

100In1Day

Citizen Movement

**¡WELCOME TO THE
CITIZEN NETWORK THAT IS
CHANGING THE WORLD!**

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."

Margaret Mead

It is not a coincidence that you are reading this document, right now your team has the challenge of igniting the spark of change in your city.

You already have passion and vision, we leave in your hands the tools to make it happen. Now's the time to inspiring and spreading active citizenship!

This is the route map that contains the most relevant information in order to develop your 100In1Day City. It's a document that has been drawn from the experiences of the cities that have participated in the movement and it is, furthermore, an invitation for its co-creation and co-design.



100In

Citizen M



View
PANORAMIC

100In1Day Movement

**This document is strictly confidential and only for internal use of the motor teams of 100In1Day City, supported by the 100In1Day Citizen Movement.*

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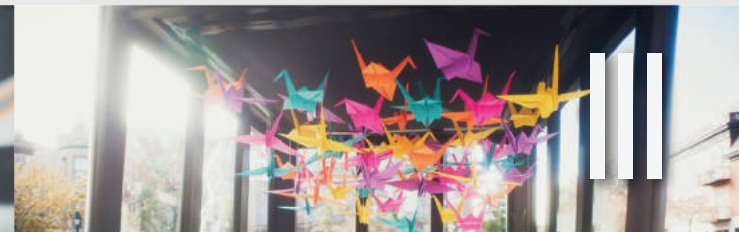
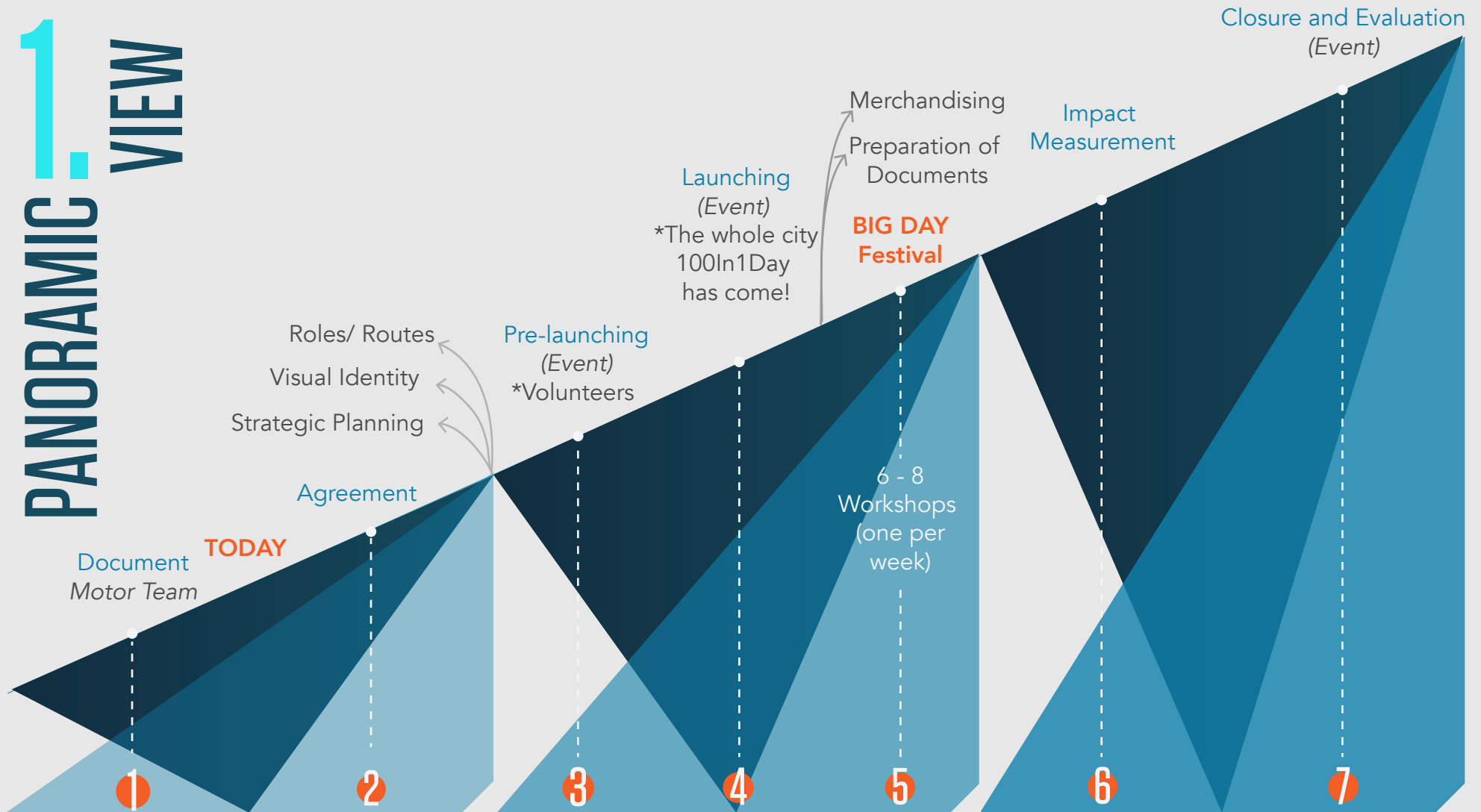
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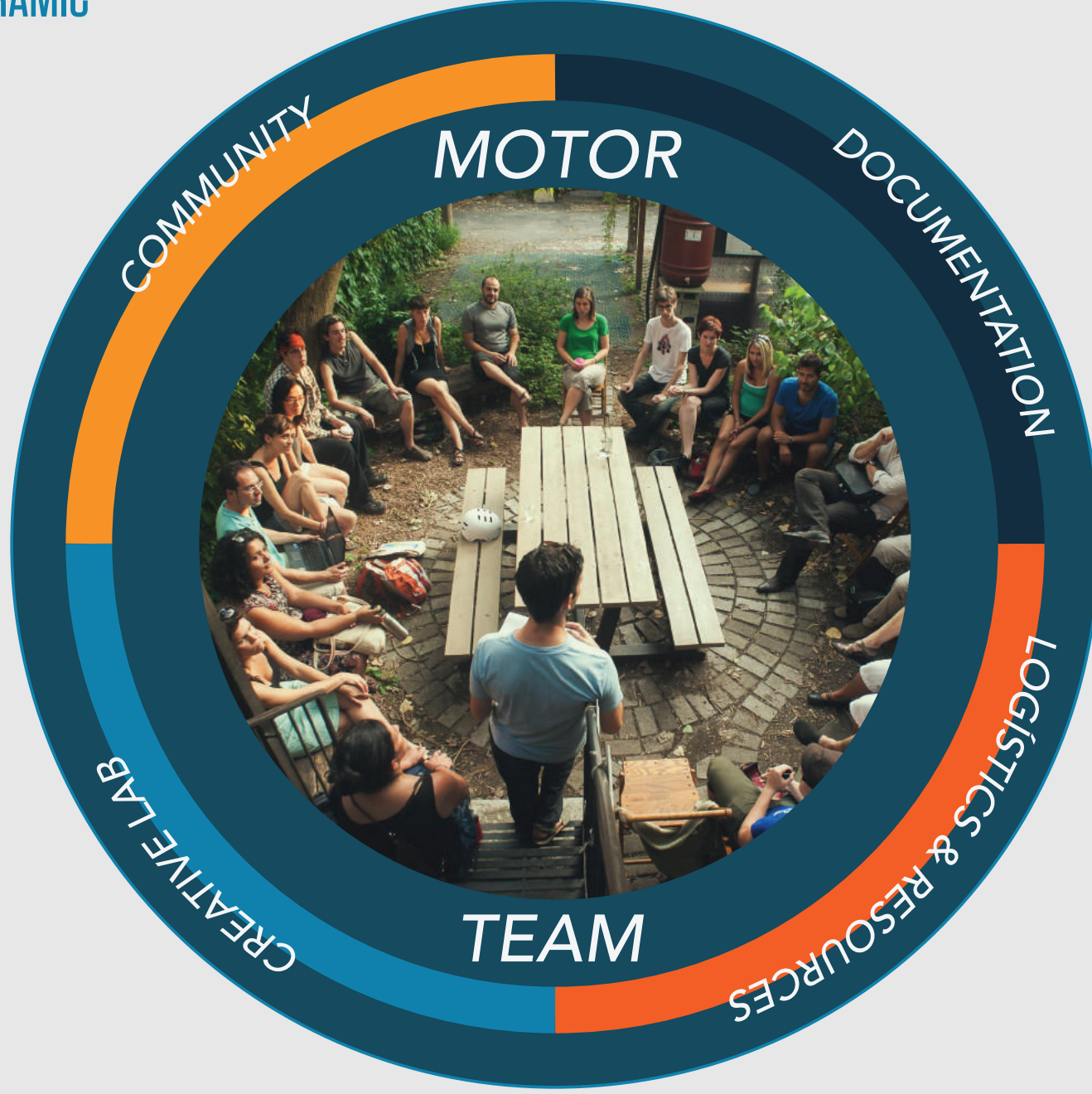
1 VIEW PANORAMIC



2 MOTOR TEAM



View
PANORAMIC



SECRET FORMULA

¿What is about?

SECRET

- **Think Big:**

We have the power to take over bigger challenges than those we could take alone.

- **Radical Inclusion:**

In 100In1Day there is no space for discrimination or exclusion.
ALL of us are ONE.

- **Let it be:**

Change is the only constant.
Follow the plan but trust your intuition during the process.

- **Fun:**

Would it make any sense if it wasn't fun? Enjoy the road to change.

- **Pure citizenship:**

We are not affiliated or represent any political party or ideological stream. We are pure citizenship.

CASE STUDIES

Inspiration

100In1Day 2012

<https://www.youtube.com/watch?v=CMUNehRd5S4>

100En1Día Pasto. Recreated City:

https://www.youtube.com/watch?v=O_9APS01bOo

100En1Día Bogotá. Dreams:

<https://www.youtube.com/watch?v=fO3cSJVy6HU>

100In1Day Cape Town. What is?:

<https://www.youtube.com/watch?v=r03BE6EAJ78>

100In1Day Copenhagen:

<https://www.youtube.com/watch?v=MFmj1LgGf8E>

100In1Day. Transforming our cities:

<https://www.youtube.com/watch?v=IMk23JW-zml>

100In1Day Canada:

<https://www.youtube.com/watch?v=8TNVJQRFP8>

100En1jour Montreal:

<https://www.youtube.com/watch?v=SiKTpq04hBs>

100En1Jour Genève:

<https://www.youtube.com/watch?v=YFekpH6rSE4>

100In1Day Kaluga:

<https://www.youtube.com/watch?v=doAizUhoEfw>

FREQUENT QUESTIONS. FAQs

What is 100In1Day?

We are a festival/carnival for the citizens that through 100 or more urban actions aims to transform cities. It has stayed in the cities it has been implemented as a yearly celebration of active citizenship and citizen's participation.

We are a model of social transformation that aims to be diffused and appropriated around the world.

We are active citizenship and we seek the involvement of the inhabitants in the construction of their environment. In this construction, we understand that political actions should not include only the exercise of voting rights, but also each person's actions, taking into account their imaginations, unconformities, and needs.

We are a network in which participants develop connections in order to re-signify their cities. We believe in community work as the first step for collective construction. According to this, the 100In1Day model looks for the generation of

alliances between the participants, and opening spaces for searching solutions, this according to a critical posture, or from what the citizen has always dreamed for the city.

We are catalyzers of the change we generate. Mainly, as a personal reflection on how the citizen lives the city, and accordingly, the way in which the relationship with the space has to be modified. It is important that the citizen comprehends with whom he or she dialogues, in which he or she believes, and what is accepted or rejected.

100In1Day is the perfect excuse to celebrate active citizenship in your city. It is a day to feast on the power we have, to dream and create the change we want to see in our communities. It is a day in the year we remember the ability we have to transform and co-create a better world with actions, through 100 or more positive actions created by the citizens.

FREQUENT QUESTIONS. FAQs

Is 100In1Day a protest?

It is the opportunity to generate dialogue drawn from the pro-activity and the citizen's actions, without delegitimizing the state power.

In 100In1Day there is space for another kind of protest where the citizens express their complains or unconformities, and propose their own solutions based in positive actions.

Is 100In1Day a political party?

100In1Day is neither a political party nor a government project. It is a platform of citizens for citizens. 100In1Day understands politics from the importance of being an active citizen. We think that the change of our cities comes from the base, from its inhabitants.

In what do we believe?

- In actions, above criticism or opinions.
- In citizen's network to activate the

potential of each individual.

- Everything is possible if we work, imagine, and create the change together.
- In local actions generating global changes.
- In the importance of dreaming and making decisions for making those dreams come true.
- In proactive creativity as an important tool for transformation.
- In the possibility of creating new stories and realities.

Why 100 urban actions in 1 day?

We like to think big. The 100 number is the symbol that makes us believe in the possibility of generating a major transformation if we work together. The purpose of developing 100 actions is to project a clear objective for the organizing team and for the city.

However, this figure can be bigger or lower according to the specific characteristics of each context. Independently of the context, we think in the quality of the actions over the quantity.

FREQUENT QUESTIONS. FAQs

What does it mean being an 'active citizen'?

Besides voting, the active citizen has a participative role on the research of solutions for the city. Active citizenship is the essence of 100In1Day and it can be acquired by assuming a co-responsibility with the city and with others, contributing with daily civic culture in the public space.

We can generate change everyday, even if it is small!

What kind of actions are generated in 100In1Day?

The actions generated in 100In1Day are always focused in generating a positive change in the city. These actions can influence topics regarding: environment, society, culture, education, memory, civic culture, among others.

The starting point for the development of these actions, is the identification of situations of tension or disadjustment in the city, that need to be

evidenced, made visible, transformed, strengthened or potentialized.

Urban actions can be developed in two ways: as an intervention or as an interaction.

What is an intervention?

An intervention is an action that generates a physical change and looks for the temporal or permanent transformation of a space. These kind of actions can be: recollection of garbage, painting a zebra crossing or marking cycle trails, repairing a park or building a vertical garden, sowing or installing elements in the public road, among others.

FREQUENT QUESTIONS. FAQs

What is an interaction?

An interaction is a symbolic action that does not look for a transformation of the public space but a cultural/symbolic change in the behaviour of people, starting from their way of interacting with the public space and with others. Interactions can generate new connections between citizens, change certain behaviours or generate sense of co-responsibility.

This kind of actions can be diverse: taking a choir into public transportation, taking a ball pit for strangers to meet in, exchanging postcards, or performing in order to break the monotony are some of the interactions that have taken place around the world.

Where was 100In1Day born?

The first version of 100In1Day took place in Bogota, Colombia, on May 26th 2012.

How was 100In1Day born?

100In1Day is the result of a co-design and co-creation project. It was born with the crossing of two paths that were working on building initiatives of civic culture and active citizenship. Firstly, the citizen culture group that was constituted in the city of Bogota, at the time called Acciones Urbanas, and secondly, the active citizenship shaped by a group of students from the Team 17 of the Business Danish School: Kaospilot.

This two groups met in the city of Bogota in the first semester of 2012. At the beginning there were six projects of urban interaction and intervention for the improvement of the cultural conditions of the inhabitants of the city. In the collective exercise, the proposal of the final project was based on a central factor: active citizenship as the link between the inhabitants and their surroundings. In order to achieve this objective, six interventions were not enough, then: why wouldn't they be 100?

FREQUENT QUESTIONS. FAQs

How has 100In1Day expanded around the world?

Initially, 100In1Day emerged as a local experiment for Bogota. After the first version, we were excited to keep on spreading active citizenship, we received the invitation that would detonate everything. While we were sharing our experience in TEDxPasto, in the talk named “Pensar en grande” [Think Big], we were able to inspire some citizens into making the second version of 100In1Day. 100In1Day Pasto took place in october of 2012, and it was organized by some inhabitants of this colombian city.

And as expected of a movement with no geographic boundaries, soon the citizens of Pamplona (Colombia) were summoned as well, and developed 100In1Day Pamplona on november of 2014. We understood then, that the project could live far beyond Bogota, and months later, cities such as: San Jose (Costa Rica) and Cabo City (South Africa), were proof of it.

From the first year, the team residing in Bogota has

assumed the global challenge of the movement by developing tools, maintaining the philosophy, and advising the cities that have replicated the project.

What is the difference between 100In1Day and 100In1Day City?

100In1Day is the name of the global movement, and the team based in Bogota (Colombia). Whereas 100In1Day City is the name that can be appropriated by each city that wants to replicate the movement.

FREQUENT QUESTIONS. FAQs

Who organizes 100In1Day City?

100In1Day is a model that can be reproduced, it starts with the interest of the inhabitants of each city, who are aware of its needs and potential.

The process of organizing an edition of 100In1Day City starts with the leadership of passionate citizens, knowledgeable in many disciplines, willing to ameliorate their surroundings. Nevertheless, the knowledge of urbanism is not necessary, what is important is the passion for turning the city into a better place to live.

As a movement for the citizen participation, 100In1Day values the participation of political or business figures, not as their political parties or entities, but as individuals/ citizens of change. For this reason, enterprises or governmental entities can participate in 100In1Day as Allies or Sponsors, but outside of the organizing team.

How much time does it take to organize a 100In1Day City?

The process depends of the level of compromise, and the challenges that each motor team faces. Regardless, the estimated time is 3 to 6 months, starting with the approval of the organization.

Who is behind 100In1Day?

At present, the team is formed by:

- Sandra Osorio: *Design Director*
- David Serna: *Community Director*
- Juliana Serrano: *General Director*
- Diego Cuadros: *Public Relations Director*
- Valeria Grajales: *Urban Actions Director*
- Sebastián Romero: *R & D Director*
- Lia Valero: *Communication Director*
- Mónica Zapata: *Official Translator*

FREQUENT QUESTIONS. FAQs

What is the impact in each city after living the 100In1Day experience?

The experience of living a 100In1Day City can transform the participants at the point that, as a result, they start to develop new daily dynamics in the way they live their cities and the way they relate to other people.

We might think that the transformation can only be seen in the experience of the day of the festival. However, the real impact of the movement lays in the fact that the citizens start to rethink their roles, to question themselves, and to reflect over the power they have to transform their contexts.

The evidence of change stays for a long time due to the actions that start making part of the city dynamic. The sown trees and the vertical gardens start growing up, the zebra crossings, and the recovered urban spaces will also remain. In the same way, one of the changes that truly remains is the change in the “chip” of people, specially among the members of the motor teams and

interventors, who live in a deeper way the whole experience.

In 100In1Day City relationships are woven so close together that, in the future, they end up becoming independent organizations and collectives shaped up by people with a special interest for acting in community and by closer communities, where the neighbors actually get to know each other. All of this makes possible that the celebration and effort for and by the citizens continues.

How can I organize 100In1Day City in my own city?

Organizing an edition of 100In1Day City requires passion and compromise. This is why, we have established a process with which we are able to get to know the individuals interested in replicating the movement, and to advise them in order to transform their cities during a whole day.

If you want to live this experience, write us to: info@100in1day.com and ask us for the “First Step” document to take 100In1Day to your city.

FREQUENT QUESTIONS. FAQs

Who funds the actions in each edition of 100In1Day?

Every action is self-managed by the people organizing it, they can look for resources in their own communities and in their networks. Moreover, the workshops are places for the interchange of materials for the support of other interventions or interactions.

The motor team does not fund the actions in none of the cities, because we believe that working together, regardless of money, we can make changes. We believe in our capacity for redefining the economy, and we understand that with conviction and management we will be able to obtain what we need. As 100In1Day, we are not interested in promoting welfarism, since we see it as a limitation for the empowerment of the citizens.

Who funds 100In1Day City?

In the same way of actions, funding each edition of 100In1Day City is self-managed by the members of

the motor teams, that do not receive any economic remuneration for doing so.

100In1Day is organized with the management of physical resources and services. We understand and see the value of things over their price.

This philosophy has promoted the generation of alliances between the motor teams and some organizations, spaces, enterprises, and even government institutions, in order to make the festival happen.

The same essence of the event makes it happen, without needing big quantities of money. The few economic resources required can be managed with the help of events, such as: parties, concerts, and selling souvenirs, which in turn develops cohesion between the participants, contributes with the economic needs and makes public the event.

Naturally there will be people and/or institutions that want to fund the event. This is possible if and when the money is destined to the sustenance and the impact potentiation of the festival in each city, and that it does not generate profit for the organizers.