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COMMUNICATION ON  
ENGAGEMENT

**PUSH.**

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# DECLARATION OF COMMITMENT

*Palermo, 15th of March, 2024*

*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, 2021 and 2023 we've been selected to coordinate the organization of three Urban Thinkers Campus in Palermo, two in Favara (Agrigento) and one in Petralia Sottana (Palermo) covering both urban and rural areas. 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.*

**ROBERTO FILIPPI**  
PRESIDENT OF PUSH



**ABOUT  
PUSH.**

*PUSH is a Lab for Social Innovation and Sustainability in urban and rural 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 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  
APRIL 2022 /  
MARCH 2024**

# ANGLE

## A NETWORK GAME FOR LIFE-CYCLE EDUCATION

### **WEBSITE**

[www.carloalberto.org/angle-cerpcarloalberto.org](http://www.carloalberto.org/angle-cerpcarloalberto.org)

### **TRAILER**

<https://www.youtube.com/watch?v=mtaimnO7XSU&ab>



*The ANGLE project, coordinated by the Collegio Carlo Alberto in Turin, aims to promote and improve the economic and financial literacy of the younger generations by adopting a life-cycle perspective to help them consider a long time horizon and think about the future consequences of their decisions.*

*The project includes a range of educational tools, such as brochures and edutainment media (videos, games). PUSH designed a board game that combines notions of economics, luck and strategic skills to guide players along a path covering the life cycle, all the way to retirement.*

*The game was co-created with a group of about 200 European students from four countries (Italy, France, Poland, the Netherlands and Finland) attending the last years of high school or at the beginning of their university careers. The students actively participated in two game sessions and provided feedback for the final set-up and implementation. In addition, they co-designed some components, such as character cards and chance cards.*

# UTC CSX

**THREE DAYS TO  
EXPLORE BEST  
PRACTICES AND  
PERSPECTIVES  
FOR THE  
MADONIE  
REGION**

***WEBSITE***

*[utc.madonielivinglab.it](http://utc.madonielivinglab.it)*



*The Urban Thinkers Campus – Communities' Sustainable eXperience (CSX) was an initiative carried out as part of the Madonie Living Lab project, aiming to showcase a broad portfolio of initiatives, processes, practices, solutions, and ideas driven by communities. Over three days, topics related to sustainable, circular, and responsible innovation in the inland areas of the Madonie region were addressed through conferences, roundtable discussions, and related events.*

*More than 100 speakers, including professionals, local political representatives, researchers from the academic world, representatives of organizations and businesses active in the Madonie region, and students, engaged in discussions on sustainable development, with particular attention to three Sustainable Development Goals (SDGs) promoted by the United Nations Urban Agenda:*

*Skills development and inequality reduction (SDG 10): This goal promotes equality through skill development in rural areas and contributes to reducing social and economic inequalities.*

*Inclusive and sustainable economic growth (SDG 9): The aim is to promote economic growth based on local skills, contributing to the sustainable economy of the Madonie communities.*

*Participatory design of sustainable processes (SDG 12): The goal is to involve local communities in co-designing sustainable solutions.*

*The UTC Communities' Sustainable eXperience is in partnership with the third edition of the Countless Cities Biennial, an event organized by Farm Cultural Park. The first part of the Campus was hosted in Mazzarino and Favara on June 23 and 24, 2023.*

# PLACE

**A COLLECTIVE  
REFLECTION ON  
PLACEMAKING  
THROUGH  
WORKSHOPS AND  
INTERNATIONAL  
EXCHANGES**



*The Placemaking for Citizen-led Missions in SE Europe (PLACE) project, funded by the European Commission's CERV program, brought together three organizations operating in southeastern Europe and the largest international network organization on placemaking to generate a broad reflection around the concept of placemaking through transnational exchange experiences and workshops supporting local communities. The project promoted a series of webinars, moderated by Placemaking Europe, that showed experiences of collaboration between associations, citizens, and public administrations to improve the quality of public space and transform abandoned or underutilized areas. In the local context PUSH organized 3 in-person events, between Palermo, Mazzarino and Petralia Sottana.*

### **PALERMO**

*The PLACE project successfully brought together several associations working in this area, fostering a meaningful exchange to explore existing practices, their limitations and potential development within the city. During the knowledge exchange, representatives from seven different entities in Palermo presented their innovative projects illustrating placemaking in action. The event was also attended by the City of Palermo's Urban Regeneration Councilor.*

### **MAZZARINO**

*In Mazzarino, as part of the opening of the Countless Cities Biennial, PUSH and FARM Cultural Park collaborated to organize a Placemaking Café in the town's main square. Local people were invited to participate in an urban game to assess the current situation and imagine an ideal transformation of public space. At the same time, the municipality held an architectural competition to renovate the square, and the Placemaking Café served as a platform to convey the needs and wishes of the community to the winning team.*

### **PETRALIA SOTTANA**

*In Petralia Sottana, PUSH organized a placemaking event during the Urban Thinkers Campus "'Communities' Sustainable eXperiences'" as part of the Madonie Living Lab. The activities focused on the process of co-creating activities and spaces within the Madonie Living Lab. The activity represents the first step in a longer process of co-creation activities that will potentially generate new collaborative processes by fostering a sense of belonging in the area.*

# **RADICAL SHE**

**A PERMANENT  
LAB TO EXPLORE  
ISSUES OF  
WOMEN'S  
EMPOWERMENT  
AND GENDER  
EQUALITY**

***TOOLKIT***

*[wepush.org/sites/radicalshe/toolkit](http://wepush.org/sites/radicalshe/toolkit)*



*According to the Global Gender Gap Report 2022, issued annually by the World Economic Forum since 2006, it will take another 132 years to close the global gender gap. Indicators considered include economic participation and economic opportunity, educational achievement, health and survival, and political empowerment. Recent global crises are further slowing the process. For example, in Italy, of the 444,000 fewer people employed in all of 2020, 70 percent are women.*

*From an idea of Farm Cultural Park, with the support of PUSH and the Municipality of Favara, a path of discovery and awareness was developed that walked participants through exploring different aspects of the theme of women's empowerment and taking active action to generate positive change in their city. The project is the winner of the public notice Creative Living Lab – 3 edition, promoted by the General Directorate of Contemporary Creativity of the Ministry of Culture. Ultimate goal, the opening of permanent hub to meet, develop projects, study, meet experts on the areas of their interest and host cultural and recreational events.*

*The main activities: a series of art workshops (photography, dance, urban storytelling), creation of a poster art campaign, self-construction of the furniture of the new space, planning of the first activities.*

*The project has continuously involved about 20 girls from Favara and the surrounding area.*

*In some cases, participation has been extended to a group of refugee boys from Ukraine, students from local schools and, through an open call, to women of all ages, opening up an intercultural and intergenerational perspective.*

*Young residents of the Farm Cultural Park neighborhood actively participated in the self-construction workshop. A new space has been returned to the City of Favara and in the coming years will be a reference point for girls, young women and beyond.*

*At the end of the project, a toolkit-storytelling was published that gives other associations, informal groups, and professionals the opportunity to replicate certain steps of the process, adapting them to particular contexts.*

# 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.*

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