



Welcome and thank you for attending this ALGIM webinar which will start at 11.00am.

Please ask questions throughout the session using the question function.

This session will last approximately 60 minutes. It will be recorded and available on our website.

If you experience technical difficulties, we recommend logging out and in again - that usually fixes it.

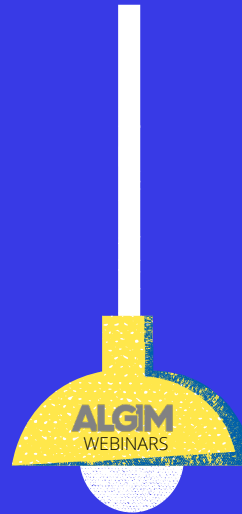
Thank you to our elite partners:



magiqsoftware



Using Lego® Bricks to Engage with Communities



Jake Roos

Using Lego® Bricks to Engage with Communities



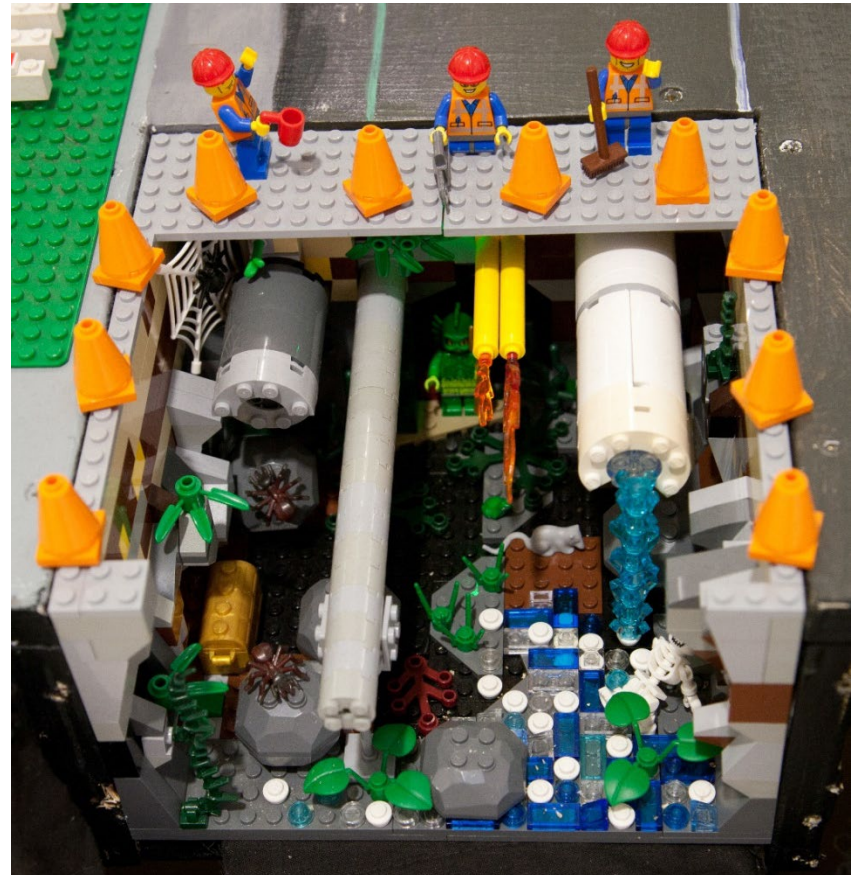
JAKE ROOS
CONSULTING LIMITED

FOR A BETTER WORLD

Presentation to ALGIM members 28 July 2022

Overview

- * Why Lego®?
- * Lego for public engagement
- * Lego eco town project
- * Lego cycle 'hook turn' movie
- * Lego town centre project
- * Lego Low Carbon Kāpiti
- * Other examples



About me

- * MAppSc Energy Management from University of Otago →
- * Independent consultant since 2017:
 - * Carbon measurement and reduction
 - * Business cases, strategy & policy
- * Activist – founder and chair of Low Carbon Kāpiti Inc.
- * Lego Masters NZ Champion



Why Lego?

- * Everyone loves it - instant engagement
- * Adds fun and interest to any subject
- * Great resource of bricks and builders in the community
- * Easy medium to work in
- * You can build anything!



Project visualisation - standard



Project visualisation - Lego



Lego for public engagement

- * Cubic Structural Evolution Project, 2004



- * Connect4Climate, Nantes, France 2013



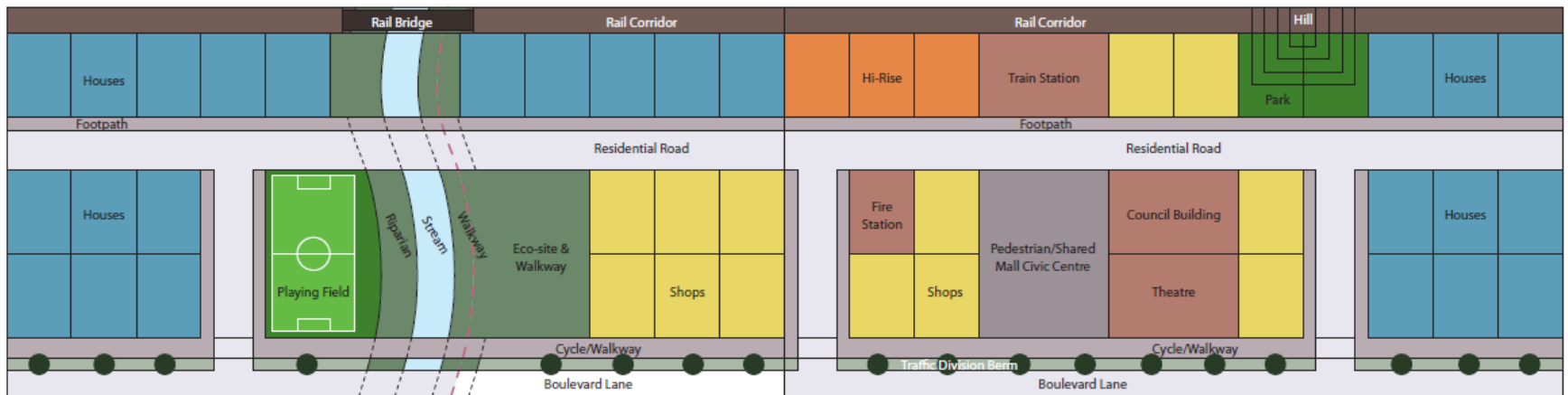
Lego eco town project

- * Demo for LED streetlights
- * Ideas for sustainable urban design
- * Community effort



Lego eco town project

- * Recognition for 60+ builders
- * Display case to keep bricks safe
- * Master plan for builders to work within



Layout overall size: 1.2m x 4.8m

Lego eco town project

- * On display for 2 days at Sustainable Home and Garden Show
- * Included working train and Kāpiti landmarks
- * Bricks for free play
- * Information on work of council alongside
- * Giant bugs added to the display overnight



Lego cycle hook turn movie

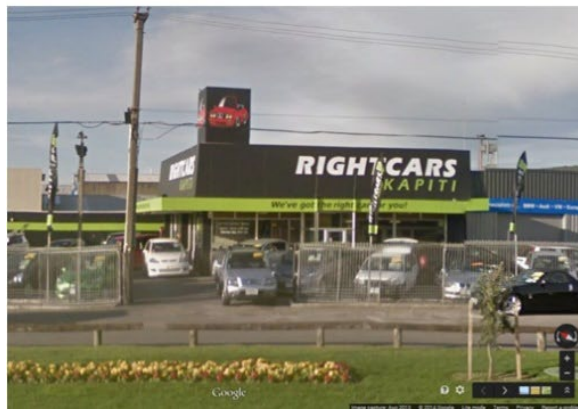
- * Intersection upgrade project
- * Working with college-age film makers
- * 1:40 scale model of Kapiti Road



Setting up for filming

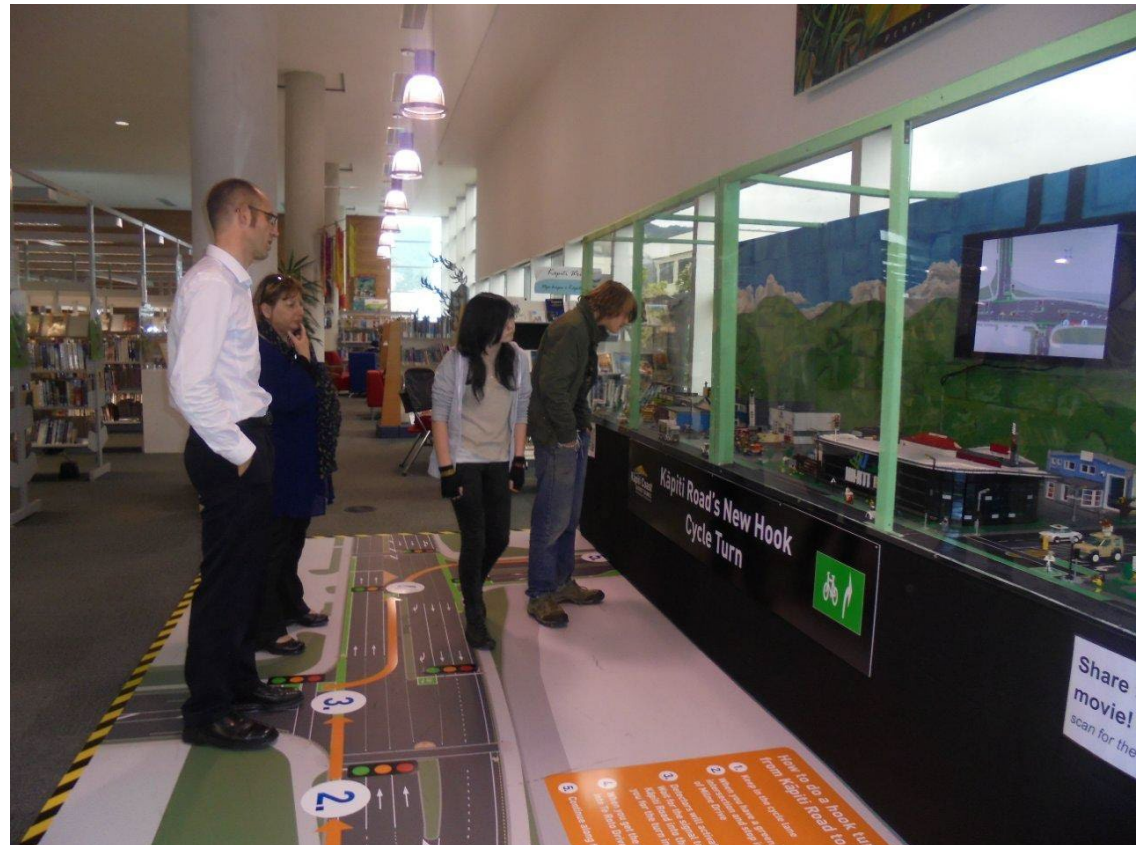
Lego cycle hook turn movie

* <https://www.youtube.com/watch?v=5k1CG0h8CMs>



Follow up display

- * Models put on display with movie playing
- * Road layout repurposed so visitors could 'walk through' the hook turn



Lego town centre project

- * Creating Paraparaumu 2035
- * Bringing Town Centre concept plans to life
- * Engaging people with work of council
- * Thinking about how the future will be different



First workshop at
community centre

Town centre plans

Civic precinct concept Stage 1 – perspective (view east)



Concepts involving private land are indicative only

Builders and their models



Completed display

- * Less car parks, more fun!
- * Renewable power
- * Robotic PT
- * Closed loop manufacturing



Completed display



Lego town centre project

“The Lego® Town was a great technique to work with all ages and to share the messages/vision to the whole community.

...engaged citizens in a meaningful way that went beyond its normal public participation practice; and got a better plan as a result.”

IAP2 Awards – judges’ comments

HELP US BUILD A
LEGO
low carbon
Kāpiti

An initiative of
low carbon
Kāpiti

Coming Easter 2018
Register NOW to take part

We are building an awesome display of what
Kāpiti could be like in the future if we meet the
challenge of climate change, and we need
your help!

great Lego® prizes!

SIGN UP NOW TO TAKE PART

lowcarbonkapiti.org.nz/letsbuildit

- Free Saturday afternoon workshops in Feb & Mar to improve your Lego skills and work together to plan our creation
- Open to Lego fans from ages 5 +

Get updates on our facebook page: www.facebook.com/ecotownbuildingcomp/

Limited Space
Register Now!

Lego Low Carbon Kāpiti 2025

- * 2018 project
- * Voluntary effort for Low Carbon Kāpiti Inc – building support for the organisation and our goals
- * More in-depth work with builders to raise the quality and complexity of the final display and the depth of understanding of the issues and solutions

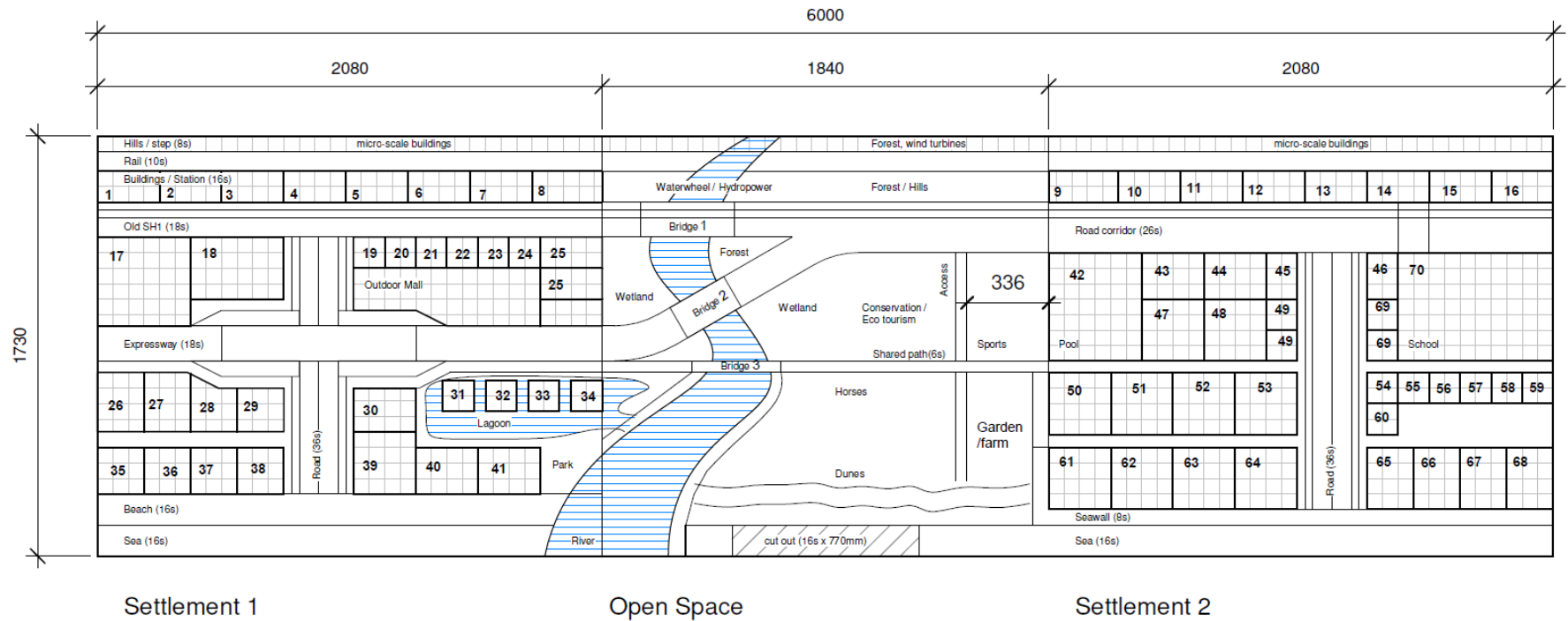
Lego Low Carbon Kāpiti 2025



Built a conceptual representation of the district's layout



Layout plan



Settlement 1

Open Space

Settlement 2

Workshops



Assembly day

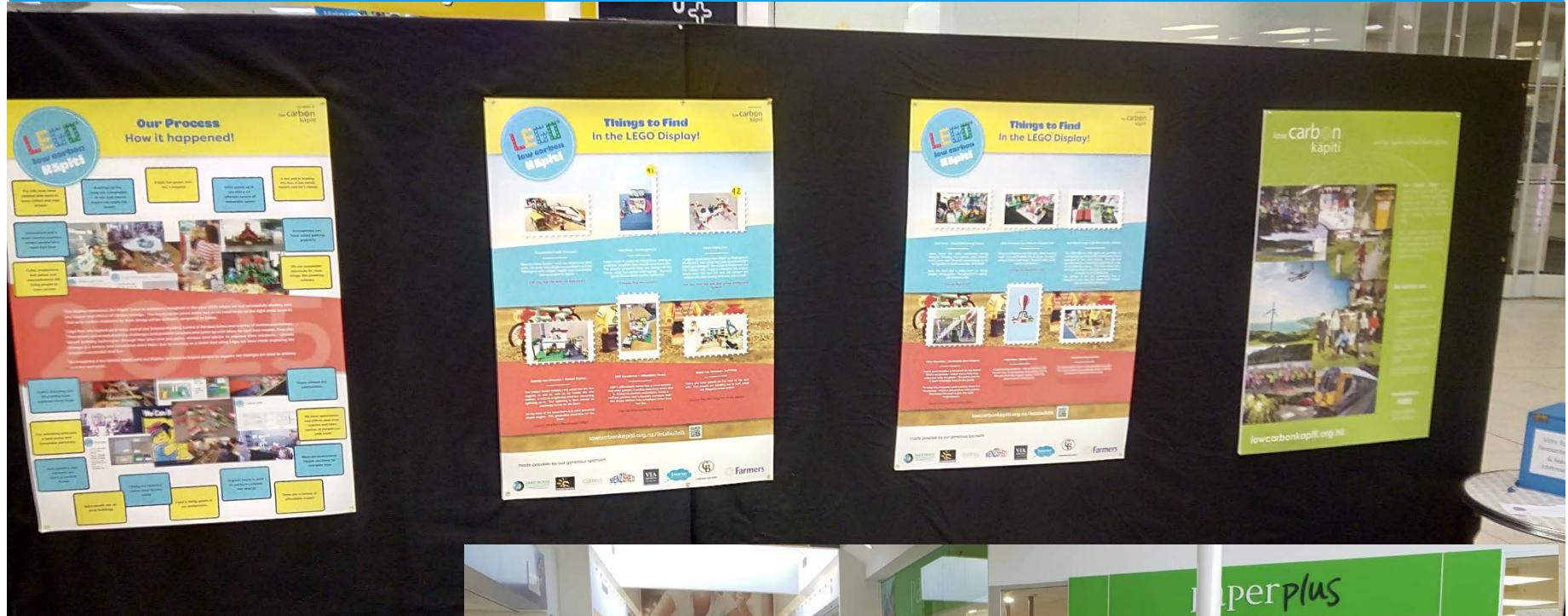


Completed display









↑ Explanatory info
on back of display

Prizegiving →



Outcomes

- * Very popular
- * Surge in membership for Low Carbon Kāpiti
- * Which fed into our campaign to urge council to set a carbon neutral goal for 2025
- * Which they adopted a year later!



Summary

- * Gives in depth engagement with the builders and their families
- * Then engages their social networks too as they share what they've done
- * Then engages the general public as they seek out or happen across the display & see media coverage
- * But it's a lot of work to pull together! Excellent communication needed.

Thanks!

Contact

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