

## RSA South East Fellows Festival: workshop takeaways 2025

### Introducing our missions

Building on economist Mariana Mazzucato's [Mission Economy](#) (inspired by the 1960s space race) and design sprints (commonly used in the tech world that can be applied to any scenario), we undertook time-bound, problem-solving activities to accelerate innovation.

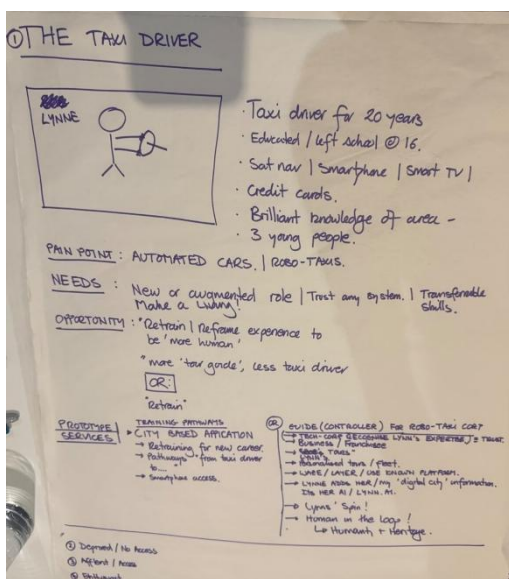
Participants were asked to work in groups based on their interests to answer these challenges:

- **Mission 1:** Design a digital city concept that is good for people, planet and the economy
- **Mission 2:** Prototype an inclusive and sustainable creative destination experience
- **Mission 3:** Level up impact with the Living Coast (a UNESCO World Biosphere Region) using inclusivity and tech

In just over an hour, the six teams came up with six transformative urban solutions comprising: an AI-powered career transition platform; a city intelligence system; a 'human library' mobile mentoring scheme; a learning programme to break down opportunity barriers; a city discovery app; and an experiential platform that gamifies environmental engagement.

These six initiatives when combined and streamlined may create powerful synergies that include: data integration; enhanced career pathways; cultural bridges; and economic development.

1. Based on the feedback we received, we know people felt energised to be involved in designing solutions and we know the city needs joined-up solutions.



### My Digital City – an AI powered career transition platform

**Core concept:** An intelligent ecosystem that transforms displaced workers into intellectual property creators, leveraging their existing knowledge and experience as valuable digital assets.

#### Key Features

- **Skills Translation Engine:** AI analyses workers' existing expertise and maps pathways to emerging opportunities

- IP Monetisation Tools: Platform for licensing local knowledge, experience databases, and specialised insights
- Micro-Learning Pathways: Bite-sized, personalised upskilling modules

#### **Practical example**

- **Taxi Driver → Local Experience Curator:** Licensed knowledge of shortcuts, local events, hidden gems becomes a premium service for autonomous vehicle passengers

## **2. On Open Data Platform that becomes the city's Intelligence System**

**Core concept:** A unified data ecosystem that connects every aspect of urban life, creating unprecedented economic opportunities through transparent information sharing.

#### **Key features:**

- Real-time Data Infrastructure Dashboard: Traffic, utilities, public transport, emergency services
- Economic Activity Mapping: Business services, planning applications, development projects
- Social Pulse Monitoring: Community events, demographic shifts, education outcomes
- Employment marketplace: Matching local talent with job opportunities, apprenticeships and work experience

#### **Transformative Applications**

- Predictive Business Intelligence: New cafe identifies optimal location based on foot traffic patterns, market insights and demographic data
- Collaborative Urban Planning: Citizens voluntarily contribute data and ideas creating bottom-up city development
- Dynamic Pricing Models: Services adjust pricing based on real-time demand and capacity

#### **Economic Multiplier Effects**

- Data Entrepreneurship: Citizens create businesses around data visualization and analysis
- Hyperlocal Services: Micro-businesses emerge to serve hyper-specific neighbourhood needs
- Innovation Clusters: Data availability attracts tech companies and research institutions



### 3. The Human Library Mobile Mentoring Scheme

Core concept: On-demand professional mentorship that democratises access to career inspiration and guidance across all educational settings.

#### Service Architecture

- Professions Database: 500+ career pathways with verified professional mentors
- Matching Algorithm: Students' interests, aptitudes, and backgrounds matched with relevant mentors
- Flexible Formats: Virtual sessions, school visits, workplace tours, project collaborations

#### Practical example

**The Aspiring Engineer:** Students at a Brighton secondary school connect with engineers from Rampion Offshore Wind Farm and Ricardo PLC automotive engineers in Shoreham-by-Sea. The session combines live feeds from Rampion's offshore maintenance vessels with Ricardo's electric vehicle testing facilities. Students design hybrid renewable energy systems for their school, learning how wind power integrates with battery storage technology used in electric vehicles. The engineers demonstrate how Sussex is becoming a hub for clean technology, from offshore wind visible from their classroom windows to the advanced automotive engineering happening just down the coast.

### 4. Immersive Career Journeys – Breaking Opportunity Barriers

**Core Concept:** Experiential learning that exposes young people to careers and environments previously beyond their reach, using technology to amplify real-world experiences.

#### Illustrative Program Structure

- Sector Immersion Days: Full-day experiences in marine biology, aerospace, renewable energy, digital arts
- Technology Enhancement: VR/AR extends physical experiences with exhilarating scenarios
- Mentorship Integration: Each journey paired with ongoing professional relationships

### **Transformative Examples**

**Marine Biology Adventure:** Inner-city students use underwater drones to explore coastal ecosystems, then design conservation strategies

**Space Technology Workshop:** Young people build and launch model satellites while learning about STEM careers

**Sustainable Architecture Tour:** Students redesign their neighbourhoods using green building principles

### **Equity and Access**

- Transportation Solutions: Mobile learning labs bring experiences directly to communities
- Digital Bridges: High-quality virtual experiences for those unable to travel
- Community Partnerships: Local businesses sponsor student participation
- Experiences result in Digital Badges reflecting skills attainment

## **5. The City Discovery App — A Personalised Cultural Navigation System**

**Core Concept:** An intelligent cultural concierge that transforms how residents and visitors discover and engage with urban cultural life.

### **Advanced Features**

- Behavioural Learning: App learns individual preferences and suggests increasingly personalised experiences
- Social Graph Integration: Friends' activities and recommendations influence suggestions
- Accessibility Optimisation: Routes and recommendations consider mobility, sensory, and cognitive needs

### **Dynamic Content Examples**

- The Art Explorer: Algorithm identifies emerging artists based on Instagram activity and suggests gallery visits
- The Music Enthusiast: Real-time recommendations for busker performances, pop-up concerts, rehearsal viewings
- The Community Builder: Matches people with similar interests for shared cultural experiences

### **Economic and Social Impact**

- Cultural Entrepreneurship: Platform enables micro-events and pop-up experiences
- Community Cohesion: Shared cultural experiences build social bonds across diverse populations

- **Tourism Innovation:** Visitors access authentic local experiences beyond traditional attractions that maps and signposts cultural opportunities across the city in real-time. It recommends meetups, events, spaces, exhibitions tailored to an individual's interests and needs.

## **6. The Virtues of Mother Nature --- Gamified Environmental Engagement**

**Core Concept:** An experiential platform that makes environmental stewardship personally meaningful through immersive technology and behavioural psychology.

### **Illustrative Engagement Mechanisms**

- **Urban Ecology Tours:** AR reveals hidden natural systems within city infrastructure
- **Carbon Footprint Visualisation:** Personal environmental impact displayed through compelling data stories
- **Community Challenges:** Neighbourhood-level competitions for sustainability improvements

### **Behavioural Change Examples**

- **The Water Cycle Explorer:** Citizens track their water usage from source to treatment, fostering conservation
- **Biodiversity Champions:** Residents document local wildlife, contributing to scientific research while building environmental awareness
- **Energy Democracy:** Real-time energy usage visualisation encourages renewable energy adoption

### **Systemic Impact**

- **Policy Influence:** Citizen-generated environmental data informs municipal decision-making
- **Green Economy Development:** Environmental awareness drives demand for sustainable products and services
- **Intergenerational Learning:** Children become environmental educators for their families and communities

These six initiatives when combined and streamlined may create powerful synergies when implemented together that include:

- **Data Integration:** The Open Data Platform feeds all other applications with real-time information
- **Enhanced Career Pathways:** Environmental careers discovered through Nature experiences can be explored via Mentoring and Career Journeys
- **Cultural Bridges:** The Discovery App connects people across initiatives, building community around shared learning
- **Economic Development:** The Digital City app transforms individual experiences into economic opportunities

**Next steps:**

Based on the feedback we received, we know people felt energised to be involved in designing solutions and we know the city needs joined up solutions. We are committed to building momentum around these missions through strategic action, but we need to do more.

**[Complete this Expression of Interest form](#), to signal your interest in working with us and taking these ideas forward.**

**References:**

Brighton & Hove City Council Economic Plan 2024-27:

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