

## ORANGE SPARKLE BALL CASE STUDY

### Resilient Atlanta Book

In 2013, The Rockefeller Foundation pioneered 100 Resilient Cities to help more cities build resilience to the physical, social, and economic challenges that are a growing part of the 21st century. Cities in the 100RC network have been provided with the resources necessary to develop a roadmap to resilience. Resilient Atlanta builds on both the challenges and opportunities the city faces in order to ensure its resilience as it continues to grow as a national and global leader. The Resilient Atlanta document serves as a cohesive roadmap with ambitious, yet practical, initiatives that position Atlanta to be a global leader in the urban resilience movement.

### Rationale

Orange Sparkle Ball is invested in the future of Atlanta. This document was treated with the care and respect for the city needed to lovingly and truthfully represent both hard data and inspiring motivation for action. Leaning on the strengths of local photography talent, Orange Sparkle Ball created a rich, visually dynamic mix of imagery that represents the heart of Atlanta's culture while presenting large amounts of information in a layout that could be easily digested. The book was meant to be used as a reference document for those similarly invested in Atlanta.



## TARGET AUDIENCES

- + Community leaders
- + Civic leaders
- + Local government
- + Politicians
- + Business owners
- + Entrepreneurs
- + Non-profits
- + Citizens of Atlanta

## GOALS + OBJECTIVES

- + Design a visually engaging document that captures demographics, strategies, necessary context and motivational information to drive forward change
- + Highlight key challenges and represent roadmaps to addressing those challenges with graphical and clear reporting
- + Design a document that can be disseminated both in print and online



### INTRODUCTION 100 RESILIENT CITIES OVERVIEW

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100 Resilient Cities—Pioneered by The Rockefeller Foundation (100RC) helps cities around the world become more resilient to the physical, social, and economic challenges that are a growing part of the 21st century. 100RC provides this assistance through: funding for a Chief Resilience Officer in each member city who will lead the resilience efforts; resources for drafting a resilience strategy; access to private sector, public sector, academic, and non-governmental (NGO) resilience tools; and membership in a global network of peer cities to share best practices and challenges.

Atlanta joined the 100RC network as part of the third wave of cities selected in 2016, and through its participation, is committed to demonstrating global leadership in resilience and taking advantage of membership resources and opportunities.

100RC supports the adoption and incorporation of a view of resilience that includes not just **shocks**—such as floods, infrastructure failure, and other acute events—but also **stresses** that weaken the fabric of a city on a day-to-day

### Resilient Cities Demonstrate Seven Qualities:

**Reflectiveness and resourcefulness** are about the ability to learn from the past and act in times of crisis. Individuals and institutions that are reflective use past experience to inform future decisions, and will modify standards and behaviors accordingly.

Resourceful people and institutions are able to recognize alternative ways to use resources at times of crisis in order to meet their needs or achieve their goals.

**Robustness, redundancy, and flexibility** are qualities that help to conceive systems and assets that can withstand shocks and stresses as well as the willingness to use alternative strategies to facilitate rapid recovery. Robust design is well-conceived, constructed, and managed and includes making provisions to ensure failure is predictable, safe, and not disproportionate to the cause. For example, protective infrastructure that is robust will not fail catastrophically when



“No nation as rich as ours should have so many people isolated on islands of poverty in such a sea of material wealth.”

- Ambassador Andrew Young

VISION

## 02 ENABLE ALL METRO ATLANTANS TO PROSPER

Reduce the barriers preventing Atlantans from achieving economic stability and security to increase access to opportunity and move Atlanta out of the nation's top 10 cities ranked for income inequality.