



# URBAN THINKERS CAMPUS

THE CITY WE NEED  
PALERMO  
8TH / 10TH OCTOBER 2015

## CITY AS A SERVICE

INTENSIVE  
INTENSIVE  
SCHOOL

ERICE (TP)  
25TH SEPTEMBER / 3RD OCTOBER 2015

PUSH.



## **PUSH.**

It's an innovation laboratory based in Palermo; its aim is pushing communities, governments and local authorities to become an active part of the process of urban renewal, through social innovation.

PUSH researches and proposes creative and technologic solutions for community and cities, through the approach of design thinking.

## **INTENSIVE SCHOOL**

PUSH.edu is a training program developed by PUSH, about how to design urban services through digital innovation.

We believe that investing on these issues may be the quickest and most effective way to produce growth in the cultural field, to provide opportunities for future generations, to promote development in the South of Italy and, more generally, in marginal contexts.

The Intensive School is an educational event developed in collaboration with IED-Istituto Europeo del Design in order to produce innovative projects linked to the city services and bring them to the international event Urban Thinkers Campus.

## **URBAN THINKERS CAMPUS**

The event, hosted by different cities around the world, is promoted by the United Nations, with the aim of sensitizing and creating awareness among the citizens on urban issues, and prepare the contents to be presented during the conference Habitat III "The city we need" (Quito 2016) .

The Campus is designed as an open space for workshops and seminars, an opportunity to share and promote positive urban transformations. The forum aims to investigate different ideas and solutions, offering an integrated approach, giving voice to the various stakeholders in order to bring the civil society, administration, cities, companies, experts and government together in order to identify and overcome obstacles towards a "smart" development.

Main outcome of the event will be a report including all the issues raised during the three-days debate to be shared during the Habitat III Conference in Quito.

INTENSIVE  
SCHOOL



ERICE

URBAN  
THINKERS  
CAMPUS  
THE CITY WE NEED



PALERMO

H III  
HABITAT III  
QUITO - OCTOBER 2016  
United Nations Conference on Housing  
and Sustainable Urban Development



QUITO

# INTENSIVE INTENSIVE SCHOOL

25 Settembre – 3 Ottobre 2015

Erice (TP)

PUSH.edu presents the first edition of the Intensive School on the topic "City as a Service".

Nine days to learn, discuss and deepen the urban dynamics linked to innovation and digital services for citizens, in historicized contexts: an interdisciplinary and human-centered approach, to re-think the city through technologies and intercultural exchange.

The Intensive School is open to 30 participants, aged between 18 and 35; the participation fee is expected to be reduced thanks to grants offered by private sponsors.

During the School all the participants will experience and share different ad hoc strategies in order to be able to act in their local communities, creating values through a unique combination of creativity, innovative technologies and new business models. It will be an opportunity to get inspiration and try, through a guided journey into the world of Service Design, while the development of innovative ideas will be stimulated.

The Intensive School overcomes will be part of the contents of the Urban Thinkers Campus - City as a Service, held in Palermo, in October 8-10.

Partner of the initiative will be IED - Istituto Europeo del Design (Rome).







## PROGRAMME

Thanks to the collaboration of the Municipality of Erice, the Intensive School will take place at Palazzo Sales and Teatro Gebel Hamed.

The main purpose of the 9-days workshop is to develop a sustainable idea for business, in order to solve urban issues and improve citizens' lives. Different tools and models will be proposed and experienced, basing on last research outcomes within the service design and business model innovation fields. The activities will be coordinated thanks to the support and collaboration of the service designer Marzia Aricò, and with the contribution of IED.

The best project will be voted by participants during the Urban Thinkers Campus and the winners will gain the opportunity to build their startup. This Intensive School will be an important experience at local level too: for the first time in Sicily one of the most relevant national design institutes will cooperate on the topic of service design.

The workshop approach is based on the Double Diamond method. Developed by the "Design Council" in the U.K, the Double Diamond method describes the design process in solving complex problems by mapping the creative thinking's phases of divergence and convergence.

### Students

A maximum of 30 students will be selected. Video, Design, Graphics and Management skills are requested.

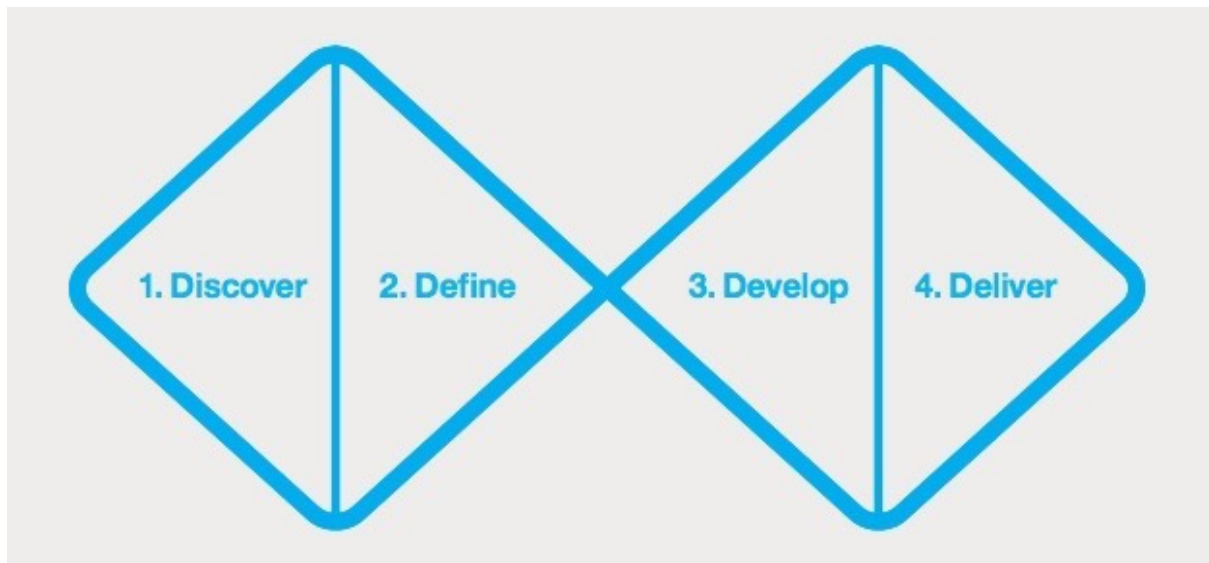
The activities will be conducted in both italian and english.

### Place and Hospitality

Erice, city of science and peace, will host the event.  
Overnight student participants will stay at affiliated structures around the medieval town.

### Scholarships and awards

The participation cost amount will be 1000,00 € and scholarships will be made available by the sponsors.  
Special awards will be assigned by a panel of experts during the UTC.



### **Discover #1to2**

The first two days will be devoted to the exploration and analysis of urban issues, familiarization with tools and methods of service design and an initial phase of idea formulation. A good definition of the problem is the crucial initial stage to ensure that ideas are relevant to the working context. The focus will be on identifying citizens' tangible and latent needs.

This phase will include:

- Market Research
- Research on users / citizens' needs
- Problem Analysis
- Information Management

### **Discover #3to4**

From the initial analysis phase, groups will be guided through a phase of definition and generation of ideas . Participants will be encouraged to generate a large quantity of ideas and focus on their definition and selection through a constant feedback given by the end users of the service. The groups will be guided through a phase of interpretation and alignment of the identified needs with business goals.

This phase will include :

- Development of the idea
- Project management
- Initial analysis of the business model



## **Develop #5to6**

The innovative service will be tested in the field and its impact will be measured. Each iteration will be followed by a phase when reflections and feedbacks will be collected in order to understand how to improve the service. Erice, and therefore the area of Trapani, will be the testing ground.

This phase will include:

- Multidisciplinary activities
- Visualization through digital and analog tools
- Development of a working method
- Prototyping

## **Deliver #7to9**

During this phase the service will be finalized. The pilot will be tested on the market and its impact will be measured. The business model will be finalized. The ideas will be presented through videos and dossiers and will be then brought to the Urban Thinkers Campus.

This phase will include:

- Pilot project
- Business Model

# URBAN THINKERS CAMPUS

THE CITY WE NEED



October 8-9-10 2015

Palermo, Cantieri Culturali alla Zisa

**PUSH**, as an associate member of the **World Urban Campaign** and its initiative "I'm City Changer", has been selected to coordinate the organization of the next **Urban Thinkers Campus** in Palermo, scheduled for October 2015.

The event will focus on the topic "The City as a service", the smart cities of the future. This topic, in this specific context, has an important value: Palermo is a complex city, beautiful, but at the same time full of contradictions; it is in the middle of Mediterranean sea but in the suburbs of Europe. Talking about new urban perspectives, is, then, a great opportunity; it can be the beginning of a process that could help to overcome some problems that are common to other similar cities.

The city is a service, and this model of "smart city" should ensure the access to comprehensive, customized, real-time, data and informations. Services and solutions have to improve the lives of citizens. Governments and institutions, in an ideal setting, are there to help citizens, trying to drive values in society, giving access to OpenData, attracting actors and actions that improve cities and make public policies more effective.

The use of technology and new models in the sharing economy, in this kind of contexts, is fundamental to ensure direct participation of citizens and communities in a clear bottom-up approach, for building new and intelligent solutions.







## CALL FOR IDEAS

Online registrations for the Campus will be opened from the end of June on the official website. Abstracts for "Urban Thinkers Sessions" or "Urban Thinkers Labs" can be sent by mid-August. A "Steering Committee" will select the most suitable proposals to attend the event.

Anyone can attend the Campus, booking online to each single scheduled activity.

## THE PROGRAMME

During these three days issues related to **civil society**, the role of **business and research** and the commitment of the **public administration** in the creation of services that affect **urban development** will be covered.

During the mornings there will be talks and sessions followed by workshops and networking activities in the afternoons.

	October 8th <b>Civil Society</b>	October 9th <b>Business and Research</b>	October 10th <b>Public Administration</b>
8.00 - 9.00	Registration	UTC+	UTC+
9.00 - 10.00	Welcome Session	Welcome Session	Welcome Session
10.00 - 12.00	Plenary session	Plenary session	Plenary session
12.00 - 13.00	Constituent Groups	Constituent Groups	Constituent Groups
	Media session	Media session	Media session
13.00 - 14.00	UTC+ Lunch Break	UTC+ Lunch Break	UTC+ Lunch Break
14.00 - 16.00	Urban Thinkers Sessions	Urban Thinkers Sessions	Final Session (hosted by Comune di Palermo)
	Urban Labs	Urban Labs	
16.00 - 18.00	Urban Thinkers Sessions	Urban Thinkers Sessions	
	Urban Labs	Urban Labs	
After 18	UTC+	UTC+	City Event

**Welcome Sessions:** welcoming and recap sessions involving all the stakeholders. The main actors will share their experience in designing services based on The City We Need principles in order to build together a common process towards Quito 2016 and to define the new urban agenda.

**Plenary Sessions:** sessions of two hours, open to all participants and organized by the City as a Service partners.

The Plenary Sessions will focus on best practices, current urban challenges, relevant policies and solutions adopted to ensure the transition to more inclusive, safe, resilient and sustainable cities.

**Constituent Groups:** each interest group, main player during the three days, will have a daily debate on The City We Need main principles.

**Urban Thinkers Sessions:** parallel sessions of two hours, including keynotes of 20-30 minutes, open to all participants and led by experts selected by the Steering Committee.

A call for ideas will be launched to enable experts to propose an entire session or a single keynote.

**Urban Labs:** workshops and thematic labs of two hours will allow participants to explore new practices and innovative models able to stimulate debate and encourage the creation of new ideas. A call for ideas will be launched to enable experts to propose and lead an Urban Lab.

**Media Sessions:** experts in communication, journalism and social media expert in urban issues will coordinate specific sessions to spread out and clarify the topics addressed during the campus.

**UTC+:** events and networking activities related to the topics discussed during the three days.

**Final Session:** Final event hosted by Comune di Palermo to return the Campus' results to the participants and to the representatives of Public Administration in order to define new urban policies able to reflect the needs identified during the Campus.

**PUSH.**

[www.wepush.org](http://www.wepush.org)