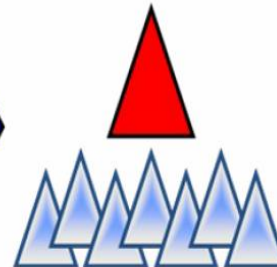
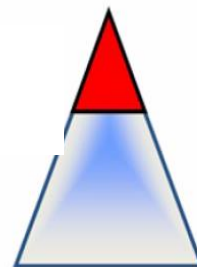
Advising : citizen as experience expert



Co-producing: citizen as co-maker



Civil Society: citizen as initiator



Building on values, trust and ideas







Creating from nothing but an idea...



.. making the impossible possible by
facilitating policy implementing.



....by giving space, trust and a helping hand.





Travel like a human.

2013

'Amsterdam doet Airbnb in de ban'

AMSTERDAM – De Amerikaanse woonmarktplaats Airbnb krijgt het moeilijk in Amsterdam.



2014

Airbnb officieel weer toegestaan in Amsterdam

De gemeente Amsterdam heeft er met nieuw beleid voor gezorgd dat Airbnb, een online marktplaats voor het tijdelijk verhuren van huizen, weer officieel is toegestaan.



2015

Airbnb gaat namens de gemeente Amsterdam toeristenbelasting innen.

Voor iedere overnachting in Amsterdam dient 5 procent toeristenbelasting te worden betaald, maar veel Airbnb-verhuurders deden dat niet.



2016

Verhuur via Airbnb in Amsterdam beperkt tot zestig dagen per jaar

Gepubliceerd: 01 december 2016 08:29
Laatste update: 01 december 2016 10:40



De woningverhuursite Airbnb heeft met de gemeente Amsterdam een deal gesloten, om zo illegale verhuur via de website lastiger te maken. Airbnb gaat Amsterdamse huizen die langer dan zestig dagen per jaar op de site worden aangeboden, automatisch verwijderen.



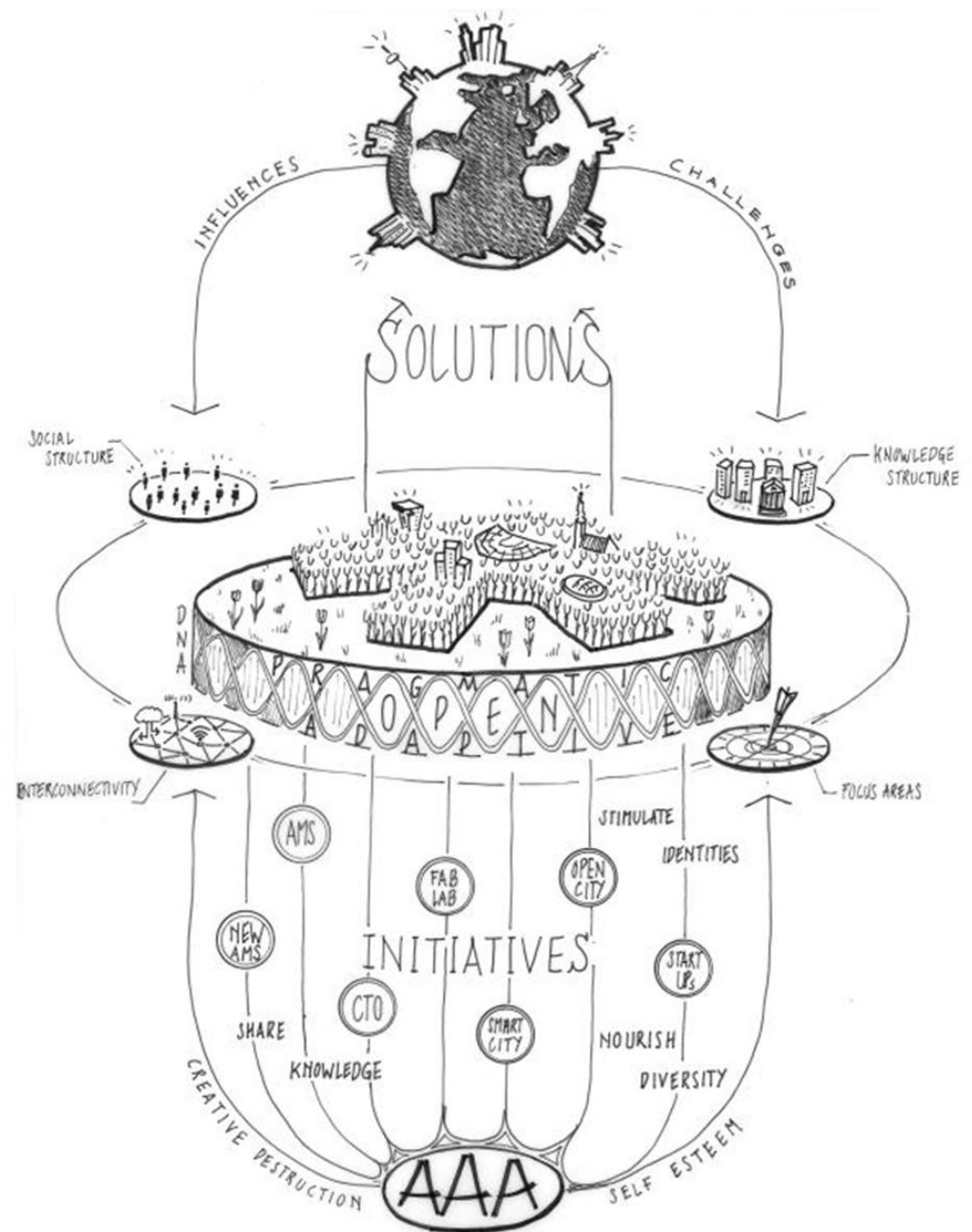
Agile: be flexible in a changing society

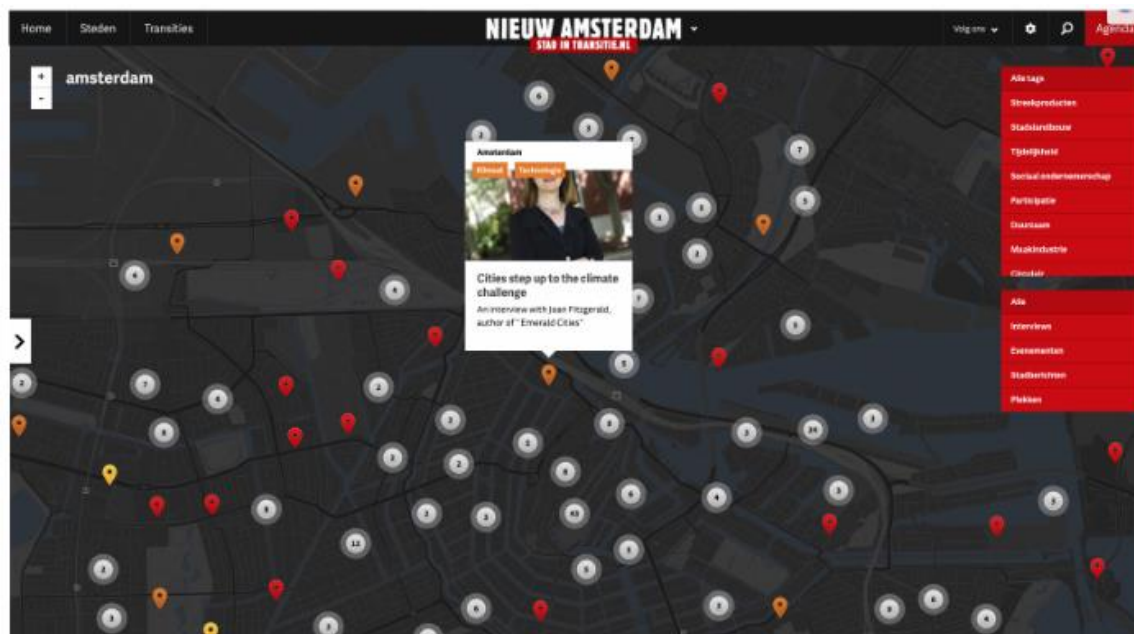
the Change  lab



3. How to keep riding the waves?

City as a platform





**40.000
city makers
co-creating
the city**

Connecting to 60 European Cities already
via City Embassies

AMSTERDAM EUROPE'S FIRST 'SHARING CITY'

February 3, 2015

by [Harmen van Sprang](#)

'The consumer has in recent years become increasingly powerful. The sharing economy is a huge opportunity. It just fits well with Amsterdam. That's why we want to be known as a Sharing City', says Alderman of Economic Affairs and vice-mayor of the City of Amsterdam, Kajsa Ollongren.

On February 2nd, the capital of the Netherlands was named first 'Sharing City' of Europe. With this, Amsterdam positions itself as a leader in the field of the sharing (or 'collaborative') economy. The city already stood out by being the first municipality in the world to develop regulations around Airbnb. Also its inhabitants are closely involved in the subject: research shows that a whopping 84% of the 'Amsterdammers' is willing to participate in the sharing economy.

Amsterdam Sharing City is a joint initiative in which 'ambassadors' from all corners of the city will work together: from startups to corporates, from community center to public library, and from knowledge institution to the municipality. 'The city is a source of abundance', said Daan Weddepohl, founder of sharing economy platform 'Peerby.' Also Achmea, the largest Dutch insurance company, is happy to be an ambassador: 'The sharing economy provides local connection and reduces social isolation. The value of social cohesion for us is sky high', says Peter de Groot, a director at Achmea. Meanwhile, already some

30 % participate

Scaling the makers movement: collaboration with public libraries, schools & arts



Empowering the smart citizen



EUROPEAN CAPITAL OF INNOVATION

A place to bring
ideas to life



the Change  lab

connect



accelerate



strengthen

