

Efus IcARUS project

Creative direction for 6 cities

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Document prepared in August 2023 by Holly & Théo
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The Expert Advisory Board and Consultative Committee of Cities
held in Paris, July 4, 2023



Rotterdam - Spaanse Polder World Café

Summary of intentions

Ice breakers Information gathering
Background diversity Community bonding
Team building methods
Gender inclusivity Collective intelligence
Brainstorming Deep listening

Rotterdam - Spaanse Polder World Café

Visual inspirations



Container architecture by LOT-EK

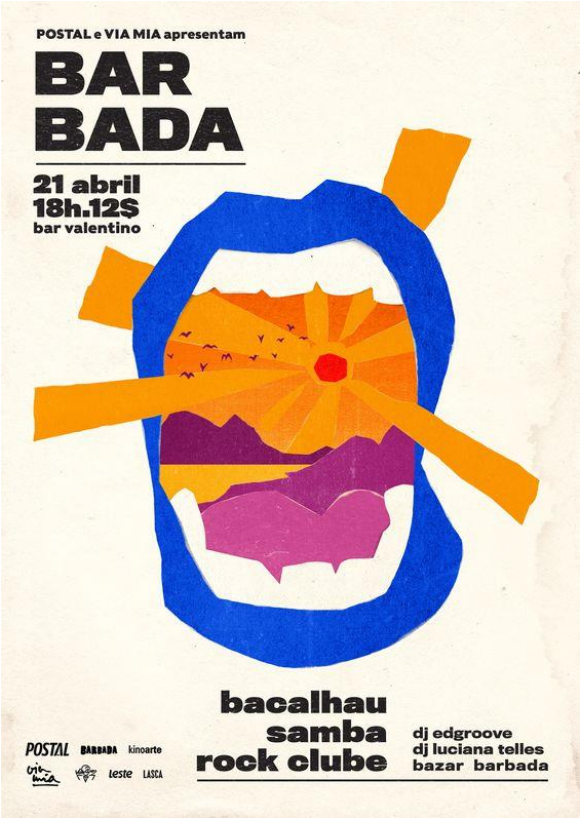


Container architecture by LOT-EK



Rotterdam - Spaanse Polder World Café

Visual identity inspirations



Stuttgart - Cart against radicalization

Summary of intentions

Clear communication Capturing reactions

High quality performance

Strategic meetups **Inclusive conversations**

Educative tools

Stuttgart - Cart against radicalization

Visual inspirations



Social experiment

Going viral



SENSITIVE CONTENT

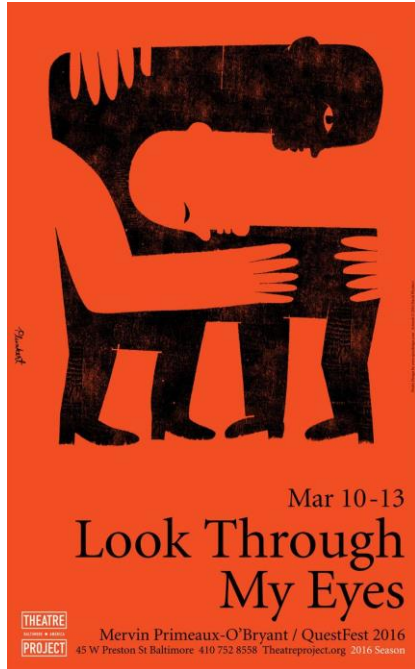
This phone contains sensitive contents which some people may find offensive or disturbing.



Public intervention

Stuttgart - Cart against radicalization

Visual identity inspirations



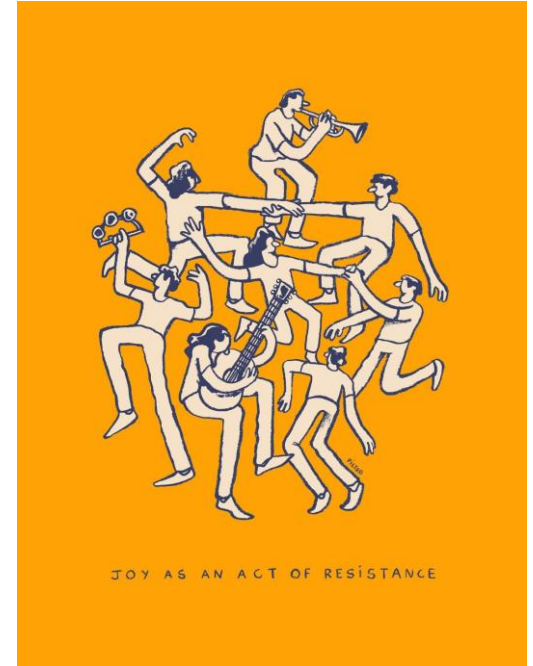
Didactic



Controversial



Very helpful & unique



Spectacular

Lisbon - Jovem design

Summary of intentions

Trust building Empowering facilitation

Active listening of the community

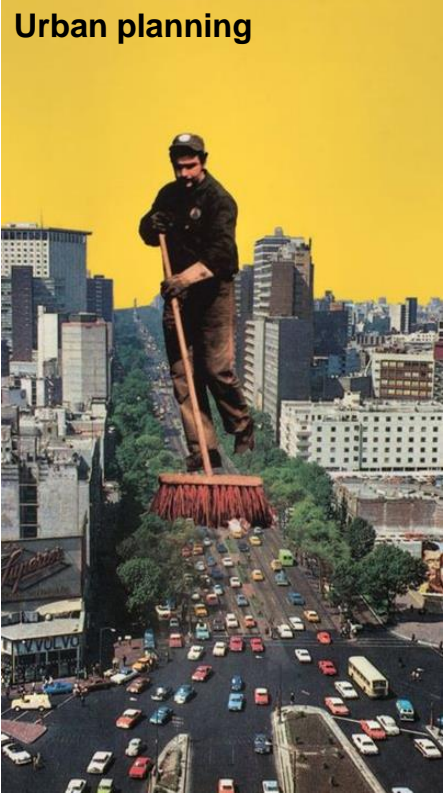
Value youth as actors for change

Collaboration with mentors

Support system

Lisbon - Jovem design

Visual inspirations



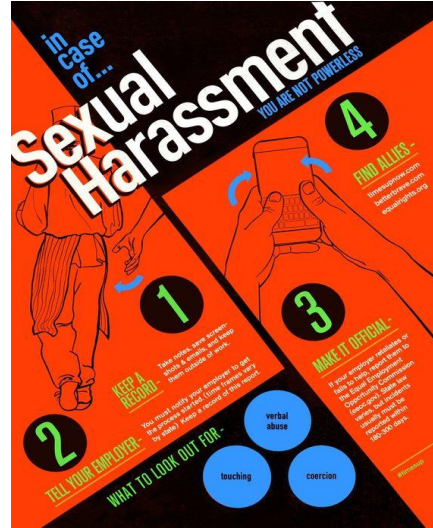
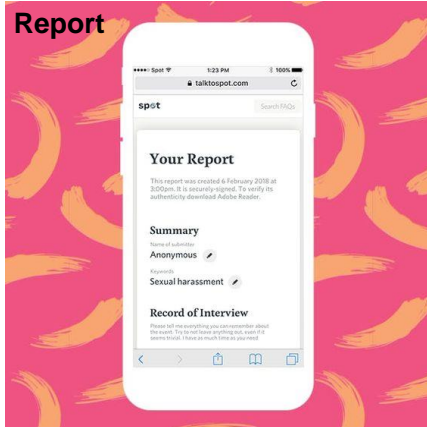
Nice - Ask Angela

Summary of intentions



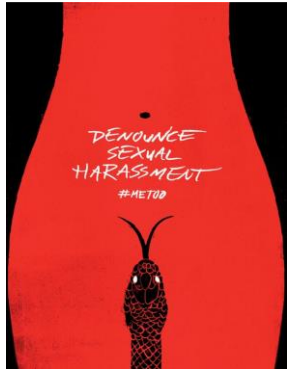
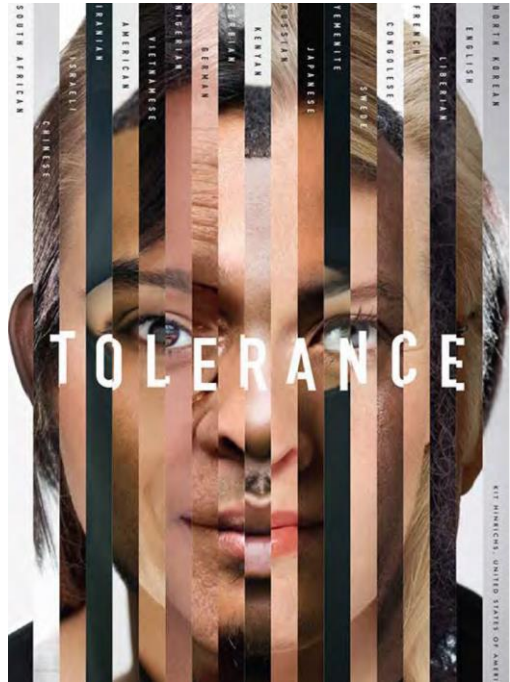
Nice - Ask Angela

Visual inspirations



Nice - Ask Angela

Visual identity inspirations



Turin - Scobbiamo vs juvenile delinquency

Summary of intentions

Co-creating public policy-making

Creative engagement

Empowering youth

Value youth as actors for change

Inclusive collaborations

Strong support system

Transversal thinking & cross-sector approaches

Turin - Scobbiamo vs juvenile delinquency

Visual inspirations



Innovative ways of gathering the youths' points of view



Feeling of being heard



Deep listening



Riga - Making Riga safe

Summary of intentions

Co-creating with the public Strategic meetups

Civic engagement People oriented policing

Value quantitative & qualitative feedback

Data mining for relevant strategies

Riga - Making Riga safe

Visual inspirations



WHAT MADE YOU
ANGRY?

WHAT MADE YOU
CREATE?

WHAT MADE YOU
HAPPY?

WHAT MADE YOU
CHANGE?

Qualitative data





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