



# Global Junior Challenge

Projects to share the future

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## Project Location

**Country:**

Italy

**City:**

MILAN, ITALY

## Organization

**Organization Name:**

MUNICIPALITY OF MILAN

**Organization Type:**

Public Institution

## Website

[www.milanosmartcity.org](http://www.milanosmartcity.org) [www.lavoroeformazioneincomune.it](http://www.lavoroeformazioneincomune.it)

## Privacy Law

Consenso al trattamento dei dati personali

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**I do authorize the FMD to the use of my personal data.**

## Project Type

Helping youth step in the job market

## Project Description

**Description Frase (max. 500 characters):**

MY NEIGHBOURHOOD-MY CITY IS A EU CO-FUNDED PROJECT (ICT CALL) AIMED AT STRENGTHENING SOCIAL COHESION AND THE SPIRIT OF SOLIDARITY WITHIN DEPRIVED NEIGHBOURHOODS THROUGH INNOVATION AND ICT.

**Project Summary (max. 2000 characters):**

VEDI FORM ALLEGATO

**How long has your project been running?**

2012-12-30 23:00:00

**Objectives and Innovative Aspects**

VEDI FORM ALLEGATO

**Results**

**Describe the results achieved by your project How do you measure (parameters) these. (max. 2000 characters):**

VEDI FORM ALLEGATO

**How many users interact with your project monthly and what are the preferred forms of interaction? (max. 500 characters):**

- 125 REGISTERED USERS IN THE BOOKING SYSTEM CIBOVICINO
- 110 LUNCHES PROVIDED (MARCH TO JUNE 2015)
- 10 USERS REPEATED THE EXPERIENCE TWICE
- 170 RESPONDENTS TO THE EVALUATION QUESTIONNAIRES
- 6 NEW COMMUNITIES CREATED ON MY NEIGHBOURHOOD PLATFORM (ITALY)

**Sustainability**

**What is the full duration of your project (from beginning to end)?:**

From 3 to 6 years

**What is the approximate total budget for your project (in Euro)?:**

From 75.001 to 500.000 Euro

**What is the source of funding for your project?:**

Grants

**Is your project economically self sufficient now?:**

Yes

**Since when?:**

2015-04-29 22:00:00

**Transferability**

**Has your project been replicated/adapted elsewhere?:**

No

**What lessons can others learn from your project? (max. 1500 characters):**

RELAXATION OF RULES IS CRUCIAL TO EFFECTIVE GOVERNANCE  
EXPERIMENTATION; THIS IMPLIES THAT PUBLIC ADMINISTRATIONS NEED TO BE  
FULLY AND IN DEPTH AWARE OF THE EXPERIMENTS

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MEANINGS IN ORDER TO TRANSFORM THE EXPERIMENTS INTO LEARNING  
OPPORTUNITIES.

- FORCING PARTICIPATORY ENVIRONMENTS IS NOT POSSIBLE: PARTICIPATION  
CONVERGES INTO WEB ENVIRONMENTS WITH DYNAMICS THAT ARE HARD TO  
CAPTURE AND CONTROL;

- WE NEED TO ACHIEVE COLLECTIVE INTELLIGENCE FOR THE COMMON GOOD:  
COLLECTIVE IS UNDER A PPP PERSPECTIVE.

- GROUP LEADERS HARDLY

RUN THE RISK TO LOSE THEIR POWER. SOMETIMES IT IS MORE EFFECTIVE TO  
ENGAGE COMMUNITIES DIRECTLY AT THEIR INSIDE RATHER THROUGH THEIR  
LEADERS.

- GROUPS BELONGING TO MOVEMENTS USING THE SAME PLAT  
FORM KEEP THE PLATFORM

AS PART OF THEIR MOVEMENT IDENTITY.

- CHANGING PLATFORM OR ENRICHING THE USED ONE INTEGRATING ITS  
FUNCTIONS WITH OTHERS OF OTHER PLATFORM IS PERCEIVED AS A RISK TO BE  
ADVERSE TO.

- PUBLIC ADMINISTRATION IS REQUIRED TO TAKE A LEADING ROLE IN INNOVATION.  
PUBLIC ADMINISTRATION SHOULD PROMOTE MORE DYNAMIC AND EFFICIENT  
WORKING METHODS TO INVOLVE AND EMPOWER KEY-STAKEHOLDERS AND TO  
CREATE THE CONDITIONS TO ENFORCE INTERSECTORAL COOPERATION IN ORDER  
TO PROVIDE SUSTAINABILITY, REPLICABILITY AND SCALABILITY OF THE MORE  
PROMISING RESULTS.

**Are you available to help others to start or work on similar projects?:**

Yes

## **Background Information**

**Barriers and Solutions (max. 1000 characters):**

ACCORDING TO THE MYNEIGHBOURHOOD VISION, A NUMBER OF ATTEMPTS HAVE  
BEEN MADE TO USE ICT TO PROVIDE UNIQUE SERVICES FOR INDIVIDUALS TO  
ENHANCE THEIR EXPERIENCE AND WELLBEING. THE EMPHASIS IS ON MAKING  
EFFECTIVE USE OF ICT, PROVIDING SERVICES THAT ARE DESIRED BY RESIDENTS  
AND INVOLVING THEM IN THEIR MANAGEMENT. HOWEVER, THE LACK OF ACCESS  
TO ICT WITHIN LOCAL COMMUNITIES, IN PARTICULAR WITHIN ELDER PERSONS, HAS  
BEEN A MAJOR CRITICAL DIMENSION OF SOME PILOT ACTIONS AIMED AT  
PROVIDING DIGITAL TOOLS TO ENCOURAGE COMMUNITY INTERACTIONS AND  
SERVICE DELIVERY. TO OVERCOME THIS OBSTACLE, THE PROJECT TEAM HAS  
MOVED IN THE DIRECTION TO CREATE A LOCAL NETWORK OF TOUCHPOINTS  
AIMED AT SUPPORTING ELDERS IN ACCESS THE MEALS BOOKING SERVICE AND  
ALSO AT PROVIDING BASIC PACKAGES OF ICT TRAINING TO THOSE INTERESTED IN

SUCH AN OPPORTUNITY. LOCAL ASSOCIATIONS THAT COPE WITH ELDER CITIZENS IN THE AREA MANAGE THE TOUCHPOINTS. MOREOVER, THE TEAM HAS FORESEEN A BOTTOM-UP DESIGN COMPONENTS OF THE MYNEIGHBOURHOOD PLATFORM, IN ORDER TO AVOID THE RISK OF MISUNDERSTAND THE NEEDS AND INTEREST OF IMPACTED COMMUNITIES.

**Future plans and wish list (max. 750 characters):**

ABOUT THE MY NEIGHBOURHOOD PLATFORM, THE MUNICIPALITY OF MILAN SEES IT AS MORE THAN AN INCUBATOR OF IDEAS AND SERVICES. THE MUNICIPALITY CONSIDERS IT A CATALYST OF INITIATIVES TO BE FURTHER PROMOTED IN THE MILAN URBAN CONTEXT FOR STRENGTHENING INFORMATION EXCHANGE, RESOURCES USE, ACTIVITIES OF SERVICE DEVELOPMENT AND SCALING UP, DESIGN INITIATIVES. SURELY, THE PLATFORM MAY BECOME IN QUARTO OGGIARO THE ENVIRONMENT FOR A CONTINUOUS DIALOGUE BETWEEN THE NEIGHBOURHOOD AND THE MUNICIPALITY. THE ALREADY EXISTING AGREEMENT BETWEEN THE MUNICIPALITY AND VILL@PERTA (THE UMBRELLA ASSOCIATION, KEEPING TOGETHER MANY OF THE ASSOCIATIONS ACTING THERE) IS THE DEMONSTRATION FOR THIS VISION TO BECOME AN OPERATIONAL REALITY. QUARTOGIARDINO: THE PARETO SCHOOL IS CURRENTLY IN CHARGE OF THE MAINTENANCE OF THE VIA DE ROBERTO GREEN AREAS FOR 2 YEARS TO COME. A SMALL STEP IS STILL TO BE DONE TOWARDS A MORE STRUCTURED SERVICE THAT BRINGS OTHER SCHOOLS OR PRIVATE ACTORS TO ADOPT THE SAME MODEL WITHIN THE ALREADY EXISTING SERVICE ?ADOPT A FLOWER BED? OF THE MUNICIPALITY. BOTH THE SERVICES ARE FULLY CONSISTENT WITH THE SHARING ECONOMY APPROACH ADOPTED BY THE DEPUTY ON INNOVATION OF THE MUNICIPALITY WHOSE UNIT IS IN CHARGE OF MYN PROJECT. BOTH IN FACT ARE NOT LIMITED TO THE SUPPLIED PRODUCT BUT ARE CENTRED ON THE CREATION OF NEW SOCIAL RELATIONSHIPS INTEGRATED IN SERVICE PRODUCTION CYCLE. SURELY THE SERVICES ARE FULLY SCALABLE IN OTHER NEIGHBOURHOODS IN MILAN.

Social Innovation [1] ICT [2] NEIGHBOURHOODS; DEPRIVED URBAN AREAS; COMMUNITIES; SHARING ECONOMY; COLLABORATIVE SERVICES; CO-DESIGN; ELDERLY; EDUCATION; JOB TRAINING; LOCAL ASSOCIATIONS. [3]

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**Links**

[1] <http://2017.gjc.it/en/category/parole-chiave-separate-da-virgole/social-innovation>

[2] <http://2017.gjc.it/en/category/parole-chiave-separate-da-virgole/ict>

[3] <http://2017.gjc.it/en/category/keywords-separate-with-commas/neighbourhoods-deprived-urban-areas-communities-sharing-econo>