Communication on
engagement

2016

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Declaration
of commitment

Palermo, 14th of March, 2016

Through this document we intend to confirm our commitment as partner in supporting the ten principles of the UN Global Compact with respect to human rights, labour, environment and anti-corruption. We are partner of the initiative since 2014 and since then we have been working including in our job activities the compliance with the above mentioned principles.

Our organization, active since 2013, supports and develops projects and initiatives to trigger long lasting and systemic changes in marginal urban contexts affected by serious problems and delays in development and where some fundamental rights are often still denied. We work to raise awareness and increase social responsibility on crucial issues hoping in a sustainable future for our cities.

To do so we've build and we mantain close relationships with partners-government and non-governmental organizations, both in Italy and abroad and we always bring our projects and initiatives to the attention of community and Public Administration. Like this we want to face fundamental issues for our territory but also offer our lean approach and perspective to push collaborative processes thus trying to influence positive public interventions, policy developments or shape public opinion. It is thus also coherent to our identity support initiatives that share our same values and that could contribute, like we do, to improve citizens' life.

PUSH is moreover proud partner of Code for Europe and World Urban Campaign Network, coordinated by UN Habitat and guided by 136 committed partners from all around the world. In 2015 we've been selected to coordinate the organization of the first Urban Thinkers Campus in Palermo. The Campus, whose title was "City as a Service", has been one of the 28 campus selected by UN Habitat with the aim of preparing the contents for the biggest international debate on urban and housing issues, Habitat III to be held in Quito this year.

Strongly believing that the path to a better world pass through the improvement of our cities and the life of their citizens, we'll keep on dedicating our efforts to build a thriving environment by adhering to Global Compact principles and we'll keep on supporting those principles through an active participation and by spreading the same principles among our network. It is for this reason that through this document we want also to invite everyone to share and promote UN Global Compact principles and activities.

Best Regards,
Salvatore Di Dio
Managing Director of PUSH

About
PUSH.

PUSH is a design and innovation lab based in Palermo (Italy). We help communities, public bodies and private companies to innovate and have impact in a sustainable way. Through service design we aim to push cities forward by improving citizens' experience. PUSH was founded in Palermo in 2013 and involves young professionals with wide different backgrounds: from design thinking to information technology, from digital media to business development.

We design and develop original solutions to face difficult social and environmental challenges in the marginal context where we live and work.
We operate in Palermo, a beautiful city but still scenario of social, cultural and economic conflicts that needs effective answers to improve its services. Places like this are in fact full of history and talents but there are plenty of contradictions, serious social and economic threats and they are poor in job outlooks for new generations.

We strongly believe that in marginal places the solution can come from new technologies and from the power of collaborative networks, great tools to overcome limits and turn this contexts into competitive ones. These can become like this ideal spaces to prototype innovative solutions, to test their impact and image their scalability in other contexts. Our everyday mission is thus to push social innovation in order to improve perception and fruition of places.

In the last two years we have been developing projects in the following fields of interest: Digital Innovation, Service Design, Career Development, Education, Smart Tourism, Open Data, Urban Regeneration, Participation, Sustainable Development, Smartcity, Social Inclusion, Non formal Education.

Our last projects and results

City as a Service Intensive School

A nine days full immersion to train young professionals in the field of service design for cities

THE CONTEXT

In these recent years the extraordinary revolution made by Information Technology and Service Design has brought people interactions to a new level in terms of complexity and speed. In marginal city contexts, these kind of bottom-up and user-centered approaches, can trigger bigger and more cost-effective transformations than years of expensive top-down policies. In PUSH we believe that cities' livability can be improved by simply rethinking and redesigning some of the complex processes of being citizens, with the right mix of creativity and technology.

THE IDEA

City as a Service Intensive School is a program about design, technology and social impact through digital innovation. Nine days to learn, discuss and deepen the urban dynamics linked to innovation and digital services for citizens with an interdisciplinary and human-centered approach.

Guided by high skilled international professionals, students acquired service design tools and methodologies and they worked in team to develop their innovative idea of service for cities.

THE INNOVATIVE ASPECT

The Intensive School proposes an innovative approach for designing services for cities, taking advantage of a unique combination of creativity, technology and new business models.

The program is not only an important experiment at a local level in the field of Service Design, but also a great opportunity to build an international network to trigger future collaborations and ideas among participants.

THE IMPACT

The students enrolled were 17 coming from Estonia, Ucraina, United States, Uganda and Italy, 28 years old on average. During the 9 days activites they developed 4 project ideas, evaluated at the end of the program, by a jury of experts. The award for the best idea, made available by CoopUp was al costs covered to set up a cooperative in Italy and free use of coworking spaces for one year. For the best presentation, one week at Livework studio in Rotterdam. All the ideas have been presented during the Urban Thinkers Campus, an important event promoted by the United Nations, hosted in Palermo in October 2015.

THE SCALABILITY

The project, that took place thanks to the support of the Municipality of Erice, has shown an excellent capacity of involving young professionals coming from different backgrounds, interested in learning the tools of service design. The format can be easily scaled and adapted to other urban contexts with the opportunity to offer new inputs and benefits for the local economy. The Intensive School is thus the first experiment of the larger project PUSHedu, intended to become a container for educational activities aimed at creating occupation and value for the territory.

City as a Service Urban Thinkers Campus

International Conference promoted by the
United Nations on the future of cities

THE CONTEXT

PUSH, as an associate member of the World Urban Campaign and its initiative "I'm a City Changer", has been selected to coordinate the organization of the first Urban Thinkers Campus in Palermo. City as a Service has been indeed one of the 28 campus selected by the United Nations with the aim of preparing the contents to be presented during Habitat III (Quito, 2016). The event took place in Palermo, at Cantieri Culturali alla Zisa, October 8-9-10 2015.

THE CONCEPT

The city conceived as a multifaceted integrated service should improve citizens'lives by ensuring a real-time easy access to information. The use of technology, in the era of sharing economy, can trigger this process and foster economic and social growth. This topic has a crucial value in the city of Palermo and it represents a great opportunity to share innovative services as well as effective practices adaptable to other similar marginal contexts. The City as a Service Urban Thinkers Campus lasted 3 days and it has been conceived as an open space for workshops, seminars and networking moments aimed at sharing positive urban transformations. In each of the three days representatives of civil society, research, companies and public administrations contributed to the debate.
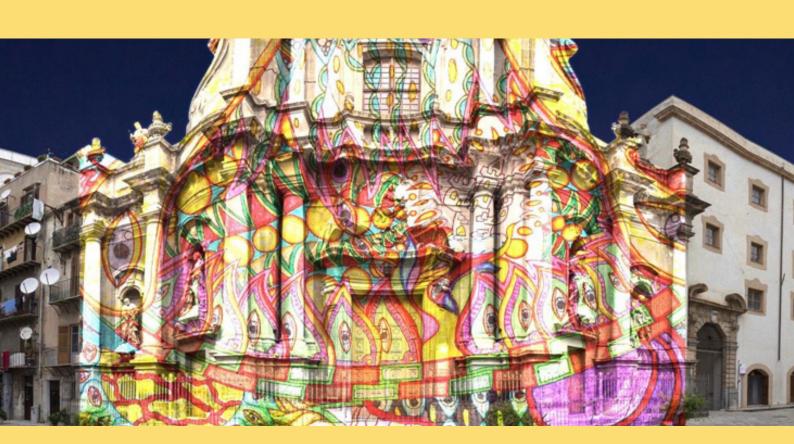
THE IMPACT

Around 100 participants per day took part to the event. More than 100 applications to the call for Urban Labs and Urban Thinkers Session proposals have been selected by a Steering Committee. 3 Plenary Sessions, 12 Urban Thinkers Sessions and 11 Urban Labs took place during the 3 days event. Great success even online: intense live tweeting among participants using the official hashtags #UrbanThinkers and #UTCPalermo and around 320 visualizations of the three plenary sessions' live streaming.

A report including all the issues raised during the event and the achieved results has been provided to the United Nations in order to enrich the Habitat III debate.

Sant'Anna Jamming

—————— **6 creative ideas to redesign
one of the most beautiful squares in Palermo.**

THE CONTEXT

Piazza Sant'Anna is one of the main squares of Palermo which take its name from the baroque church that dominates it. After many years of abandonment and neglect, one year ago it became part of the pedestrian path of the old town. Free from the cars, that saturated its area, today it appears eventually in its grandeur and beauty, but, after its pedestrianization, it remained mostly empty and unused. To restore its role, PUSH, together with AISA and Urbanita, organized a thematic workshop for the students of the Department of Architecture of the University of Palermo, with the purpose of proposing creative and low-cost solutions to regenerate the space.

THE IDEA

Sant'anna Jamming is not just a training course through the approach of Service Design, but it's above all an experiment of co-design which involves students, citizens and public administration. The projects produced by the six groups of students, with a budget of 5,000 €, were up-loaded on a web platform, so every citizen were allowed to learn about the different proposals and vote for its favorite. The three most liked projects, finally, were presented to the Mayor of Palermo, so, focusing on a minimum budget and the approval of citizenship, are submitted to the judgment of the administration, which will choose the most appropriate and will finance the realization.

THE INNOVATIVE ASPECT

Sant'anna Jamming offers an innovative approach to urban planning through the participation and involvement of university students, the use of the web and direct dialogue with the Public Administration. An experimental process divided into three main phases (planning / participation / regeneration) which is reproducible in any urban context.
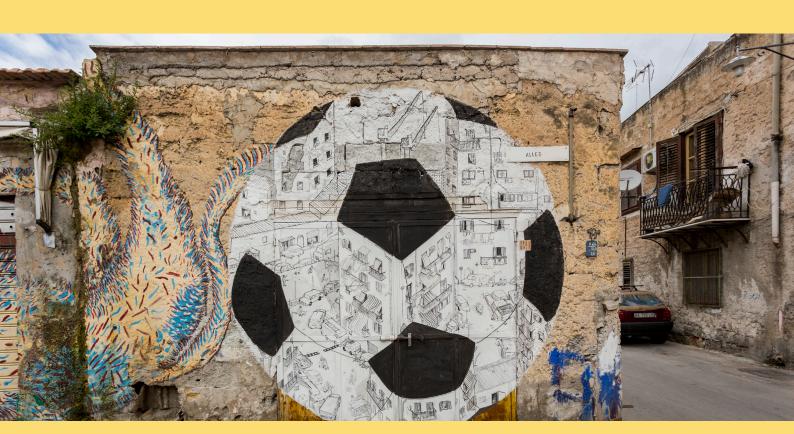
THE IMPACT

The design workshop involved 30 participants among future architects, planners and designers from UNIPA, in a creative 48 hour marathon to rethink the use of the square. The projects were presented to the public at the conclusion of the third day of work at the conference hall of the Modern Art Gallery of Palermo and the online survey for the voting of the proposals has registered more than 800 responses.

THE SCALABILITY

The project, firstly tested in Palermo, has demonstrated an excellent ability of involvement both in terms of participation of young designers, and from that of response of citizens and interests of the Public Administration. By offering low-budget and site-specific solutions, the model can be easily scaled and adapted to any urban context that requires reactivation and re-design. Sant'Anna Jamming is therefore to be considered as the first result of a larger project that aims to become an innovative bottom-up design and re-design tool for urban areas.

Borgo Vecchio Factory ———

A crowdfunding campaign to finance creative painting workshops for the children of Borgo Vecchio in Palermo, Italy.

THE CONTEXT
Borgo Vecchio neighborhood, in Palermo, is an historical area where most of the families live in poverty. Unemployment reaches 40% and access to education is extremely low. The neighbourhood is hit by social unrest, due to an absence of public services and high crime rates. One of its biggest issues is the school non-attendance.

THE IDEA
The project, started in 2012 by the organisations "Arteca onlus" and "Per Esempio Onlus" in partnership with the street-artist Ema Jons, engaged 20 children and teenagers in afterschool creative workshops. The drawings and paintings produced in these workshops were used to decorate buildings in the neighbourhood. Due to the success of this first initiative we decided to create a crowdfunding campaign to run the project for another 6 months, involving new artists, new kids and new areas.

THE INNOVATIVE ASPECT
Beside using a crowdfunding campaign for a social promotion project - in itself an innovative aspect in the Italian context - using streetart as a means of social promotion and urban regeneration is a great innovation in the background of Palermo. The non-formal art education, combined with the involvement of the entire urban community starting from the younger generation, is able to generate a strong impact both visual and social even and especially in the poorest areas.

THE IMPACT
The campaign reached its goal in two weeks, getting the attention of local and national media and gathering the support of more than 300 donors from more than 15 countries around the world. In the next 20 days we set other goals to make the project wider and complete, through the engagement of other artists and scheduling a conclusive exhibition in the streets of the neighbourhood.

THE SCALABILITY
A crowdfunding campaign and its communication campaign are scalable on other contexts, not only those connected to social promotion. The areas of interest in which it's possible to develop a similar project are innumerable, such as technological innovation, artistic projects, etc.

Open Tour

————— **The first collaborative project
to create a distributed city sights data-
base based on Open Data and accessible
through a mobile app**

THE CONTEXT

In recent years, the massive spread of smartphones, and mobile devices in general, has radically changed the use of a wide range of services. In this context the tourism sector is no exception and, indeed, it's among those who suffered the most disruptive changes, by transforming, almost completely, what until a few years ago would have been the typical experience of a traveler. Just look at the enormous amount of tools for comparing flight prices and purchasing tickets online, web portals specialized in booking hotels, apps to find a rate a restaurant based on used generated content. This new concept of tourism needs information that must be geolocalized, accessible in real-time, open and constantly updated by the users themselves.

THE IDEA

Open Tour is a collaborative project that aims to develop an international community for the creation and dissemination of tourist sights' datasets in Open Data format. The goal is to provide a mobile service that allows travelers to plan short personalized tours starting from their available time, location, interests. Through a single mobile app, in fact, all the available datasets can be downloaded and used even in offline mode, overcoming the Internet access lack that usually affects tourists traveling outside their country, where telephone operators don't guarantee connectivity. For each city, the dataset construction, translation and updating will be handled by the community members; all datasets are available on the web portal where they can be downloaded or modified, based on Wikipedia's collaborative model.

THE INNOVATION

The project is based on an Open Data template for the description of city sights, named Open Tourist Sites. OTS is an open standard for the cataloging and management of tourist sites within a given city. The OpenTour standard is characterized by an Attribution-ShareAlike 4.0 International Creative Commons license (CC BY-SA 4.0). The mobile app, developed for Android operating systems, represents the interface through which users can access the information. It is also developed in Open Source under CC BY-SA 4.0 license and available for free. Thanks to its custom algorithm, the app will be able to create real-time personalized itineraries based on user's time available and his position.

THE IMPACT

The app received several awards. It won the second prize of the "AppPalermo" contest sponsored by the municipality of Palermo, with the aim of facilitating the access to its Open Data datasets and increasing information transparency. It has also been awarded with the first prize at the first edition of the "Android App Festival Sicilia", held in May 2014 in Santo Stefano di Camastra (ME), at the "Mob App Awards 2014" at SMAU Milan for the category "Travel and Tourism," and it was selected as app of the month by the international blog of interactive design abduzeedo.com.

THE SCALABILITY

Open Tour's greatest ambition is to lead the development of a community in order to create the first open portal on tourism and promote it globally. If, on the one hand, the creation of an engaged community is the basis for each collaborative and open project to succeed, and there are numerous examples to prove it, on the other hand it can be the main driving force enabling, as well as a rapid and widespread expansion, a substantial reduction of development costs and a better scalability.

Communication on engagement

The COE is a disclosure of specific activities that a non-business participant takes in support of the UN Global Compact and its results. Non-business participants in the UN Global Compact are required to submit a COE every second year. That is why PUSH renews its commitment through this document and demonstrates how it keeps on participating in and engaging with the UN Global Compact in the following ways:

Engage with Global Compact Local Networks

PUSH agrees with the activities of the Global Compact Local networks, by participating and sharing these among its national and international network.

Join and/or propose partnership projects on corporate sustainability

PUSH maintains relationships and collaborative agreements with different actors at a national and international level proposing partnership projects of corporate sustainability.

Engage companies in Global Compact - related issues

As we expressed in our Declaration of Commitment, we encourage our partners and everyone in our network to know and promote the implementation of the Global Compact principles in their areas of influence.

Join and/or support special initiatives and work streams

PUSH supports the initiatives of the Global Compact and it is also active partner in other United Nations initiatives such as expressed in our Declaration of Commitment, in order to contribute to the implementation of the International Development Agenda.

Provide commentary to companies on Communications on Progress

PUSH, as established by the Global Compact, produces COE in order to present mission and activities complying with the Global Compact principles and renew its commitment to share these principles and solicitate compliance among organizations in its network. We are committed moreover to analyze the documents produced by other organizations in order to share our comments and points of view and establish common grounds to better comply together with the principles of the Global Compact.

Participate in Global Compact global and local events

As a result of our commitment to the activities of the Global Compact Network, PUSH agrees to take part and to spread them among its network.