
Solo City Report

The new world of work is here, and we are not ready.

A joint research project from the Knight Foundation & The Solo Project

Mission: Launch a national conversation about the role that government, universities, corporations, and the social sector can play to help individuals and communities make the transition from the traditional, employer-based economy to the emerging one in which individuals design their own work, create their own jobs, and take responsibility for their own financial and professional security.

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 Knight Foundation



KNIGHT FOUNDATION × THE SOLO PROJECT

Contents

- 03** **Executive Summary**
- 06** **Project Design**
- 08** **The Findings**
- 50** **The Event**
- 56** **The Solo Phenomenon**
- 62** **The Register**

Project Design

SOLO CITY PROJECT OVERVIEW

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1

INTERVIEWS: FRAMING THE INQUIRY

January–September



The Solo Project partners conducted 55 one-on-one interviews with leading soloists, policy makers, educators, placemakers, entrepreneurs, investors, economists, and urbanists. (See The Register for a roster of interviewees.) Whenever possible interviews were conducted face-to-face; others were done over the phone or on Skype. Many interviews were recorded; for all others comprehensive notes were taken.



JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

2015

2

ROUNDTABLES: EXPLORING EMERGING THEMES

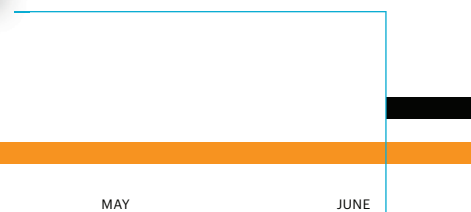
June–October

As the interviews identified themes, The Solo Project began to organize “sessions” in order to explore a particular theme in greater depth. Each session was hosted by a leading organization in Boston, included between six and twelve participants—including a mix of “experts” and soloists—and was moderated by The Solo Project partners.



▼ **Millennials and the New World of Work**
HOST: **Workbar**, a pioneering coworking firm in Boston

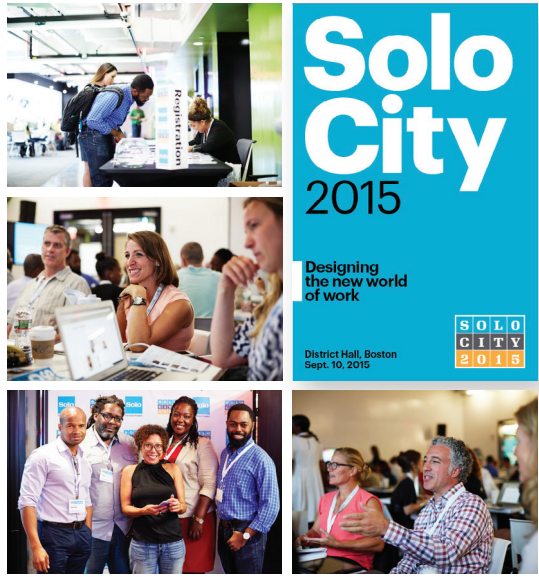
▼ **The Talent Wars**
HOST: **T3**, an innovative real-estate consulting firm



3

**PUBLIC TOWN HALL:
INVITING FEEDBACK
ON EARLY FINDINGS**
September 10, 2015

As stage 1 and 2 neared completion, we staged a half-day event at District Hall in Boston's Innovation District for 120 of the city's large solo population. Using a mix of real-time polling, guest mentors, and lightning-round table conversations, we explored the key opportunities and challenges of the independent life, and what cities can do to provide support for dynamic solo populations. The event was open to the public; also, selected organizations recruited soloists in order to ensure a group as representative as possible of the Boston community of indies.



4

**THE SOLO CITY REPORT:
CAPTURING FINDINGS
AND HIGHLIGHTS**
October–March

Produce *Solo City 2016*. The report is distributed to urban leaders.

▼ **Prepping for Independence**
HOST: **Pearson**, the world's largest education publisher

▼ **Innovation Districts**
HOST: **District Hall**, a public meeting place in Boston's Innovation District

▼ **The Making of Workplace 2.0**
HOST: **WeWork**, a high-growth global coworking company

▼ **Indies and the Inner City**
HOST: **FutureBoston**, a non-profit advocating for Boston's inclusive creative economy

JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

KNIGHT FOUNDATION × THE SOLO PROJECT

**ABOUT KNIGHT FOUNDATION**

The Knight Foundation in Miami, Florida, is renowned for its work driving and supporting journalism and media innovation, its programs fostering the arts on a local level, and its aggressive efforts to promote civic innovation that enables communities to succeed in a rapidly-changing world.

KnightFoundation.org

**ABOUT THE SOLO PROJECT**

The Solo Project makes media and conducts research that documents the romance, drama, and challenges of creating an intentional work life. We provide inspiration, ideas, tools, and community for the country's most ambitious soloists—people animated by the opportunity to design a life around the pursuit of interesting work.

TheSoloProject.com

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