



CROWDSOURCING · URBAN · SUSTAINABILITY · GOVERNANCE

PROJECT BY CHIARA CERTOMÀ

VERONICA VITALE for VISUALSTORIES

1 TECHNOLOGICAL READINESS

DO YOU THINK GENT IS A TECHNOLOGY-ORIENTED CITY?

GENT IS A **PEOPLE** ORIENTED CITY

WHERE **FACE TO FACE** RELATIONSHIPS ARE MORE RELEVANT TO CREATE **CONNECTION**

TECHNOLOGY IS A **TOOL**

To:

- ACHIEVE BETTER MANAGE RESULTS
- SUPPORT INNOVATIVE SOLUTIONS
- ENCOURAGE PEOPLE TO PARTICIPATE
- REACH AS MUCH AS PEOPLE AS POSSIBLE

GENT OF THE FUTURE

IN GENT THERE ARE SOME INTERESTING DYNAMICS, BUT ALSO SOME **LIMITS...**

CITIZENS ARE NOT CRITICAL ANYMORE...

ARE YOU COMFORTABLE IN THE SITUATION IN WHICH THEY ARE LIVING?

CHANGEMAKER: THERE IS NOT A REAL COLLECTIVE FEELING

... BUT DESPITE THIS GENT IS A VERY **PROGRESSIVE CITY.**



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2 PARTICIPATION

Gent had a long history of participatory processes

STARTING FROM **30 YEARS** AGO

THANKS TO **PIONEERS** OF PARTICIPATORY PROCESSES

EVOLVED INTO: **DIALOGUE** BETWEEN CITIZENS AND GOVERNMENT

CO-CREATION

TEST TO UNDERSTAND THE REAL NEEDS OF CITIZENS

3 STEPS TO ENCOURAGE CITIZEN'S PARTICIPATION

- MORE INFORMATION
- GIVE THEM THE SPACE TO DO ACTIVE PARTICIPATION
- HELP THEM TO BECOME SUSTAINABLE BY THEMSELVES

THE MAIN PROBLEM IS THE:

FRAGMENTATION

OF PARTICIPATORY PROCESSES

TOO MANY PROPOSALS... FOR THE SAME SPACE!

WE MUST BE ABLE TO **INTEGRATE** DIFFERENT IDEAS

POSITIVE OR NEGATIVE EFFECTS OF **DIGITAL TOOLS**

IN THIS KIND OF PROCESS

CREATE **AWARENES**

ENCOURAGE **SOCIAL COHESION**

COLLECT IDEAS

DIFFERENT LAYERS OF INTERACTION

FAST REACTIVITY

DIALOGUE WITH PHYSICAL SPACE OF THE CITY

CONSEQUENCE COULD BE:

PASSIVE PARTICIPATION

SOME PEOPLE MAY FEEL "PARTICIPATING" JUST CLICKING SOMEWHERE. THEY WANT TO SAY THEIR OPINIONS, BUT ARE NOT REALLY ENGAGED IN THEIR COMMUNITY.

DIGITAL TOOLS CAN CREATE DISTANCE

WHAAT?

PLATFORM

INCREASE **FAKE NEWS**

OWNERSHIP MANAGEMENT AND PRIVACY OF **DATA!**

THERE IS NO **human factor**

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THE ACTORS OF PARTICIPATORY PROCESSES

TO PARTICIPATE OR NOT TO PARTICIPATE

REACH A VERY SPECIFIC GROUP OF PEOPLE: WE MISS IT!

30/45 YEARS OLD

HIGH EDUCATED

WHITE COLLARS

MULTI ETHNIC

THANKS TO DIGITAL TECHNOLOGIES WE CAN ENGAGE PEOPLE WHO OTHERWISE WE DO NOT EASILY REACH

THE **GOAL** IS TO INTEGRATE **ONLINE AND OFFLINE CHANNEL**

FUTURE

WHAT ABOUT THE FUTURE?

WE CAN ONLY SEE A PART OF WHAT'S GOING ON...

... THERE IS A MUCH **DEEPER** SIDE THAT WE STILL IGNORE!

CERTAINLY TECHNOLOGIES WILL PLAY A **BIG ROLE** IN THE FUTURE

BUT WE MUST BE ABLE TO

EDUCATE PEOPLE ABOUT THE **CORRECT USE** OF TECHNOLOGIES

- AND -

CONTAMINATE CHANNELS

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3 GOVERNANCE

GOVERNANCE NEED TO BE:

FLEXIBLE

MULTIDISCIPLINARY

TRANSPARENT

BUT AT THE SAME TIME WE NEED TO **CHANGE THE CITIZEN'S MINDSET**

"THE GOVERNMENT IS NOT JUST A **BIG BAG OF MONEY**"

A **NEW FRAMEWORK** IN WHICH STATE & CITIZENS WORK TOGETHER ON THE CITY OF THE FUTURE

GOAL IS A NEW VISION OF GOVERNMENT AS

LOCAL GOVERNMENT

LOCAL INDUSTRY

LOCAL ACADEMY

CIVIC SOCIETY

QUADRUPLE HELIX

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4 SUSTAINABILITY

EVERYTHING IS RELATED TO SUSTAINABILITY

GENT OF FUTURE IS A **SUSTAINABLE CITY**

BUT THERE ARE SOME PROBLEMS:

TOURISTIC APPROACH AT THE CITY'S CENTER

TOURISTS ARE A **GROUP OF INTEREST**

DIALOGUE BETWEEN THE PARTIES INVOLVED IS A **CONFLICT OF POWER**

SOLUTION:

CREATE A KIND OF **OPERATING SYSTEM** TO GUARANTEE A RELATIONSHIP BETWEEN ALL GROUPS AND THEIR NEEDS IN THE SOCIETY.

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