

PUSH

COMMUNICATION ON ENGAGEMENT 2019

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 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 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 the World Urban Campaign Network coordinated by UN Habitat. In 2015, 2017 and 2019 we've been selected to coordinate the organization of three Urban Thinkers Campus in Palermo and one in Favara (Agrigento). Through the first we collected contents in preparation for the adoption of the New Urban Agenda (Quito, 2016) and then with the following ones for its implementation, particularly at local level. We actively took part to Habitat III in 2016 and the World Urban Forum in 2018, where we shared our methodology based on design for social and 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, 20th of December, 2019

Salvatore Di Dio
Managing Director of PUSH

ABOUT PUSH

PUSH is a Lab for Social Innovation and Sustainability in urban areas and it is based in Palermo (Italy).

Our research activities intersect design, social sciences and digital technologies with the aim of developing solutions to enhance cities and protect the environment. Through service design, in particular, 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 innovative and sustainable solutions to face urgent social and environmental challenges for the territory 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 people from going away and young guys ambitious and hungry for redemption. That's why this territory needs more effective interventions to stop this phenomenon and become more livable.

We strongly believe that in places like this the solution can come from the mix of new technologies and the power of collaborative networks, both great tools to overcome limits and turn this contexts into competitive ones. These can become thus ideal places 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 both the 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

OUR PROJECTS FROM LAST COE (March 2018 - December 2019)**MUV - Mobility Urban Values**

Game to foster sustainable mobility behaviours

Starting from June 2017 and until May 2020, PUSH is leading 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.

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 are open and were co-created in the last two years with a strong learning community of citizens and stakeholders through workshops and pilot activities 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 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 trips and participation to game challenges and competitions such as the international Sustainable City Tournament.

MUV builds on PUSH previous 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.

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.

After being tested in the six above mentioned cities, MUV mobility solutions were spread in ten more cities around the world and more will join the network on January 2020. 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.

Website: www.muv2020.eu

Human Flows Urban Thinkers Campus

International Conference promoted by UN Habitat on the future of mobility flows

Thanks to the experience acquired in the field of Service Design applied to urban policies, to the organization of City as a Service (2015), Right to the Future (2017) and to the participation to the United Nations Conference Habitat III, in 2019 PUSH has been invited to organize the third Urban Thinkers Campus in Palermo.

“Human Flows”, that took place from November 14th to 16th in Palermo, was one of the around 60 Campus selected by the United Nations and organized around the world in 2019.

The 3-day event was organized by PUSH in collaboration with the Municipality of Palermo to foster a dialogue on the future of human mobility flows who arrive in Palermo or from Palermo reach other destinations in Italy and around the world.

The aim of the event was in particular to develop proposals and inspire visions on Infrastructure & Policies, Services & Data, Rights & Laws related to the topic of human mobility. On 14, 15 and 16 November thus local and international speakers – professionals, representatives of public administrations and academics – came to Palermo to share concrete proposals and good practices experimented elsewhere and replicable in Palermo.

The event was divided into three afternoon sessions open to the public, symbolically hosted in three crucial places for city mobility: “Human Flows” started on November 14 in the conference room Monsignor Bruno at the Port of Palermo where the main topics were migration, mobility as a right and accessibility. It continued the day after at the Notarbartolo Station with a focus on mobility infrastructures, services and interventions changing mobility trends and behaviours. Finally it closed on November 16th inside the Palermo Airport where the main topic was connected to mobility flows passing by the city. Every day was then crucial to reflect on different aspects of the same topic, as different faces of the same coin, on how they have changed in the last decades and will further evolve.

Among the speakers Costanza La Mantia, urban designer and representative of UN HABITAT; Adrian Schönig, CTO of the Australian startup SkedGo; Alessandra Sciarba, national representative of the NGO Mediterranea Saving Humans.

All the contributions and inputs collected during the event will be gathered in a report.

Website: <https://humanflows.wepush.org/>

Countless Cities Urban Thinkers Campus

International Conference promoted by UN Habitat on a sustainable future for rural urban areas

The Urban Thinkers Campus Countless Cities was promoted by PUSH in partnership with Farm Cultural Park and was the opening event of the namesake biennial that hosted in Favara from June to September 2019 over 20 cities from all over the world to reflect on issues related to Sustainable Urban Development and the New Urban Agenda.

The Campus took place from June 26th to 29th and was an open space for exchange among researchers, professionals, politicians and citizens, invited to discuss on the future of Mediterranean cities and in particular of marginal and rural ones.

Countless Cities proposed a dialogue based on urban transformation and good practices already experimented in Favara, in relation to the following topics:

Governance and Leadership: how capacity-development oriented and human-centered strategies have to be promoted;

Urban Resilience: Is this concept applicable to small and disperse cities?

Youth Woke: How youth movements can be empowered to drive the society? How this can happen in marginal cities?

Website: <https://utc.wepush.org/countlesscities/>

Edward

Platform for exchange of values between urban/peri-urban agriculture and citizens

Despite the considerable contemporary interest in the topic of food quality, the origin of natural products and the attention paid to waste and the circularity of production and agriculture seems to be, in practice, increasingly detached from citizens.

In addition to being an important economic practice, agriculture represents a fundamental social and cultural capital that unfortunately risks being increasingly bound to purely demonstrative practice rather than a modern driver of sustainability.

Edward aims to create a platform that enables the exchange of values between urban/peri-urban agriculture and citizens by providing the digital tools and touchpoints that best meet their needs. It has been awarded by the DesignScapes EU Open Call.

A participatory process has been planned for Edward's design which, starting from the collection of direct experiences of urban and peri-urban farmers, experts in the agricultural supply chain and academics, focuses on the involvement of all stakeholders in the construction of the main features that characterizes the platform that will be, once developed, used to facilitate the growth of the urban agricultural economy.

The project focuses on the short supply chain of urban agricultural (and by extension food) production, by analysing and dialoguing with urban communities that on various scales use agriculture to stimulate economic growth, community integration, social cohesion and environmental sustainability. Each of these communities will be involved in co-designing and prototyping the touchpoints of the future service.

The project is still at a feasibility study stage that will allow to assess the concrete interest of future beneficiaries, the technical complexity of the implementation and an early viability analysis. The overall goal of the project is to obtain a Minimum Viable Product that is as flexible and replicable as possible so that it can be tested in a subsequent phase in different urban contexts. Edward's ability to meet the needs of different end-users and the creation of new value for them will be the key to its success and will encourage fellow urban players in other contexts to use the service and Edward to increase the range of features provided.

Net Walking

Educational project aimed to strengthen the digital self-defences of teenagers

The aim of the project, run by PUSH together with the Association Lega Contro la Droga Onlus, is to investigate together with students of secondary and high schools all issues related to the responsible use of the web and the risks directly and indirectly related to it: online purchase of smart drugs, cyberbullying, privacy, fake news, darkweb, etc. During meetings and focus groups in different schools several stories on these topics have been identified and, appropriately revisited, will become the plot of an online game that aims to strengthen the digital self-defence of adolescents who use online services.

Website: <http://www.net-walking.it/>

The Bridge

“At a time of raising walls, we want to build bridges!”

The Bridge Project has been funded by the program Tandem Europe and just recently by the DesignScapes second Open Call and sets out the mission to build a bridge between Mytilene (Lesvos) and Palermo (Sicily).

Lesvos and Sicily have a lot in common; the two Mediterranean islands geographically disconnected from the mainland shared a past of conquests, dominations, and civilization-clashes that enriched their territories and expanded their horizons. They are sharing the challenges of the Present connoted by the economic crisis, challenges of migration and high rate of youth unemployment, as well as an image of the Future made of rising walls around Europe, closed borders and ports.

“This project opposes this idea of the future with rising walls by building bridges instead. Literally. We are going to build a bridge between Sicily and Lesvos”.

The physical construction of the Bridge will never happen; it's a Fictional Game that serves to encourage people to be bold and ambitious, to have a common goal to look forward to and to explore the generating power of their collective wisdom and imagination. By aiming for the radical, the less radical turns into something quite rational, such as taking part in the labour market, taking a step towards entrepreneurship or simply to believe more in their skills and potential. The project is a pioneering approach that tackles the need for social innovation of the communities around the world.

Website: <https://thebridgeproject.eu/>

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.