

Social innovation platforms for collective awareness and action



Platforms for Collective Awareness and Action

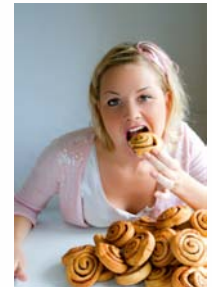
- To create an extended awareness of the environment and of the consequences of our actions, to take informed and sustainability-aware decisions
- Harnessing concepts from:
 - IoT -> collecting data from environment
 - Facebook -> social interaction
 - Wikipedia -> production of new knowledge





Approach

- Sustainability
 - Beyond GDP, Low Carbon economy
- Self-regulation
 - Based on collective situational awareness
- Bottom-up
 - And coordinated
- Non commercially-driven platforms
 - That can produce new business models and (social) innovation



Applications:

- Informing consumer decisions
 - Product ranking/labelling/development
- Prompting behavioural changes
 - Life Footprint, more efficiency
- Virtual communities for change
 - Social Innovation
- Access to simulations/statistics
 - Visual Analytics style
- Anticipating societal changes



Just some examples:

- **SUNSET**: exploiting social networks to manage urban mobility in a sustainable manner
- **Eyeonearth**: collecting environmental information from social networks
- **Ecosearch**: a search portal supporting the environment
- **Freecycle**: grassroots and nonprofit movement of people who are giving stuff for free
- **AVAAZ**: connecting citizens to drive sustainable political decisions

http://ec.europa.eu/information_society/activities/collectiveawareness/links/index_en.htm



Which framework to develop Collective Awareness platforms for Sustainable Social Changes and Innovation?

- Pilots of platforms for collective awareness and action
 - to trigger novel forms of societal organisation, based on sharing
- Models and simulations based on real-world data
 - to support individual and collective decisions
- Innovative trust mechanisms, based on reputation
 - To create meaningful and trusted bonds
- Multidisciplinary understanding of the complex socio-technical interrelations
 - internet science



Multidisciplinarity:

- Integrating life and human sciences needs **incentives**, e.g.: require participants from at least 4 of these areas
 - computing, communications, software, identification
 - complex systems, game theory, physics
 - knowledge management, semantics, philosophy
 - environment, energy, transport, mobility
 - sociology, anthropology, ethnology
 - security, trust, privacy, law, economics
 - psychology, perception, multimedia user interfaces
 - art, cultural expression, content creation, architecture, history
- Any other ideas... ?





Open issues *(we're listening...)*

- How to move from ICT gadgets to sustainability tools?
- Can online communities drive individual behaviour changes? What research needs to be done?
- How to achieve critical mass? need agents of change?
- Top-down driven or grassroots -coordinated- initiatives?
- Do we need quality guarantees on the content of these social networks?
- How to address trust, privacy, ethics... ?