



**PLAYERS
OF
CHANGE**



Let the City be
Our Playground

CONFERENCE FOR CITY MAKERS

10 OCT 2015
PAMPA / DINGDONGDOM
HOLZMARKTSTRASSE 25
10243 BERLIN

CALL FOR APPLICATIONS

You want to convert an urban ruin into a cultural hotspot and you lack the legal bases? You developed a great lighting concept for the park in your district and don't know where you can apply for grants? You've seen an exciting project in another city and want to realize it here?

This is a call to all creative urban developers who want to make an impact. If you have ideas for projects that make Berlin a better place or if you need help and supporters for something you are currently working on, then apply with your project for the "Players of Change" Conference on October 10th at the Holzmarkt.

We offer you a platform to talk to experts and the public about your project, ask questions, solve problems and establish networks.

Apply now until September 20th, 2015

Send your project outline on a DIN A4 page to pitch@gukeg.de and write three questions that you want to ask experts or the public.

The conference will be held in English.



Application information

What is "Players of Change" and who are the players?

The **Genossenschaft für urbane Kreativität** (Cooperative for urban creativity), the **Mörchenpark eV** in cooperation with the **Pakhuis de Zwijger** (Amsterdam) and **New Europe - Cities in Transition** – are hosting a conference under the motto "Players of Change" on October 10th, 2015 at the Holzmarkt. It will serve as a platform on which unusual urban projects from Berlin get the chance to present themselves. In pitch camps you can discuss your issues with experts, city officials as well as creatives to get inspiration and build networks.

The players are you, with your ideas and visions, but also unconventional thinkers from Europe, as well as decision makers and experts from the fields of business, technology, creativity, communication, financing & architecture as well as interested citizens. The finalised list of experts is to be published soon.

The conference takes place under the **Metropolitan Field Trip** programme, where the cooperatives for urban creativity and the Mörchenpark eV participate as partners of a European network (www.dezwijger.nl/programma/metropolitan-field-trip-berlin). **The conference is funded by the "Europe for Citizens" Programme of the European Commission.**

What and who are we looking for?

For this conference, we are looking for visionaries, project initiators, unconventional thinkers with exciting ideas to be implemented in Berlin. Projects that make your neighbourhood or city a more interesting and beautiful Berlin worth living in. It does not matter whether you are still in the planning phase, or whether your project is already being realised and you have specific questions where you need help.

Who are we?

Initiators and organisers:

Genossenschaft für urbane Kreativität (Cooperative for urban creativity) (www.gukeg.de)

Mörchenpark e.V. (www.moerchenpark.de)

Project partners:

Holzmarkt (www.holzmarkt.com)

Pakhuis de Zwijger (www.dezwijger.nl)

Opentransfer / Stiftung Bürgermut (Foundation for civil courage) (www.opentransfer.de / www.buergermut.de)

Curated by:

Kristien Ring und Genossenschaft für urbane Kreativität.

What do we offer?

You have the opportunity to introduce yourself, your ideas and your projects to a broad audience. Exchange ideas and connect with experts in the relevant fields! Find like-minded people and get inspired! A diverse agenda awaits you on the Holzmarkt.

The conference procedure

The Conference will take place in the form of a pitch camp. This means, you will have three minutes to present your project including your questions to the participants. Then they meet in small groups around you, to work together with you in three 25-minute pitch camp stages on your questions. You therefore have the opportunity to discuss with different groups of participants, each with different backgrounds and perspectives. To do this we provide a moderator and documentary material for each table. The results are presented to all participants and will be reviewed in a panel discussion.

Important: Because international guests are attending, the conference will be held in English.

How to apply?

Introduce yourself and your project on an A4 page including your three questions. These questions play an important role for the further development and implementation of the project. Additional material like video-clips, PowerPoint Presentations etc. are welcome, but not decisive. Send your application before September 20th to pitch@gukeg.de.

What happens next?

Before September 28th, you will get feedback as to whether our jury has selected your project. We then invite you to a preparatory meeting at the Holzmarkt. The conference takes place on the 10th of October.

Who chooses the candidates?

A jury composed of representatives of the project initiators and competent partners of the conference decide on the selection of projects and ideas:

Kristien Ring (AA Projects)

Henrik Flor (Stiftung Bürgermut)

Janna Schlender (Mörchenpark e.V.)

Uta Mühleis (reset.org / Holzmarkt/ Eckwerk)

Anke Wetzel (Urban Future Group/ Eckwerk)

Ania Pilipenko (GuK/ Holzmarkt)

How do we select?

Participation, fairness as well as sustainable activities in environmental, economic and social processes are important aspects. We are looking for projects that benefit the city and create additional value for the population. Last but not least, the location of your project must be Berlin.

Now it's your turn!

Send your application to pitch@gukeg.de.

We are looking forward to your Ideas and to your questions.

More Info: www.gukeg.de

CONFERENCE 10 OCTOBER 2015. PAMPA / DINGDONGDOM HOLZMARKTSTRASSE 25. 10243 BERLIN