



Call for Application
Social Innovation Hackathon: Creative Placemaking
Nang Loeng, Bangkok, Thailand
16th - 20th March 2020

1. Background

Creative hubs are playing a vital role in the growth of the creative economy, by gathering and representing growing creative communities. A creative hub is a physical or virtual place that brings enterprising people together who work in the creative and cultural industries. Creative hubs are made up of many shapes and sizes, from temporary to permanent, digital to physical and local to global. They might be permanent buildings that house creative practitioners and businesses; temporary labs and incubation spaces which ignite innovations; or online networks that bring people together through an annual programme of events.

In Thailand, the Government's 4.0 policy has highlighted the creative economy as a key driver to get Thailand out of the middle-income trap by promoting innovation and creativity in all sectors. This policy has sparked a lot of changes in Thailand especially in terms of government and private investments in innovation and creativity agendas. It is in this period that an emphasis has been placed on creative hubs and more recently creative districts as catalysts for social and economic changes. In recent years, a number of creative hubs have been established across Thailand – both from grassroots and government initiatives. These hubs play a significant role in contributing to city revitalisation, heritage preservation, social development, community wellbeing, as well as public health, education and welfare, environment, and tackling other social challenges through creative means. (For an overview of creative hubs in Thailand, please refer to [Creative Hubs Mapping: Bangkok](#) publication and a series of short documentary films about [Thai creative hubs](#) produced by British Council Thailand.)

Within this diverse environment, British Council Thailand is collaborating with Urban Studies Lab (USL) and Ford Resource and Engagement Center (FREC) on the first ever *Social Innovation Hackathon: Creative Placemaking* project in the Nang Loeng district in Bangkok, Thailand, on 16th - 20th March 2020. The purpose of the hackathon is to provide a platform for collaboration and exchanges between UK and Thai creative hubs to promote the roles of creative hubs in the development of liveable cities and social innovation to tackle social challenges. This project will also promote a wider recognition of the value of the creative hubs by communities, enabling high degree of influence on urban, city, local government and national policies.

1.1 About Nang Loeng

Nang Loeng is located next to Rattanakosin Island, arguably the birthplace of Bangkok and the epicentre from which development radiated out in the early years of the city. This makes the neighbourhood one of the oldest in the capital. The presence of Nang Loeng Market, Sala Chaloeam Thani stand-alone movie theatre, old shophouses, and other hidden landmarks indicate a once illustrious and colourful past that most outsiders are unaware of. To know the neighbourhood's history is to become emotionally invested in and appreciative of its evolution.

Today, however, Nang Loeng's population and economic activity is in decline. Once active storefronts and a thriving craft and publishing trade are struggling to remain afloat, and many legacy businesses have been forced to close. Local infrastructure is not prepared for the aging community or catered to the young, and there is a lack of space for activities that could draw people outside of their buildings and thus it is hard to find life in the streets.

What the area needs is a new spark! With the arrival of a new subway station on the horizon and a number of new businesses beginning to emerge, there is great potential to forge a new identity housed in its rich cultural past and tradition of the arts that is also appealing to newcomers. The challenge is to forge such a path forward in a way that doesn't further marginalize existing residents and businesses, while also supporting Nang Loeng to be more liveable and vibrant for years to come.

For more information about the area, see this [background research](#) by USL.

2. Objectives and Scope

The **objectives** of this hackathon are as follows:

- To connect UK & Thai hubs through a challenge approach and to share and exchange knowledge in the process
- To stimulate creative hubs 'in working for good' by seeking creative solutions to local urban issues and to connect with their communities in a deeper way
- To offer new ways for hubs and communities to collectively work together
- To generate new partnerships for social innovation and liveable city development

Dates: 16-20 March 2020 (inclusive of travel days)

Venue: [Ford Resource and Engagement Center](#), Bangkok

Theme of the Hackathon: Creative Placemaking



Challenge Prize: THB600,000 or GBP15,000

Participants: 4 creative hubs from the UK and 4 creative hubs from Thailand (1 representative from each UK hub and 2 representatives from each Thai hub)

Approach:

The selected hubs will be paired into 4 teams, each consisting of a UK hub and a Thai hub, which will work together with other local stakeholders and community members to propose ideas for social innovation projects and/or products that support creative placemaking in the Nang Loeng area in Bangkok. The groups will be advised by a team of mentors and facilitators, as well as have ongoing incubation support from Urban Studies Lab.

A grant (GBP15,000 or THB600,000) by the British Council will be allocated to the top project selected by a judging panel at the end of the hackathon. The grant is meant to enable the winning team to continue developing the proposed project for final implementation or pilot in the Nang Loeng area over a 6-month period (April to September 2020). The grant includes a budget to cover at least one additional trip to Bangkok for the participating UK hub during the project period, and there is also a possibility to upscale the project in collaboration with Urban Studies Lab and Ford Motor Company Fund in the future.

The official language for the project and any other documents in relation to the project is English. Thai – English translation will be provided during the hackathon period.

Expected outcomes:

Programme intervention and/or physical intervention or activation in the Nang Loeng area which supports creative placemaking with a special focus on the **ageing and at-risk population** of the neighbourhood.

The projects/products can include, but are not limited to, community space activation, festivals, workshops, community processes or services, as well as mobile applications, designed products, toolkits, or websites.

The project period is 6 months from April to September 2020.

Timeline:

Launch of the call for application	4 February 2020
Extended deadline for applications	26 February 2020

Selection of successful applicants	27-28 February 2020
Pre-hackathon call	2 March 2020
Arrival in Bangkok	16 March 2020
3-day Hackathon	17 - 19 March 2020
Depart from Bangkok	20 March 2020
Project implementation period (for the successful project)	April – September 2020
Final report	October 2020

The Organisers will provide the following for successful applicants:

- International round-trip economy class flights for representatives of UK hubs
- Accommodation for representatives of UK hubs
- Lunch on Hackathon days for all participants
- Per diem for representatives of Thai and UK hubs

3. Requirements

Eligible applicants are Thai and UK creative hubs working in the area of technology, IT, making, social innovation, social entrepreneurship, ageing society, culture, heritage, environment, tourism, art in public spaces, design, crafts, performing and visual arts, with a strong connection and experience working with local communities.

Experience working cross-culturally or internationally is preferred.

4. Submission of applications

The official language for the application is English.

The application (maximum 3 pages) should consist of the following:

- Hub profile and past experiences
- Profile of hub representative(s)
- Supporting documents demonstrating experiences in stakeholder engagement and community collaboration
- Letter of intent stating the motivation of the applicant and why they want to be part of the project



The Deadline for submitting your application shall be no later than 26 February 2020 with the subject line **Bangkok Hackathon**. Applications shall be sent to arts@britishcouncil.or.th and Roxana.Apostol@britishcouncil.org.

In case of further questions or requests for clarification please contact Roxana.Apostol@britishcouncil.org and/or patcharawee.tunprawat@britishcouncil.or.th with the email subject line **Request for additional information: Bangkok Hackathon**.

5. About partner organisations

The British Council is the UK's international organisation for cultural relations and educational opportunities. We work with over 100 countries in the fields of arts and culture, English language, education and civil society. Last year we reached over 80 million people directly and 791 million people overall including online, broadcasts and publications. We make a positive contribution to the countries we work with – changing lives by creating opportunities, building connections and engendering trust. Founded in 1934 we are a UK charity governed by Royal Charter and a UK public body. We receive a 15 per cent core funding grant from the UK government.

<http://www.britishcouncil.or.th>

Urban Studies Lab (USL) is an independent research institute founded in 2018 by a cross-disciplinary team of academics and practitioners. Based in Bangkok, Thailand, our mission is to bridge urban research into action, working with our partners to develop, test and implement solutions to our cities most pressing challenges.

The Ford Resource and Engagement Centers (FREC) are a Ford Fund innovation, which bring non-profit partners together in a collaborative environment to support the surrounding communities and help make people's lives better around the world. There are several centres around the world: two in Detroit, one in Pretoria, South Africa, one in Craiova, Romania, and one in Bangkok, Thailand. FREC Bangkok is based at Satri Julanak School in one of the oldest neighbourhoods in the capital and renowned for its Nang Loeng food market.

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