

FAB City Audience Segmentation - Communicating to Different Interests			
Audience	What Are They Trying To Achieve?	Benefits to Audience from FAB City	Engagement Story
<i>Who exactly is your target audience?</i>	<i>What do they need from FAB City?</i>	<i>What valuable outcome can this audience expect from your offering?</i>	<i>What would your audience say to others about why they should get involved?</i>
Students	What Are They Trying To Achieve?	Benefits to Audience from FAB City	Engagement Story
architecture, design, engineering, tech, digital, planning	Ways to incorporate principles of ecology to better inform design (addressing whole not parts), understanding social impacts of design/tech, community needs etc or systems	Identifying where, how and why cities are creating dysfunction, and how this dysfunction can be addressed by the FAB City initiative	<i>FAB City will enable me to comprehensively tackle multiple issues simultaneously, at a time when demand for cities that address complex issues through design is increasing</i>
environmental management, sustainability	Ways to tackle big, abstract issues to get traction, understanding awareness of impact of design on environment/community, know where leverage points for change in built systems are	Identifying where, how and why cities are creating dysfunction, and how this dysfunction can be addressed by the FAB City initiative	<i>FAB City will enable me to help me become rapidly skilled in cutting edge urban design techniques that can help address environmental and social issues</i>
Professionals	What Are They Trying To Achieve?	Benefits to Audience from FAB City	Engagement Story
architects, planners, urban designers, engineers, tech, digital (design/technical skills)	Address multiple, complex urban issues in an effective way	Knowing how to analyse cities and make them a tool for shaping a sustainable future, including adapting to and ameliorating climate change	<i>FAB City is offering a way for me to do purposeful work that serves society, and by increasing the value of my design, it can also help me be identified as having special skills, and become sought after in my field</i>
community engagement professionals (local/State govt, independent)	Effective ways of getting people involved, especially those who are the silent majority	Able to engage people into a process through a lens which works for them (eg. when people are worried about immediate concerns, not climate change)	<i>FAB City helps me to serve the needs of citizens by better responding to community needs (healthy environment, relocalising economic activity, social connection in communities etc) and showing how a more locally productive city can improve their quality of life</i>
political leaders - established and aspiring	To be influential, and be able to attract voting support by addressing issues of community concern; create a legacy from their time in office	Being perceived as progressive, responsive to public needs/aspirations and authentic	<i>FAB City helps me grasp and tackle 'wicked problems' at the scale where I can have influence - global politics are beyond my control, but here is a way for me to act</i>
civil servants	Trying to manage or influence upward to get decision makers to commit to projects and activities	Able to articulate the connections between parts (such as urban design, transport planning, climate) and the broader costs and benefits of policy and funding choices	<i>FAB City enables me to better articulate the reasons for policy approaches and funding choices that support FAB City to decision makers</i>
academics	Ways to gather/test research and give form to new ideas	Connection to international network of FAB Cities researchers, funding opportunities, professional prestige	<i>FAB City offers possibilities to test research, and acts as a 'living lab' for ideas and practice in an area of interest to cities all over the world</i>
media - mainstream and independent	Wanting to get positive stories up, show what is possible, become the 'go to' person for prestigious/interesting assignments	Developing 'FAB City literacy' and being able to communicate this to others as this gathers interest	<i>FAB City helps me get to grips with how urban, social, economic and environmental issues intersect, and be able to write fresh, incisive material that addresses topical issues, particularly in relation to climate change, but also food security, citizen tech etc</i>
economists, investors, philanthropists	Shaping policy making and/or deployment of financial resources to create value; ethical investment objectives	Integrated understanding of city function and the broader impacts of a city, and knowing leverage points to help guide policy development and investment decisions	<i>FAB City is a tangible way to make an investment in a sustainable future, and makes good economic sense</i>
Activists	What Are They Trying To Achieve?	Benefits to Audience from FAB City	Engagement Story
community organisers, citizen leaders, service groups	Inspiring and empowering people to take action, and get involved	Able to articulate connections between various issues (zero waste, carbon neutral, localising production) and benefits of FAB cities	<i>FAB City gives me a good foundation for talking to and negotiating with civic leaders, academics, and government, as well as citizens</i>
climate change, social justice, environment and other 'silo' activists	Alleviate frustration of losing gains on campaigns and achievements	A systems approach to addressing a range of social and environmental issues through the lens of a city is more robust than acting on single issues	<i>FAB City helps me to understand systems so I can target the limited energy and resources of un(der)funded/un(der)paid activists to best effect</i>
Citizens	What Are They Trying To Achieve?	Benefits to Audience from FAB City	Engagement Story
everyday folk who are not professionals or students, and who don't identify as 'activist' or get involved in public life (thought they may participate in local community activities)	How to identify and respond to forces shaping their lives, how to become informed and active on issues they may not have been concerned with before	Demystifies the language of experts and offers a way to become 'FAB City literate'	<i>FAB City provides a clear goal to addressing things I am concerned about, and makes me confident to get involved</i>