

URBAN EMPATHY – Working Package 3

RESULT INFORMATION FILE – Phase 1

Description of the result to be capitalized in URBAN EMPATHY

1. Partner's description

(Summary information of the partner presenting the result to be capitalized in URBAN EMPATHY)

Name of the institution presenting the result	Alfamicro, Sistemas de computadores unipessoal, LDA
Type of institution (city, region, agency, tech institute...)	SME
Main contact	Name: Dr. Álvaro de Oliveira Position: Managing Director Telephone: +351 21486 67 84 Mail: mail@alfamicro.pt

2. Project description

(Summary information of the project corresponding to the result)

Name of the project	MyNeighbourhood My City
Acronym of the project	MyNeighbourhood
Starting date	01/01/2013
Ending date	30/06/2015
Project status (finished, execution...)	Execution
Project type (standard, targeted, strategic, ...)	Competitiveness and innovation framework programme
Lead partner of the project	Alfamicro
Project website	http://my-neighbourhood.eu/
Programme (MED, Interreg...)	CIP - Pilot actions
Programme Priority	(-)
Programme Objective	
EU 2020 Strategy (choose the most suitable one from the following options)	<input type="checkbox"/> Smart growth <input checked="" type="checkbox"/> Inclusive growth <input type="checkbox"/> Sustainable growth <input type="checkbox"/> Economic governance

The inclusive growth can be the most suitable framework. But MyN is so transversal that all the topics are touched

Description of the **PROJECT**. Main topic and objectives. (300 words aprox.) (Describe in more detail the project's main thematic and objectives, providing relevant information about the contents addressed in it and where does the result to be capitalized come from)

MyNeighbourhood creates a new Human-centric concept of the "Smart City" focusing on people and their wellbeing rather than on ICT infrastructures and dashboards, which becomes just the enablers of the transformation. The same ICT trends that have – in conjunction with other urban trends - helped to erode the urban connection to urban neighbourhoods and communities also have the potential to rebuild them. In the MyNeighbourhood project the objective is to foster a qualitative and innovative process to identify and generate solutions that will not only influence the neighbourhood but the surrounding ecosystem of the City.

In the MyNeighbourhood the past values of socio-spatial connectedness of traditional communities are recreated. The Living Lab methodology is used to attract and engage virtual communities that are encouraged to migrate to the physical environment where they discover their common wishes, interests and needs, (WIN Methodology). Design thinking methodologies are used to support the co-design and co-creation of solutions. Gamification methodology is used to stimulate and sustain citizens' motivation to participate in the creation of the Human Smart City.

At least, the four city councils partners in the MyNeighbourhood consortium – Aalborg, Birmingham, Lisbon and Milan are already feeling these results.

In the MyNeighbourhood a social-digital environment - the Platform and social innovation methodologies and tools - has been created to stimulate and support a closer interaction between people, their places of physical dwelling and their material, social and environmental concerns. Proud and sense of belonging comes to life and scales up to the Human Smart City where the Wellbeing and Happiness of their Citizens takes place.

The main result of the project is the platform which is the focus for the capitalisation after the co-financed project ends.

3. Result description

(Summary information of the result to be capitalized in URBAN EMPATHY)

Name of the result to be capitalized in URBAN EMPATHY	MyN Platform
Type of result (operational tool, recommendations, good practices, guideline, ...)	Online Platform
Current status of the result (under development, completed, not started...)	Completed but continuously updated and developed
Type of deliverable (document, website, database, ...)	Website
Specific URL link	www.my-n.eu
Publication date	
Language	English, Portuguese, Italian and Danish

Description of the chosen **RESULT** to be capitalized in URBAN EMPATHY. Result objectives. Utility and purpose. (200 words aprox.) *(Brief description of the result's most relevant characteristics, pointing out the main objectives and purpose.)*

The MyN Platform is the technical solution and the main project result that meets the goals and services envisioned from the MyNeighbourhood Vision and Concept and from the work done in the living labs and co-design activities within the pilots. It helps to recreate a lost sense of neighbourhood that is rooted in the local place, where people share the same interests and needs. As such, the Platform intends to provide the means of identifying, searching and managing the needs of the individuals within the context of the neighbourhood. This also entails the sharing of knowledge and expertise across the neighbourhood.

Thus, MyN is an open source Platform combining web technologies, existing products, social networks, semantic technology and gamification to ensure the engagement of the citizen and the effective response to their wishes interests and needs. Its architecture takes into consideration the bottom-up design process derived from the co-design activities, enhancing the human focus. The design of the Platform is based on user-centred methods, and includes a set of tools and principles that will be reflected in the system and in the user interface.

The Platform helps to restore a sense of belonging to the neighbourhood, where people share the same space and interact to discuss common Wishes, Interests and Needs, using the so called WIN Methodology.

In a nutshell, MyN enables citizens to connect and engage with the city government, aiming to rebuild, recreate and motivate urban communities, stimulating and supporting their collaboration activities leading to a joint increase of social wellbeing.

List of keywords related to the result (10 words max.) (Please provide a short list of keywords related to the result to be capitalized in Urban Empathy, e.g.: urban planning, sustainable growth, mobility, energy efficiency, renewable energies, governance...)

Human Smart City; Living Lab; Design Thinking; Co-design; Co-creation; WIN Methodology (Wishes, Interests, and Needs); Smart Living; Wellbeing; Happiness; Sense of belonging

Describe the potential benefits or improvements that the result may generate through the capitalisation process (200 words approx.) (*Describe improvements either in your result or those that it may generate due to the capitalisation process*)

The continuous growth and improvement of the MyN Platform benefits both the neighbourhoods already integrated in the Platform and it also promotes the expansion of the number of new neighbourhoods, allowing other communities to enjoy the value that it creates.

4. Result evaluation

According to your own criteria, which are the main strong points of your result? Which are the weak ones? (300 words aprox.) *(Describe the strengths and weaknesses of the result to be capitalized in Urban Empathy)*

The main result of the MyNeighbourhood project is the platform which is already supporting not only the piloted neighbourhoods involved directly in the project but also new neighbourhoods which are showing a strong interest in joining the platform. This is certainly one strong point of the project results.

The Project is already creating and testing in practice ecosystems of urban innovation in which the city government, citizens and their organizations work together in a transparent, open, participatory and efficient way. The city government acts then in full knowledge of the citizens' will, based on a strong relationship of trust that aims to recreate the values and the culture inherent to neighbourhood communities with a strong identity and willing to collaborate with each other. Ultimately, the approach adopted contributes to increase the satisfaction with the city administration and the services made available: happier, healthier and cohesive neighbourhoods as residents work together, creating and accessing services they want and need; cities and businesses feeling more democratically engaged as they have more influence through neighbourhoods; cities and businesses feeling greater ownership of their neighbourhoods and services, thereby reducing dissatisfaction with city.

The services co-created and co-designed within the four neighbourhoods are the result of a great process of engaging and empowerment, talking, discussing, listening and cooperation with local neighbours. From this practice four big main intervention areas emerged: social, business, health and ecology.

In what concerns the social area, in Milan the "QuartoFood Club" service is being implemented with a great success. This service improves the social life of a vulnerable group of elderly citizens from Quarto Oggiaro neighbourhood, by giving them meals prepared by the students of the local Hotel Management School. This allows students recognition and also the integration of elderly who suffer from isolation. Also in Lisbon, the "Ó Vizinho" service aims at promoting services and products exchanges within the neighbourhood, thus promoting the interchanging of mutual help between neighbours and creating a huge social impact.

MyNeighbourhood aims to change the way citizens look to business and collaborate with each other to develop local services and regenerate social responsibility at a neighbourhood level. It also aims at stimulating the entrepreneurship inside each community. New or enhanced business opportunities (including increased profits) may stem from using MyNeighbourhood. SMEs can use data extracted from MyNeighbourhood platform to create new applications and services that the market

wants and needs and have access to a focus-group pool formerly only available to larger companies.

At the same way, MyNeighbourhood is also looking to improve quality of life for people and strengthen the participation in the city life. In what concerns health and wellbeing, for example, in the Aalborg Pilot, MyNeighbourhood is engaging citizens from the neighbourhood to perform voluntary work to support people with disabilities by sharing knowledge and time and is also engaging businesses and institutions of the city in offering new services to people with disabilities. In order to achieve those goals, three services were implemented: Voluntary Help – volunteer support in visiting/helping disabled citizens when at home or accompanying them when going out; Accessible City – information sharing about accessibility facilities and friendliness of local businesses towards disabled customers; and Cultural Assistance – local businesses offering free assistance to people with disabilities on the occasion of cultural events. At least more than 3 health centers and dozens of volunteers are working with MyNeighbourhood in Aalborg.

Regarding ecological impacts of MyNeighbourhood, the specific goals of the services in the Milan and Birmingham pilots are good examples of the results achieved so far. In Milan, QuartoGardening service allows the Municipality to access the competences of the students of the local Agricultural School to take care of some of urban issues of the neighbourhood: the green public areas and their maintenance. In the Ladywood neighbourhood in Birmingham the implemented services contribute to improve the air quality in the city and to strengthen a sustainable urban spatial development, as they encourage using soft modes of transport – cycling – and public transports, through the service Women on Wheels and Travel Buddies, respectively. The Women on Wheels service, e.g., consists on the promotion of healthy lifestyles in women through a new, dedicated social networking facility, something that in broader terms also contributes to the Birmingham City Council policy to make cycling an integral part of the city transport network

How do you think your result can affect the main aspects to be considered in a sustainable urban model?
(300 words aprox.) (Describe the capacity of the result to fulfil the sustainable urban model main principles)

Cross - cutting aspects

- Territorial management and urban design
- Social and Economic cohesion

Sectorial aspects

- Sustainable mobility
- Energy efficiency

The main core of the MyNeighbourhood project is the social and economic cohesion but the project touches all the aspect mentioned above as MyNeighbourhood aims to transform the city governance by engaging citizens in an open, transparent and trusted dialog, enhancing and easing the interaction with the city administration: this makes it easier for citizens and business to transmit priorities and needs to city administration, reduces the need for time consuming face-to-face interactions with city administration and removes the burden of bureaucratic processes by facilitating greater neighbour-to-neighbour exchanges.

The human smart cities vision which frames the project postulates the smart living in all dimensions addressing the energy efficiency, sustainable mobility and also the urban sustainability.

What influence do you consider that your project result could have on environmental governance and what could be its impact on urban policies? At which level? (Local, regional, national, MED or European level...) (300 words approx.) *(Describe the level of influence of the result and its applicability on EU policies)*

Local Institutions, ranging from local sections of Public Services to neighbourhood Associations will benefit hugely from having an online presence that is associated with the neighbourhood, with several features allowing members to interact, and outsiders to learn about them, their interests and activities. People can become closer to each other and what goes on around them.

MyNeighbourhood established itself as a powerful test bed for the implementation of a Human Smart Cities vision and methodologies. The project is based on the premise that neighbourhoods represent a heretofore untapped, yet powerful, catalyst for human smart city change. MyNeighbourhood aims to transform the city governance by engaging citizens in an open, transparent and trusted dialog, enhancing and easing the interaction with the city administration: this makes it easier for citizens and business to transmit priorities and needs to city administration, reduces the need for time consuming face-to-face interactions with city administration and removes the burden of bureaucratic processes by facilitating greater neighbour-to-neighbour exchanges.

Human Smart Cities use technologies as an enabler to connect and engage government and citizens, aiming to rebuild, recreate and motivate urban communities, stimulating and supporting their collaboration activities leading to a joint increase of social wellbeing. Human Smart Cities "hear and speak" with citizens; policies and supporting services make the city government more transparent, participatory, efficient and a mirror of the citizens' will. Human Smart Cities empower citizens to co-design and co-create solutions for their Wishes, Interests and Needs, recreating a new sense of belonging and identity, leading to a better and happier society.

What is the main target group the result is addressing to? (public administration, public sector, private sector, research groups, ...) How does it enhance public participation? (200 words approx.) *(Describe the target audience that could use the result and if citizen participation processes have been considered)*

MyN Platform targets people, associations, local businesses and other private entities, local authorities and decision makers. Its objective is to bring the neighbours and institutions together promoting the socioeconomic development of the neighbourhood and improve the community.

For instance, businesses have a lot to gain from having a direct channel to the community, where they can let people know about what they are doing.

As stated, Local Institutions, ranging from local sections of Public Services to neighbourhood Associations will benefit hugely from having an online presence that is associated with the neighbourhood, with several features allowing members to interact, and outsiders to learn about them, their interests and activities. People can become closer to each other and what goes on around them.

Officials, community leaders and decision makers in general also benefit from the MyN Platform. What are neighbours concerned about? What do they think the neighbourhood needs? The Neighbourhood Intelligence console gives all sorts of information to understand what's going on in the minds of the people who live in a neighbourhood helping to improve democracy.

Is the result currently in use in the Europe/MED area? (150 words approx.) (Please provide further information on the usability of the result, pointing out if it has already been implemented or in use)

The MyN Platform can host any neighbourhood. At first four neighbourhoods were included as the pilots of the project: Quarto Oggiaro (Milan, Italy); Mouraria and Marvila (Lisbon, Portugal); Ladywood (Birmingham, UK) and Nørresundby (Aalborg, Denmark).

The Platform already expanded and 7 neighbourhoods are already integrated, although no extra city was added. This result can be widened to include any neighbourhood in any city in Europe, including the Med area.

According to your own criteria, what are the main innovative aspects of the result? (150 words approx.) (Please provide further information on the level of innovation achieved by the result to be capitalized in URBAN EMPATHY: new methodologies, etc...)

MyNeighbourhood is working in four pilot cities, where the methodology and tools were applied at a target neighbourhood. The pilots have different issues and specific characteristics and the selection of these four pilots allowed the co-design of a set of services that were the initial core of the MyN Platform. These services were replicated in other pilots and expanded to cover all the identified WINs (Wishes, Interests and Needs collection – the WIN methodology).

How do you think your result could be implemented? Through which means? Do you think it is easily transferable? Estimated costs, resources, time needed for implementation, key actors involved... Please include any other relevant criteria you may consider important (300 words approx.) *(Please provide further information on implementation and transferability requirements of the result)*

The platform is easily transferable to other municipalities which can use it as a mean of improve the live quality of its citizens through a more local approach, the neighbourhood approach. Thus, an access to a large network of municipalities willing to use a platform as MyN can be one of the most important support to be possibly provide my Urban Empathy. Also some type of funding to support the adoption and improvement of the platform features could be useful for the project continuation after the co-financing from the EC.

The MyNeighbourhood Project has not only the MyN Platform to offer but also implementation of its methodology and tools. The integration of a new neighbourhood on the Platform will always be free of charge, nevertheless it is possible to hire the MyNeighbourhood team for consulting purposes for the successful implementation of the platform.

The MyN team offers consulting services on the co-creation and co-design of services to be integrated in the platform, as well as the successful uptake and scalability of the platform and offered services. This services are personalized to each neighbourhood, and the contract can include only one, several or all steps of the implementation process methodologies and tools, varying from 2 months to one year. The estimated costs vary depending on the type of challenge to address (size of the neighbourhood, type of services need, number of workshops, etc...)

The MyN Platform is designed to integrate applications so, it has the capacity to be used complementarily with other already existing tools that may help to complete the result