

TEAM 6: SOFTWARE UPDATE FOR BROMLEY-BY-BOW

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BUILD RESILIENT COMMUNITIES!

- * Complete dependence on external capital carries the threat of disequilibrium: revenue ‘flows out’ of the region
- * Community based development is likely to give rise to a self-sustained system with revenue staying in the region
- * Governmental institution/regulations should be cautious of business models which allow to transfer the revenue outside of districts
- * Local leaders should press for profit re-investment in the region
- * Policies should support the establishment of small scale cooperative housing with appropriate financing and regulatory mechanisms

FOR INSTANCE...GAMIFICATION

Collective ‘green’ action provides benefits for neighbourhoods:

- * More natural and pleasant living environment
- * Common goals (to become sustainable!) empower people
- * Possibility to generate savings (generating own energy, etc...)

The main challenge in raising public awareness of environmental issues is to restore the understanding of how the use of space and resources is related to environmental and social consequences. Therefore we have to connect technical and behavioural aspects to social and ecological value chains. By using technological developments in the built environment we could provoke a shift towards ecological perception. In order to encourage people to adopt technological devices (e.g., ‘ecometers’) in an urban context, technological devices could be implemented through the concept of gamification.

Gamification is the use of game mechanics and game design techniques in non-game contexts. Technological devices in combination with smartphone apps and social networks to connect citizens to institutions and (public) services result in hyper-connected environments that harness the network effects and increase the involvement and understanding of citizens.