

# CITYSTUDIO

ABBOTSFORD



# WHAT IS IT?



An **innovation hub** where UFV students experiment and solve **community challenges** by collaborating with City of Abbotsford staff in the design and launch of **solution prototypes**. Launched in 2018, the project is a collaboration between the **City of Abbotsford** and the **University of the Fraser Valley**.

# HOW DOES IT WORK?



# IDENTIFY CHALLENGE



Identify areas and ideas suitable for staff/faculty/student collaboration, public experiments and prototypes

## Why it matters:

- Promotes brainstorming and idea generation
- Helps City Staff to build relationships outside of workflow and meet new allies
- Challenges the status quo
- Ensure ideas that align to City priorities(strategic plan)



# DEVELOP RESPONSE PLAN



Develop a response plan by matching and coaching staff/faculty collaborations for mutual benefit, prioritizing those located in community, add value to strategic planning, and advance specific targets.

## Why it matters:

- Staff receive expertise, energy and outputs that support goals
- Students develop important skills, build career networks
- Ensure challenges are good candidates for student projects



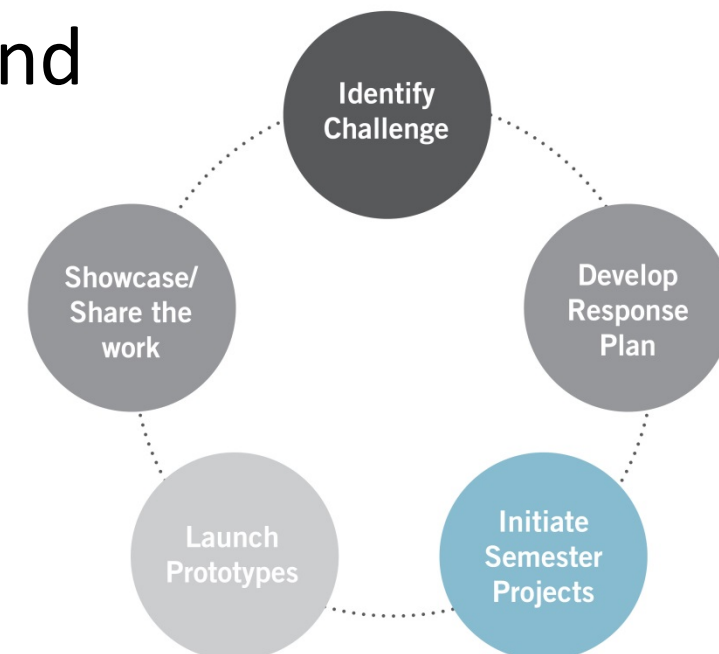
# INITIATE SEMESTER PROJECTS



Classes kickoff and students begin their investigation, consultation, scoping, research, testing and experimentation.

## Why it matters:

- Students engage with the community
- Staff & Faculty share expertise, experiences and knowledge
- The rubber hits the road



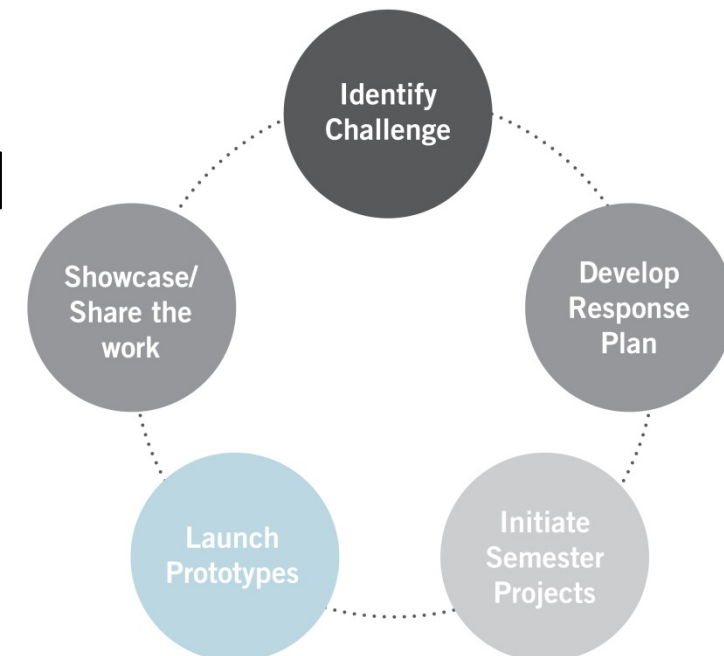
# LAUNCH PROTOTYPES



Launch prototypes and demonstrate new possibilities in the community by conducting experiments and evaluating results

## Why it matters:

- Engage with the community
- Try new things in pilot format / prototypes
- Experiment & innovate in public with reduced risk
- Capture learnings



# SHOWCASE / SHARE THE WORK



Share learnings locally at HUBBUB, an interactive project showcase where share their project work, energy and ideas with City Staff and community members and globally through CityStudio network

## Why it matters:

- Public demonstration of achievement through co-creation for the public good
- Place where ideas can transfer between disciplines and new ideas for projects form
- Engages and energizes staff
- Promotes innovation throughout the City
- Contribute to a global movement

