

Collective Awareness Platforms for Sustainability and Social Innovation



Drawing made by
primary class children
for the Paradiso contest
“the Internet of the
future seen by the
children of today”

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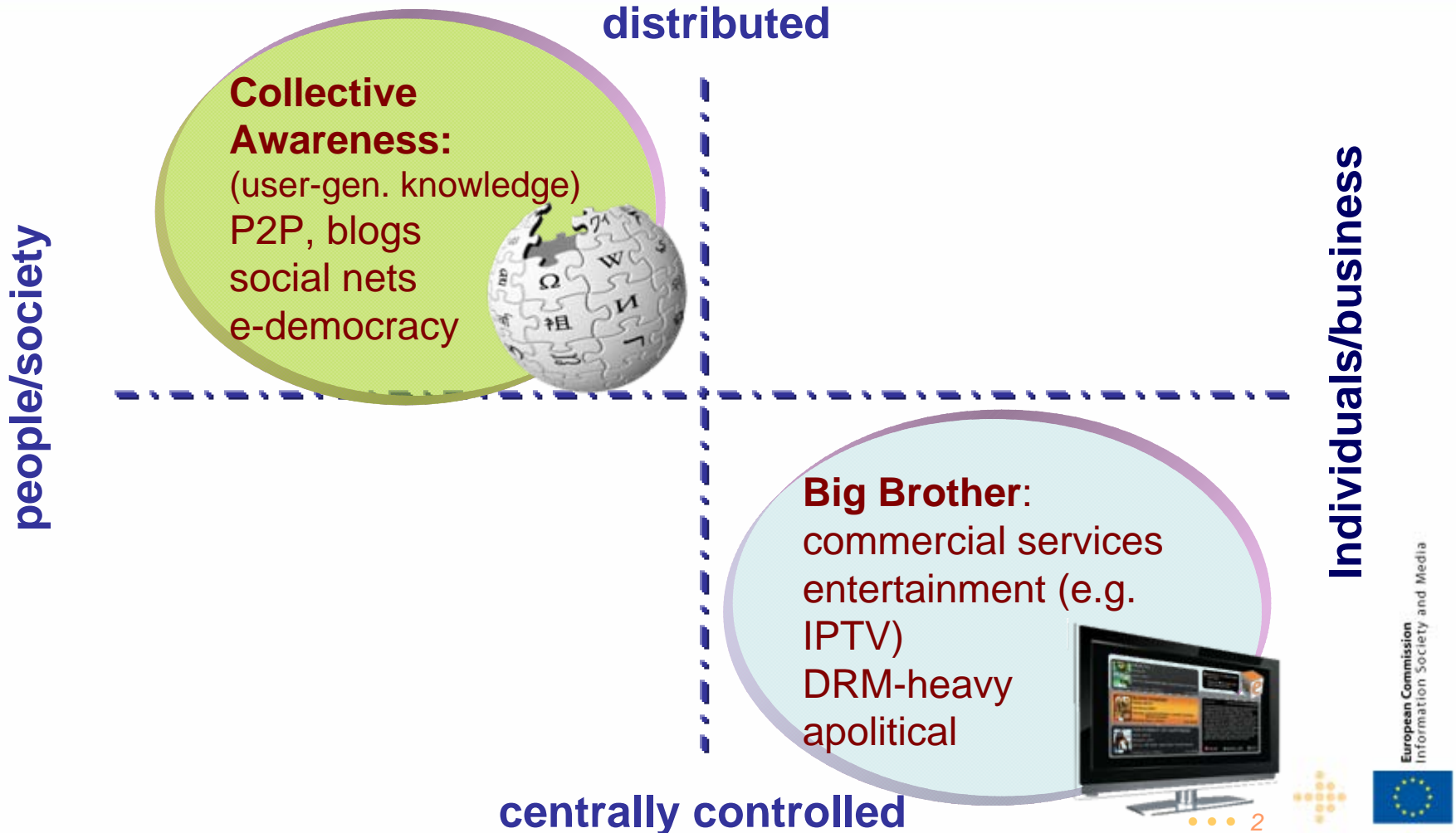
http://ec.europa.eu/information_society/activities/collectiveawareness

European Commission
Information Society and Media



Future Internet scenarios

(See also the Oxford Internet Institute Study on Technological, Social and Economic aspects of FI, <http://cordis.europa.eu/fp7/ict/fire>)



Platforms for Collective Awareness and Action

- platforms for social innovation, supporting informed and sustainability-aware decisions, based on an extended awareness of the environment and of the consequences of our actions
- Harnessing concepts from:
 - IoT - collecting data from environment
 - Social networks - interaction
 - Wikis – coproduction of new knowledge





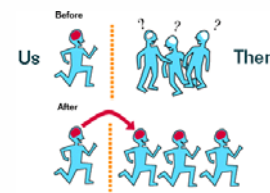
Approach

- Sustainability
 - Beyond GDP, Low Carbon economy
- Self-regulation
 - Based on collective situational awareness
- Bottom-up
 - And coordinated
- Non commercially-driven platforms
 - That can produce new business models and (social) innovation



Applications:

- Informing consumer decisions
 - Product ranking/labelling/development
- Prompting behavioural changes
 - Life Footprint, more efficiency
- Virtual communities for change
 - Stimulating Social Innovation
- Access to simulations/statistics
 - Visual Analytics style
- Anticipating societal changes

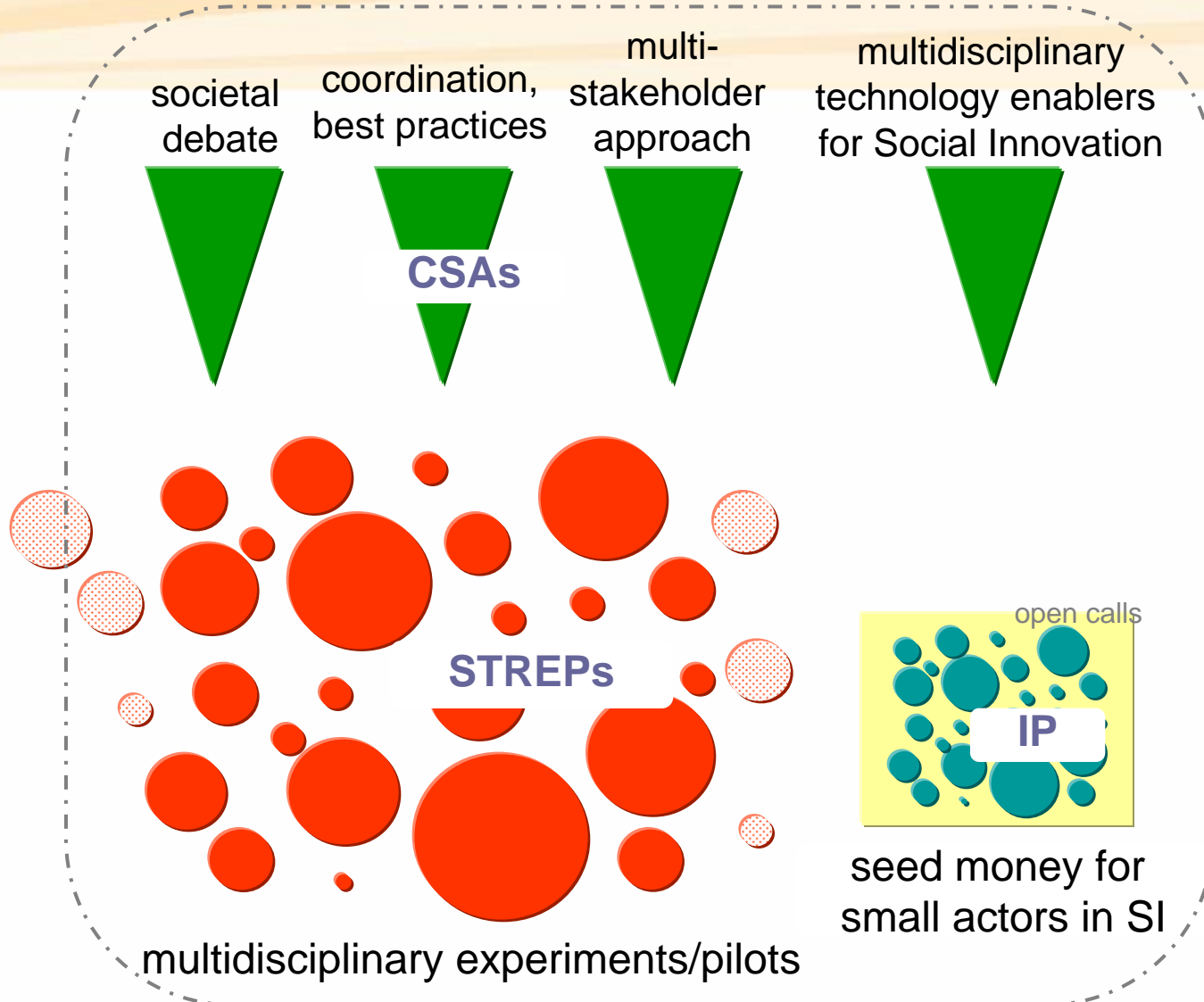


a framework to develop Collective Awareness Platforms for Sustainability and Social Innovation

- **Developing multidisciplinary experiences/pilots** of grassroots digital social innovation platforms
 - to trigger novel forms of societal organisation, based on sharing and collective action
 - Linked with regulatory and policy activities
 - Engaging existing (local or global) communities of citizens
 - Using free software, open hardware, open data
- **Providing Seed Money** for bottom-up social innovation
 - based on crowdsourcing principles
 - empowering web innovators, research teams, communities and entrepreneurs
- **Raising the European knowledge on value creation and governance mechanisms of Future Internet Ecosystems fostering Social Innovation**
 - Distributed cooperative tools and non technology elements such as:
 - New business models, incentives for online collaboration
 - Innovative trust mechanisms, based on reputation
 - new forms of "self-regulation"
- **Engaging citizens and society at large** to distil best practices and **link with policy/regulatory aspects** (multistakeholder approach)
 - Supporting the emergence of new forms of self-regulation
 - Discussing ethical aspects, quality guarantees
 - Creating critical mass



CAPS - Collective Awareness Platforms for Social Innovation and Sustainability in ICT WP 2013 (launch: summer 2012)



how to achieve multidisciplinary?

- Integrating life and human sciences needs **incentives**, e.g.:
require participants from at least 3 of these areas:
 - computing, communications, software, identification
 - complex systems, game theory, physics
 - knowledge management, semantics, philosophy
 - environment, energy, transport, mobility
 - sociology, anthropology, ethnology
 - security, trust, privacy, law, economics
 - psychology, perception, multimedia user interfaces
 - art, cultural expression, content creation, architecture, history



expected impact

- Bottom-up emergence and take-up of more sustainable **organisational changes**
 - harnessing the “network effect” and the resulting collective awareness
- To **strengthen civil society** by improving social and sustainability aspects of all kinds:
 - Economic perspectives
 - Working conditions
 - Inclusion
 - Education
 - Community development
 - Health
 - Environment, energy, civil protection
 - Quality of life at large

