



bringing **YORK's** ideas to life

**mobile phones...**

**the bar code...**

**wheels on a suitcase!**

Some of the most revolutionary and life changing innovations come from the simplest ideas...

York is aiming to confirm its position as one of the UK's five most creative and innovative cities - and you could help us get there!



[www.geniusyork.com](http://www.geniusyork.com)

**Your ideas and fresh thinking could help solve some of York's biggest challenges and change people's lives for the better.**

City of York Council, working with Science City York, is launching an 'Open Innovation' scheme with help from NESTA, the National Endowment for Science, Technology and the Arts - an organisation that promotes innovation in the UK.

If York's scheme - called GeniUS! - takes off, NESTA could give the city £250,000 to take forward innovations and lead the way nationally.

So, whether you're a resident, student, community group, professional body, commercial enterprise of any description, entrepreneur or budding inventor - we want to hear your most creative and innovative ideas for how we can tackle four key challenges that the city and its residents face.

The council and Science City York will use their expertise, contacts and resources to help bring your ideas to life - and together make York GeniUS!

Your ideas could be based around new products and technology or simply changes in the way we do or use things.

We'll be posting up the four challenges, one a week from 25 January at [www.geniusyork.com](http://www.geniusyork.com), and each will stay open for a three week period. You'll find all the relevant details and background information on the challenges online and you just have to hit reply to submit your ideas.

Alternatively, you can email them to [genius@york.gov.uk](mailto:genius@york.gov.uk)

# The challenges

**1** How can underused council assets (such as equipment, property, vehicles, buildings and land) be exploited to benefit businesses, the community and the council?

**2** How can footfall and transport be used to generate income and improve environmental sustainability in the city?

**3** How can we help older and vulnerable people stay in their homes? How could assisted living, buddy systems, safety improvements and tools help to reduce isolation?

**4** How can City of York Council work with small businesses more effectively and with fewer barriers?

Find out  
more at:



# What will happen with my idea?

A panel of experts will select the most workable and productive ideas to take forward. If yours is selected you will be invited to a workshop with experts, council officers and members of the public who might be affected by your suggestion. Once a plan to develop the idea has been agreed by these partners, the council has committed to making it happen and your GeniUS! will be there for all to see!

# Spread the word!

Pass the message on about GeniUS! to your friends, work colleagues and family members - and wherever and whenever the inspiration strikes, get it posted at [www.geniusyork.com](http://www.geniusyork.com) !

**Together we can make things happen!**



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