



Global Junior Challenge

Projects to share the future

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[Home](#) > MY NEIGHBOURHOOD-MY CITY

Project Location

Country: Italy

City: MILAN, ITALY

Organization

Organization Name: MUNICIPALITY OF MILAN

Organization Type: Public Institution

Website

www.milanosmartcity.org www.lavoroeformazioneincomune.it

Privacy Law

Consenso al trattamento dei dati personali

Do you authorize the FMD to the treatment of your personal data?: I do authorize the FMD to the

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. VEDI FO
(max. 2000 characters):

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

- 125 RE
- 110 LUN
- 10 USE
- 170 RE
- 6 NEW
PLATFO

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 RULE
EXPERIMENTATION; T
FULLY AND IN DEPTH
9
MEANINGS IN ORDER
OPPORTUNITIES.
- FORCING PARTICIPA
CONVERGES INTO WH
CAPTURE AND CONTI
- WE NEED TO ACHIEV
COLLECTIVE IS UNDE
- GROUP LEADERS HA

RUN THE RISK TO LO

ENGAGE COMMUNITIES DIRECTLY AT THEIR INSIDE RATHER THROUGH THEIR LEADERS.

- GROUPS BELONGING TO MOVEMENTS USING THE SAME PLATFORM 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, IT HAS BEEN MADE TO USE ICT TO PROVIDE UNIQUE SERVICES TO ELDERLY PEOPLE IN ORDER TO ENHANCE THEIR EXPERIENCE AND WELLBEING. THE "EFFECTIVE USE" OF ICT, PROVIDING SERVICES AND INVOLVING THEM IN THEIR MANAGEMENT. TO ICT WITHIN LOCAL COMMUNITIES, IN PARTICULAR, HAS BEEN A MAJOR CRITICAL DIMENSION OF SOME OF THE INITIATIVES. PROVIDING "DIGITAL TOOLS" TO ENCOURAGE OR IMPROVE SERVICE DELIVERY. 10 TO OVERCOME THIS OBSTACLE, WE HAVE MOVED IN THE DIRECTION TO CREATE A LOCAL PLATFORM AIMED AT SUPPORTING ELDERLY PEOPLE IN ACCESS TO ICT, BUT ALSO AT PROVIDING BASIC PACKAGES OF ICT TRAINING TO OFFER SUCH AN OPPORTUNITY. LOCAL ASSOCIATIONS AND NETWORKS IN THE AREA MANAGE THE TOUCHPOINTS. MOREOVER, A BOTTOM-UP DESIGN COMPONENTS OF THE PLATFORM IS IN ORDER TO AVOID THE RISK OF MISUNDERSTANDING AND IMPACTED COMMUNITIES.

Future plans and wish list (max. 750 characters): ABOUT THE MY NEIGHBOURHOOD PLATFORM, WE ASKED FOR MORE THAN AN INCUBATOR OF IDEAS AND INITIATIVES. WE CONSIDER IT A CATALYST OF INITIATIVES TO IMPROVE THE MILAN URBAN CONTEXT FOR STRENGTHENING THE USE OF RESOURCES, ACTIVITIES OF SERVICE DESIGN, AND DESIGN INITIATIVES. SURELY, THE PLATFORM HAS CREATED THE ENVIRONMENT FOR A CONTINUOUS DIALOGUE BETWEEN THE NEIGHBOURHOOD AND THE MUNICIPALITY. THE RELATIONSHIP BETWEEN THE MUNICIPALITY AND VILL@PERA IS KEPT TOGETHER MANY OF THE ASSOCIATIONS. A DEMONSTRATION FOR THIS VISION TO BECOME A QUARTOGIARDINO: THE PARETO SCHOOL IS CURRENTLY IN THE MAINTENANCE OF THE VIA DE ROBERTO GREEN. A SMALL STEP IS STILL TO BE DONE TOWARDS

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

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

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