

COMMUNICATION ON ENGAGEMENT 2018

DECLARATION OF COMMITMENT

Through this document we intend to renovate our commitment as partner in supporting all the ten principles of the UN Global Compact especially with respect to Environment and Human Rights.

PUSH is partner of UN Global Compact since 2014 and since then has been working including in all its projects and 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 do all our best to raise awareness and increase social responsibility on crucial issues hoping in a sustainable future for our cities.

To do so we cultivate 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 civil society and Public Administration. Like this we want to face fundamental issues for our territory but also offer our lean approach and perspective to similar urban contexts elsewhere in the world. It is thus also coherent to our identity support national and international initiatives sharing our same values and contributing to improve citizens' life.

PUSH is moreover proud partner of Code for Europe and World Urban Campaign Network coordinated by UN Habitat. In 2015 and 2017 we've been selected to coordinate the organization of two Urban Thinkers Campus in Palermo where we collected contents in preparation for the adoption of the New Urban Agenda (Quito, 2016) and then for its implementation. Moreover we actively took part to Habitat III in 2016 and the World Urban Forum 9 in 2018 where we shared our methodology based on design for urban innovation.

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.

Palermo, 16th of March, 2018

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 believe that, unfortunately, lower costs and high quality of life, are not enough to stop young guys ambitious and hungry for redemption. That's why this territory needs more effective interventions to prevent young professionals going away.

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.

Our projects, developed in these last two years and listed in the next section, belong to the following fields of interests: Social Innovation, Urban Innovation, Service Design, Career Development, Education, Participation and Sustainable Development. In the following pages, all our most relevant projects from 2016 to 2018.

Habitat III

October 2016

Seminar on Service Design and Urban Innovation during the UN Conference Habitat III

THE CONTEXT

Habitat III is the United Nations Conference on Housing and Sustainable Urban Development that takes place following a bi-decennial cycle (Vancouver 1976, Istanbul 1996 and Quito 2016) with the aim to reinvigorate the global commitment to sustainable urbanization, and focus on the implementation of a New Urban Agenda. The city, founded by Spanish conquistadors, is a UNESCO Human Heritage site since 1978 and hosted delegates from more than 150 countries and thousands of participants involved in thousands of events focused on the future of human settlements inside or outside urban contexts.

THE CONCEPT

During a presentation that took place at Centro Cultural Benjamin Carrion, PUSH offered a summary of its research on service design for urban innovation in marginal urban contexts, explaining the process that led to the development of the projects: MUV, Open Tour and Street art Factory.

THE IMPACT

The Habitat III Conference as whole was a resounding success: 30,000 people, among them 10,000 international participants from 167 countries. In the span of four days almost 1,000 events took place, including 8 Plenary Sessions, 6 High-level Roundtable Sessions, 4 Assemblies, 16 Stakeholders Roundtables, 10 Policy Dialogues, 22 Special Sessions, 3 Urban Talks, 1 Urban Journalism Academy, 59 United Nations events, 157 Exhibition booths and over 460 Side Events. It was a unique opportunity to exchange best practices, expand our international network to build new research projects in the field of urban innovation and share the results of City as a Service, Urban Thinkers Campus organized by PUSH in Palermo in 2015.

Right to the Future Urban Thinkers Campus

April 2017

International Conference promoted by UN Habitat on the implementation of the New Urban Agenda

THE CONTEXT

Thanks to the experience acquired in the field of Service Design applied to urban policies, to the organization of City as a Service (2015) and to the participation to the United Nations Conference Habitat III, in 2017 PUSH has been invited to organize the second Urban Thinkers Campus in Palermo.

THE CONCEPT

Right to the Future, that took place from April 6th to 8th in Palermo, was one of the 75 Campus selected by the United Nations to promote a debate on the implementation of the New Urban Agenda, adopted by all member states during the international conference Habitat III in Quito.

The word Right was chosen for its double meaning.

Right like the projection to new opportunities in a city that loses hundred of young people every year because of the lack of a chance for employment.

Right like the demand for a better future in this very moment of social unrest and cultural buzz, when a strong vision is strongly needed in order to build a resourceful and innovative scene.

Right to the Future was thus born with the objective to generate, discuss and elaborate concrete proposals, based on the New Urban Agenda, for the future of Palermo.

THE IMPACT

During the plenary sessions, animated by international speakers who presented different best practices implemented around the world and replicable in urban contexts similar to Palermo, the audience was copious for each of the three days. More than 200 participants took part to the event and actively contributed thanks also to the simultaneous translation service offered.

Moreover, during the afternoon of April 6th and 7th, the participants were involved in Roundtables, three workshops on three different topics: Cultural and artistic heritage, Public Spaces and Community Living. More than 90 participants working in 11 teams including students, professionals and representatives of civil society, had the opportunity to deal with a rapid process to analyze the urban context and elaborate concrete proposals to change the face of the city.

From April 4th to 9th, moreover, about 20 side events organized by the partners of the initiative took place around the city.

All the contributions and inputs collected during the event and thanks to the Open Call launched before the initiative, will be included in the international publication "Right to the Future: Vision Development Kit for the City of Palermo" published by the end of 2018.

Right to the Future Intensive School

April 2017

Second edition of the international educational programme on service design for urban innovation

THE CONTEXT

The Right to the Future Intensive School represents the culmination of a long and inspiring process undertaken by PUSH in 2015 with the initiative City as a Service, whose results contributed to the drafting of the New Urban Agenda, the UN action-oriented document on the future of urban policies.

THE IDEA

Right to the Future is the initiative launched by PUSH to translate the global principle of the New Urban Agenda into concrete local policies and interventions.

In order to succeed in this ambitious mission, PUSH has thus proposed two events: an Urban Thinkers Campus promoted by the United Nations, followed by the second edition of the Intensive School, educational programme on service design for urban innovation.

THE INNOVATIVE ASPECT

The Right to the Future Intensive School aims to translate the inputs emerged during the debate and the workshops of the Urban Thinkers Campus into concrete proposals for the city of Palermo. Palermo was thus used as a case study to propose to the international students an innovative methodology for service design, applicable in any other urban context.

THE IMPACT

The School, sponsored by Fondazione CRT, Confcooperative Sicilia, LUCA School of Arts and Link Campus University, was attended by 17 international students of different age, geographical origins and academic and professional background. During a five-day full immersion, guided by service designers from PUSH and Commonground, the participants worked together to elaborate, prototype and validate concrete proposals for the city of Palermo. The four projects they developed – on food and traditions, reactivation of public spaces, tourism and game dynamics for urban contexts – were presented to the audience during the Street Food Fest in Piazza Sant'Anna.



THE SCALABILITY

One more time the initiative, already implemented in Erice in 2015, proved to have all the characteristics to engage young professionals with different backgrounds interested in service design. The format can be thus replicated in any other urban context offering new inputs and benefits for the local economy.

MUV - Mobility Urban Values

Ongoing (June 2017 - June 2020)

Game to foster sustainable mobility behaviours

THE CONTEXT

From 2017 to 2020, PUSH will guide a consortium of 14 partners from 8 different countries in Europe – Belgium, Denmark, Finland, Italy, Luxembourg, Netherlands, Portugal and Spain – in a research project aimed to change commuting habits through a game that mixes digital and physical experiences.

THE IDEA

MUV levers behavior change in local communities using an innovative approach to improve urban mobility. The project aims to increase citizens' awareness on the quality of the urban environment in order to promote the shift towards more sustainable and healthy mobility choices.

Mobility solutions will be open, co-created with a strong learning community of citizens and stakeholders through workshops and piloted in a set of six different neighborhoods in six EU cities – Buitenveldert in Amsterdam (NL), Sant Andreu in Barcelona (ES), Muide / Meulested in the harbour of Ghent (BE), the historic county of Fundao (PT), Jätkäsaari in Helsinki (FI) and the historic centre of Palermo (IT).

THE INNOVATIVE ASPECT

The innovative approach used in MUV fosters sustainable mobility through a mix of different methods: co-creation, game dynamics, incentives, rewards, new forms of communication, artistic design, ICT, data analysis and open governance.

Rather than focusing on costly and rapidly ageing urban infrastructures, MUV chooses to rely on the engagement of local communities in order to better translate citizens' needs in new solutions and services able to improve cities' quality of life.

The solution will include a mobile app tracking users' daily routes and assigning points for sustainable behaviours and a network of sensing stations measuring the impact on the involved urban areas.

THE IMPACT

MUV builds on the experience of trafficO2, a research-action project co-funded in 2012 by a grant from the Italian Ministry of Education, University and Research and implemented in Palermo.

Thanks to the encouraging results of trafficO2, MUV was selected to be part of the Hyper Island and Google startup acceleration programme “30 Weeks” (January 2016) and was presented by PUSH during the United Nations Habitat III Conference in Quito (October 2016).

MUV project has been funded in 2017 by the European Union through the Horizon2020 call Mobility for Growth managed by the Executive Agency INEA. The project is part of the European network CIVITAS, the initiative to promote sustainable and innovative transport in European cities.

THE SCALABILITY

After being tested in the six above mentioned cities, MUV mobility solutions will be spread to more urban contexts and communities through ad-hoc Open Calls launched during the second and third year of the project. The approach is thus scalable and can be easily used in other cities. The involvement of users during all the design and testing phases allow to adapt the solution to new communities with different characteristics and needs.

World Urban Forum 9

February 2018

3-hour Design Sprint for Urban Innovation

THE CONTEXT

The World Urban Forum (WUF) is the world's premier conference on urban issues. It was established in 2001 by the United Nations to examine one of the most pressing issues facing the world today: rapid urbanization and its impact on communities, cities, economies, climate change and policies. Organized and convened by UN-Habitat, the Forum has become one of the most open gatherings on the international arena, for exchanging views and experiences on urban challenges. The ninth World Urban Forum (WUF 9) brought together thousands of stakeholders to share practices and knowledge on how cities are built, planned and managed. WUF 9 participants included representatives of: national, regional and local governments; non-governmental organizations (NGOs); community-based organizations; research institutions and academies; the private sector; development finance institutions; foundations; the media; and UN organizations and other international agencies.

THE CONCEPT

During the Forum PUSH hosted the Design Sprint for Urban Innovation, arising from the need to constantly experiment something fresh and novel. The format, inspired by the "Design Sprint" process developed by Google Ventures, aims to trigger creativity and find doable solutions to tackle complex problems. In a super short amount of time (just 3 hours) and through four simple steps, participants were supported while designing services able to face specific urban challenges.

THE IMPACT

The World Urban Forum as a whole hosted 122.000 participants from 165 countries, among them more than 100 Ministers and Deputy Ministers who debated concrete implementation steps and how to work together building the Cities 2030, the Cities for all.

The Design Sprint for Urban Innovation was a success: around 50 participants from 12 countries attended the workshop with enthusiasm. They all expressed their appreciation on the methodology adopted and facilitation answering all positively to the final survey that was provided right after the event.

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, European 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

From our Declaration of Commitment, we encourage 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 of UN Habitat and World Urban Campaign in order to contribute to the implementation of the International Development Agenda.

Provide commentary to companies on Communications on Progress

PUSH produces COE in order to present mission and activities complying with the Global Compact principles and to renew its commitment to share these principles and solicitate compliance among organizations in its network.

We are committed moreover to see what has been done by other organizations in order to find common points of view and establish common grounds to better comply 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.