

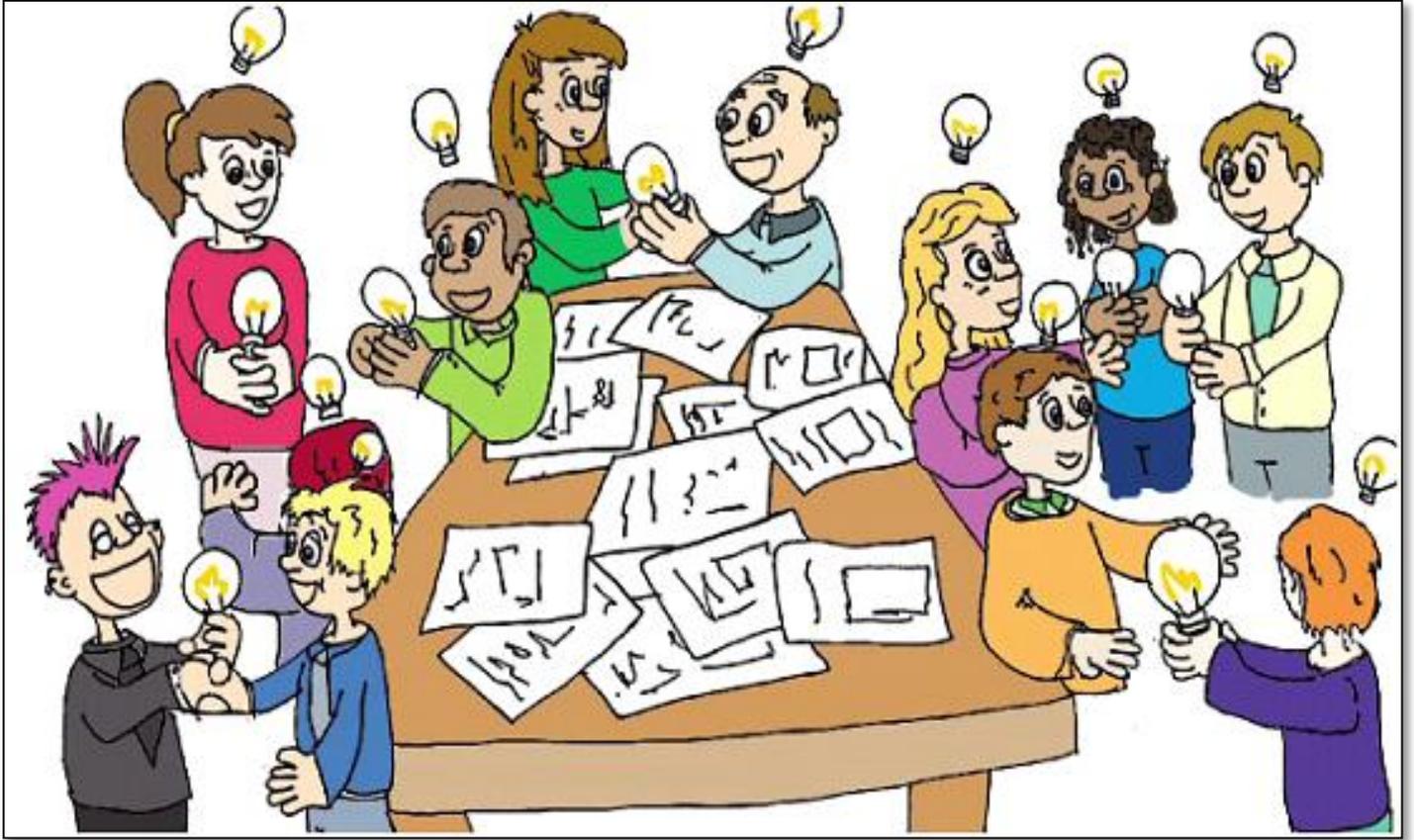
Synergy Surgery Event

“Unlocking GeniUS!”

The Right to Solve - A city co-creating its future

9th / 10th July 2014





bringing **YORK's** ideas to life

Contents

This handbook sets out the event structure and some of the current thinking on the challenges and the possible solutions. But the structure, themes and ideas are just the suggested starting point. Let's work together to understand the challenges, test our assumptions and build something great for the City of York!

Welcome

York's idea for the Bloomberg Philanthropies Mayors Challenge:
"The Right to Solve"

Synergy Surgery - Agenda

Map of the venue

Synergy Surgery - Event Format

Principles and Expectations for Participants

Ready to Start?

The Themes for the Event

Welcome

York's idea for the Bloomberg Philanthropies Mayors Challenge:

"The Right to Solve"

In York, we are seeking to rebalance the relationship between the city administration and residents: from a parent-child relationship to an adult to adult relationship. This parent-child relationship has evolved over time, where the council takes an overly parental role. This is an issue for both residents and the council as it disempowers people and reduces trust.

In this respect, cities (York included) have an increasingly unbalanced relationship with residents and business. There is an unfortunate culture of solving the "wrong" problems with solutions that don't always fit or meet the needs of communities. And with the challenges faced by all cities, of reducing budgets, and increasing population, this problem of a population feeling increasingly dependent and a council increasingly unable to support that dependency will only grow if it goes unchecked.

Our approach to tackling this problem is our "Right to Solve" initiative, which builds on our existing open innovation model and takes it to a whole new level. We wish to make sure the new process is co-owned and provides a way for both council and residents, businesses, city partners & community groups to use for

sharing Ideas, insights, problems and solutions.

In terms of building this in practice we will use an approach where we work with communities to develop an initial version with the most important parts needed for it to work. We'll jointly test that out through a practical pilot and then add to that once the basics are working right. This first version will draw on existing resources and approaches, such as GeniUS!, community conversations, community hubs etc. or anything else that we identify that can form the solution.

We will then build on these initial pilots to develop a longer term solution, listening to residents', businesses, academics and charities' views and experiences of the pilot solution, incorporating everyone's ideas to ensure the solution is sustainable in the longer-term. Future developments could include things such as mobile apps, touch screens, the York TV channel etc.

So both council and residents & businesses could use our new approach. The council would use it to help with delivering the strategic priorities (by seeking solutions to OUR problems); residents could use it to highlight and

solve problems related to their *own* communities and businesses could drive forward cutting edge solutions faster than ever before.

The impact of this would be the establishment of that Adult to Adult conversation. It is a bold move, as it gives control back to residents, business communities and third sector organisations, which will be uncomfortable for some, but with that comes a sense of shared responsibility with residents and other groups resulting in a more balanced relationship. This will future-proof the city. It will mean we get better solutions to our problems, which are more innovative, co-created, relevant to city communities and the council, gives better value and can be transferred to other places. This will increase trust in the council and in citizens and will create a more connected, self-supported city, empowered to respond to our collective future challenges.

As with all of our GeniUS! challenges, we have been asking for your ideas and thoughts around the idea for the last eight weeks. We also went to take your

contributions to an 'Ideas camp' event two weeks ago, run by Bloomberg Philanthropies, where the finalists cities all meet for two days to intensively develop, stretch and refine their ideas. And now we are in a two-day event here in York to develop these ideas even further and create some tangible solutions and projects to test these in practice in the city.

Innovate York welcome you to Synergy Surgery: Unlocking GeniUS!, a two day facilitated hackathon style workshop that is held on 9th & 10th July where we will be working with you all to shape the future of our city.

Over the two days we will bring together unique skills and experiences to build a way for anyone, anywhere at any time, who knows of a better product, service or process to be empowered and supported to make it happen! In the future every citizen, business, charity, community (and anyone else passionate about making York great) can use their 'Right to Solve' to address city problems, and improve our place together.

We need your help to make this happen!

- We will be looking at ways to have conversations with all the people in the city and this could include interactive technology in the city, community outreach activities, video booths, all sorts!
- We will need to look at what support and what process is needed to take any ideas suggested through to reality, working with the people suggesting them.

If we can crack this, the possibilities are endless!

- New businesses can be created as ideas are commercialised.
- Better quality of life made possible by everyone suggesting solutions to problems, raising issues from experiences and preventing future problems through discovering better ways to do things.
- Massive opportunities to develop new relationships, collaborate with others and work on projects you never thought possible.
- Creating the opportunity to have a different type of involvement in the running and shaping of the city.

We will take our collective creativity from the two days, to shape our final bid for the Mayors Challenge competition, and when we win, together we will make our ideas a reality!

This is the future of York, please now get involved, ENJOY and be a part of the evolution!

Best wishes, *The Innovate York Team*

Synergy Surgery – Event Format

Following 4-6 weeks of discussion of the challenge on the GeniUS! platform, a Synergy Surgery event is held over two days at a venue where the online and offline discussions are developed in a real life setting. A Synergy Surgery event is a cooperative gathering of people from a variety of backgrounds interested in improving and innovating. It is there to encourage experimentation, new ideas, and new contacts in a completely new style of collaborative event, designed to bring the initial ideas from the online forum into a physical working space as a combination of a hackathon and a facilitated workshop.

Participants come together without a team – possibly with ideas from the previous online discussion and are given a choice of ‘challenge areas’ related to the topic posted on the GeniUS! platform online. They build teams around interests and ideas and work to develop and prototype those ideas as far as possible in the timeframe of the Synergy Surgery event.

The aim (as with a hackathon) is to work together to create something new by the end of the event. This accelerates the development of the best ideas and quickly moves them to concrete proposals for small scale pilot projects.

The events in York have been branded with the name of “Synergy Surgery”. This was taken from our first collaborative open innovation event that looked at access to healthcare.

The events are high-energy and fast-paced, with people working hard towards a common goal of developing their initial ideas into a workable, pilotable solution by the end of the event; one that is capable of being pitched to a panel of experts for endorsement and funding.

The cross fertilisation of ideas between different people at the Synergy Surgery provide for a really interesting mix of conversations to be had and encourages people to come up with much more varied ideas and diverse creative pilotable solutions to the problems that they are trying to tackle.

Synergy Surgery - Agenda

9-10 July 2014

Wednesday 9th - day

- 9:30** Registration and Coffee *Atrium*
- 10.00** Housekeeping
- 10.05** Welcome and introduction *The Lakehouse*
Ian Graham, Head of Performance & Innovation, City of York Council
Heather Niven, Innovation Lead, Science City York
Objectives for the workshop and for the day
Format and expectations
- 10:15** Setting the Tone - A City making a statement & defining its future approach. *Matt Gott – Senior Associate at Innovation Unit and Lead expert in Open Innovation for URBACT*
- 10:30** Ice breaker
- 10:50** Picking your groups & move to Atrium
- 11.00** *Coffee* *Atrium*
- 11:20** **Group Session 1:** Broaden possibilities
Stretch, Refine, Evolve, Research
User design thinking - storyboards
- 13:00** *Lunch* *Atrium*
- 14:00** Panel with other european cities adopting GeniUS! model.
Feedback from morning session *The Lakehouse*
- 14.30** **Group Session 2:** Lean Start-up methods *Atrium*
- 15:15** *Coffee* *Atrium*
- 15:35** **Group session 3:** Defining and Measuring Impact *Atrium*
- 16:25** **Group session 4:** Developing the Pilot Idea – How you will prototype your top ideas?
- 17:10** Reflect ideas to rest of groups
- 17:45** Day event ends - refreshments for day attendees *Atrium*

Wednesday 9th - evening

Innovation Fair

Atrium

18:00 *Innovation Fair* registration, Drinks and Food

18:30 Welcome and Intro to the evening

20:00 Innov Kultcha Sessions

21:15 Prizes

21:30 Event Ends

What is it? A creative catch-up for businesses and individuals who work in these industries in the city, a chance to get up to speed with the latest developments in the city, a place to give your opinion and feedback on a number of things, a networking space with food drinks and music, exciting activities including a wearable tech walking workshop, a space to showcase the best of York to other visiting cities and build relationships a time and place to create the future!

What's in it? *Demo Zones, including TV, Film and games, Data, Wearable Tech, GeniUS! Projects, New infrastructure,* to explore possibilities like a think tank for Open data and it uses in York, Media Arts zone, York Stories, York facilities and what needs for future feedback, exhibition stands include New Economic Models Of Gaming, GeniUS! mark II, Innovate York, Digital York. 3sixty presentations. Wearable tech walking workshop, demos/talks from APptitude competition winners, wearable tech, innovation district/hub in York?

Main stage – inspirational creative projects involving innovation

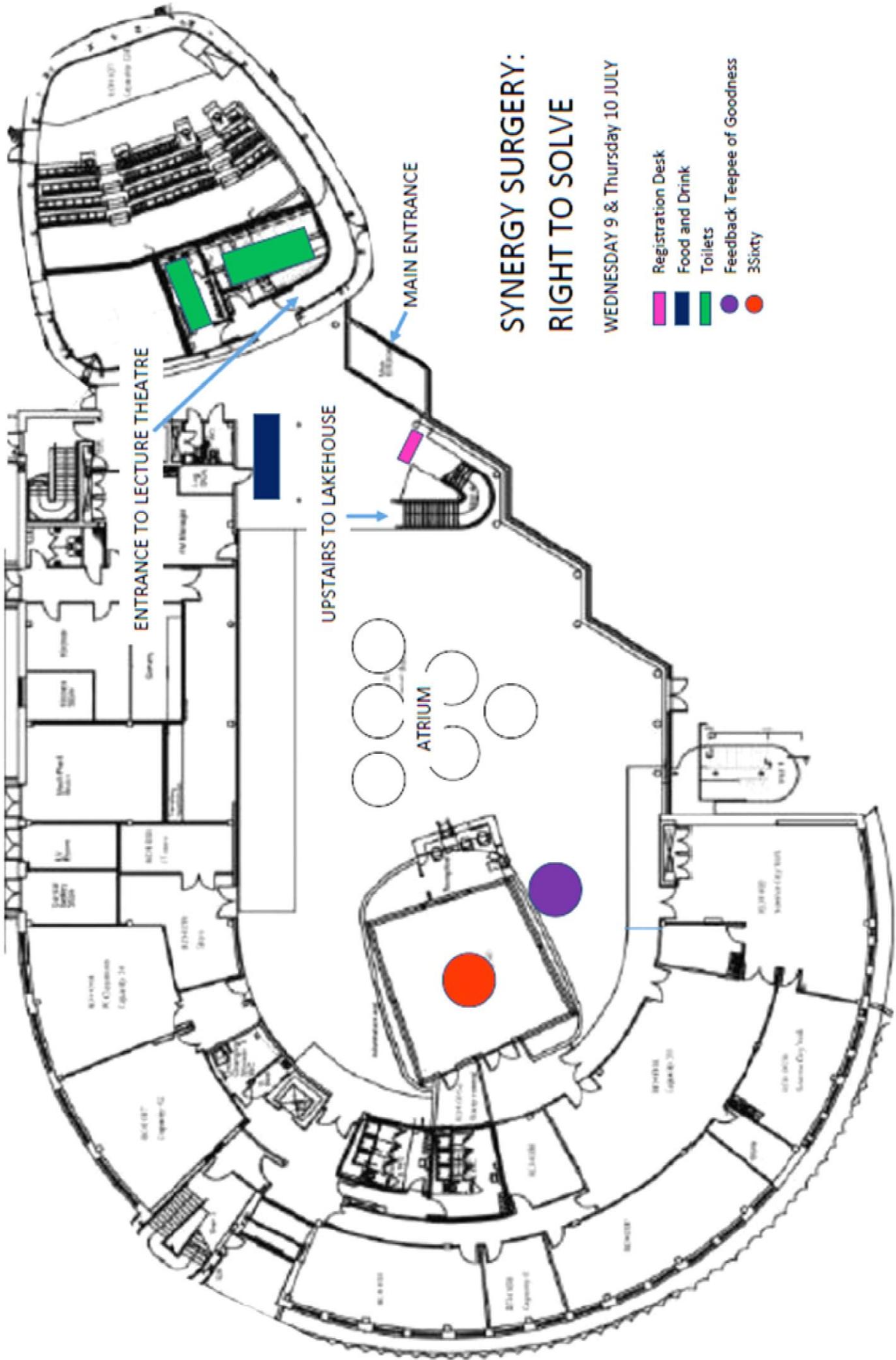
Innov kultcha sessions. 15 speakers 2 mins each

Feedback teepee, twitter wall, wall of fame, diagnostic tool, innovation map

Live Music ☺

Thursday 10th - day

- 9:30** Registration and Coffee *Atrium*
- 10.00** Welcome and Introduction
Recap of day 1, where we are up to and objectives of day 2 *Lecture Theatre*
- 10.10** **Group Session 1:** Refine ideas based on feedback & share with other groups *Atrium*
- 11:10** **Coffee** *Atrium*
- 11.30** How to put it all together: Intro
- 11:40** **Group Session 2: Building the full solution**
Work across groups to fit the components together.
Prototyping and user journeys – testing how people engage with the new model. *Atrium*
- 13:15** **Lunch** *Atrium*
- 14:15** **Group Session 3: creating a prototype and pilot project** *Atrium*
Imagine you have a defined amount of money to run a pilot of the model.
What resources would you need to make it happen?
How would it be tested?
- 15:10** **Coffee** *Atrium*
- 15:30** Final group pitches *Lecture Theatre*
- 16:15** Summary of the two days *Lecture Theatre*
- 16:30** Event ends



SYNERGY SURGERY: RIGHT TO SOLVE

WEDNESDAY 9 & Thursday 10 JULY

- Registration Desk
- Food and Drink
- Toilets
- Feedback Teepee of Goodness
- 3Sixty

Principles and Expectations for Participants

Have fun! 😊

The Synergy Surgery event is designed to be fun, and we are trying to keep things simple: enjoy doing something for others, helping the public sector to better understand the public - and vice versa; pick up a load of new ideas and work practices; meet a lot of cool people at all levels of experience; design a solution that will hopefully become reality.

Please collaborate with new people and do not come to the Synergy Surgery event with a predefined agenda. Everyone will have opportunities to come up with great ideas and pitch their solutions.

We strongly encourage to be part of the online community:



You can sign up and contribute online through www.geniusyork.com



We are **@geniusyork** on Twitter.

Add **#Right2solve** to your tweets so others can follow the conversation.

Our views on Intellectual Property

In the spirit of an Open Innovation event in the public domain, we ask that all co-created ideas remain open and public. As such, please be mindful that the event is being filmed, will be openly talked about and ideas coming out of it will be widely shared.

As a rule of thumb, if you have any of your own ideas which you wish to keep as your own or want to commercially develop independently after the event, please don't share them in this setting!

All services, ideas, art, code and concepts made during the Synergy Surgery event are automatically owned by the creators. In the cooperative spirit of a service Synergy Surgery event, there are often many people helping one another. The design teams are free to develop their ideas commercially after the Synergy Surgery event, but the results of the Synergy Surgery event itself must be open, with acknowledgement given to contributions.

Ready to Start?



The Themes

The challenge has been live on the site for discussion for the past six weeks. From this discussion and other work offline, particularly at the Bloomberg Ideas camp, an overall idea for a solution is emerging. Over the two days in the Synergy Surgery we will work together to develop the different components we think may be needed and look at ways of testing these out in practice. We will be bringing all of the online conversation into the room to share with everyone here too, and that will influence the ideas and initiatives we create, aiming to come up with a workable pilot. There may be other aspects still missing and the definitions could need refining... but these are the starting points:

GROUP 1 - Online/Digital Channels

Is there a ready-made online channel that we can make use of? Are there perhaps too many channels or are there online channels that haven't yet been explored? Could we build on the success of the current GeniUS! Platform to include a Right to Solve element where residents can suggest challenges that the city should focus on? The aim of these online channels is to encourage residents to become involved and have a chance to be heard and really play a part in the solution. We also need to consider here the increased role that social media can play. As Chris Wedgwood put it on the platform "there is a lot of scope for artistic and creative minds to find different ways of reaching out to people here".

GROUP 2 - Offline Channels

How can we reach out to those who aren't connected digitally, those who choose to not connect or who just prefer the good old fashioned way of just talking to each other! Ideas suggested on the platform include innovative and fun ways of connecting such as Innovator Clubs, World Cafés, Community Hubs and even a giant red ear that listens to residents in the city centre to concerns! Ultimately, the online and offline channels will need to work together to create a coherent, inclusive, multi-channel way for people to be involved, working with the channels they choose.

GROUP 3 - Availability and Use of Data

There is a vast amount of data available in the city. It's crucial we make use of this data in a useful way. For example, data can be made really interesting when you add different layers or make it visually attractive. So what information would people need in order to engage in a Right to Solve solution? What are the technical solutions that might be needed? What is going on already that could help? Where is this data located, who (if anyone!) owns it and how could we make it available? How we are going to use it and how we are going to communicate it?

GROUP 4 - Innovation Marketplace: Identifying & Sourcing Solutions

Every day we hear about amazing new inventions, innovations, gadgets and all sorts coming onto the market. Things that would improve the lives of us all if only 'the powers that be' knew about them and could move faster to help us get them into our city homes, schools, hospitals, streets and into our lives generally.

How could we share the insights we hear about and link them to potential problems or opportunities? How can we gain support for our own ideas, to try them in the city? How could we identify where there are better ways to do things and be part of implementing improvements to current products, places and systems. How can we be alerted to the latest and best solutions coming into the marketplace easily? What would we need to differently to test / pilot / procure such solutions quickly and at minimum cost?

GROUP 5 - Co-Creation: Building New Solutions Together

How can we build on existing open innovation and collaboration principles and models? Currently the way we co-create is through the GeniUS! process including these Synergy Surgery events which bring together a wide range of residents, business, academics and public sector staff. There will almost certainly be a greater range of ways we can work together to create and develop solutions. What have you seen or used elsewhere? What works or doesn't work for different groups? What motivates people to participate and how can we make the most of that? Which skills and resources are underutilised and how do we bring them into play?

GROUP 6 - Handling and Filtering Ideas and Governance of the Process

How are we going to handle what is suggested and choose the best ideas? How can we ensure they are developed in the best way? How could decisions be made on what gets taken forward Who sets / manages the criteria? There will need to be a process in place that is practical but open. Decisions could be made in a variety of ways, e.g. via community votes or group of experts who decide for a specific area. What would work best for you? What would be the fairest way to manage this? How would we ensure the best solutions are made reality, keeping everyone informed and making sure our efforts are focussed on the right things? And how do we create a process that works effectively alongside the democratic processes in the city?

Get stuck in and enjoy!

