



Introducing EcCoWeLL

'Learning by Doing -the story so far'

Ashington and Newcastle

Jan 8th 2016



- ‘Runaway world’

Unprecedented challenges



Era of

- large scale migration,
- escalating urbanisation
- growing diversity in populations
- demographic change and aging populations
- global warming
- poverty and growing inequality

Globalised world – sense of turbulence – requires well considered responses equal in magnitude to the challenges

- New generation living in a post Neo liberal era
- Traditional responses no longer adequate

Build web of connections between sectoral ideals for more humane, inclusive and sustainable –

EcCoWell Cities -

Ec ology,
Ec onomy,
C ulture, Co mmunity,
We ll-being &
L ifelong L earning

Towards a Sustainable Approach

Dealing with issues
from separate silos
doesn't work



Holistic Approach
EcCoWell

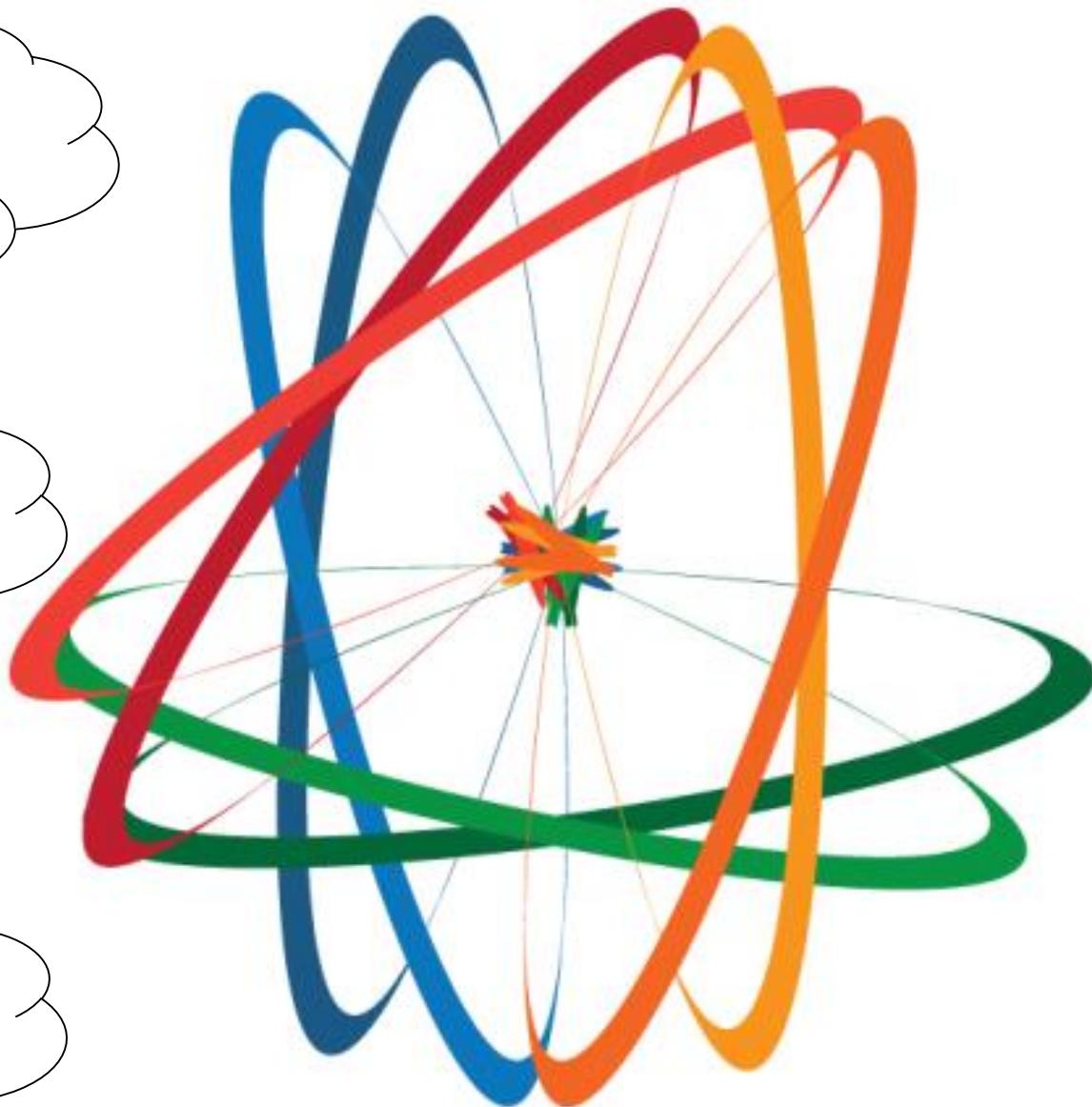


Silos have been shown to have limited capacity and impact

What in hell is
EcCoWeLL!

So it's just joined up
working

So who is leading it?

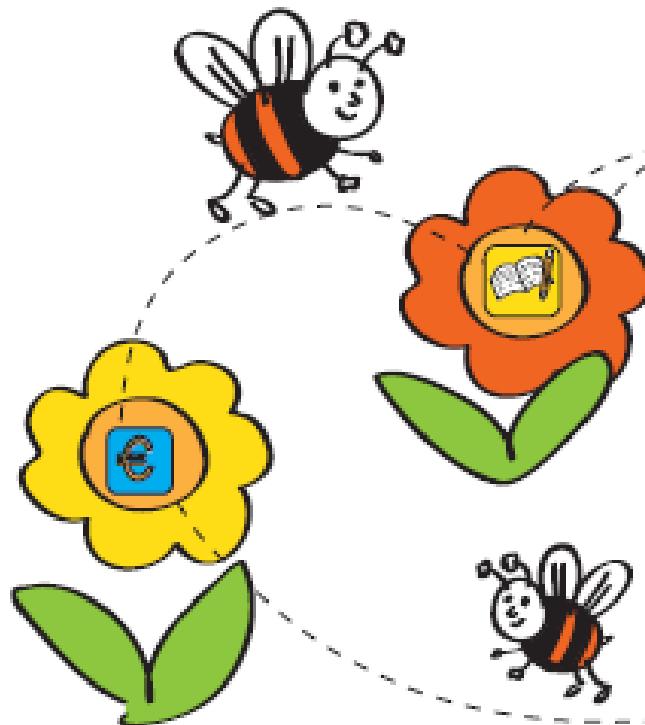


The Great & the Good

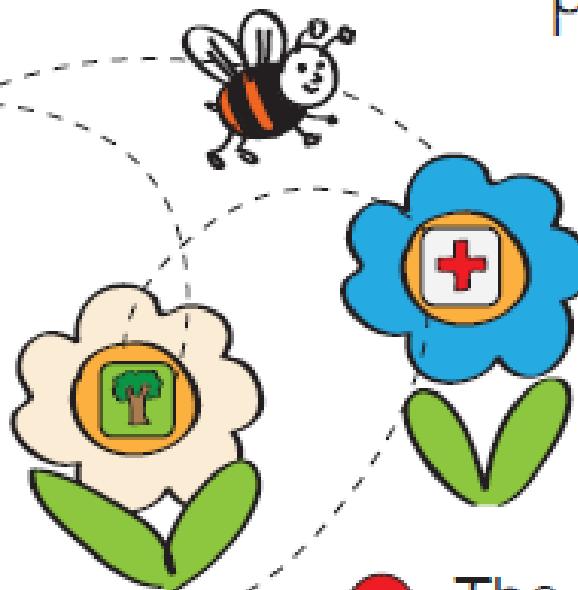


Benefits of EccоЮell Approach

- Cross-fertilisation of ideas



- Reframing our perspectives



- Non Traditional Partnerships

- The Medici effect

- Diversity as a source of creativity

Our story so far...



- April 2012 – George Osbourne Presentation on EcCoWeLL
- September 2012 - EcCoWeLL Working Group established
- March 2013 – Introducing EcCoWeLL Seminar, Triskel – Peter Kearns PASCAL
- April 2013 – Social Media presence established
- April, May, July & Sept 2013 – EcCoWeLL Think Tank sessions
- May 2013 – EcCoWeLL Open Networking & Ideas Exchange, County Hall
- July 2013 – Cork Food Policy Council Seminar
- September 2013 – ***Cities for the Future*** International Conference Cork City
- October 2013 - Invited as guests of UNESCO to present at Beijing Conference
- November 2013 –Invited to present at PASCAL Conference in Hong Kong

Our story contd...

- Dec 2013 – UCC forms an internal cross disciplinary EcCoWeLL group
- February 2014 – PASCAL invites Cork to lead Network of EcCoWeLL cities with Glasgow, Tampere (Finland) and Taipei as initial members
- March 2014 – Cork Food Policy Council Launch event – ***'Feed the 5000'***
- April 2014 – Open Networking Event, St Marys Health Campus Cork
- April 2014 – Cork City Council formally adopts the Beijing Declaration on Building Learning Cities
- June 2014 – City Development Plan - EcCoWeLL consultation seminar to trial a co-ordinated cross sectoral response
- Sept 2014 Cork Learning City Steering Group established using EcCoWeLL principles

Our story contd...

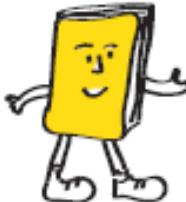
- Mar 2015 - HSE EcCoWeLL consultation session on the development of a Wellbeing Campus for the future on the site of the former St. Mary's Orthopaedic Hospital
- Mar 2015 - Growing Lifelong Learning in Cork EcCoWeLL Seminar – Raul Valdez Cotera -UIL, Mike Osborne –Glasgow Uni., Judith James – Swansea Uni., Norman Longworth, Learning Cities UIL consultant
- June 2015 – Meitheal Mara Harbour Festival EcCoWeLL cross sectoral seminar on Cork Harbour
- June 2015 - Memorandum of Understanding on Learning signed by City Council, UCC, Cork Institute of Technology, Cork ETB
- June 2015 – UCC EcCoWeLL seminar on Céifin publication ‘Values, Leadership, Change’ and UCC CESCA EcCoWeLL Ashington participatory research session hosted by Traveller Visibility Group
- Sept 2015 - UNESCO Learning City Award to Cork and 11 other cities worldwide at Mexico Conference of Global Network of Learning Cities
- Jan 2016 – Our story so far – possibilities for application elsewhere?

Some lessons ...



- Steering group of Networked people – gives access to the relevant people
- Conversation with those with track record
- KISS – 4 pillars, attempt to apply the approach
- ‘Coalition of the willing’ rather than the nominated
- Create opportunities for interested people to engage
= Energy
- Respond to Opportunities for the City – look outwards

EcCoWell 10 Tips

1.  Have shared vision
2.  Address Deprivation & inequity
3.  Divide the city into urban villages
4.  Involved & Active society
5.  Be Strategic
6.  Use environmental projects to bring communities together
7.  Heritage is important Make it live
8.  Global and Local
9.  Build learning into every stage of development
10.  Enlarging our idea of what a city is to include well-being & happiness

Some questions ...

- Is this an opportunity for Ashington or Newcastle or anywhere?
- Who might be best placed in the 4 pillars to involve?
- What topics or focuses might energise participants from across the 4 pillars?
- What next?

EcCoWeLL Cork City



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