3. Waymarking believes that artists / creative professionals are part of the society they inhabit, and that they have invaluable skills to offer (iv). 4. These skills can support the re-valuing of 'human capital' (v) in an area of a city – revealing worth where conventionally little has been perceived.

2. In order to build new systems to address and solve the issues of our time – the triple crunch (ii) – we need to strengthen trust and reciprocity in our cities to build resilience (iii).

> 1. The context is the city: and the city is a complex network (i).

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5. With this new knowledge and understanding of communities (vi), systems can be developed and implemented to embed trust and reciprocity – strengthening city networks and building resilient communities and areas (vii) – embodying new kinds of value in the city. (i) 'A city is a network made up of multiple relationships between various functions. It consists of complicated systems of finely woven structures which criss-cross and overlap each other, where functions and services continually support each other.' Ellen Holleman 'Banking in the neighbourhood: creative and steadfast' originally published in Dutch in Balkan In De Polder Mondriaan Fonds, 2012—www.islant.nl

(ii) 'The global economy is facing a 'triple crunch': a combination of a credit-fuelled financial crisis, accelerating climate change and soaring energy prices underpinned by encroaching peak oil.' UK needs 'Green New Deal' to tackle 'triple crunch' of credit, oil price and climate crises http://www.neweconomics.org/press-releases – 20.10.12

(iii) Referenced by Ellen Holleman (as above) to *The Death and Life of Great American Cities*, Jane Jacobs, New York: Modern Library, 1961

(iv) 'Our starting point is to recognise four characteristics of creative processes. First, they always involve thinking or behaving imaginatively. Second, overall this imaginative activity is purposeful: that is, it is directed to achieving an objective. Third, these processes must generate something original. Fourth, the outcome must be of value in relation to the objective.

We therefore define creativity as:

Imaginative activity fashioned so as to produce outcomes that are both original and of value.'

All Our Futures: Creativity, Culture and Education, p.30, Ken Robinson, 1999 for the UK National Advisory Committee on Creative and Cultural Education

(iv) 'Creativity involves divergent or generative thinking but innovation demands a convergent, critical and analytical approach and these ways of thinking oscillate as a project develops. Innovations and creativity are both context-driven.' The Creative City; A toolkit for Urban Innovation, p.15, Charles Landry, Earthscan, 2000

(v) 'Human Capital' is a term coined by economists in the 1960's. Defined on Wikipedia as: *Human capital is the stock of competencies, knowledge, social and personality attributes, including creativity, embodied in the ability to perform labor so as to produce economic value.*'

http://en.wikipedia.org/wiki/Human_capital - 20.10.12

(vi) 'Briefly summarised, NEF advises that, in order to restore local economies, the 'leaks' from which money drains away in these neighbourhoods need to be repaired. In other words, you have to make sure that money and capital (including human capital) remain circulating as much as possible within a neighbourhood.' Referenced by Ellen Holleman (as above) - Ten Steps To Save Cities, David Boyle, New Economics Foundation, London, 2011

(vii) '...resilience: A culture based on its ability to function indefinitely and to live within its limits, and able to thrive for having done so.'

Transition Handbook; From oil dependency to local resilience, p.13, Rob Hopkins, Green Books, 2008