



PICNIC
FESTIVAL
2012

BOOK OF QUOTES

CITIES

PICNIC is an annual international event bringing together around 3000 professionals from business, technology, government and non-profit organizations, education and the creative industries, focusing on innovation and creativity. It is an inspiring event, creating unexpected encounters and cross-connections between disciplines and ideas.

This year, all sessions – from lectures and discussions to workshops and exhibitions – had to do with ‘new ownership’. This empowerment was being discussed in the context of governance, sustainability, business, education, health/life sciences and media.



Photo by Maurice Mikkers



Photo by Keefe Cordeiro

Currently, CITIES is also working on the PICNIC'12 theme, but from an urban development perspective. PICNIC describes its 2012 festival theme as “New Ownership: the shift from top down to bottom up”. “In our research project WeOwnTheCity CITIES is exploring a similar shift, but specifically in urban development. Governments and traditional institutions who used to be the main driver behind city making, now have to take a step back in precarious financial times. Meanwhile, citizens see opportunities to fill the voids that arise. While “giving urban development back to the people” sounds like a great mantra, the reality of it shows many difficulties. That is why CITIES believes that the ‘top down’ and ‘bottom up’ perspectives should be combined and learn from each other.

Therefore, during PICNIC '12, we were eager to learn both from the urban-themed sessions but also from other disciplines such as journalism, business and arts on how to translate grassroots activities to the larger frameworks of society but also to transform the rigid institutional setup so that small, direct and hands-on actions and initiatives can contribute to the greater good.

Because there are enough great reports, both online and offline, that describe the two days of fascinating talks and gatherings at PICNIC, we decided to share what we think are the most inspiring quotes we heard at the festival

“There’s a paradigm shift in the way we consume and experience the world.”

Christopher Lukezic, AirBnB EMEA

“The third wave of the internet is about collaboration. It’s not (only) about money. Also about solving problems and receiving status and recognition.”

Brandon Kessler, Founder & CEO ChallengePost

“Changeby.us is about meeting city goals through community action”

A'yen Tran, Interactive Project Manager, Local Projects

“Ioby is a platform that helps to empower an urban environmental movement. It’s a place for great ideas and people who are stewards of space and neighbourhood creators”

Brandon Whitney, Co-Founder & COO, ioby.org

“Urban projects are truly valuable if there are ancillary benefits coming out of them that, especially in social capital.”

Bonnie Shaw, Dean of Awesome, Awesome Foundation DC

“The web is the place to start making something happen offline.”

Brandon Whitney, Co-Founder & COO, ioby.org

“Different people have different motivations. Some prefer money, others invest time, energy or money to gain status or intellectual stimulation. It depends on the subject of the challenge, the kind of crowd and the personal ambitions.”

Brandon Kessler, Founder & CEO ChallengePost

“95 percent of the news is not relevant.”

Charlie Beckett / LSE Polis

“There is so much data available, e.g. through Twitter, but it’s all about how you analyze it. Out of all the noise, you need to be able to hear the right voices.”

Anahi Ayala Lacucci, Media Innovation Advisor, Internews /
Crowdsourcing and Information Management Specialist,
World Bank

“Life is more local than most people realize”

John Helliwell, Economic Department of the University of British Columbia.

“Open data is fuel for innovation. The city of Amsterdam has opened up over 100 data sets so far”

Ron van der Lans, Amsterdam Innovation Motor

“The street finds its own uses for things”

William Gibson *quoted by Bonnie Shaw, Dean of Awesome,
Awesome Foundation DC

“The challenge is to find out how to bind community-driven platforms to cities’ policy making mechanisms, because these platforms are directly nourishing civic engagement.”

Chesley Rach, Deputy General Director, Municipality of Amsterdam

“Create more value than you capture”

Tim O'Reilly, Founder of O'Reilly Media

“Don’t say but. Move your butt.”

PICNIC

“We want as much raw data as possible, few rules, near deadlines and not big, but many prizes. Many prizes make for many good apps even if they’re not perfect.”

Ivonne Jansen Dings, Waag Society/Appmakers:
on behalf of appmakers

“We don’t know much of our citizens,
but the complaints.”

“What many services don’t realize is
that building an app is not enough.
We have to provide an incentive for
people to share their valuable data
with the government”

“I’m here to learn. We thought we could make communities from behind our drawing tables, but we have failed.”

Chesley Rach, Amsterdam municipality

“Let citizens free to be how they want to be - free and connected - and we will gain the most”

Tim Campbell, PhD, Urban Age Institute

“Whats really cool is that this is a direct hotline to the mayor.”

A'yen Tran, Local Projects / Change by Us – creating communities of action and participation

“Why are people’s valuable inputs this stupid?”

“Websites where people can complain about public transport are going to be made. An innovative bus company takes that step first and uses or responds their input.”

“Governance is pretty exclusive and elite now and with technology we can take a step in the right direction.”

Andre Nash, Transport planner – gamification of complex planning issues to make people aware. Use data to improve planning.

“Even if people just state or comment on issues, it is in their hearts and this will open up discussions for sensitive issues”

Thomas Krämer, Ontopica – Crowd-sourcing around city issues

“The city wants to open up by asking the right questions to the people”.

Gijs van Rijn, Amsterdam Innovation Motor /
amsterdamsmartcity.com

“The old way was that we saw a problem, government came up with a solution, and we invited the citizens to comment. We got rooms full with only opponents. Now we invite people during the process. We get commitment, it’s easy to engage for them and together with the citizens we come up with more creative solutions”

“We would like ‘Amsterdam Opent’ to be the crowd-sourcing platform for the government.”

Pieter Walinga, Advies Groep Amsterdam

“In app contests; make available many prizes. People might not expect to win but you do want many apps and app ideas.”

Ivonne Jansen Dings , Waag Society

“User driven playground for co creation and validation of innovative scenarios.”

“Citizens are not only passive users but active participants and sometimes active service providers in cities.”

Anna Kivilehto, European Network of Living Labs

