THE FUTURE OF GOVERNMENT 2030+

A Citizen Centric Perspective on New Government Models

Report of concepts

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OF GOVERNMENT 2030+

A Citizen Centric Perspective on New Government Models

POLI.design - Politecnico di Milano
Specializing Master in Service Design

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Hyper Neomunicipalism

From April to July 2018, The Specializing Master in Service Design of POLI.design - Politecnico di Milano collaborated with the EU Policy Lab, together with other six design schools in Europe, as a part of the project "*The Future of Government 2030+. A Citizen Centric Perspective on new government models*".

The Schools involved were asked to develop new visions of how governments, citizens and the emerging societal stakeholders could imagine and design together "preferable" future government/governance models and practices, thus imagining and giving shape to new visions, artefacts and services.

To develop these concepts, as part of a fictional framework happening on the city scale, the Specializing Master in Service Design developed the inspirational idea of *Hyper Neomunicipalism*.

United Nations' data show that world's population living in urban areas increased from 43 per cent in 1990 (2.3 billion) to 54 per cent in 2015 (4 billion)[1], with large cities and megacities that doubled[2] in number, accounting 80 per cent of global GDP[3].

Cities have been increasingly regarded as the natural stage for experimentation on innovation and sustainability: just to name one relevant contemporary example, the Fab City initiative[4] is currently experimenting new material paradigms and waste management, through transformation based on open innovation models and digital manufacturing technologies, building a worldwide network of cities (more on: www.fab.city).

It's important to note that this central role of the city in the socio-economical environment is not neutral, but has a precise — often agonistic — political grounding, coming as a reaction toward global policy trends currently taking place on national or broader scale.

1) UN Habitat 2016
2) The World Cities Report (UN Habitat 2016) defines "large cities" as cities with a population of 5 up to 10 million inha bitants and "megacities" as cities of 10 million inhabitants or more. From 1995 to 2015, the number of large cities grew from 22 to 44, while the megacities went from 14 to 29.
3) ibid. pp. 42.
4) Diez 2016

The definition of "municipalism" or "transnational municipalism" movement[5], now associated with the network of "fearless" and activist cities, is shaped around that role. These networks aim at building services based on collective intelligence, as a response to issues going beyond the local government agenda (e.g.: the refugees' crisis). For all of these reasons, Hyper Neomunicipalism seemed an exciting and fertile field of speculation for imagining future governance models.

Starting from the concepts emerged, we've defined it as a future scenario in which networks of technologically enhanced cities will play a central political role on an international scale. In Hyper Neomunicipalism, cities will implement policymaking and public services models based on city commons and collective intelligence, starting from the needs of city users and establishing new forms of partnerships between the private and the public sector.

Hyper Neomunicipalism will be defined by new services based on strong public participation and citizens' activism, but also emerging from self-organised communities.

Furthermore, Hyper Neomunicipalism will be characterised by:

1. New active citizenship

A new paradigm of public-private partnership, in which citizens actively participate to the design and construction of the public sphere, as Governments funnels their potential, sharing responsibilities and encouraging them to take risks for innovation purposes.

2. Birth of Public Innovation Territories

Hyper Neomunicipalism will nurture bottom-up experimentations using part of the cities/territories as safe experimental environments, where innovative policies and solutions can be freely tested and then scaled up to achieve broader impact.

3. Implementation of Policies through Cities Networks

Hyper Neomunicipalism will be characterised by groups of cities working together in order to tackle common pressing issues, developing solutions within a shared vision and set of values.

5) Gutierrez 2016, Dau 2017

4. Governments as Interfaces

Governments in Hyper Neomunicipalism will act as interfaces between citizens and businesses, in order to balance the power relation between private and public interests
(for example in case of issues related to data ownership).

5. AI-influenced Policymaking

Hyper Neomunicipalism will embody "algorithmic and data-driven agents", thus recognising them as fundamental actors within the city governance and policymaking process.

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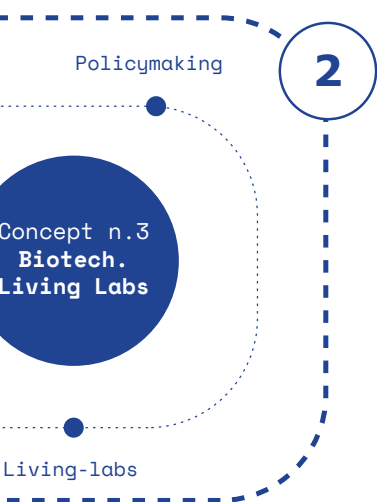
Hyper Neomunicipalism

A future scenario in which networks of technologically enhanced cities will play a central political role
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1

Urban-social
regeneration

Creative
citizenship

New
public-private
partnership

Concept n.7
**Innovation
Ninjas
for RA**

Public
participation

Social
entrepreneurship

Prototyping   Experimentation

Concept n.4
**Surveillance
free Commune**

Intentional communities

3

Cities
coalitions

Concept n.8
**Erasmus³
The Maverick
Program**

Regenerating
democracy

International
mobility

Data
ownership

Concept n.6
D-Union

New public
private
partnership

Big Data   Deep Learning

Concept n.1
Rebirth

Concept n.5
Mayor Bot

Concept n.2
**The Consumption
Show**

Data-driven policymaking   Open Government

on an international scale.
dels based
establishing
defined by new services
sed communities.

Policymaking

2

Concept n.3
**Biotech.
Living Labs**

Living-labs

4

Ethical data
management

5

1 **New Active Citizenship**
A new paradigm of public-private partnership,
in which citizens actively participate to the design
and construction of the public sphere, as Governments
funnels their potential, sharing responsibilities
and encouraging them to take risks for innovation purposes.

Related Concepts: Innovation Ninja for Remote Area
Keywords: urban social regeneration, social entrepreneurship, new
public-private partnership, public participation, creative citizenship

2 **Birth of Public Innovation Territories**
Hyper Neomunicipalism will nurture bottom-up
experimentations using part of the cities/territories
as safe experimental environments, where innovative
policies and solutions can be freely tested
and then scaled up to achieve broader impact.

Related Concepts: The Surveillance-Free Commune,
Biotechnology Living Labs
Keywords: Experimentation, Prototyping policymaking,
Intentional communities, Living-labs

3 **Implementation of Policies through Cities Networks**
Hyper Neomunicipalism will be characterised
by groups of cities working together in order to tackle
common pressing issues, developing solutions
within a shared vision and set of values.

Related Concepts: Erasmus3 - The Maverick Programme
Keywords: Cities coalition, International mobility, Regenerating democracy

4 **Governments as Interfaces**
Governments in Hyper Neomunicipalism
will act as interfaces between citizens and businesses,
in order to balance the power relation between private
and public interests (for example in case
of issues related to data ownership).

Related Concepts: D-Union
Keywords: Data ownership, Ethical data management,
New public-private partnership

5 **AI-influenced Policymaking**
Hyper Neomunicipalism will embody
"algorithmic and data-driven agents",
thus recognising them as fundamental actors
within the city governance and policymaking process.

Related Concepts: Mayor Bot, The Consumption Show, Rebirth
Keywords: Data-driven policymaking, Big Data, Deep Learning,
Open Government

Rebirth

Rebirth is a data-driven system run by a private enterprise that enables international mobility.

It offers a means for people without the proper documentation to obtain a legal footprint, thus empowering them to change their fate.

Government partners with a private enterprise to administer the system. The enterprise relocates the immigrants to suit the demand of private companies, which employ them. It also offers support and provides to basic necessities in the new country, and manages integration with social infrastructure.

Governments guarantee legal citizenship to those enrolled in the program in exchange for data tracking to monitor immigration flow.

System Map
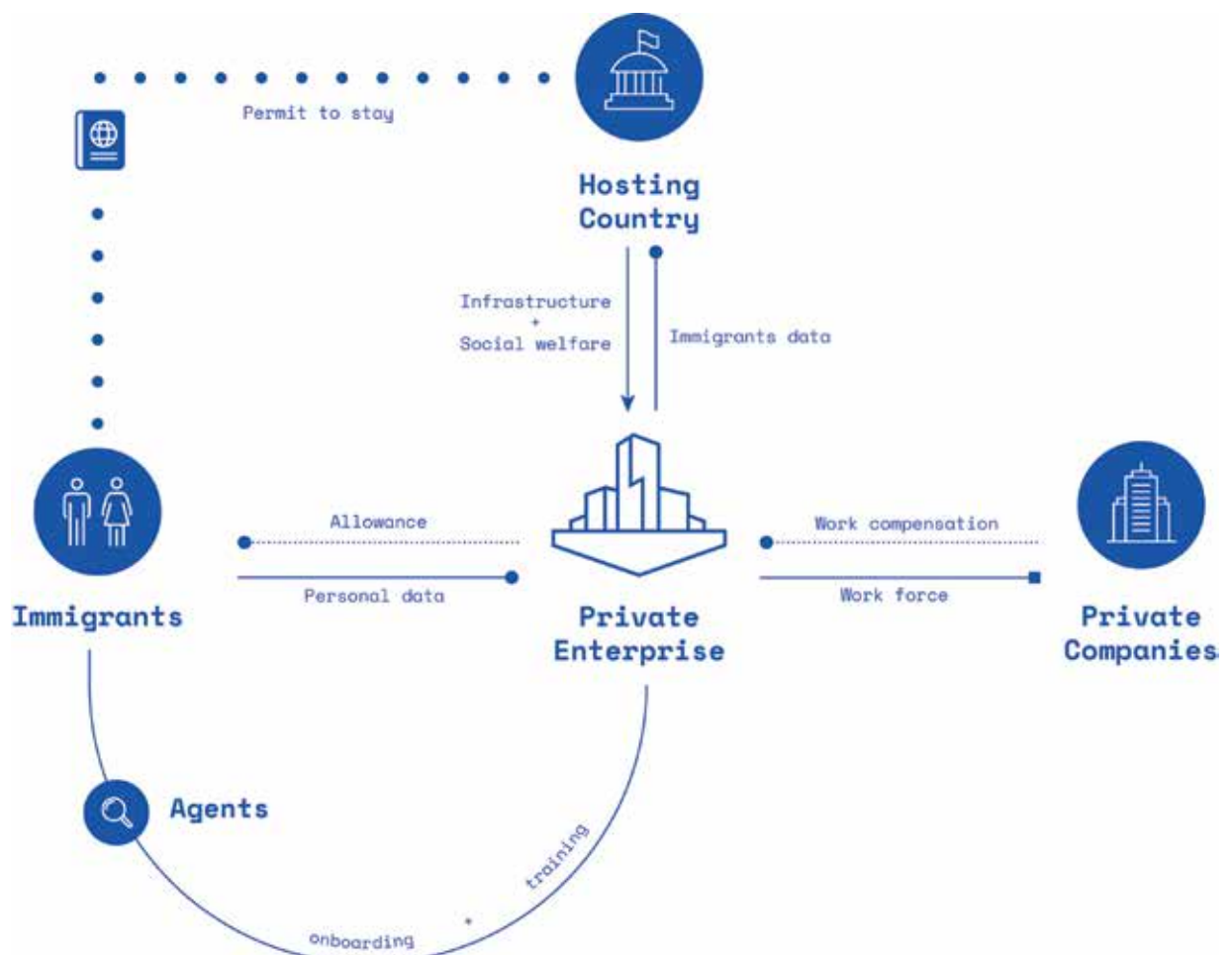
Needs

We know that almost half a million people were denied entry at European borders last year (1). We also know that thousands risk their lives each year to attempt migration by boat, yet many lose the battle along the way.

Therefore, we explored the thematics of migration, physical mobility and the social mobility to which these are invariably linked.

We asked, how can we empower people from all walks of life to change their fate and redefine their future? How might de-risk their journey and enable them to enter the legal system to position them for success?

Stakeholders

Individuals without the proper means to migrate to another country, yet with the desire to make a drastic change in their lives would participate in this service.

These individuals could range in demographics, geography, skills, etc. Given that the service will operate on the premise of matching with an employment position to become a sustainable citizen in the new country, there will be opportunities for all skill levels.

Training programs that recognize both hard and soft skills (e.g. AI to detect emotional intelligence) will be leveraged to include those with drive and dedication, rather than solely cater to those with traditionally desirable trades.

In addition to 'the customers', the private enterprise will partner with government to administer the service.

Implementation

Several resources, technologies, policies and arrangements will need to be set in place in order to realize this concept. These include:

- Blockchain identity tracking as the legal digital 'immigrant footprint', acting like an official digital passport
- Digital tracking (eg. chip technology, fingerprinting, facial and iris recognition) to de-risk the admission of migrants without an established record
- New policy to enable the legalization of illegal immigrants through a highly controlled enterprise system
- Partnerships with private enterprise to enable and administer the system (e.g. labour)
- Behavior management and integration to foster a culture that enables newcomers to thrive
- Mandatory education/housing/healthcare requirements for immigrants who utilize Rebirth

What would change

Several changes would be required to bring the Rebirth concept to life.

Central government would have to enable the legalization of individuals without prior documentation. This would require a stringent process to de-risk the endeavour, including guarantees from the private enterprise administering the system (e.g. that the migrants will have jobs) and digital tracking as a safeguard.

Local government will be concerned with adaptation and methods to integrate these new citizens for success, so that they can ultimately support themselves rather than rely on social infrastructure for housing, etc. which resides at the local level. Fostering community can help achieve this.

Society and citizens in general must learn to welcome and integrate these newcomers.

Denmark's strategy to deal with immigration flow

Denmark's proposals to deal with the excessive immigration:

To double the punishment for certain crimes if they are committed in one of the 25 neighborhoods classified as ghettos, based on residents' income, employment status, education levels, number of criminal convictions and "non-Western background."

Source: www.nytimes.com/2018/07/01/world/europe/denmark-immigrant-ghettos.html

IKEA Refuregee Plan

The Ikea branch in Jordan, which has significantly focused its employment on Syrian refugee women, will currently create an estimated 200 jobs. In large part, this is due to a notorious low employment rate among refugee women. While Jordan has taken in over 650,000 refugees since 2011, only 37,000 work permits have been issued—and most have gone to men. Ikea has guaranteed to be flexible in their working hours with the hired women, as many of them still act as caretakers for their children.

Source: www.borgenproject.org/employment-for-syrian-refugees

The Consumption Show

The Consumption Show is a system that benchmarks and visualizes individual citizens' waste, energy and water performance through an open dashboard.

Making this data visible places a new social construct on environmental responsibility, directly affecting citizenship rights.

In fact, the system creates a framework for individuals, companies and governments to make decisions based on individual performance, thus rewarding or penalizing citizens via access (or lack thereof) to products and services.

System Map
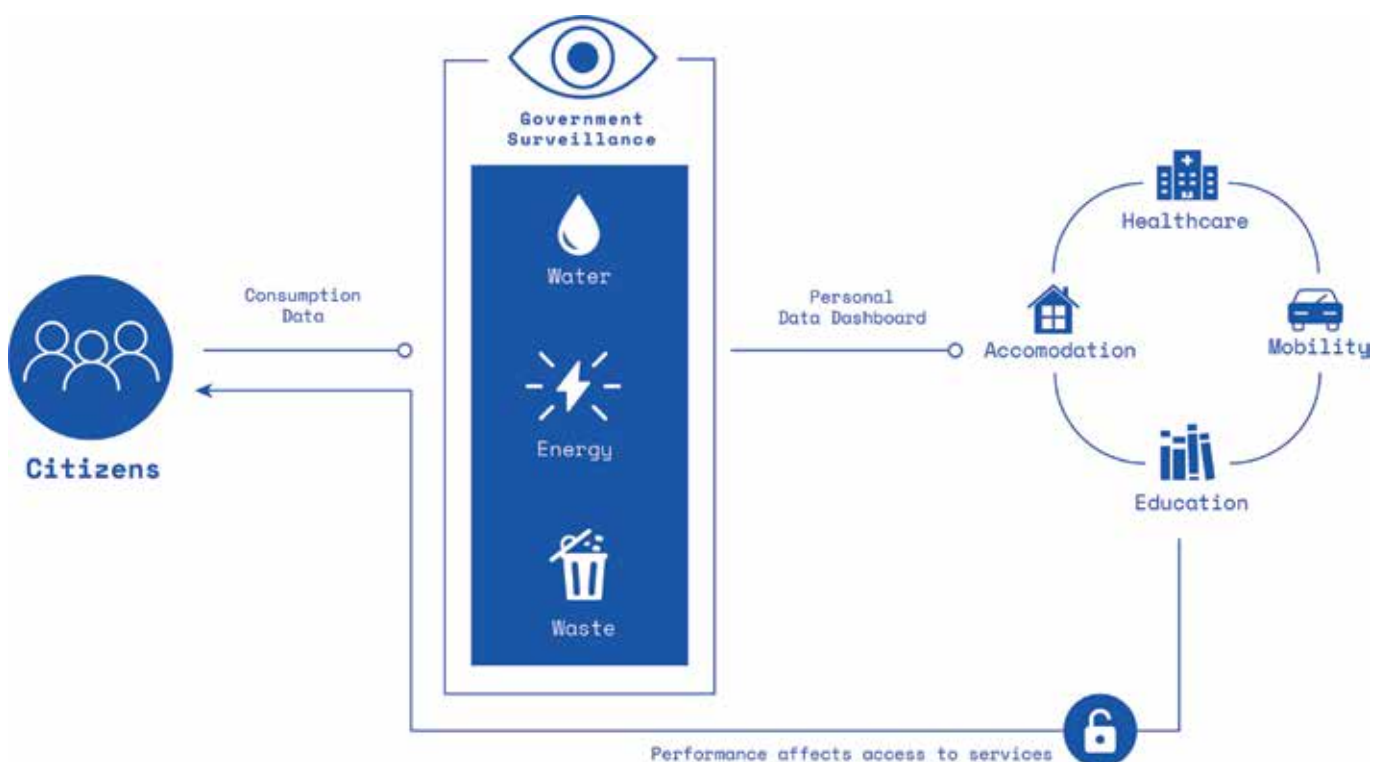
Needs

We currently live in a world characterized by overconsumption and excess waste. By 2030, time consumption is projected to double (1). Looking at Europe in particular, we see a historic leader in sustainability facing challenges brought on by external policy changes – namely, China's 2018 ban on foreign waste import2.

Behaviours regarding sustainability issues are different: some people are committed, while others are not concerned. To combat the excess of the future, we must enact change.

We asked: how might we normalize awareness of waste and overconsumption? How do we set and enforce benchmarks for appropriate usage? How do we change behaviour and social contract so that each individual acts with a sense of responsibility – of personal cause and effect – and create a framework so that each and every European citizen is a steward of the environment?

Stakeholders

As a framework that spans the entire European Union, each and every citizen would interact with, and participate to, the concept. This would start at the individual level, and scale to enterprise level. Additional areas of exploration may include whether, or how, the system impacts visitors to the EU, and how to monitor children. How are they monitored, and at what age do their footprint and actions become part of their own profile versus that of their parents or guardian.

Each citizen will have their individual dashboard. They will be able to check in on their device, and receive notifications to flag negative behaviour or reward very sustainable performance. The concept can be scaled to include dashboards with individual or aggregated data on public displays adjacent to city infrastructure; they could respond to nearby individuals thanks to geolocation and beacons to create a phygital touchpoint to check-in or represent collective activity.

Implementation

The Consumption Show will require the following:

- Chip technology and blockchain lifecycle tracking to monitor waste.

- Big data/open analytics dashboard tied to each individual.

- Water and energy metering.

- The establishment of EU consumption benchmarks with regards to energy, water and waste

- Organizational buy-in (via government policy) to reward or limit citizens usage based on environmental consciousness and behaviours – e.g. a car share that will not unlock if the customers' consumption is too high.

What would change

Central government would be responsible for setting European benchmarks.

Local government would have to get involved in partnerships and stakeholder management at the local level to ensure that the system is adhered to. Local government may also 'act local' in offering incentives, such as a reduced rates at the community gym class, to reward positive behaviour.

Businesses would have their own policies to abide by to ensure that they do not look the other way on citizen behavior if it positively impacts their bottom line. Long-term, companies may develop innovative products and services to help citizens gain positive credit, thus making good business sense and positively impacting the environment.

Society will place a new awareness and urgency on sustainability. Citizens will learn act in ways that best serve the environment.
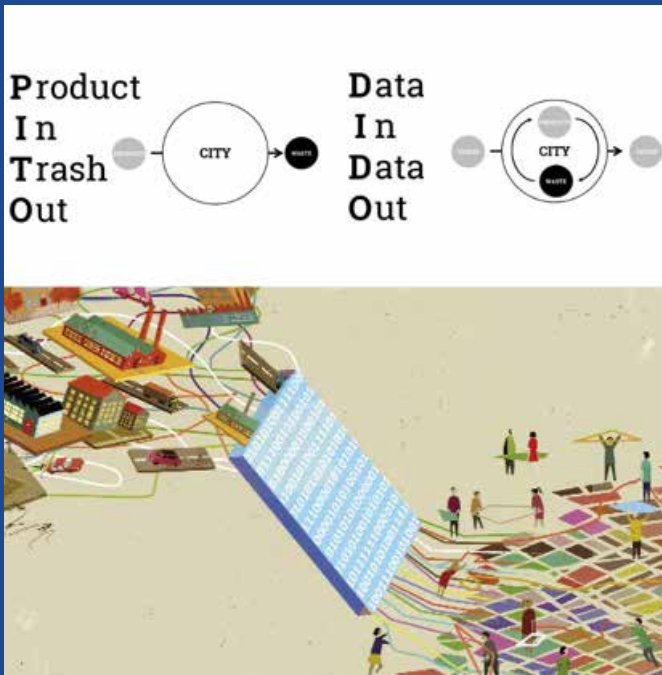
FAB City

FAB City is a new urban model of transforming and shaping cities that shifts how they source and use materials from 'Products In Trash Out' (PITO) to 'Data In Data Out' (DIDO). Along with recycling materials and meeting local needs through local inventiveness. A city's imports and exports would mostly be found in the form of data (information, knowledge, design, code).

Source: www.fab.city
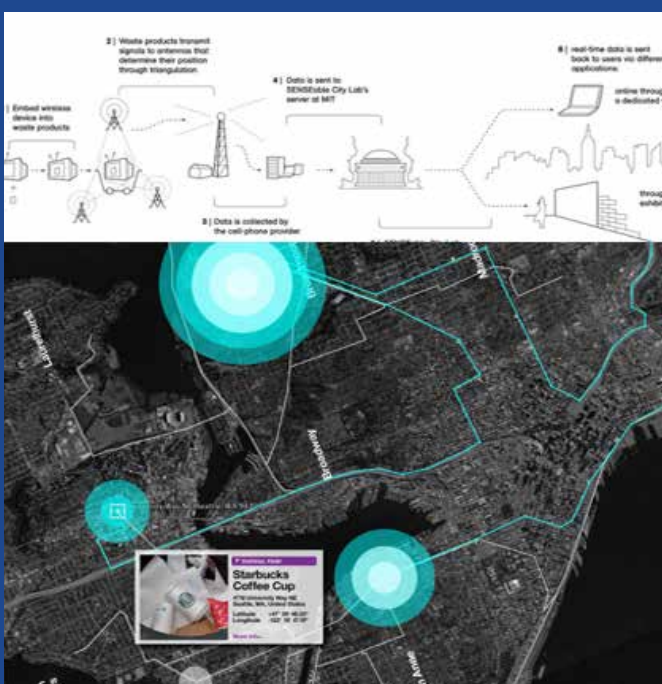
Trash Track

TrashTrack uses hundreds of small, smart, location aware tags: a first step towards the deployment of smart-dust – networks of tiny locatable and addressable microeletromechanical systems. These tags are attached to different types of trash so that these items can be followed through the city's waste management system, revealing the final journey of our everyday objects in a series of real time visualizations.

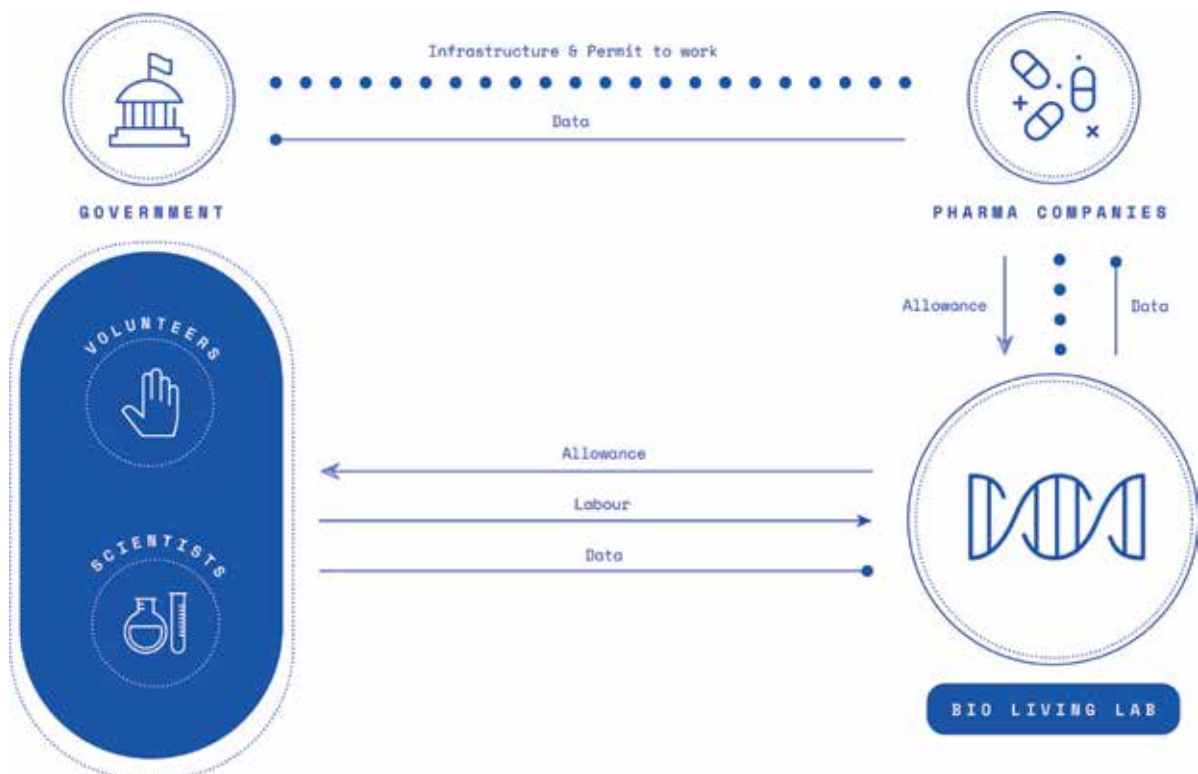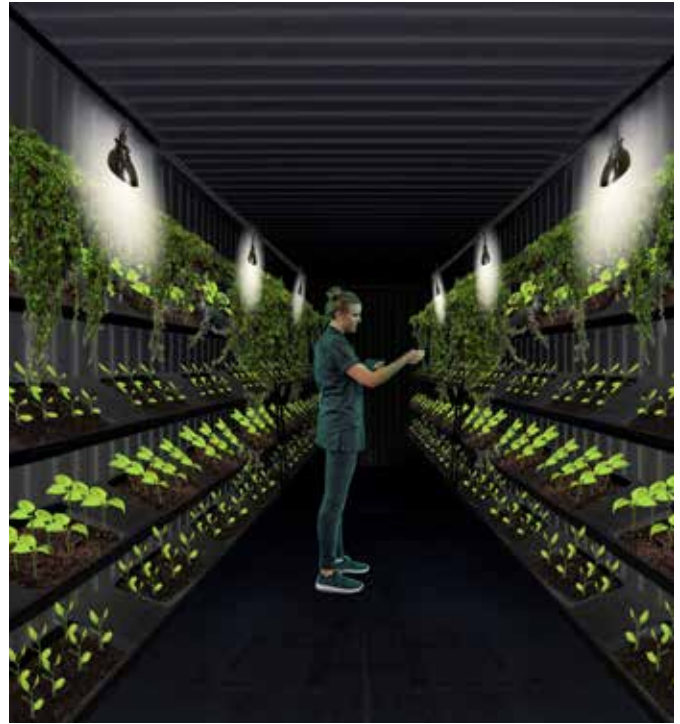Source: www.urbannext.net/trash-track

Biotechnology Living Labs

In 2030 new hubs, communities and movements will emerge in pursue of the freedom to experiment with biotechnology. In collaboration with the government, they will obtain a "laissez-faire" environment where they can freely operate.

Different stakeholders from the biotech world (from biohackers to big pharmaceutical companies) will join these open ecosystems, where experimentation could be conducted freely in a dedicated territory/physical space.

The BLL concept envisions a future in which a dedicated space (i.e. an isolated area) will be used for experimenting with biotech. The idea is to create a collaborative environment supported by governments in which different stakeholders can work together in order to develop a positive approach toward the biotechnology innovation.

System Map

GOVERNMENT

Infrastructure & Permit to work

Data

PHARMA COMPANIES

VOLUNTEERS

SCIENTISTS

Allowance

Data

Allowance

Labour

Data

BIO LIVING LAB

Needs

The concept will respond to the insurgence of disruptive technologies, and in particular biotechnologies. Biotechnologies have always strongly divided public opinion between those who feared them and those who regard them as inevitable step in socio-technological development (e.g.: GMO).

Nonetheless, they're becoming increasingly cheaper (eg.: CRISPR/CAS9), allowing even individual with few equipment and facilities to experiment with them (e.g.: biohackers).

A way to address the issue would be to allow a safe place for experimentation, making the process transparent to the public and gathering together otherwise deregulated practices.

What if biotechnologies in future would be brought outside the laboratory, within an open experimental environment guaranteed by government, in which their effects could be tested and later scaled up?

Stakeholders

Different stakeholders from the biotech world (from biohackers to big pharmaceutical companies) will join these open ecosystems, where experimentation could be lead freely in a dedicated territory/physical space.

As all risks and challenges related to biotechnologies, need to be addressed through a common dialogue, that would include other stakeholders such as: policymakers, scientist, experts, the public, NGOs.

Implementation

- Testing with biotechnologies on large scale is extremely dangerous: errors could degenerate into fatal escalation, impacting ecosystems on worldwide scale. For this reason, the priority would be to establish BLL within a closed environment, isolated from urban areas, but still accessible by communities. For the concept, an aircraft carrier was taken as example (another one could be a container ship).

- BLL should be the resultant of an agreement among several national governments or city governments, as is an experimentation that could have an international impact.

- A critical mass of stakeholders involved in the Biotech system and willing to join the BLL is required. A strong commitment from Government (or a coalition of governments) is also needed to set-up and maintain the BLL.

What would change

Governments would adopt a new perspective on technological innovation, which includes allowing and ensuring experimental approaches on a scale never tried before.

By supporting the conditions for a necessary transparent dialogue between all stakeholders (i.e.: businesses, citizens, etc), governments would broad their perspective on biotechnologies, recognizing they have to be tackled through a shared dialogue that involves all actors mentioned.

GenSpace

Genspace is a nonprofit organization dedicated to promoting science literacy through citizen access to biotechnology. Stemming from the hacking, biohacking, and DIY bio movements, Genspace has focused (since 2009) on supporting citizen science and public access to biotechnology.

Source: www.genspace.org

Grindhouse Wetware

Grindhouse Wetware is an open source biotechnology startup company based in Pittsburgh, Pennsylvania. Grindhouse applies the biohacker ethic to create technology that augments human capabilities. The company is most well known for their Circadia device, a wireless biometric sensor that was implanted into co-founder Tim Cannon in October 2013.

Source: www.grindhousewetware.com

The Surveillance-Free Commune

In a future digital surveillance society, citizens will be profiled accordingly to their data by governments and businesses.

As those become a means of control, some people won't become beneficiaries of certain welfare/social policies and public services (e.g.: could not buy certain food because of bad health record).

In response, new self-organized self-sustainable communities will emerge and establish "communes" where anti-surveillance practices are led in order to protect themselves (e.g.: data scrambling).

System Map

THE BODY MONITORING DEVICE KIT

GOVERNMENT OF UTOPIA
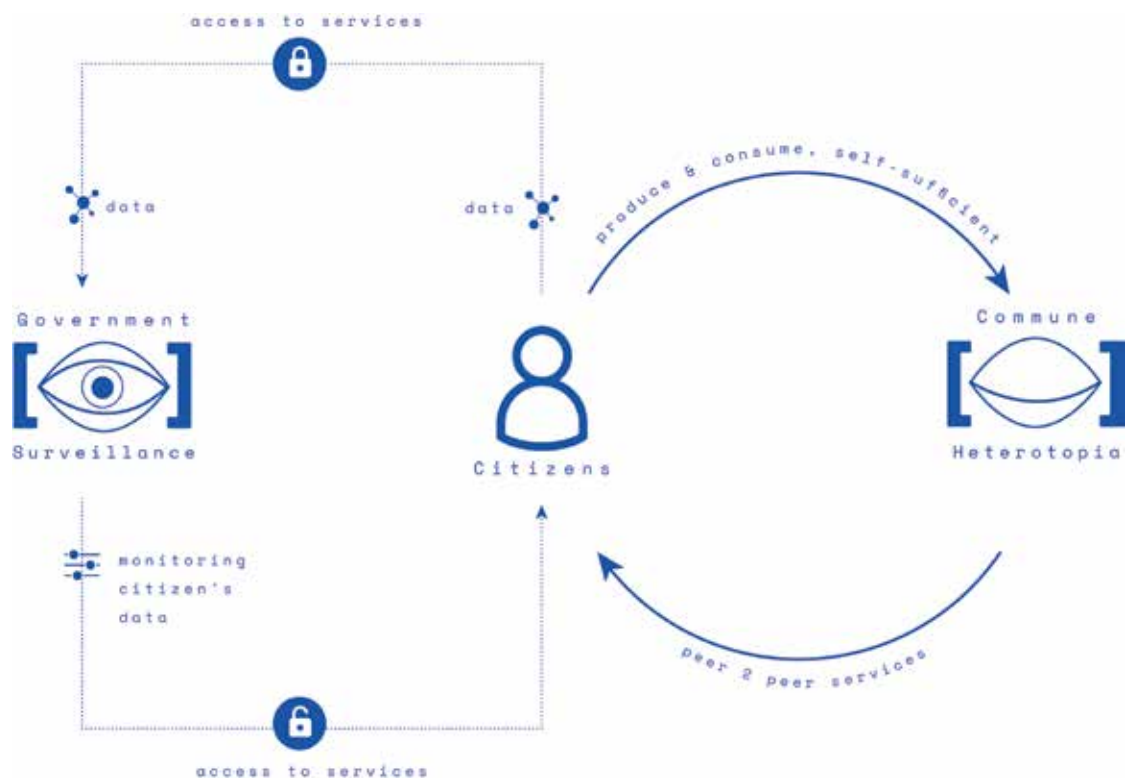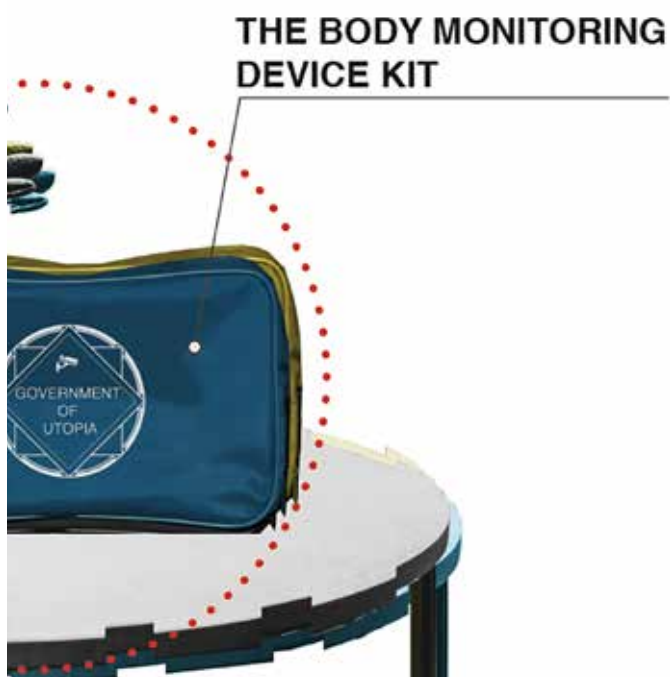
A few days later, John has a heart saved as his B.M. Device allows d on time.

STROKE ALERT

Needs

Recognizing the general attitude governments, companies and citizens have regarding digital data drove us to explore further this path. On the one hand, we see a direction where companies and governments worldwide try to acquire data, in order to profile individuals from monitoring and microtargeting purposes (e.g.: as in the case of Cambridge Analytica, to affect political elections). On the other hand, citizens seem still indifferent, and keep exposing their personal lives, not opposing against technologies that are more and more digitally intrusive.

So we ask ourselves: what if in 2030 this trend will reach a completely new level and an over regulatory state would not respect privacy and use data as means of control?

Throughout history people have opposed different types of reaction upon feeling oppressed. How would people react in this scenario? Would they comply? If not, what form a parallel state would emerge?

Stakeholders

A central role in this concept is played by governments, that will use citizens' data they possess to develop specific policies): as reaction, this would lead to the birth of Surveillance-Free Commune.

In the regular surveillance state, citizens will have a digital profile within an integrated system, that allow them to access to public services in different ways based on their data.

The government will try to nudge citizens' behaviour for different reasons.

For example, we imagined that due to public budget constraints on healthcare, illness prevention through biometric data will take place (i.e.: citizen body data, such as blood pressure, will be monitored).
As the monitoring system will be integrated with companies, citizens would face some restriction in other aspects of their lives (e.g.: they could not buy certain type of food, due to bad health data record).
Companies will use data for microtargeting

in close partnership with the government. Citizens might as well decide to give up their data in order to have incentives and buying options.

As reaction, some citizens will react and decide to enter different parallel societies, thus embracing another life style: those places will be future Communes, where practices of data protection are constantly taking place and shaping the social sphere.

Implementation
The surveillance state would rely on:

- Digital tracking (e.g.: chip technology, fingerprinting, facial, iris recognition)

- Policies that legitimize intrusive data practices

- Partnerships among government and private enterprises for data exchange

Communes would rely on:
- Data scrambling and manipulation technologies as a reaction to the surveillance state

- Self-sustainable practices in order to provide sufficient welfare services

What would change
Stance of the government towards data would have to become much stricter, using data as tools of interpretation to predict human behavior and act accordingly. An almost blind belief in digital data would be diffused in the society.

Companies being partners with the governments would use this general attitude towards data to their benefits.

Citizens will have to decide: either to accept no privacy within a regular society or to live in a free autonomous zone, which has different rules and require a different type of citizenship (more active and committed, as require common effort to be self-sustainable).

Cambridge Analytica

Cambridge Analytica was a British political consulting firm which combined data mining, data brokerage, and data analysis with strategic communication for the electoral process.

Cambridge Analytica uses data to change audience behavior. Cambridge Analytica shows us how governments can dig up information on citizens and manipulare the individual behaviours.

Source: www.cambridgeanalytica.org

Kibbutz Movement

Kibbutz is a collectively owned and run community holds a storied place in Israeli culture. It has been launched in 1909 dreamed of working the land and creating a new kind of community, and a new kind of Jew stronger, more giving, and more rooted in the land. Today young Israelis are also building new kibbutzim following new models of communal living, most notably urban kibbutzim. Members of this kind of kibbutz, live communally in a developing urban area and work to strengthen their neighborhood population.

Source: www.myjewishlearning.com/article/the-kibbutz-movement

Mayor Bot

An artificial digital agent based on big and open data. It can influence the decision-making process and suggest possible alternatives scenarios making the visualization and usage of data more natural for policymakers.

The Mayor Bot becomes a data-driven voice capable of bringing new forms of evidence on the addressed policy issues.

System Map

PUBLIC SERVICES

PRIVATE SECTORS

CITIZENS

Data

Gives information - Answers

Forecasts - Option

Support - Information

MAYOR BOT
A.I.

Services - Policies

POLICY MAKERS

A NEW COUNCILOR
JOINS THE GOVERNMENT

In the future, council
members at all levels in
Europe will use a new
instrument to make decisions
on policies: Mayor Bot.
It will provide precise
tailored information
visualizing data and
statistics in an easy
way through artificial
intelligence.

THE ASSESSOR ASKS...

"How could we help young
designers to develop projects
in the context of the city?"

Needs

What if in the future a machine could give us countless qualitative information to better solve the most complex policy issues? Mayor Bot represents an answer to the future of policy-making.

In a near future scenario, the data produced by citizens through devices and integrated systems will grow exponentially.

The future technological advance will allow a significant increase in the performance of technologies such as artificial intelligence, which will then be able to elaborate increasingly detailed and accurate responses.

The Mayor Bot could bring a new perspective on politics, setting itself as an impartial machine able to support politicians, opening the doors to the use of technology in government, bringing more transparency and re-elaborating information.

Stakeholders

Policy-makers will be able to interact with Mayor Bot during council and government meetings. In this way they will always have concrete support during their decision making process, where the Mayor Bot will be able to provide elaborate answers to their questions supported by data and case studies.

Mayor Bot will be able to project possible scenarios after the modification of a law, or to view the progress of a service according to the chosen changes.

As for the citizens, they will be able to use Mayor Bot as a personal assistant able to play the role of an "oracle" of the people, an intelligent being that is always available to advise and update citizens on the reality of policies. Mayor Bot changes the way politicians manage investments and promulgate laws and it increases the political participation of citizens.

Implementation

Artificial Intelligence is the main technology of the Mayor Bot.

In order to take full advantage of its service, it is necessary to develop an efficient system that increases the adaptive and learning capacity of the Bot.

The project relies on a deep learning system, that allows:

- The creation of a safe and intelligent advising system;

- The processing of data in a clear and effective way to create a common language.

What would change

First of all, the government perceives the value of data in a different way; not just as numbers and algorithms, but as valuable information on the scenario in which they have to intervene.

The relationship between technology and government will be positively changed, opening the door to a new dialogue between government bodies, the central government and the city.

The Mayor Bot not only allows a reform in policy-making, but also revolutionizes the communication between the stakeholders involved in the process.

The relationship between the actors of the system is therefore strengthened by the use of technology, opening the flow of data for a more consistent use.

e-Estonia

The Estonia government have built an information society based on digital data collected about our citizens.

Moving basic services into a fully digital mode means that things can be done for citizens automatically and in that sense invisibly.

Source: www.e-estonia.com

Google Assistant

The Google Assistant is a virtual assistant powered by Artificial Intelligence and developed by Google that is primarily available on mobile and smart home devices. Users primarily interact with the Google Assistant through natural voice, though keyboard input is also supported.

The Assistant is able to search the Internet, schedule events and alarms, adjust hardware settings on the user's device, and show information from the user's Google account.
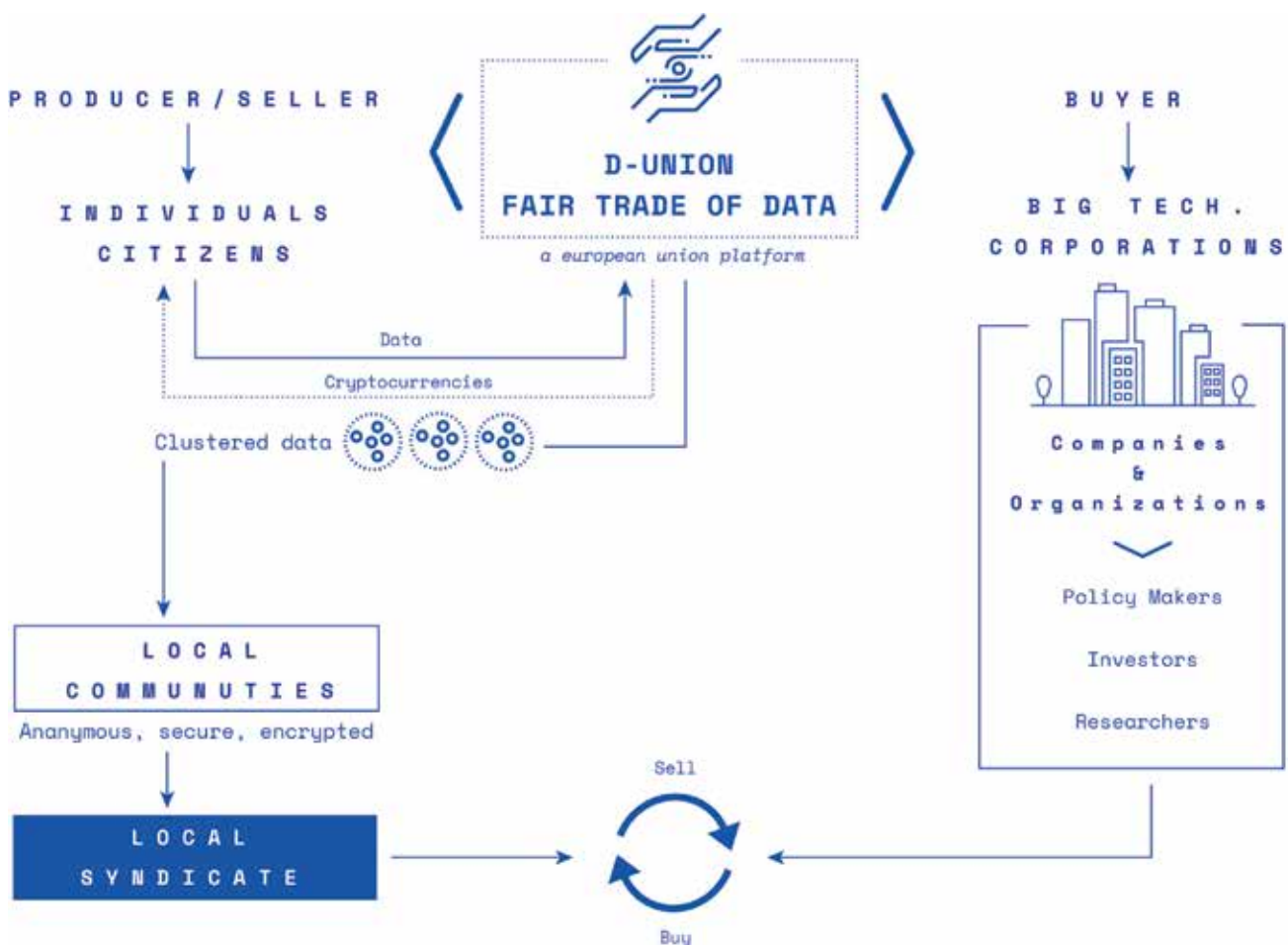
Source: www.assistant.google.com

D-Union

An EU owned data marketplace platform, for citizens and local communities, enabling them to regain ownership of their data, through a cooperative agreement between European Union and Big tech Corporations.

In this marketplace, each citizen possesses a data wallet for personal data storage.

People with common interests can group together their data wallets and use them as way to negotiate certain preferred conditions, thus starting a data syndicate.

System Map

Needs

How can citizens obtain power through the production of their own data?
The answer is D-Union.

It's a EU owned data platform, for citizens and local communities, enabling them to regain ownership of their data, through a cooperative agreement between European Union and Big Tech Corporations.

In a scenario with a strong concentration of digital companies, the citizens' data are used freely by companies for their own interests.

D-Union wants to bring data control back into citizens' hands, to communities and advocacy groups, in order to make them well-informed data producers.

Stakeholders

Stakeholders of the projects are in first place citizens and the communities to which they belong, which contribute to produce data for the platform.

The government has a primary role in the use and management of D-Union as it can manage the exchange and purchase and sale of data.

The Big Companies platforms are involved as important sources of data collection, but they can also be among the buyers of the data themselves, to understand where to concentrate their services and investments.

It's important to remember that during this exchange citizens are protected by the data syndicates they've formed, which are meant to defend their interests.

Implementation

The technologies required for the operation of the platform are the use of Big data gathering technologies and the creation of the data stock exchange for the platform.

On policy level, an agreement with Big Tech Companies (e.g: Facebook, Amazon, Google) for the opening of their data archives will be done in order to regulate their exchange on the market.

A framework for developing citizens' awareness on the importance of data will change their behaviours regarding their perception of data produced.

Therefore, a communication strategy together with an education program will be able to promote and advise a conscious use of the D-Union.

What would change

The relationship between governments and the big companies will change so as to ensure an opening in the system of collecting citizens' data, to guarantee them greater transparency and to give companies the advantage of being able to buy and sell data in a safe way.

The government therefore acquires a primary role in the management of negotiations and in ensuring the safety of the platform.

In addition, citizens change their political participation, allowing their data to be used in order to implement public services, also for business decisions, as Big companies can create appropriate and more targeted responses to their needs.

Big Data Mining Companies make profit by taking
his data and selling it to other firms
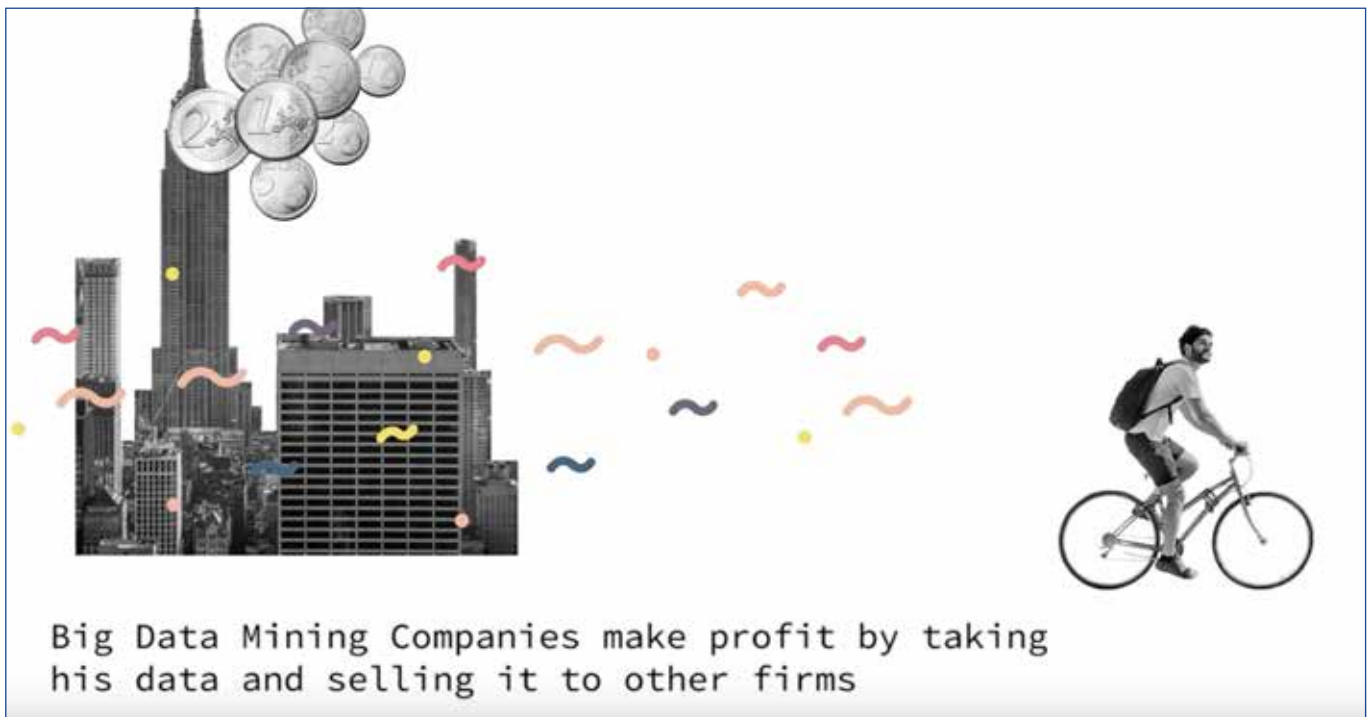
DECODE Project

Giving people ownership of their personal data

DECODE provides tools that put individuals in control of whether they keep their personal data private or share it for the public good

■ Find out more

What is DECODE?

Find out more about the project and the technology behind it

■ Read more

Partners

DECODE is a consortium of 14 organisations from across the European Union

■ Read more

DECODE provides tools that put individuals in control of whether they keep their personal data private or share it for the public good.

It is a project focused on exploring and piloting new technologies that give people more control over how they store, manage and use personal data generated online. There are some common social benefits to encourage people to create connection between them.

Source: www.decodeproject.eu

DAWEX

⊛ DAWEX ☰

The data marketplace for monetizing and acquiring data

Our trusted third-party platform gives you full control over your data transactions.

Discover the data marketplace

« 70% of large organizations already purchase external data and 100%

DAWEX is a data marketplace for monetizing and acquiring data that gives full control over your data transactions.

Thanks to this platform is possible to personalize your data in order to make it unique and change the transactions power.

The platform allow the owner to sell his data and generate new revenue stream.
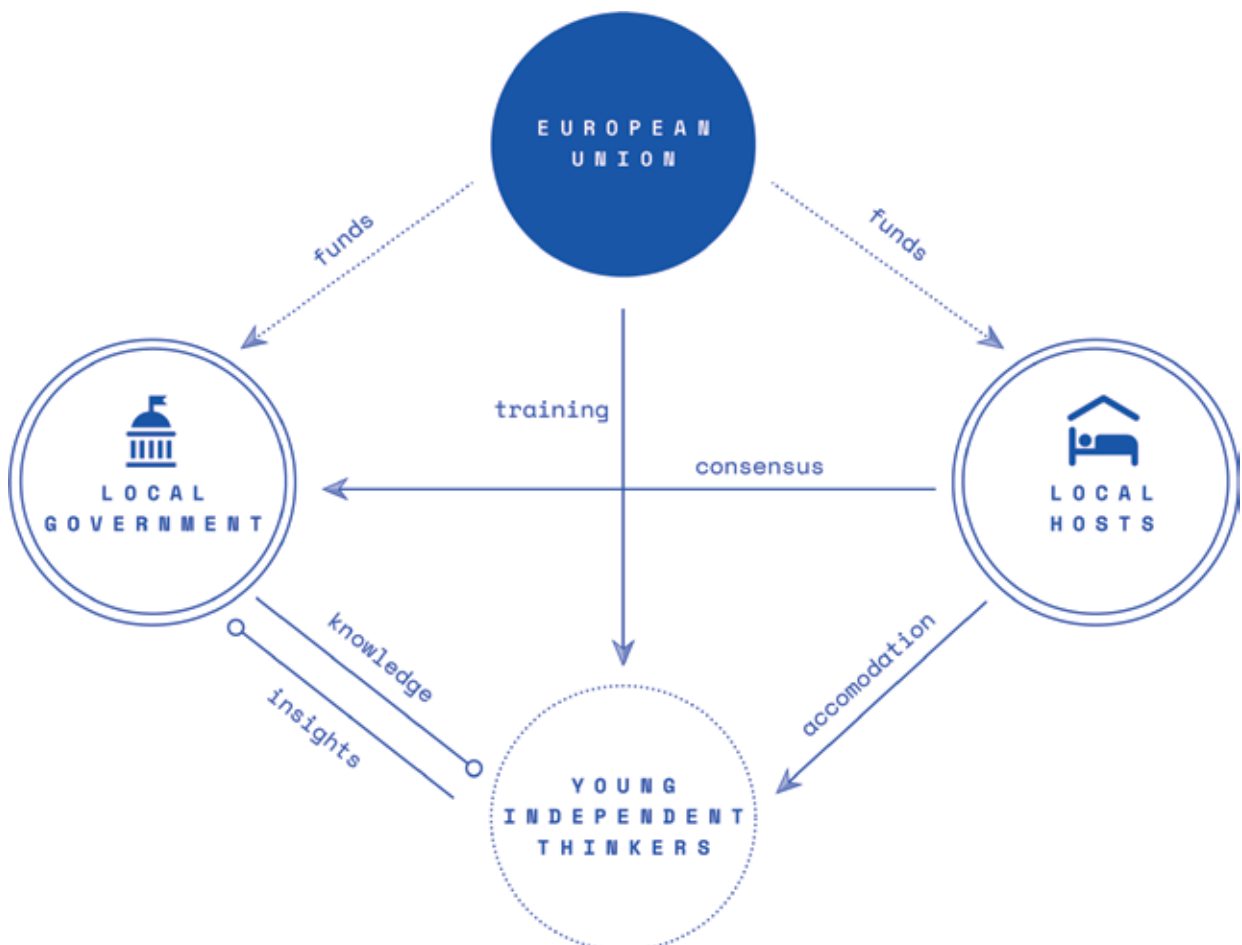
Source: www.dawex.com/en

Erasmus³ - The Maverick Programme

This program engages youngsters into the civic and governmental decision-making processes of countries/cities where they are hosted for a residency period.
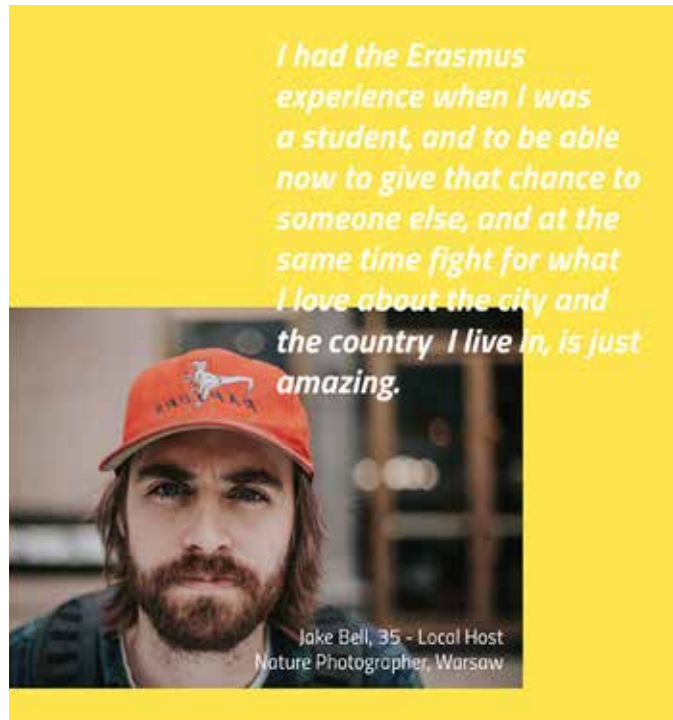
It is an erasmus alike program, but focused on policy-making.

The aim is to make young people develop knowledge on the different countries policy systems and give their own contribution, thus bringing their perspective as independent thinkers from abroad and strengthening the democratic processes in those places.

System Map

ERASMUS³
THE MAVERICK PROGRAM
REPORT 2030

I had the Erasmus experience when I was a student, and to be able now to give that chance to someone else, and at the same time fight for what I love about the city and the country I live in, is just amazing.

Jake Bell, 35 - Local Host
Nature Photographer, Warsaw

Needs

Our concept answers a question: how can we reduce the gap between European government and citizens in the current climate of mistrust generated by national and local governments, which struggle to take decisions on challenges still unresolved and decisive for citizens (e.g.: privacy and data, migrants, climate change)?

From this climate of distrust, however, a spontaneous movement from below was born, composed of young people who want to commit themselves politically by influencing the policy-making process.

What if we engage young europeans in the policy making process? How might we do that? Most young people are familiar with Erasmus, a program which - despite the increasingly perceived gap between institutions and citizens - has helped to create a generation of people who recognise Europe as a single entity. How can we use this idea for our purposes?

Stakeholders

- Young Europeans aged between 18 and 30 interested in policy making, called Young Independent Thinkers (YIT).

- Active citizens, called Local Hosts, willing to host young people and participate occasionally in the work of the policy making team present in the city.

- Local governments, especially cities, that need support and expertise to be able to respond autonomously to problems by designing effective policies.

- The European Union will manage and fund the project through a dedicated office.

- Citizens will be directly involved by YIT in policymaking co-created processes.

Implementation

Resources are required at different levels: the European Union will have to provide incentives for Local Hosts in order to support them to host young policy makers and to cities to structure themselves with offices and staff dedicated to operational management and YIT integration. They will have to find the best way to integrate the team's work into the local governance co-produced processes.
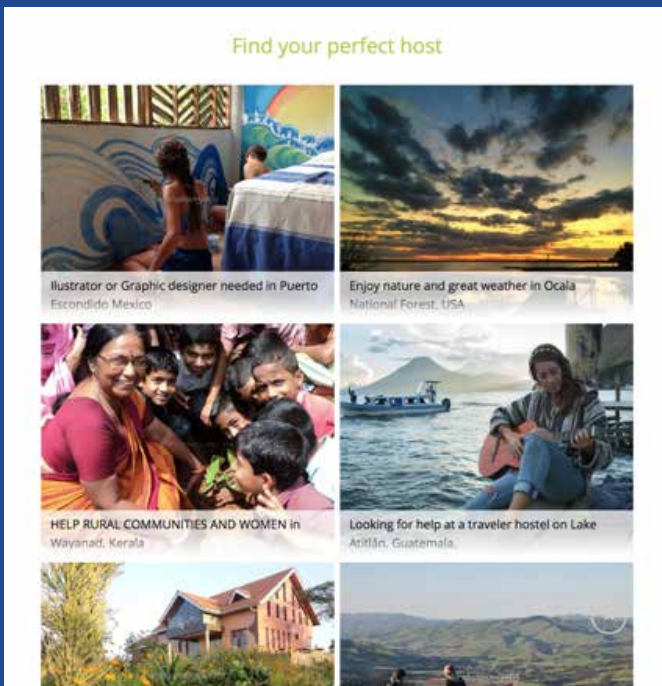
What would change

Local governments should approach YIT in an open and collaborative way, welcoming their work even if critical, and encouraging its integration within the existing policy-making and governance processes, modifying their actions accordingly.

100+ cities *in 1 year*
3000 young europeans *involved*
3000 local hosts *involved*
60 policies *presented*
20 projects *funded*

Workaway.info

This platform helps people travel around the globe with a mission: helping other people. The service works as a meeting point for locals that are willing to exchange culture with foresigns. The travel is set on previous agreements: the traveler will find a welcome house and food in exchange of help for a specific project or within a family environment.

Source: www.workaway.info

Global CommUnity

CommUnity allow families to better understand a community by seeing and participating in their efforts to renew and restore places, culture, economies and ecosystems. The mission is to create connection between families and teach that there are many ways to solve social, ecologic and economic issues in a community and contribute to its flourishing.

Source: www.nooneisforeign.com
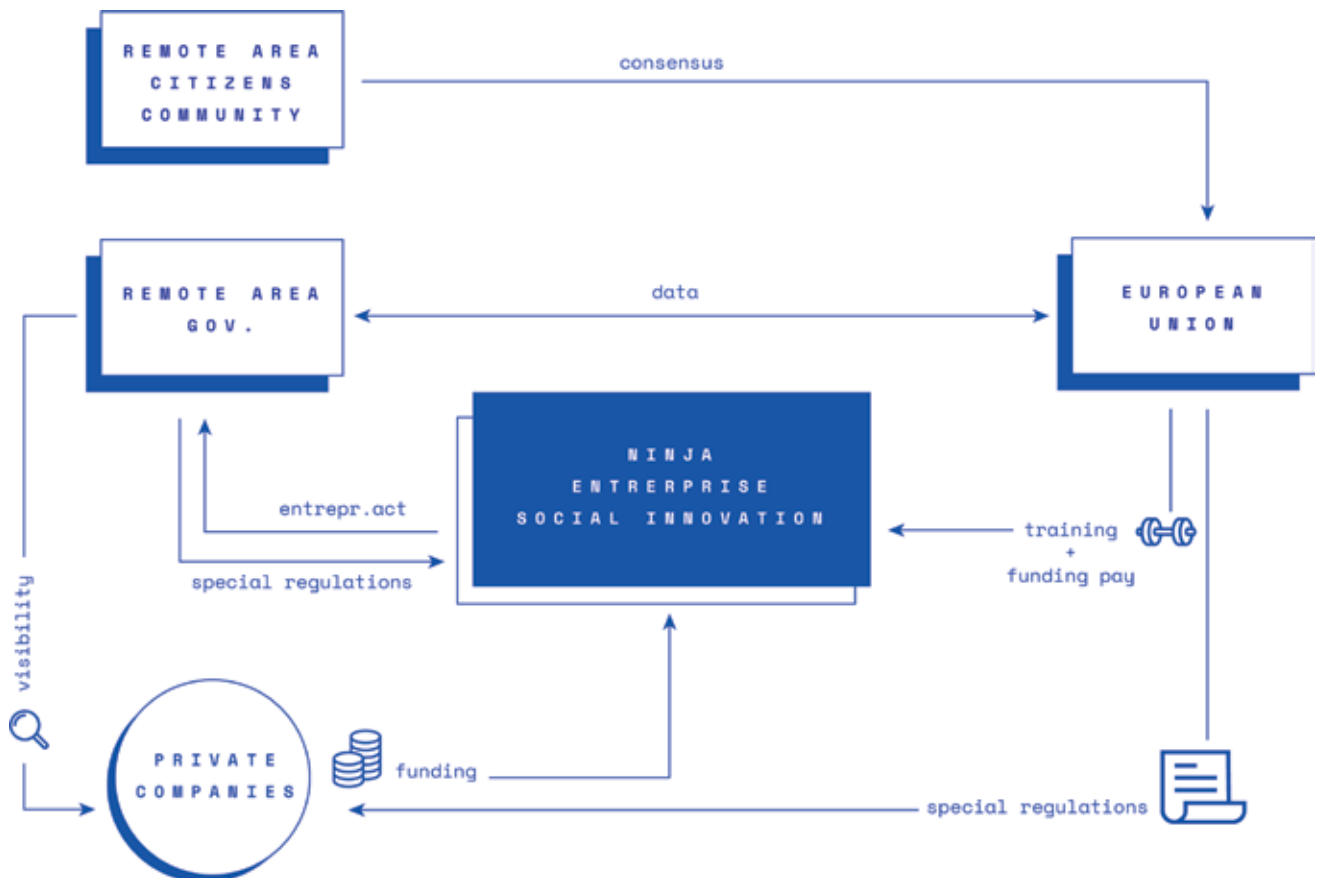
Innovation Ninjas for Remote Areas

**A system that allows urban and social regeneration
of small villages in Remote Areas (RA)
by channeling human and social capital.**

Professionals and entrepreneurs, called "Innovation Ninjas", will be
trained by governments and sent in RA that are recognized to have
territorial values (ranked in a "Remote Areas Index" through criteria
such as: local production, cultural heritage, environmental values, etc).

Ninjas' mission is to develop social entrepreneurial activities within
a given timespan.

In addition to training, Ninjas will receive funding and certain
degree of freedom over local regulations. Ninjas should
demonstrate their results and being regularly evaluated by a council
of peers (i.e.: Ninja Council).

System Map

REMOTE AREA CITIZENS COMMUNITY — consensus

REMOTE AREA GOV. — data — EUROPEAN UNION

NINJA ENTERPRISE SOCIAL INNOVATION

entrepr.act

special regulations

training + funding pay

visibility

PRIVATE COMPANIES — funding

special regulations

Needs

- How might we reverse the trend that led to overpopulation of cities and the death of remote areas?

- How can we improve remote areas and make them attractive to the citizens of the metropolises?

- What can be the role of the European Union?

- What if social entrepreneurs were moving from cities and working together with the European Union to redesign the function of remote areas?

- What if did we evaluate the attractiveness of cities on the basis of new parameters that can represent the new needs of citizens?

Stakeholders

Ninja: freelancers, entrepreneurs, workers who want to change their lifestyle and achieve impact.

Remote areas citizens: people that didn't accept to move to big cities in the first place, because of the strong link with their homes and traditions.

Private companies: are interested in doing business in remote areas because there is less competition and have advantages from the bureaucratic point of view.

UE: will partly funds, manages and promotes the program.

Ninjas council: is a transnational evaluation committee formed at 50% of former or current Ninjas and 50% of public authorities from Remote Areas involved.

Implementation

- Remote areas will need infrastructures such as transportations and communication infrastructures.

Policies ad hoc can be developed to support Ninja's movement inside the area, improving private companies and community relationship.

- A Ninja should be able to handle socio-economic issues in small villages, respect tradition, involve communities and locals in the building of social innovation projects and encourage them to act as a community.

- EU would provide funding to pay Ninja's training and projects. Private companies are also funding the Ninja's activities during the projects

Disruption

Remote areas are isolated spaces with closed communities with a strong territorial identity: they should broaden their vision for joining the program.

inxra

the program   ninja path   remote area   projects   join us   contact   **private area**

Balazuc
Ardèche, France

mayor   Bernard Constant
population   342   area   18 km²
ninja in town   Nomi Marks
current project   Crop your way out of jail
topics   labour   crime   +

Active Project

concept submission	approved
first milestone	approved
second milestone	60%
third milestone	0%
final goal	0%

Past Projects

green city	goal met
eco gift	goal met
zeroW	failed

i-Teams

NESTA is the UK's innovation foundation.

This report, from Nesta and Bloomberg Philanthropies, tells the stories of 20 teams, units and funds established by governments and charged with making innovation happen. They work across the spectrum of innovation – from focusing on incremental improvements to aiming for radical transformations.

Source: https://www.nesta.org.uk

LEADER Project

Rural development policy is an increasingly important component of the common agricultural policy.

It promotes sustainable development in Europe's rural areas addressing economic, social and environmental concerns. Over half of the EU's population lives in rural areas, which cover 90 % of the EU's territory. Leader is an innovative approach within EU rural development policy.

Source: http://www.leaderproject.eu

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Milano, July 2018

Milano, July 2018