

Communication on
engagement

2022

PUSH.

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Declaration of **commitment**

Palermo, 18th of March, 2022

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 for 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 a proud partner of the World Urban Campaign Network coordinated by UN Habitat. In 2015, 2017, 2019 and 2021 we've been selected to coordinate the organization of three Urban Thinkers Campus in Palermo and two 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 the local level. We actively took part in 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 also want to invite everyone to share and promote UN Global Compact principles and activities.

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 main projects
from last COE
**(january 2020 –
march 2022)**

MUV

Mobility Urban Values

Game to foster sustainable mobility behaviours



Website
muvgame.com

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 leverages 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.

ANGLE

A network game for life-cycle education



Website

www.carloalberto.org/angle-cerpcarloalberto.org

A tutorial of the beta version of the game

www.youtube.com/watch?v=iRD5qF5YWgI

The main objective of the project "A network game for life-cycle education" (ANGLE) is to promote and enhance younger generations' Economic and Financial Literacy (FL), adopting a life-cycle perspective to help the young to consider a long time horizon and to think about the future consequences of their decisions. Indeed, Financial Literacy is basic knowledge possibly to be acquired early in life to make individual financial decisions better informed and more effective. Financial Literacy provides the basic principles for crucial passages in the life cycle, such as the transition from education to work, a more effective individual participation in increasingly dynamic and technologically dominated labor markets as well as re-training/learning processes.

ANGLE focuses on ways in which knowledge can be acquired by using innovative technologies of education, such as games and on-line tools that allow learning through active involvement and participation.

PUSH is responsible for the design of a tabletop game, in which players have to answer quizzes based on the basic concepts of Financial Literacy, while they are moving on a board that represents the life-cycle. They have to reach a good retirement by making choices on the different life paths and balancing the destiny obtained by the chance cards and the dice.

The beta version of the game has been tested by more than 80 students in 5 different countries (Italy, Poland, France, Netherlands, Sweden).

The final version of the game will be delivered in september 2022.

The project is funded by the European Union through the Erasmus + program (call 2020). The project started in September 2020 and will last three years.

Countless Futures

People will live
here UTC

*International Conference promoted by UN Habitat
on the Climate Change*



Website

utc.wepush.org/countlessfutures/en/

The Urban Thinkers Campus Countless Futures: People will live here represents the second edition of the first one Countless Cities, promoted by PUSH in partnership with Farm Cultural Park in 2019.

As the previous edition was, the campus was connected to the biennial Countless Cities hosted in Favara from March 2021 to January 2022.

This was the fifth UTC organized in Sicily by PUSH. It took place, in a blended online and physical form, from the 9th to the 12th of september 2021. It explored the challenges of the future of Cities in regards with the Climate Change, and in particular on the topics of Housing Diversity, Good Business and Parkifying the Future.

HOUSING DIVERSITY

explores various types of individual and group living for people with different means and in different stages of their lives.

GOOD BUSINESS

researches all those jobs and trades, with a rediscovery of some manual professions, that are able to fuel passion, territoriality, and durability, with particular attention on the phenomenon of social entrepreneurship committed to finding innovative solutions that respond to social, environmental, economic and cultural challenges.

PARKIFYING THE FUTURE

investigates strategies for implementing educational processes to the plant world, re-building a new relationship between People and Plants and which promotes de-paving portions of the city, to improve the quality of life of citizens.

The last day of the campus was turned into an action day: big posters promoting the Global Climate Strikes have been spreaded among 7 villages surrounding Favara, as well as with postcards that have been distributed to the citizens.

DARE

Digital Awareness for Resilience Experiences

*Good practices to reduce the digital divide
among vulnerable groups*



Website

facebook.com/dare.erasmus

Among its effects, the Covid-19 emergency caused enormous disruptions in the education and training sectors and a sudden shift to online and distance learning. The widespread use of technology has revealed gaps and weaknesses, but it also represents an opportunity to rethink education and training for the digital age. Digital technologies can improve flexibility and creativity, help improve efficiency and learning outcomes, but there is a significant digital divide, i.e. the gap between those who have access to information technologies (personal computers and the Internet) and those who are excluded. Learning opportunities must be accessible to all and thus ensure access to an enormous amount of information and resources.

The project DARE aims to fill one of the biggest gaps generated by the pandemic and its effects, namely the relationship between educators/citizens and the territory, society and physical places.

PUSH is a partner of this project, started on march 2021, that will last until January 2023, and it is implemented by an international consortium of seven organizations from Italy, Slovenia, Spain, Norway and Bulgaria.

Dare Is Supported By The Ka2 – Adult Education (Innovation) Of The European Program Erasmus+.

A cycle of workshops has been carried out by PUSH in order to train a group of migrants living in Palermo on specific digital tools for collaboration and creativity. Among the proposed tools, others have been integrated according to the group level and needs.

Furthermore, PUSH is preparing a toolkit gathering tools and methodologies on how to develop creative and collaborative projects remotely. It will be released under creative commons license and will be available for all the organizations that would like to replicate the process or using this kind of tools.

Radical She

*A cultural and creative hub for all girls
and women in Favara (Sicily)*



Website

radicalshe.it/project.html

Urban planning is not gender neutral. While there has long been research on how urban systems fail to respond to women's needs, it was only a decade ago that the subject surged.

Cities are places designed by men for men, or at least they have been for a very long time. This situation is even more evident in the inland areas of Southern Italy, also due to socio-anthropological and cultural factors. In this regard, "Radical She" - in the municipality of Favara (close to Agrigento) intends to promote actions of cultural regeneration of places for a spatial and social emancipation of women.

The project started in March 2022 as a permanent laboratory in dialogue with the city of Favara aimed at the promotion of a cultural regeneration of places for a spatial and social emancipation of women.

Inside Farm Cultural Park, the most influential cultural center of urban regeneration in Sicily, well-known also on a global scale, a new space dedicated to girls and women will be co-designed and opened in June 2022, after a process of self-building of furniture and facilities.

A group of women - from 0 to 99 years - has been formed, through an open call. They will take part in a series of workshops using visual arts, design thinking and dance, to support a process of self-consciousness and empowerment, that will prelude the physical regeneration and the opening of the space.

PUSH is responsible for the main coordination of the workshops, the communication and web design and for running a cycle of workshops.

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.

PUSH.