Programme Overview

Green Sky Thinking is a weeklong programme of events that showcases London’s most pioneering projects, and offers the inside view from industry leaders on shaping an environmentally and socially sustainable city.

Green Sky Thinking is Open City’s largest professional programme taking place over a week in May, and involving 32 events and over 60 companies. Our audience spans the built environment industry, with participants and attendees working within architecture, engineering, local authorities and community led projects.

As the UK’s biggest get-together of sustainable city-makers, Green Sky Thinking offers a unique platform for collaboration and sharing of ‘honest lessons learnt’. With a focus on on-site tours, interactive workshops and expert debates, the programme strives to promote a holistic and integrated understanding of sustainable design.

"Green Sky Thinking presented a great opportunity for us to connect with clients and collaborators, reflect on our achievements and apply lessons learned to shape our future direction."

Duncan Price, Director for Sustainability, BuroHappold

"Green Sky Thinking offers a crash course in where sustainable design is headed."

Hattie Hartman, Sustainability Editor, The Architects’ Journal

1 WEEK
25 EVENTS
5 FRINGE EVENTS
7 TOURS
8 WORKSHOPS
62 COMPANIES
20 SPONSORS AND SUPPORTERS
1310 ATTENDEES
74,298 TWITTER IMPRESSIONS

Sponsors & Supporters
Green Sky Thinking took place on 10th-18th May 2018 for the 8th consecutive year, with a new programme, an evening launch, and Open City’s first ever Live Magazine.

Aims
This year we wanted to build on the success of Green Sky Thinking 2017 but deliver an even better programme. We took the decision to host fewer events and focus on the content and impact of the programme.

The aims for Green Sky Thinking 2018 were threefold:

- To provide a snapshot of how sustainable design and development is being practically applied across London
- To explore proven sustainable design techniques with site- and project-specific workshops
- To strengthen cross-sector collaboration and foster new relationships and connections

Our theme - ‘People First’
This year the theme defining Green Sky Thinking was ‘People First’. We chose this theme in order to showcase projects, processes, methods and systems that genuinely prioritise people. We wanted to go beyond ticking boxes, and explored ideas that really have an impact on our lives.

We don’t design and build a BREEAM outstanding building just to have it certified a BREEAM outstanding building. We do it because we want to improve the quality of living in towns and cities. It may be great that your company supports cycle to work but how about exploring how workplace design and culture is adapting to new commuting patterns inspired by walkable cities and bike infrastructure? By placing people at the heart of what we do, new perspectives on the city are revealed.

This year’s programme underlined the pioneering project happening within London. From health and wellbeing to the digital public realm, Green Sky Thinking 2018 addressed the pressing topics facing the built environment, however all of the solutions put people at their heart.
2018 HIGHLIGHTS
On the evening of the 10th of May we launched the Green Sky Thinking programme that kicked off the discussion around our ‘People First’ theme. Hosted at possibly the best example of people first city making in London, it’s safe to say the location or perhaps their resident animals stole the show. Feilden Fowles and Oasis Farm Waterloo kindly allowed us access to their hidden oasis for the evening.
Open City’s First Live Magazine

Open City held our first ever Live Magazine, which featured talks on selected projects that embody a people first approach to city making.

Overview
The Live Magazine took place on the morning of 11th May, 2018 and was an exclusive opportunity for the Green Sky Thinking audience to hear from London’s pioneering city makers. The audience included senior executives from the private and public sector, from our partner organisations, network and participating companies as well as local boroughs. The morning was kindly supported by VirtA and hosted by UCL at the Bartlett School for Architecture.

The morning was divided into three sections, each addressing a broad topic within the ‘people first’ theme. These included:

- **People First at Open City** - How can you use the notion of ‘people first’ to design and deliver a new part of London?
- **Social networks** - Re-using existing infrastructures - road networks, railways and rivers – to create new social networks
- **Whose city is it anyway?** - How self-build, online civic action tools and co-housing can help citizens shape the streets and buildings of their own towns and cities.

Talks included:

- A day in the life of Brent Cross South (Rosie Cade, Argent & Sven Muendner, Beispiel)
- 99 Fountains (Graeme Nicholls Architects)
- VeloCity (Sarah Featherstone & Jennifer Ross)
- Open Water (Chris Romer-Lee, Studio Octopi & Amy Sharrocks)
- Peckham Coal Line (Nick Woodford)
- The rise of the universal use class building (Simon Allford, AHMM Architects and Sven Muendner)
- Church Grove (Sarah Ernst, Architype)
- MySociety (Mark Cridge)
- New Ground Co-Housing (Hillary Vernon-Smith & Patrick Devlin, Pollard Thomas Architects)
- The Garden Bridge investigation (Will Hurst, AJ)

Impact
The morning generated thought provoking discussion and had the biggest impact on social media for the whole of Green Sky Thinking - creating 17,145 unique impressions on twitter over the course of the morning.
On Site Tours

On-site tours and exclusive first-hand experiences have always been at the heart of Green Sky Thinking, and this year was no different. The programme included seven tours of projects across London, giving invaluable insight into each scheme. We understand that seeing is believing.

EVENTS

Creating a new place for people – Battersea Power Station. Mace & Battersea Power Station Development Company

As part of Green Sky Thinking week we were lucky enough to get a detailed understanding of one of the most iconic developments currently under construction in the capital. Hearing from key members of the construction team at Mace, as well as the project manager from Battersea Power Station Development Company. The talks, held in part of the complex that is already open, covered everything from their concerted efforts to integrate the surrounding community, their implementation of apprenticeship and education schemes, to the innovative construction method Mace have been developing. Afterwards, at a viewing platform of the whole construction, contractors who have been working on the site gave an overview of the best practice being followed and the care that has been taken to protect the peregrine falcons that live on the complex.

An exploration of the White Collar Factory - AHMM

AHMM welcomed two groups to their White Collar Factory building on the morning of the 17th May. As part of an experimental exploration of the Old Street development, each group was asked to sketch their response to the architecture of the building. One group made up of built environment professionals and the other of locals from the community around Old Street. Both sessions produced wonderful impressions of the paired back interiors and generated discussion around the five sustainability principles that guided the design. Finishing at the roof top café with expansive views across London and a great selection cakes. On hand throughout the tours were Craig Robertson, Head of Sustainability and members of the design team at AHMM to discuss the key elements of the White Collar Factory.

Principal Place: Design and constructing with sustainability in mind

Multiplex Construction Europe, Foster + Partners, MOLA

On Tuesday 15th May Principal Place opened their doors for a breakfast event that showcased how the end-users and the environment have been considered throughout the design and construction phases of the development. Attendees heard from Mutiplex on their work driving supply chain engagement and resource efficiency, and from Foster + Partners demonstrating how the design optimises the residents’ experience. The Museum of London Archaeology (MOLA) were also on hand to provide insight into the artefacts uncovered during excavation. A site tour allowed exclusive assess the building still under construction and highlighted Multiplex’s utilisation of BIM.
Interactive Events

One of the key objectives of Green Sky Thinking is to strengthen cross-sector collaboration and foster new relationships and connections. Interactive events gave our audience the chance to challenge the ideas being explored and join in with debate.

EVENTS

Experiencing the Digital Public Realm
Atkins
Atkins hosted the first event of this year’s Green Sky Thinking week, kicking it off with a stunning presentation of their work surrounding the future of digital technologies within the public realm. The audience was invited to take part in a hands-on demonstration of some of the tech they have been developing. First with a Virtual Reality tour of the pedestrianisation of Oxford Street, followed by an exploration of extruded AR plans, which could portray a huge amount of information in just one document. The morning touched on a range of projects, with a particular focus on their award-winning ‘Key to the City’ scheme.

Health and Housing
IBI Group
Green Sky Thinking attendees could also participate in the IBI Group’s debate on Health and Housing. During an early morning brainstorm session with built environment professionals and academics, the group explored the opportunity and challenges that exist in developing new housing stock, with the specific aim of improving long-term healthcare outcomes. In three short sessions participants were asked to consider:

- What are the best examples of housing that demonstrably contribute towards better healthcare outcomes?
- What are the challenges in each of our professions that prevent us from addressing these issues at a greater scale?
- What additional information do you think our professions need to help support a greater delivery of more innovative and progressive housing that supports healthcare outcomes?

Each session generated intense discussion and debate, the summary of which IBI Group have compiled into a report. Find the full report here.

Inclusive urban planning – creating a city for everyone

**White Arkitekter**

At their breakfast session, White Arkitekter explored inclusive urban planning and how a city can become more inclusive, and attractive to everyone. Based around the Swedish word ‘Normkretiv’, which means to challenge and reshape the accepted ‘norm’ in a creative way, they discussed their process for making more inclusive designs. Rebecca Rubin, Specialist Architect at White Arkitekter presented her research into why girls use playgrounds less than boys and discussed the workshops they have running with teenage girls to see the built environment through their eyes.

What is the future of last-mile logistics?

**XCO2 & SEGRO**

For this year’s Green Sky Thinking design challenge XCO2 in collaboration with Segro, asked entrants to consider the next generation of city-centre logistics, with a focus on delivering functional spaces that offer employment to the community who there and have an understanding of the socio-economic value of the proposal. XCO2 hosted an awards evening and showcased all the entrants at their beautiful office in Clerkenwell. The judging panel of Holly Lewis (We Made That), Ben Brakes (Segro) and Tom Kordel (XCO2) who picked a top three based on innovation, implementability and the extent to which they addressed this year’s Green Sky Thinking theme ‘People First’.
25 QUESTIONS
LONDON’S CITY-MAKERS ARE ASKING NOW

<table>
<thead>
<tr>
<th>Question</th>
<th>Number</th>
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<tbody>
<tr>
<td>What does a ‘sustainable public realm’ look like?</td>
<td>1.</td>
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<td>Why do girls use playgrounds less than boys?</td>
<td>2.</td>
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<td>Can communities and local authority planners design neighbourhoods together?</td>
<td>3.</td>
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<td>Does planning policy for housing need density targets?</td>
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<td>Are we designing schools with children in mind from the start?</td>
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<td>Does linking public realm design with health and fitness create prosperous, cohesive communities?</td>
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<td>Are complex urban projects construction’s R&amp;D?</td>
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<td>Does the public experience ‘architecture’ differently to you?</td>
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<td>How can you make a 50-storey tower feel human-scaled?</td>
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<td>Can new development connect the public to more urban green space?</td>
<td>10.</td>
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<td>What should our cities sound like?</td>
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<td>What does total design look like now?</td>
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<td>Are hi-tech tools the key to the creation of people first cities?</td>
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<td>Can construction design tools help make places people like?</td>
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<td>BIM: Information overload or smart tech?</td>
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<td>What kind of cities is smart tech making?</td>
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<td>Does housing design affect our health?</td>
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<td>Does ‘wellness’ spell the end of ‘sick building syndrome’?</td>
<td>18.</td>
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<td>What does health and wellbeing look like in a high street store?</td>
<td>19.</td>
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<td>Can you measure the impact of design on productivity and wellbeing?</td>
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<td>How can the property sector develop human and social capital?</td>
<td>21.</td>
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<td>How can you build thousands of new homes without imposing on communities there already?</td>
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<td>Are mixed-use mansion blocks the future of brownfield gap sites?</td>
<td>23.</td>
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<td>How can we design for people living with dementia?</td>
<td>24.</td>
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<td>What does zero carbon even mean?</td>
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Each question was inspired by the 25 events that were held this year as part of the Green Sky Thinking programme. The questions reflect the industry’s move towards a more human-centred understanding of sustainability. One that puts people first.
Overview
Green Sky Thinking 2018 encompassed 32 events and collaborated with over 60 companies in the built environment profession. The audience spanned the industry with representative from local authorities, engineers, architects and community groups. All the feedback from attendees and participants has been extremely positive and praised the impact of Green Sky Thinking. We surveyed all participants and attendees to analyse and evaluate the programme.

- Over three-quarters of our audience were very impressed with the quality of speakers at this year’s events
- 95% of attendees enjoyed the format of the events
- More than 40% of attendees went to more than one Green Sky Thinking event, with some attendees going to over 5 events throughout the week
- Three-quarters of people who attend Green Sky Thinking said it had an impact on their expertise
- 60% of attendees agreed that Green Sky Thinking week inspired them to be more proactive and implement new approaches in their work or organisation
- Over half of attendees built upon their professional network by taking part in the programme

Impact

89% of attendees and participants were very satisfied with the overall experience of Green Sky Thinking 2018

- Green Sky Thinking perfectly blends theory and practice and is attended by a diverse range of built environment professionals.
- Fantastic topics, projects, speakers, locations. Thank you! Keep pushing beyond comfortable topics to address the key issues.
- Green Sky Thinking is important in providing a platform for open discussion about sustainable and environmental thinking and projects in London, it successfully helps create professional networks, share thought and drive ideas forwards.
Green Sky Thinking offers a snapshot into the forefront of thinking and ideas in the built environment industry. Due to the breadth of our audience and collaborating partners there was a huge range in the topics covered in the 2018 programme. From technical discussions on lifetime optimisation to re-establishing our relationship with our urban waterways, the talks touched on all aspects of creating a sustainable city for the future.

The topic areas discussed in Green Sky Thinking 2018 included:

- Planning
- Neighbourhoods
- Buildings
- Character
- Tools
- Shaping us how?
- Jargon-Busting

Topic was the most important aspect for our audience when choosing which events to attend. Event format as well as company hosting the event were also highlighted as factors when selecting which events to attend.

Each event focused on a unique area, with expert insight given from the people working directly on the projects being explored. This gave the audience an understanding and perspective.

The ideas that captured the interest our audience included:

- The importance of managing light and shade levels for people living with dementia
- Level of progress that many organisations are experiencing with wellbeing, and their approaches
- Understanding the build methodology at Battersea
- Gender and public space work at White Arkitektur. Girls are not using outdoor play spaces as much as boys
- The effects of air pollution on productivity
- Small changes can make a big difference
- How to engage with fringe elements of society

Green Sky Thinking provides a fantastic opportunity to see the work of industry leaders who are shaping our city. It’s a very open and honest platform for sharing ideas, experiences and lessons learnt.
Green Sky Thinking 2018 offered an exclusive and unique experience for our audience. This is due to the fact that we invited the leading experts in the industry to present their ideas on the most pressing issues facing London. We were also able to gain access to the most influential projects currently under construction in London.

Out of attendees surveyed, the sharing of ‘honest lessons learnt’ was ranked as the most valuable aspect of Green Sky Thinking 2018. Right is a full breakdown of ranked factors.

89% of our audience think we provide a unique platform for cross-sector collaboration and networking.

Fig. Most important aspect of GST
What is Green Sky Thinking to you?
Our marketing and social media strategy was developed in order to allow us to document the experience, content and impact of Green Sky Thinking 2018, both before and after the week.

Marketing
- PDF programme: This was circulated amongst more than 400 leading built environment companies
- 85% of the hosting companies' profiled the programme via company website and social media.
- Printed programme booklet: 1,000 copies printed and distributed to target audience.
- Bespoke resource website with full programme listings and booking system.
- Articles documenting the week posted on the journal section of the brand new Open City website.
- Bespoke Newsletters to targeted Open-City subscriber networks:
  - 9,000 Built environment professionals
  - 1,100 Director level property sector
  - 3,850 Sustainability professionals
  - 2,850 Local authority/public sector
  - 81,000 Public

Social Media
- Twitter
Throughout the week professionals and companies from all across London and the UK tweeted about our events and their experience. All the companies participating in Green Sky Thinking tweeted about the events they hosted, reaching over 10,000 twitter accounts everyday of GST week.

- Instagram
Green Sky Thinking is now on instagram! This year we want to diversify our social media presence by creating a new campaign on Instagram.
Check us out @greenskythinking

LinkedIn
As a professional programme we connect to our audience through LinkedIn. This year we launched our Voices From the Industry column on the platform. The column gave our participants the chance to voices their thoughts on 'people first' city making.

74,289 impressions generated by @OpenCityorg during the Green Sky Thinking on twitter
Open City produced 1,000 copies of the Green Sky Thinking 2018 printed guide and distributed them to venues and participants. It highlighted the key events taking place throughout the week, plus a number of thought provoking articles as well as an overview of project Drawdown – 100 ways to reverse global...
Improvements

Open City strives to improve the programmes we offer, both to our professional and public audience. We greatly value the feedback we receive and aim to incorporate suggestions into the preparation for next year:

The key areas we have highlighted for improvement are:

- Streamlining our booking system and offering highly informative descriptions of all events
- Developing our marketing strategy to allow Green Sky Thinking to maximise its impact on the industry
- Quicker and more thorough documentation of events, to give people who are unable to attend the chance to hear the ideas shared.

If you attended Green Sky Thinking 2018 and would like to make a suggestion for next year, please don't hesitate to contact us, email: green@open-city.org.uk
The Green Sky Thinking Network

List of 2018 Participants

**Green Sky Thinking Sponsor**
- IBI Group

**Green Sky Thinking High Supporter**
- Vitra

**Green Sky Thinking Supporter**
- Arup
- BuroHappold Engineering
- Greengage Environmental
- Hurley Palmer Flatt
- Mace

**Events hosts**
- Alford Hall Monaghan Morris
- Anderson Acoustics
- Atelier Ten
- Askins
- BCO
- The Berkeley Group
- Better Bankside
- Battersea Power Station
- British Land
- BWB consulting
- Capita
- Cundall
- ECD Architects
- Elementa Consulting
- Foster + Partners

**OPEN CITY SUPPORTER**
- Penoyre & Prasad
- Pollard Thomas Edwards Architects
- Proctor & Matthews Architects
- PRP
- SEGRO
- Social Enterprise UK
- Solidspace
- Space Syntax
- The Crown Estate
- Tranquil City
- Turkington Martin
- White Arkitekter
- WilkinsonEyre
- XCO2
- Vastint
- VeloCity
- Waugh Thistleton Architects
- Westminster City Council

**Live Magazine Speakers**
- Architype
- The Architects’ Journal
- Argent
- Beispiel
- MYCITYPARTNER
- Graeme Nicholls Architects
- MYCITYPARTNER
- MySociety
- Older Women’s Co-Housing
- Open Water
- Peckham Coal Line
- Pollard Thomas Edwards Architects

**Green Sky Thinking Event Partners**
- Feilden Fowles
- Oasis Farm Waterloo
- University College London
About Open City
Making cities better for everyone by experiencing and learning from great buildings and places

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