INFLUENZA rsi14

Design of an interaction strategy for the recognition of social innovation.

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M. Sc. in **Product Service System Design**
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ABSTRACT (EN)

This thesis discloses the design of a strategic and interactive PSS (Product-Service System) to support the recognition of Social Innovation.

I had the chance to work in the field of Social Innovation (SI) thanks to my supervisors Anna Meroni and Marta Corubolo and thanks to Transition: a SI incubation project funded by the European Commission. Soon as I grew curious to delve into the subject, a swift simple question emerged: if Social Innovation looked *so great, so inspiring*, and if all the existing resources (weather different or alike Transition) to support its nourish are so promising …then why the world hasn't changed yet?

The research problems
Diving in the world of Social Innovation, a specific problem emerged: inertia and indifference. Even if we all want to live in a better world, sometimes people feel lacking of ability or influence and they're not ready to make a difference that makes *the difference*. It is yet true that our society has been transformed by the actions of individuals who understood that if they didn't like something, they could change it. (▪ Filtoff, 2012; ▪ Yunus, 2009; ▪ Elkngton & Hartigan, 2008; ▪ Demos, 2008; ▪ Alter, 2006;). This thesis project roots on the mission of overcoming inertia and finding an innovative way to address a message to pretty much anyone (since anyone is a potential rich soil for Social Innovation) - "what difference can you make in the world"? Transition Project is after all about this: helping all kind of people to identify their own greatest concerns and inspire them to take an important first step toward change; providing thecnical and theoretical support for a behavioral, societal and economic change, or a significant attempt.

The research objectives
Counting on the awareness that I could make my contribution to the creation and innovation of social solutions, my challenge became the design of an online-offline avarage-lenght experience to promote Transition, to inform and attract a wide audience about and to Social Innovation, aiming to attract potential social innovators.

INFLUENZA RSI
An interaction strategy...

..for the Recognition of Social Innovation (RSI)
The term Social Innovation refers to an heterogeneous range of subject; in a nutshell, it clusters ideas, services, models and processes which can simultaneously bring innovation, inclusion and wealth to our society or to the world. INFLUENZA RSI14 is a metaphor representing a Social Innovation flu propagation, embedded in the look&feel and main communication strategy of Transition Milano. with the aim of attracting possible social innovators and to create new awareness on the subject of SI.
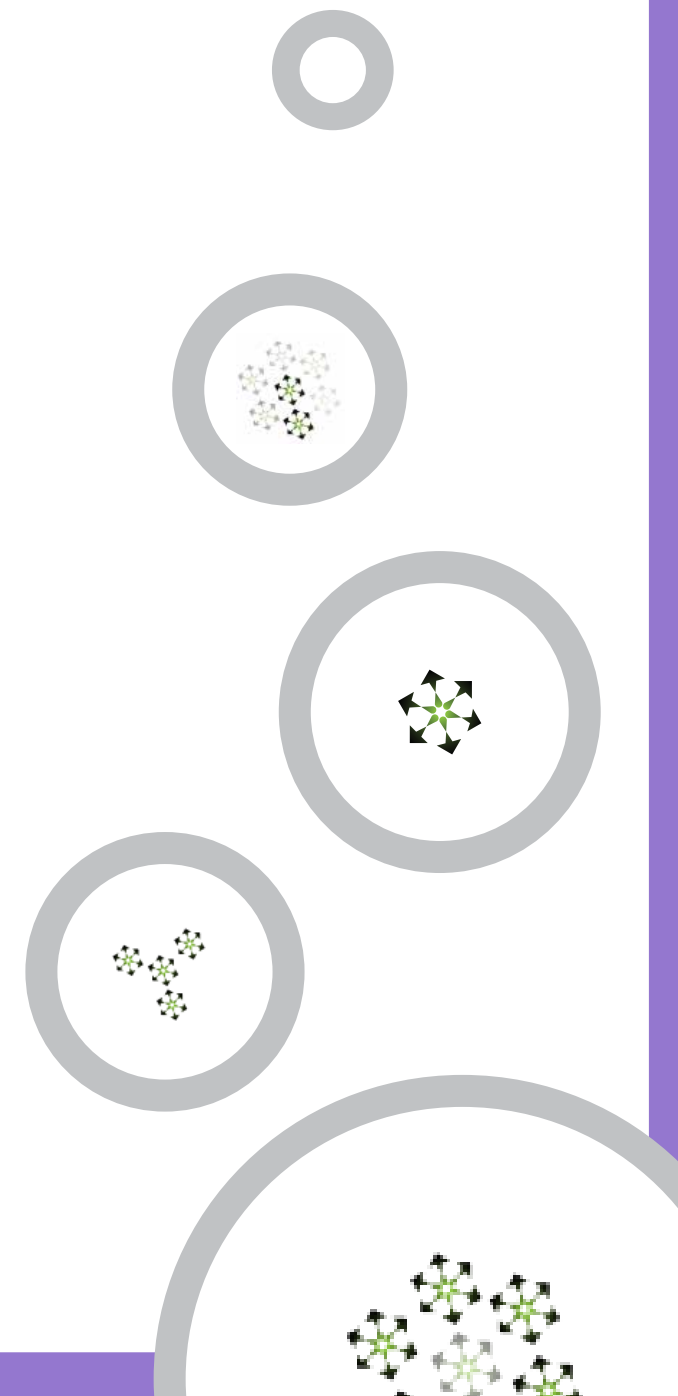
ABSTRACT (IT)

Progettazione di un Product Service System strategico e interattivo a supporto del riconoscimento dell'Innovazione Sociale.

Ho potuto addentrarmi nel mondo dell'Innovazione Sociale (SI) grazie alla mia relatrice Anna Meroni e Marta Corubolo e grazie a Transition: un progetto d'incubazione di SI finanziato dalla Commissione Europea. Appena ho sviluppato un maggiore interesse nella materia, una semplice domanda ha iniziato a ripresentarsi spesso: come mai, se l'innovazione sociale sembra così *promettente*, così *giusta*, se le risose esistenti a supporto del suo propagarsi e della sua crescita sono così tante.... allora come mai il Mondo non è ancora cambiato?

Trovare il problema
Dalle ricerche sul mondo dell'innovazione sociale è emerso un problema specifico: l'inerzia e l'indifferenza. Nonostante la speranza comune di un mondo migliore, talvolta la gente si sente senza capacità di agire e senza influenza, impreparati di fronte alla necessità di fare *qualcosa*. È però vero che la nostra società è stata trasformata proprio dalle azioni di quegli individui che hanno capito che se non apprezzavano qualcosa, potevano agire per cambiarlo (▪ Filtoff, 2012; ▪ Yunus, 2009; ▪ Elkngton & Hartigan, 2008; ▪ Demos, 2008; ▪ Alter, 2006;).
Lo scopo è dunque quello di superare l'inerzia e trovare un modo innovativo per indirizzare lo stesso messaggio a circa chiunque (in quanto chiunque ha del potenziale per diventare Innovatore Sociale) - "che differenza puoi fare al mondo"? TRANSITION è questo dopotutto: aiuto nell'identificare problemi e spinta a muovere un passo verso il cambiamento. Un supporto pratico e teorico per un cambiamento sociale, economico e comportamentale o un tentativo significativo.

Indirizzare una soluzione
Sapendo di poter dare il mio contributo alla creazione e all'innovazione in supporto al diffondersi della SI il mio scopo è diventato progettare un'esperienza online-offline di media durata per promuovere Transition, informare ed attrarre un target eterogeneo ed entrare in contatto con possibili innovatori sociali.

INFLUENZA RSI
Una strategia d'interazione...

..per il Riconoscimento dellìInnovazione Sociale (RSI)
Il termine Innovazione Sociale si riferisce ad un ampio spettro di pratiche; brevemente, racchiude idee, servizi, modalità e processi che possano al contempo portare inclusione sociale, innovazione e benessere alla nostra società e al Mondo. INFLUENZA RSI14 è la metafora di una propagazione di influenza di innovazione sociale, racchiusa nel look&feel e nella comunicazione principale di Transition Milano, con lo scopo di attrarre possibili innovatori sociali e generare informazione e formazione sui temi di SI.

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> You can dream, create, design and build the most wonderful place in the world - but it requires people to make the dream a reality.

Walt Disney

- [0]
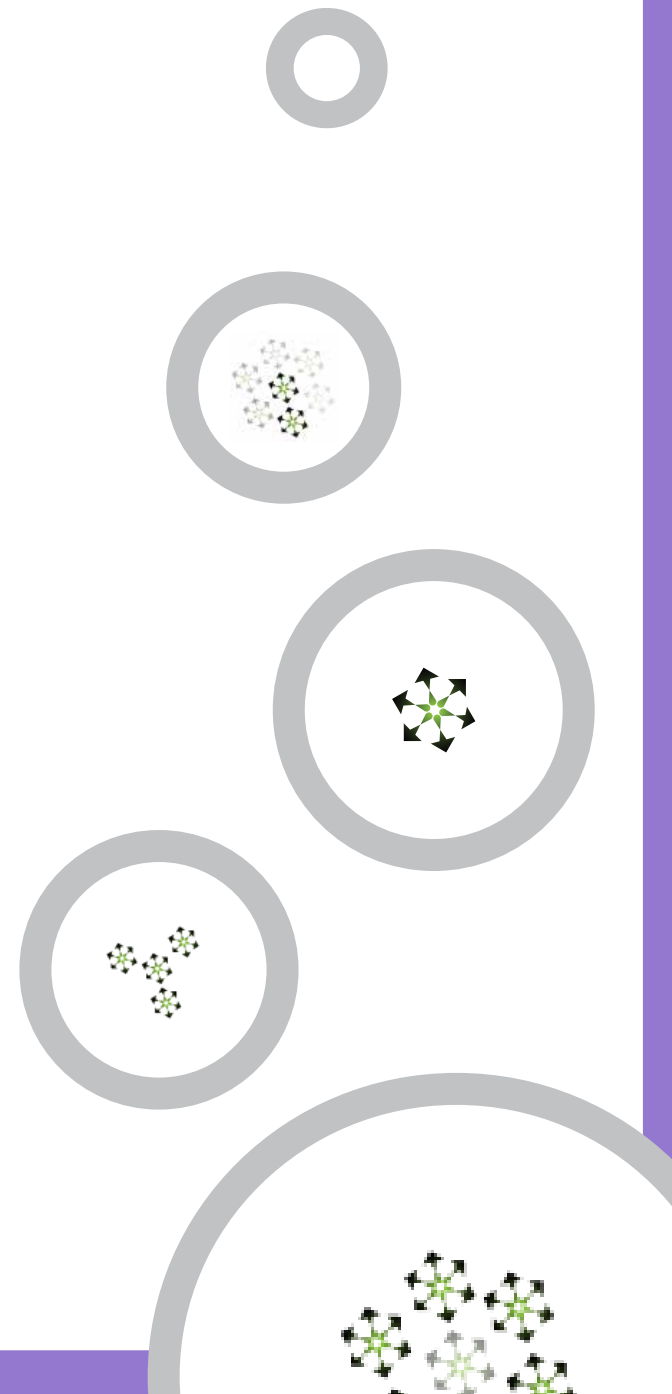
0. CONTEXT

SI & SB Overview
People & Emotions
Forecast

›

Introduction

This chapter explores the connections of dots which was followed toward the design of the action framework for **INFLUENZA rsi14,** this thesis project, and the overall context in which it is set.

Recurring words:

SOCIAL INNOVATION
SOCIAL BUSINESS
CRISIS
UNCERTAINTY
EMOTIONS
MARKETS & JOBS
SUSTAINABILITY
SOCIAL WEALTH
FAIR EQUITY
GREEN ECONOMY

SI & SB OVERVIEW

Social Innovation
& Social Business

As anticipated in the abstract, Social Innovation has been the main research topic of study; all started analyzing and absorbing literature. The feeling is always the same, no matter what if you get involved in something you feel like you only got to the tip of the iceberg (even having found sincere troubles in avoiding getting entangled in laws, administrative orders and policies) but one thing remained crystal clear: SI and SB are both very new fields of study.
There is still evident miscomprehension about what Social Innovation means, how to measure its potential, how to convert the social benefits into a measurable unit in order to evaluate investments etc, but many efforts are spent on this. Stating this fact, it's anyway possibile to give a reasonable definition: according to **Geoff Mulgan** (▪ Mulgan, 2009;), we define as **Social Innovations** as

"all those new ideas (products, services and models) which meet social needs better than existing solutions, and which create new or better relationships and collaborations. In other words, they're positive for the societal health and which enhances the empowerment of the society itself in taking actions. "

Social Innovation is in general a rapidly growing field working within social needs such as: healthy and sufficient **food**, transportation systems and **mobility**, cure and good use of **natural resources, ecology**, energy **efficiency, education** and edutainment, **housing** and hospitality for tourism, **healthcare** and prevention, heritage **culture** and traditions, growth of **local economies, safety** of citizens and territory etc.

■ [1.1 - Areas of Social Innovation Taraxacum]

Social Innovation
& Social Business

Social Business enterpreneurship is the direct son of SI. To have an idea at glance, one would possibly think about SB as the artful kind of enterprise which is capable of producing profit while simultaneously generating a social shared benefit or value. The benefit must rely on social wealth, social cohesion and the acheivement of social challenges solutions - its primary aim must be having a business model based social impact prior to profit (■ Avanzi, 2013;).

It has to be said that originally the noun 'Social Business' was coined by Muhammad Yunus, father of social entrepreneurship. Yunus signed an important step in mankind: he reached out for the missing tile of modern capitalism, introducing a complete new way of making business.

The following literature (■ Elkington & Hartigan, 2013; ■ Yunus, 2010; ■ Yunus, 2009; ■ Berger, 2009; ■ Mulgan, 2009;) informs us about the immense possibilities within the field of Social Business. Innovativeness and creativity, "thinking out of the box", are the winning capabilities and the best skill for future social innovators: there's a rising urgency of thinking brave, thinking lateral, and the need of overcoming obstacles undressing oneself's fears. These are just few of many common sentences shouted out loud from the world's most innovative entrepreneurs [1].

As shown by the amazing research of **John Elkington** and **Pamela Hartigan** in their book *The Power of Unreasonable People – How Social Entrepreneurs Create Markets That Change The World*, there's a list of the top 10 traits that each one of Us should aim to achieve in order to become a **successful Social Entrepreneur**:

1. Openess or tendency to break ideologies and rules
2. Practical and creative problem solving skills
3. Leader through design of new products, services or systems
4. Focus on social value creation
5. Neverending iterations in real world until things get to work
6. Rooted faith in people and mankind
7. Determination and will to take risks
8. Passion and pride for a rewarding active work
9. Witty personality dominated by an "unreasonable" twist
10. Impatience and urgency to do and shape things

Note [1]
In the reference book ■ Elkington & Hartigan, 2013 is presented a list of over 30 best practices of SI and SB pioneers which have changed lifes with innovative and creative Social Businesses.

Crisis and uncertainty

As the Nobel Peace prize **Muhammad Yunus** has explained in one of his best-sellers "The banker of the poors" (■ 1 Yunus, 2008;) there are no better ways to act in changing the world than starting from small-scale, putting some efforts in the attempt of making the difference. Small-scale is intended both geographically and in matter of impact, hence there are no social innovations which are not worth happening, from simple actions like giving spare coins to a homeless stranger in the subway to the wordly solution of starvation. Moreover, as the eminent russian novelist **Leo Tolstoy** have observed, history should more accurately be considered as the combination of the effects of all the small things that perfectly ordinary individuals do everyday, rather than the biography of *"Greats"*.

As **Albert Einstein** said, making the difference means "*trying not to become a man of success, but rather become a man of value*"; in other words, fulfilling the responsibility toward ourselves of making life meaningful. In this particularly delicate moment of contemporary history, there is no more space for undertaking the causes of the so-called Status Quo [2]: we already mentioned before the problems of inertia and uncertainty but accordingly to **John-Paul Flintoff** the key to unlock it is detained by a subtle paradox based in our own minds: "*Surprisingly often, we find ourselves impaled on a paradox: we desperately want to do something, but have no idea what it may be*". Flintoff continues "*we too must try to understand what drives us (…) Even tho there is something counter-intuitive about welcoming the thing that makes us unhappy, if you don't truly accept that there's a problem, you might lack the necessary determination to fix it* ".

Note [2]

To overcome crysis and uncertainty, to be able to welcome change, we are suggested to get rid of fear, anger, and doubts and start doing something promising for our own lifes. Afterall, it seems to be right about time: "*the crisis is the best blessing that can happen to people and countries, because the crisis brings progress*" (A. Einstein).

PEOPLE & EMOTIONS

Emotional Sphere

We just spoke about some of the possible solutions that anyone can enact in their lives not to be overwhelmed by reality and to free from inertia. Willing to be philosophical, these solutions nothing more than the old-like-world advice of thinking positive and acting good that any grandmother or grandfather would teach their nephews.

One would question: if what is stated is true, why on the other hand it happens that there is a shared sense of loneliness and scarcity of human relationship ? (■ Innovation of Loneliness, 2013; ■ ISTAT, 2014; ■ Demos, 2008; ■ Kahneman, 2008;)
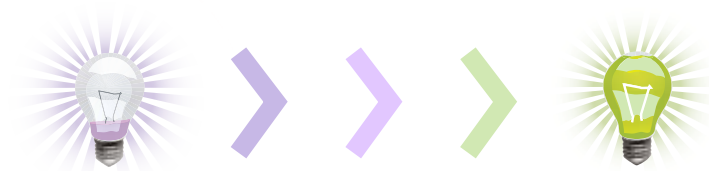
■ [1.2 - A systemic change generated by hope and fait]

Our society is evolving at a speed that a single man can barely stand. Because of (and thanks to) Sciences, technology progresses and more generically because of the exponential creation of knowledge that builds up every day - reality has grown fast and chaotic and so its societies. The psychological impact, widely debated in "The politic of Happiness" by Demos and WWF Finland, is a sour unnecessary unhappiness haze. As Kanheman confirms (■ Kahneman, 2008;), the general findings of latest social science studies demonstrate that among today's most urgent

issues is the perceived sense of "*negativity for living in a culture that surrounds us with reminders of money which may shape our behavior and our attitudes in ways that we do not know and of which we may not be proud*".[3]

This consideration teams up with the assumption that in European and Western Countries geographical context modern capitalism have imposed consumerism and a brand-speaking society. The idea that money would be an essential ingredient for happiness has increasingly affected the sane idea by which meaningful relations are human primary source of happiness.

As a sign and alarm to prevent mind snooze, both the authors **Flintoff** and **Kahneman** speak with the same words highlighting the fact that "*in real life **we always have** the ability and choice to act differently, to stay outside of our everyday standard role and do something else. The problem is that we often forget it – if we ever knew in first place*" (▪ Flintoff, 2012; as in ▪ Kahneman, 2008).

The mentioned authors end up agreeing that the gap between happiness and unhappiness is largely ours to fill, and sometimes just waiting for the ideal conditions to be manifest in order to be happy is a more or less conscious choice of sloth that prevents us from leaving our comfort-zone, the realm of possibilities that we already know and which make us feel somehow protected. Within the limits of my design experimentation I found myself compelled to adopt an emotion-based approach, being carried away by the visionary teachings of **Yunus** of giving credit to relationship. I found out that it is a small and significant attempt of SI which immediate benefits can be tested by anyone: being aware in 1st person of the intimate need of connecting and interacting with our surroundings and people produces a deep, lasting sense of satisfaction and the reveals that every problem carries its own solution (▪ Demos, 2009;).

Note [3]
Research carried out by **Kathleen Vohs**, psychologist, and presented as case study in ▪ Kahneman, 2008 "Thinking Fast and Slow" - Chapter 4, The Associative Machine

New markets and new jobs

The huge difference between the traditional business and Social Business lives at two levels: firstly and most important of all, the business ultimate goal – while for the **classic view of entrepreneurship** the art of making business is possible for a profession which primarily aims at her profit maximization and reduction of costs; on the other hand **SB** introduces the innovation of placing the maximization of social impact and of generation of social value first.

At a more **emotional level**, a basic exercises will help to illustrate that what truly makes the difference, as in most of the things we do, are the positive intentions and the meaningfulness of the efforts we make. What if your mission in life was an everyday "to do list", 1 or 2?

TO DO: list 1	TO DO: list 2
Do more baking with the children	*Passing best of our ancestors to our kids*
Play more American jazz	*Undermine Hitler autority in WW I*
Stonecraft practice of school apprentices	*Build a magnificent Cathedral for people to worship in long after we've gone*

Which one would you opt for? It is clear that starting from everyday actions and building upon them with a strong emotional and ethical mind-set is a valid way to get motivated into achieving results and moving the next step toward change. Once you **let yourself** think about your actions in an utterly new perspective, you indirectly access silent resources which may help generating better solutions or implementing existing ones – for the same reason, a thriving Social Business is reaching out and filling the gap between public and private sector (▪ Alter, 2006;).

It is also important to consider that, if it is true that crisis brings innovation, progress and change for good we may aswell feel the need to create the work of our dreams, instead.

I hereby summarize very shortly the amazing story of the Nobel Peace prize in 2006 was awarded jointly to **Muhammad Yunus** and **Grameen Bank** (his former social enterprise) "for their efforts to create both economic and social development from below". Yunus started his authorship in Social Innovation and Social Business by giving out small loans. It took Yunus a total of 27 Dollars with a ~ 0.2% interests on a trustworthy faithful relationship to cleanse 42 people from usury - a remarkable small amount of money was gifted without any payback and a social need was met. Yunus eventually became the so called "*banker of the poors*", and **caring about vulnerable human being** became his life star, daughter of serendipity and personal will (▪ Yunus 2000;).

Mankind has rewarded Professor Yunus with what is widely regarded as **the most prestigious award available** in the field, the Nobel Prize. His work and his devotion gifted all of us with new job opportunities and ideas, opening niche markets and a new competitor arena for competing, co-designing and collaborating with other social innovators.

The faith in the rise of a new economical and social era just needs to be spread and get to influence as many people as possible. The moment is mature, the crisis cannot last forever and there is a good chance to be influended and take part in what will be the next generation movement. A new industrial revolution, a societal evolution, for good.

FORECAST

Sustainability and Social wealth

The field of Design have worked on the creation of better futures since decades already and is gaining international credit.
As we discuss, also thanks to the disciplines of scenario-making and design thinking (and their generative methods which allow us to conjure possible worlds that seem entirely delightful), we are able to generate possible solutions to yet unsolved problems, imagine future scenarios in which problems are overcame and actualize them on an equivalent possible reality. Thanks to all this new knowledge, in the last decades the role of Design have experienced a strong change toward the reach of sustainable solutions to existing problems with the aim of pursuing it in the same way Social Innovation pursues Social wealth.

It is not surprising that the world still have urgent need of improvement; according to visionary **Yunus**, the crisis we face today has dramatically reminded us how all mankind is inter-connected and that we should think about SI and SB as our best chances to restore livable environments and a healty Planet in our immediate future. Everyone, concludes Yunus, should have a picture his/her best possible future in order to make any reasonably good one become real: (▪ Yunus, 2009;)

To sketch the world of 2030, we may start preparing a list of things we may be pleased to encounter there. For example:

A world without poverty
A world in which oceans, lakes, rivers and air are clean
A world in which nobody starve or lack shelter or rights
A world in which all curable diseases are cured on time
A world with no barriers nor frontiers
A world that sees war as something belonging to the past
A world of easy and connected access to knowledge
A world without analphabetism
A world of open technology
A world of hope and faith in each other

Fair equity and Green economy

In conclusion, through the growing buzz raised by Social Innovation and the constant introduction of policies and regulations in support of green economies (both environment and society) we have a clearer comprehension of the importance of fairness and equity – it is also widely believed that our society will indeed evolve to a more sophisticated stage: it will take time but SI and SB fields have already proven to be an extremely powerful resource to overtake the most pressuring challenges of our times. Inevitably, new and more specific regulations will be introduced in the following years to **support and defend the creation of** social value and innovative ways of making business with Social Innovation. A close sign is that Foundations or European projects like Transition started to invest money on the creation of Social Business Start-ups (long lasting, self-sufficient entities) rather than happenings or events. Those innovative forms of "young enterprise" are the core element of today which will be essential to achieve a more healthful, sustainable and enjoyable living in our close future.

We know about the rapidly expanding range of possible new jobs and markets that are emerging thanks to Social Innovation. Moreover, it is reasonable to assume that to juxtapose a growing offer of SI solutions an equivalent growth of the demand will befall. For this reason **SI and SB** now and in the future will most of all demands a new wave of awareness to build up a stronger social impact.

In the next chapters I will explain how Influenza rsi14 could help in the generation of a shared awareness on Social Innovation.

> What's in a name?
> That which we call a
> rose by any other name
> would smell as sweet.

William Shakespeare

- [1]

1. APPROACH

Transition Milano
Research
Analysis

›

Introduction

This chapter will put in evidence the attempt made to obtain the basic knowledge in order to create an interaction strategy. Field research, desk research and Design methods are used to research useful data for analysis and strategic planning.

SPECIAL THANKS TO:

TRANSITION PROJECT
COPIA E INCOLLA X MILANO
CITTADINI CREATIVI
THE HUB
TALENT GARDEN
INNOVAZIONE CULTURALE
NUTRIRE MILANO
STORMING PIZZA
CUP CAKE
SOCIAL APP ITALIA
SOCIAL INN. CAMPS
GLOBAL SOCIAL VENTURE
WORKING CAPITAL
IDEA TRE60
CHANGEMAKER
WIND BUSINESS FACTOR
SOCIAL INNOVATION COMP.
MAKE A CHANG
H-CAMP
POLIHUB
START CUP

TRANSITION MILANO

Transnational Network for Social Innovation Incubation

Among the countless SI support programs TRANSITION is a 30-month project that supports the scaling-up of social innovations across Europe by developing a network of incubators which brings together established partners within the fields of social innovation (SI) and innovation-based incubation (IBI). It also provides learning output on which scaling methodologies are most effective in a given region and the level of impact of these methodologies when transferred between regions.

The Transition Project is coordinated by the European Business & Innovation Centre Network (EBN), Europe's network of innovation-based incubators. Partners in the consortium are all pioneers in social innovation and incubation, and provide a broad geographical spread for six Scaling Centres:

Finland – New Factory
France – Paris Region Innovation Centre (PRICE)
Ireland – WestBIC
Italy – Politecnico Milano
Spain – Denokinn
UK – The Young Foundation
Nesta and The Social Innovation Exchange (SIX)

Nesta and The Social Innovation Exchange (SIX) complete the consortium to ensure that a diversity of approaches to, and methodologies for social innovation and innovation-based incubation will be tested, analysed and shared.

Transition aims to the selection of a pool of 300 SIs with the potential for scaling. This sourcing phase will combine 6 widely-promoted 1-day Spark Sessions, with local searches by partners using their own extended networks. From the pool, selected SIs will be given support within the Scaling Centres covering design, financial, legal, social impact value & enhancement, & business coaching to help them scale nationally & internationally. If appropriate, SIs will be passed between Scaling Centres during this process. For example, an Italian SI may find opportunities to work in UK and the two Scaling Centres will jointly provide co-incubation support for the transition.

Transnation aims

Transition is in London, Paris, Bilbao, Milan, Tampere and Galway: six hubs for social entrepreneurs or would be entrepreneurs willing to scale up their social innovations.

Through a common framework methodology defined by each scaling centre according to its specificities and to the peculiarities of its catchment area, European social innovators will be supported in their development thanks to dedicated intensive design, business, access to finance, legal and other support services. Transition offers 10 month support for local SIs to be scaled nationally or regionally, and for national SIs to be scaled regionally or internationally. It offers selected SIs access to an opportunity to be fast-tracked through the process towards fully internationalised, scaled and operative activities.

TRANSITION offers new paths to European Social Innovators willing to enter new stages of the Social Innovation Journey. It will help them to explore new opportunities, meet new fellow travellers, listen to new mentors and open new horizons. Building up a European network of SI incubation stakeholders, Transition aims to identify and test a range of tools and methodologies for supporting social incubation across Europe. Starting from the field experience of the six scaling centres, Transition Project will propose and consider which approaches work best in different circumstances (regional and sectorial) sharing and informing the SI community through dedicated events, and communication and dissemination media.

Transnation Milano

Polimi DESIS Lab (Politecnico di Milano) e Make a Cube³ are the two italian partners of the Transition Network. Togethe they developed a strategy to reach social innovators and enable them to implement ideas, stress and test them and their union forms Transition Milano.

Polimi DESIS Lab
Belongs to the international DESIS 'Design per l'innovazione sociale e la sostenibilità', founded in 2008 by the Politecnico di Milano. It is made by a network of researchers sharing the same systemig / strategic approach to Design with a specific focus on Design for Services.

In the years, it developed a strong experience in the field of Product-Service-System for Sustainability. Their activities for both the research and teaching side are focused on the role of design in support and as main spark to light up new social innovation processes - this is made combining creativity with sensemaking with the aim of designing co-creational processes. Polimi is involved in many research project, locally and internationally, as Desis explores the limits of Design and the possible ways by which Design may teach and empower people, communities, enterprises and every social actor, making them able to start and run the highly-innovative social processes of the future.

TEAM:
Anna Meroni, Marta Corubolo, Ida Telalbasic, Federico Remonato

MAKE A CUBE³
Make a Cube³ is the first Italian incubator with focus on social and environmental innovation. It selects, support and scale start-ups, small and medium enterprises capable of a positive impact on society and environment. Make a Cube is a tank of competences such as counceling as regards strategy, organization, financial matters, marketing, communications, selling and distribution, planning and control.


[1.0 - Transition Milano Partners]

TRANSITION logo(s)

Working within the borders of Transition, I had the chance to design the main logo and the sub-logos for each Scaling Center with the definition of a color scheme.

The very early stage of the idea was based on the meanings of the project and of the name itself - transition - a mutation in shape, color, meaning, movement, a transformation. Moreover, the international feature of the project made me think about birds migration and that two ideas got merged into one:
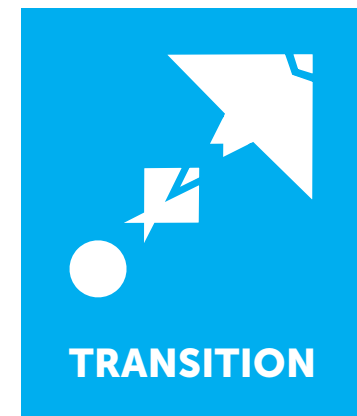
[1.1 - Logo draft]

The shape have then been polished and defined to make it more abstract and simple or simply more easy to understand: the actual twisted arrow.
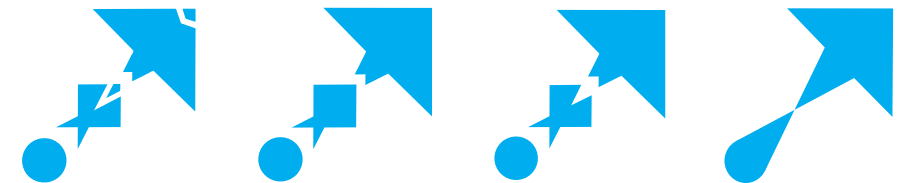
[1.2 - Logo Evolution]

The lettering itself was specifically designed in order to match the simple and modern shape of the logo. The font file is available on request.

[1.3 - Transition Logo]

Once finished, the logo and the typeface have been used and declined accordingly to a co-designed color palette with the six Scaling Centers.

[1.4 - Transition partner Logos]

RESEARCH

Design and diffusion of context-related questionnaires

Our society is evolving at a speed that a single man can barely stand. Because of (and thanks to) Sciences, technology progresses and more generically because of the exponential creation of knowledge that builds up every day - reality has grown fast and chaotic and so its societies. To keep up this speed, limitless support programs have born in the past decades - support to people, to agencies, to the State. In the particular field of Social Innovation the support programs rise at every foundation on the major cities, and the word Start-Up has become a daily word. Most of the times it is hard to keep track of social impact that innovations generate and bring to society, but the speed we're facing have had a sure psychological impact, widely debated in "The politic of Happiness" by Demos and WWF Finland: a sour unnecessary unhappiness haze. To test the emotional sphere of random people around Milan, I designed a specific questionnaire whith which I wanted to highlight the need for people of expressing problems and expressing themselves in general - a digital survey completed by random persons in the area of Milan. Parallelly, I designer a primary questionnaire to delve into the existing support programs such as COPIA E INCOLLA X MILANO · CITTADINI CREATIVI · THE HUB · TALENT GARDEN · INNOVAZIONE CULTURALE · NUTRIRE MILANO · STORMING PIZZA · CUP CAKE · SOCIAL APP ITALIA · SOCIAL INN. CAMPS · GLOBAL SOCIAL VENTURE · WORKING CAPITAL · IDEA TRE60 · CHANGEMAKER · WIND BUSINESS FACTOR · SOCIAL INNOVATION COMP · MAKE A CHANGE · H-CAMP · POLIHUB · START CUP ·

The questionnaires are displayed in the next pages.

Q: Emotional Shout Out

The online survey aimed to highlight the emotional state of mind of the 31 random participants, asking general information about their age, gender and daily life plus more directl questions about their urban living condition and emotional sphere, starting from an urban problem shout out.

Urban-scale Emotion Shout Out!

*Campo obbligatorio

10 quick questions for you ;) please refer to the city of Milan for your answers, and follow your instinct.

The aim is to collect data of urban scale problems and moods, in order to cluster areas of possible intervention.
The few questions are personal, but the test is completely anonymous - any share is much appreciate!

Thank you for your time! ;)
Remo

Shout out problems

1) Which aspect of urban-scale life still needs significant improvement? *
Which social innovation would you consider as the most urgent to pursue? Select 1 to 3 max

☐ Healthy, guaranteed and sufficient food
☐ Mobility for people and things
☐ Productivity and conservation of natural resources
☐ Pollution Control and Ecological Sustainability
☐ Energy efficiency of buildings and home automation
☐ Wellness, prevention and care
☐ Education and training
☐ Hospitality and tourism flows management
☐ Conservation, enhancement and enjoyment of cultural heritage
☐ Promotion of local economies and export
☐ Safety of citizens and territory

Gathered Data

The participants come from different nationality and age - they spread from 14 to 60 y.o. homogeneously by luck. They were asked general information about their age, gender and daily life plus more emotional questions regarding their feelings. As Douglas-Cowie, Cox et al. propose in HUMAINE Emotion Annotation and Representation Language (EARL): here is a list of **48 emotion** categories consolidated from various sources. The the 48 categories are proposed as default category set for EARL.

■ [1.5 - EARL default emotion categories - http://emotion-research.net]

When confronted with the above table of emotions, **29 out of 31** picked a negative emotion to describe their actual situation of life. I found it a really interesting data despite the small user base of the survey.
On the other side, 13 out of 31 would try playing a role in a social problem solution in first person. Most have barely heard about SI & SB.

Q: Existing Support

The main questionnaire I designed to research within the field of the existing support to Social Innovation was addressed to Incubators, Accelerators, Coworking spaces, Jams and events or Virtual support. The research carried out the main questions (which were "how do you work? How do you find potential innovators?") to find inspiration about how to communicate better the offer of Transition.

Politecnico di Milano A.A. 2013/2014
Laurea Magistrale in Product&Service Design
Ricerca a scopo didattico - Relatrice Prof. Anna Meroni

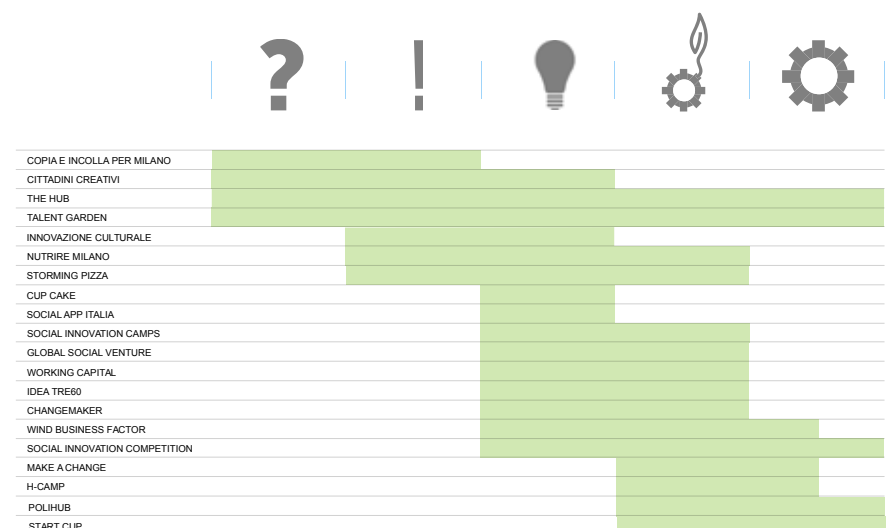QUESTIONARIO MAKE A CHANGE
"Il più bel lavoro del mondo"

▪ Definendo cinque stadi evolutivi di un potenziale innovatore sociale, a quale target avete indirizzato il vostro programma?
Get to know__ Will to act__ Idea *X* Startup *X* Running business *X < 1yr*

▪ Chi ha contribuito alla promozione e finanziamento del programma?
1 profit partner ≠ each year → thematic combination → open innovation

▪ Indicare la durata ed eventuale cadenza periodica.
Durata *9 months*   Periodicità *Once a year*

▪ Quali erano le richieste base e/o costo per la partecipazione?
No $ - Applicants up to less than one year running businesses

▪ In che modo è stato valutato il potenziale del target? (business, social)
1)social impact 2)sustaniability 3)innovation 4)scalability 5)CSR 6)people

▪ Quale è stata la vostra offerta? (benefit, supporto, eventuali premi)
3 months support for 3 selected + 30000€ and 1 year light support to winner

▪ Nelle varie fasi del vostro programma, quali strumenti/spazi avete utilizzato per relazionarvi al vostro target?
Informazione avvio programma *Web + Italy promotion primary*
Selezione *Ad hoc jury + pubblication of full graduation (win or not)*
Svolgimento *3 months support for 3 finalists*
Premiazione/conclusione *Final event (theater - partner - park), external jury*
Followup/divulgazione output di progetto *Web publication*

▪ Se previsto un evento di lancio del programma, come si è svolto?
Printed publications - press - university talks - HUB - 2x pre meetings

▪ Durante la progettazione, da chi/cosa avete tratto ispirazione o idee?
Famous social enterpreneurs

Gathered Data

The questionnaires were distributed to 20 mostly-national ongoing or past social innovation support programs, as listed before. The definition of the questionnaire based the importance of the interview on two main aspects: the operational stage support and intervention (defined) and the promoters and/or sponsors of the program.

Get to know   **Will to act**   **Proposal of idea**   **Structured idea / Startup**   **Running businesses**

The stages ranged from "get to know" to "running business"; the gathered data have been matched digitally to highlight some interesting aspects:
1) Most of the support programs work on "late stages" despite the growing

COPIA E INCOLLA PER MILANO
CITTADINI CREATIVI
THE HUB
TALENT GARDEN
INNOVAZIONE CULTURALE
NUTRIRE MILANO
STORMING PIZZA
CUP CAKE
SOCIAL APP ITALIA
SOCIAL INNOVATION CAMPS
GLOBAL SOCIAL VENTURE
WORKING CAPITAL
IDEA TRE60
CHANGEMAKER
WIND BUSINESS FACTOR
SOCIAL INNOVATION COMPETITION
MAKE A CHANGE
H-CAMP
POLIHUB
START CUP

need to inform people and rise the awareness. In facts, the actual trend of **traditional incubators** or **accelerator** is to work with formed start-ups mainly, not serving the base of users which still need to get in contact with the world of Social Innovation or which are confused and not ready to apply changes in their work or life.

20%	35%	75%	72,5%	32,5%

Incubator

Coworking / Jams

Accelerator / Soft incubation

Virtual / Others
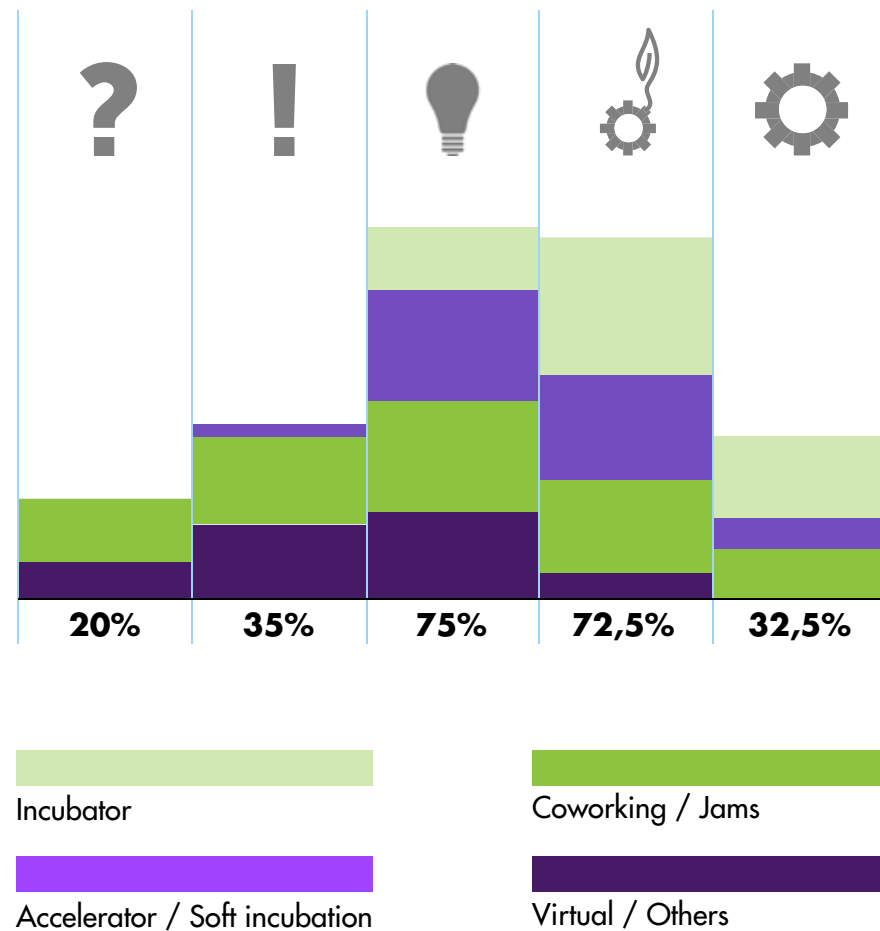
This insight helped Transition Milano to identify the range of possible users we wanted to focus about: the early stages.

The second fact is that the most reoccurring promoters come from the Public as well as the Private sectors: foundations such as Fondazione Cariplo, public administrations such as Regione Lombardia and telecommunication companies such as Telecom Italia.

CHANGEMAKER	TELECOM	EXPO
MAKE A CHANGE	Partner	Private funders
INNOVAZIONE CULTURALE	fondazione cariplo	RegioneLombardia
CITTADINI CREATIVI		
NUTRIRE MILANO	fondazione cariplo	Slow Food
THE HUB	Private funders	
WORKING CAPITAL	TELECOM	TIM
POLIHUB		
CUP CAKE	RegioneLombardia	POLITECNICO DI MILANO
COPIA E INCOLLA PER MILANO		
TALENT GARDEN	Private funders	
GLOBAL SOCIAL VENTURE	Partner Universities	
WIND BUSINESS FACTOR	INNOGEST SGR	WIND
SOCIAL INNOVATION CAMPS	Private funders depending on camp	
H-CAMP	Private funders	
STORMING PIZZA	Private funders	
START CUP	Microsoft YouthSpark	fondazione cariplo
SOCIAL APP ITALIA	INTESA SANPAOLO	Enel / WIND
IDEA TRE60	accenture	TELECOM
SOCIAL INNOVATION COMPETITION	European Commission	

SI Suopport Programs

www.changemakers.expo2015.org

www.gsvc.orgs

www.sicamp.org

www.polihub.it

www.makeachange.it

www.windbusinessfactor.it

www.startcupml.net

www.startcupml.net

www.workingcapital.telecomitalia.it

www.the-hub.net

www.socialappitalia.it

www.cittadinicreativi.it

www.nutriremilano.it

Pagina Facebook

milano.talentgarden.it

www.makeyourcupcake.it

www.h-farmventures.com

www.stormingpizza.it

www.ideatre60.it

socialinnovationcompetition.eu

- [1.6 – The analyzed existing support]

ANALYSIS

The Social Innovation Journey (SIJ)*

Working in team with Transition Milano for Transition Project, a necessary task was to develop a common methodology: to assess the potential social innovators coordinately among the six scaling centres withinTRANSITION, the project have used their collective expertise to design a common support framework for finding, supporting and scaling 300 models of social innovation.

This diagram presents the different phases of what we describe as the social innovation journey (SIJ)* and details the methods each Transition scaling centre uses within each phase to scale up the models.

* Social Innovation Journey (SIJ): name issued under creative commons licence by scaling centre "Polimi Desis lab"

Again, a great importance was set to define the stages of evolution for possible social innovators, moving from the previous:

Get to know   **Will to act**   **Proposal of idea**   **Structured idea / Startup**   **Running businesses**

to a more accurate and defined way to cluster practices with similar grade of evolution, therefore similar needs and support requirements.
The redesigned "Stages" are: 1) **Prompt**, 2) **Proposal**, 3) **Prototype**, 4) **Scaling** and 5) **Systemic Change**. Transition Milano developed the Social Innovation Journey highlighting the assesment criteria to position a team or an individual idea within the support program of the S. center.

Any stage is linked to the previous and the next one, and most of the times iterational cycle of codesign sessions are needed in order to overcome the obstacles and the issues in any service design, therefore the scheme is designed as intersectioning diagrams for areas which overlap in needs and requirements.

■ [1.7 - SIJ - Social Innovation Journey]
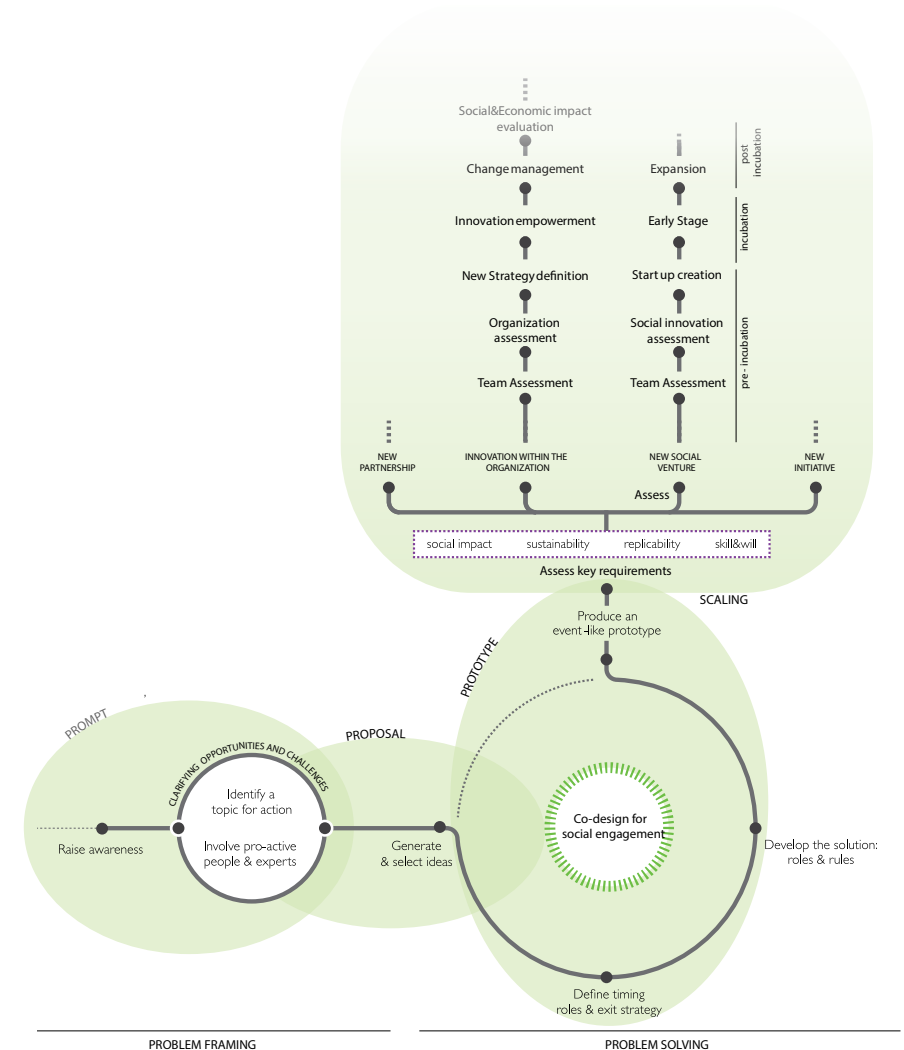
The overall research was integrated with reviews of literature, desk research and field research - I also had the chance to meet the founder of Make a Change, the italian cutting-edge firm for Social Enterpreneurship, Andrea Rapaccini - as well as other enterpreneurs and social enterpreneurs from whom I could learn more of SI (and SB) to generate what became my thesys project; after the preliminary researches have started, the tangible and untangible aspects of how Transition Milano had to be identified and recognized were planned.

In the next chapter I will explain the evidences of the PSS, the choices which led to the creation of INFLUENZA rsi14 , the prototyped tiles and it's potential evolution.

Design is not just
what it looks like and
feels like. Design
is how it works.

Steve Jobs

[2]

2. DESIGN

Envisioning
INFLUENZA rsi14
The interaction strategy

ENVISIONING

Introduction

The chapter "Design" will explain the idea evolution from the context analysis toward the project big idea; in this chapter I will then display and present what INFLUENZA rsi14 is, how it works and what it means to create an interaction strategy.

SNAPSHOTS:

USER CENTERED DESIGN
DESIGN THINKING
SERVICE DESIGN
PRODUCT-SERVICE SYSTEM
SCENARIO
SENSEMAKING
PROTOTYPING

Interpretation

As stated before, the aim of my participation in Transition Milano was for me to find a way to communicate the project to the final audience through the design of an interactive PSS. Counting on the awareness that I could make my contribution to the creation and innovation of social solutions, my challenge became the design of an online-offline avarage-lenght experience to promote Transition, to inform and attract a wide audience about and to Social Innovation and to attract new innovators.

With the context analyzed, the main aspects of the interaction stragegy were set: **Social innovation** serves as a generic background framework on which the **Design Field** notions, in particular my T shape which roots on **Communication Design**, and the **project Transition** have to blend-in their intrinsic characteristics, to create a matching puzzle of tiles.

CRYSIS	SUSTAINABILITY
UNCERTAINTY	GREEN ECONOMY
NEW MARKETS	FAIR EQUITY
NEW JOBS	SOCIAL WEALTH
EMOTIONAL Sph	

CONTEXT   SOCIAL INNOVATION   SOCIAL BUSINESS

▪ [2.1 - Social Innovation context]

DESIGN THINKING
DESIGN FOR SERVICES
FIELD RESEARCH
U.C.D.
SCENARIO(S)
SENSEMAKING
PROTOTYPING

EMERGING BEHAVIOURS
NETWORKS & COMMUNITY
CULTURAL EVOLUTIONISM
"VIRUS" Vs "VIRAL"

DESIGN METHODS

SOCIOLOGIA
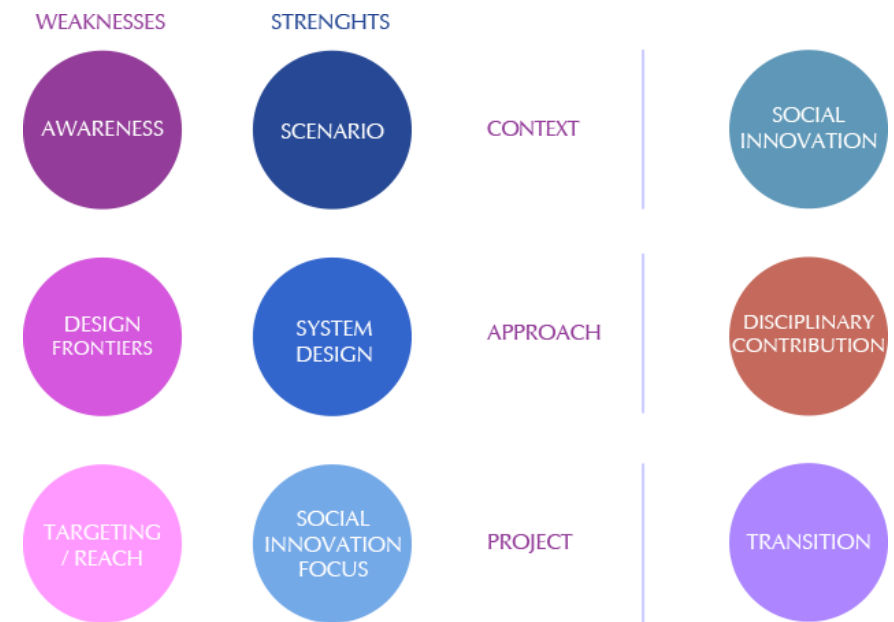
MEMETICA

■ [2.2 - Design tools and Methods]

INCUBATION
ACCELERATION
COWORKING
NETWORKING
HUBBING
VIRTUAL AID

TRANSNATIONAL
NETWORK for
SOCIAL INNOVATION
INCUBATION

SUPPORT PROGRAMS

TRANSITION

LAUNCH EVENT

■ [2.3 - Transition context]

Among the research within the disciplinary contribution, I found very interesting aspects of sociology and cultural evolutionism which undergo the lable of "**memetics**", a neo-science which will be briefly explained later. I finally chose to sum up all the things I've collected and learnt to make ideas converge into a single project, hence quick list of the strenghts and the weaknesses of the parts was arranged to set the project *mission* and *vision*.

WEAKNESSES   STRENGHTS

AWARENESS   SCENARIO   CONTEXT   SOCIAL INNOVATION

DESIGN FRONTIERS   SYSTEM DESIGN   APPROACH   DISCIPLINARY CONTRIBUTION

TARGETING / REACH   SOCIAL INNOVATION FOCUS   PROJECT   TRANSITION

■ [2.4 - Weaknesses and strenghts for the relative contexts]

The main contextual weakness resulted being linked once again to inertia and indifference: it seemed that despite the uniqueness of the subjects brought to the public opinion from Social Innovation, there still is a lack of awareness - therefore the insight of a scenario envisioning a possible future, in which social innovation is an integrated part of everyone's everyday life such as secutity programs in any running business.

From the researches and the disciplinary contribution which have been studied for the purpose of this project, it seems clear that SI & SB are relatively new job fields and that the regulamentations and even the definitions are still under developement in all Countries of the World. Social Innovation is nowadays design fronteer and I consider the **holistic point of view** from **Product Service System Design** and of design in general by far the most **useful skill** acquired, used to skim all the information received through websites, publications, European Commission reports and so on, and focus on specific ones. In parallel, knowledge about cultural evolutionism came mainly from the M.Sc thesys of Samantha Pietrovito about memetics as her thesys project in communication design.

At last, Transition Project had the great strenght of being an international social innovation project in itself - I rarely stopped thinking that this was a great chance to develop a system design which could possibly spread and scale in six Countries of the World, to make the themes of Social Innovation more visible and people more aware. My attempt to create an interaction strategy relied mainly on this vision of sistemic change.

Mission & Vision

As stated before, the aim of my participation in Transition Milano was for me to find a way to communicate the project to the final audience through the design of an interactive PSS.
Counting on the awareness that I could make my contribution to the creation and innovation of social solutions, my challenge became the design of an online-offline avarage-lenght experience to promote Transition, to inform and attract a wide audience about and to Social Innovation and to attract potential social innovators.
Keywords for the generation of the project mission have been: **Inform, Inspire and Attract**.

Mission & Vision

With a clearer mission for my duty within the limits of Transition Milano, I could define a vision for my project: I aimed at making people aware of Transition and of SI themes, to engage new players in the field of SI and to empower local communities and stakeholders with the inspiration of a better future for everyone, toward a **sistemic change**.

MISSION	VISION	AIM
INFORM of TRANSITION	MAKE people AWARE	SISTEMIC CHANGE
INSPIRE to think "social"	ENGAGE & SCALE Social Innovation	
ATTRACT	EMPOWER	
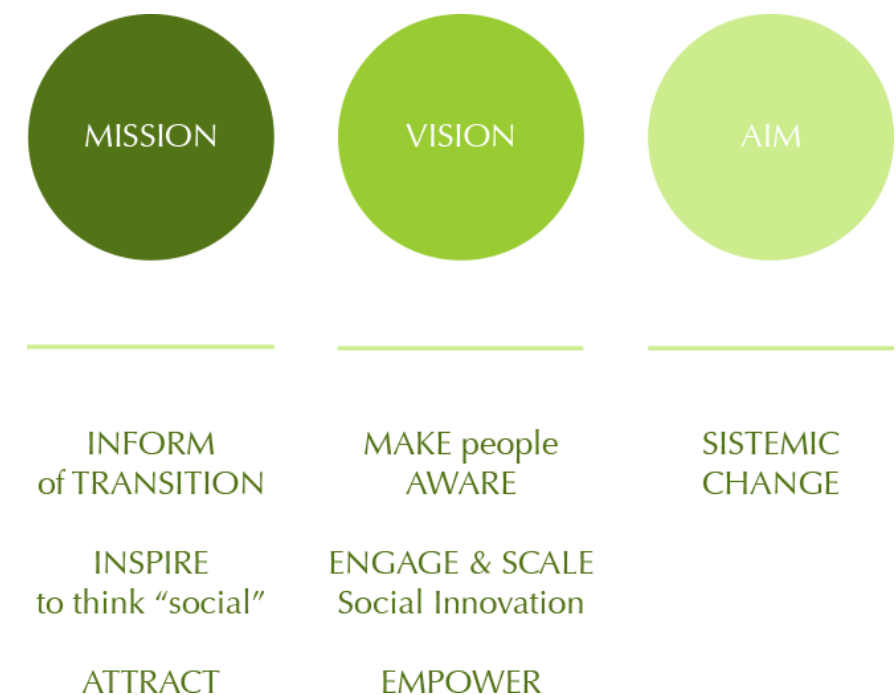
■ [2.5 - Mission, Vision, Aim]

INFLUENZA rsi14

Naming & logo

INFLUENZA RSI14 is a metaphor representing a Social Innovation flu propagation, embedded in the look&feel and main communication strategy of Transition Milano, with the aim of attracting possible social innovators and to create new awareness on the subject of SI.

Why [in-flu-èn-za] ?
The term "influenza" both means "flu" and "influence" in Italian - due to it's dual meaning I could use this word to represent an influent idea spreading across Europe just alike a seasonal flu. It is described by one of the most famous Italian dictionary (Treccani) as an influence, indeed, a form of authority and as train of thought:

a. Influsso, azione esercitata dagli astri sull'indole
   e sui destini umani.
b. Più genericamente, l'azione esercitata da una cosa
   o da una persona sopra un'altra.
c. Credito, ascendente, capacità di imporre il proprio volere
   con il prestigio personale, l'autorità, la persuasione.

… Influenza rsi14 was born as a new way of speaking of what already is a cultural train: social innovation. Thanks to Transition, Milan had another opportunity to spread *this* flu and to reach the expected base of users to start the diffusion and incubation programs.

What does "rsi14" mean?
The term is the acronym form of "Recognition of Social Innovation" (riconoscimento dell'innovazione sociale in Italian), shortened in "rsi" to set the go to a faster idea to communicate, more direct, more compact - a viral idea which can spread in a contagious way similarly to the spreading way of a traditional flu.

The name not only remembers the usual clinic naming of seasonal flues (such as H1N1) but also serves as a possible format for a "monthly" schedule of event and of participation since SI is the umbrella under which the before mentioned 12 categories of innovation lie - this due to the monthly periodicity of a constant on-going experience of one day seminars which was initially planned and then abandoned in favor of a better design of Transition event planning and realization.

I admit I have the tendency to make a logo out of everything but in this particular case, I really felt like this name was lacking of a graphic and visual element to complete the message. Once all the logos for Transition Project were defined and approved, I moved to the design of my project logo which is nothing but the union of six ransition Milano logos into a more complex shape, resembling a virus or a biological entity.

■ [2.6 - INFLUENZA rsi14 logo design]   ›› continues

Having the chance to work in a team with researchers such as Anna Meroni, Marta Corubolo and Transition Milano partners I used this project to learn from what I had the chance to experience.

I also tried to contribute with **my personal share** as regards a really interesting subject that I came across (a neo-science called Memetics) whith which I envisioned **the power of such a great idea to jump from mind to mind** - I refer to Social Innovation. This was the initial spark of the "flu"of Social Innovation.

Focus:
Memetics and
cultural evolutionism

Graphic elements

Other visual elements I introduced in order to make the overall strategy more impactful and communicative were intense colors, the European map and the orientation of the graphics.

■ Purple and ■ Green were chosen as main colors for two purposes: the former was the need to have a "new" color scheme, differenciating Transition from any of the other business related services which eventually opt for the traditional and coorporational blue gammas of colors - purple and green generate a high contrast aswell, making the communications more appealing, readeable and enjoyable by everyone. The European map was used to underline the transnational characteristic of Transition Project and the possible diffusion and contamination of SI, as well as for marking the Scaling Centers and giving the target an immediate idea of a communication stating something which isn't merely local. The grid used to create all the graphic is a isogeometric grid with a 12° orientation in order to make the viewer subconsciously recognise that *something* in the very same map we use to stare at since elementary school is slightly different - this is done to generate curiosity and suspect at the same time, coherently with the purpose of the name and the logo.

THE INTERACTION STRATEGY

Personas

Defining a specific target was the first and the most crucial step I encountered: as mentioned before, everyone is a possible social innovator, spacing from the youngsters to the elders. There is no ethnic nor gender nor cultural obstacle to the chance of becoming a social innovator or a social entrepreneur, therefore the target was way too heterogeneous in order to select a proper segment of intervention.
The urban context (since the nature of every Scaling Center and focus is on urban areas) and the technological access to internet have been set as needs by Transition, therefore all the target as well. Everyone.

My solution to this problem was to work on two different media: online through the website and "offline" with a normal cellphone. I imagined two opposite personas useful to my storytelling in order to present the two main designed touchpoints as well:

The unaware, a person on her sixties who never heard about social innovation and for sure not about Transition; she doesn't master the technology but she can use her mobile phone well. She would prefer a physical touchpoint.

and *the enlightened*, a person on her forties who already heard about social innovation, who might have heard about Transition and able to master any technology. She will prefer a digital touchpoint.

Touchpoints overview

Since the communication strategy is designed to generate a mix of suspect and curiosity of general entity to serve the widest target possible, both the phisical and digital touchpoint must take relevant
After a first divergent phase of idea generation in which many different touchpoints and media were explored, the designed touchpoints have been selected and realized: a **website** with its full implementation, **interactive postcards with QR codes** and the design and realization of Transition Milano **launch event** (Spark Session - 11th March 2014)

INFLUENZA
rsi14

www.transition.milano.it   #Dissemination + QR / SMS   Spark Session

transition.milano.it

The institutional website of Transition Milano was designed in Photoshop CS6 and implemented with Wordpress Platform.
This touchpoint is mainly used by 💡 *(the enlightened)* and carries both the messages of Transition and the messages of Influenza rsi14: an initial mini-test asks the visitor a donation of digital "DNA" (date of birth, name, ambition) weather or not to determine if the person have been exposed to the SI flu or not.
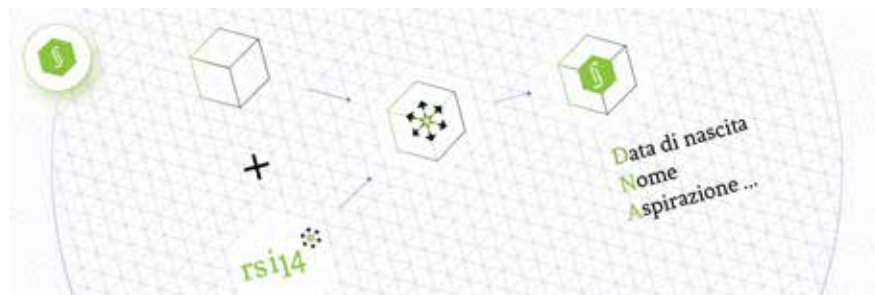
This is a little trick, because the website is designed to offer generic answers accordingly to the inputed answer of the visitor and will anyway return the user a positive response.

Once the user is on the website, he's guided through the website navigation by contextual "push" links ath the end of each page and orientation info at the beginning of each page.

As said, The website provides generic information about Social Innovation and about Influenza rsi14 plus all the needed information to keep in touch, get news and information from Transition Milano.
The purpose of the website is afterall catching potential social innovators, so that all the possible navigation leads to the registration page which will open again soon as the first call for ideas will be over, approximately in Dec '14.

The **Home Page**, as well as any other page down in the navigation, opens with a graphic header - usually this is the area used to put some highlight contents such as news and information which are aswell stated in the apposite **calendar page**.

Through the months the website have been updated regularly soon as a new event was ready to be advertised – the various events proposed by Transition Milano have been designed by the team accordingly to the hosting structures and the inherent themes of SI, partners or guests.

Test

Influenza rsi14

Transition Milano

Team

Calendar

Apply

Contact and diffusion

A set of pictograms have been designed for visually identifying the section of the website which is being visited, creating a more coherent visual identity.

Oppure utilizza i link che seguono per diffondere l'influenza:
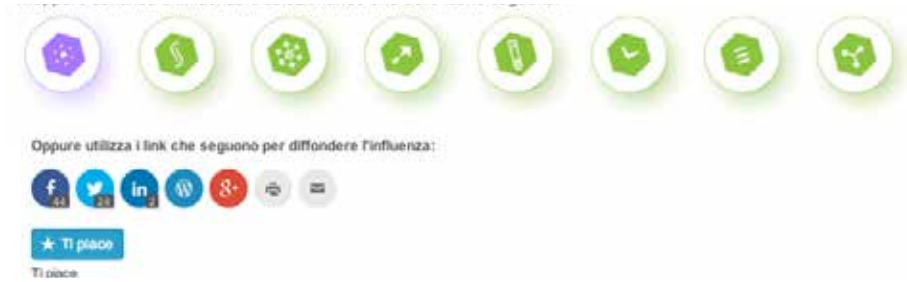
The pictograms are therefore **at the bottom of every page** to give quick links to the user for the other sections to visit and avoiding the use of the back arrow or the need to scoll up to use the header menu. The same icon is used in every graphic header as visual **reminder of the section under** visit. Every icon lights up in purple whenever the section becomes active.

Please visit TRANSITIONRF.WORDPRESS.COM for a full view of the website. Last updated in June 2014.

Dissemination

The design of a phisical touchpoint was essential in order to reach the target *the unaware*. Every postcard could be experienced through reading the printed content and continuing the read via SMS or via QR code.
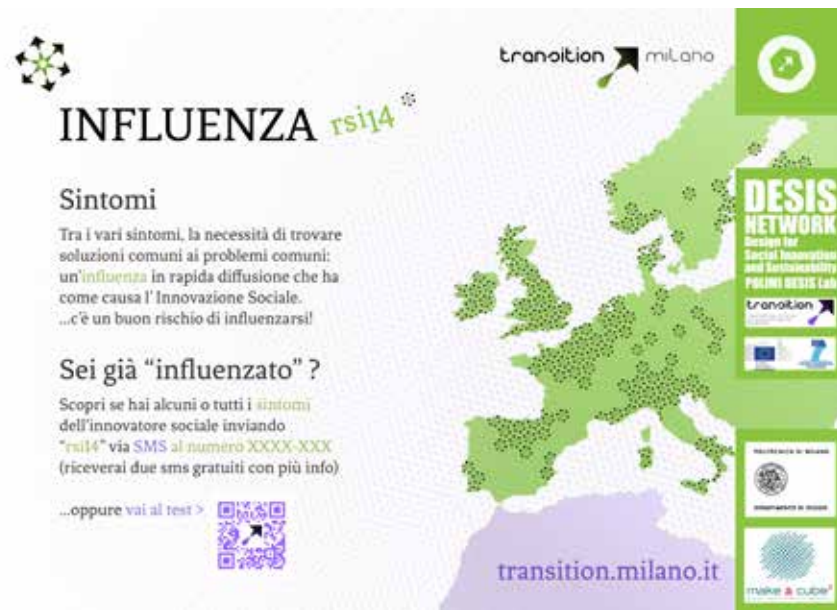
■ [2.7 - INFLUENZA rsi14 postcard layout]

The positioning of those postcards was initially thought among the over 400 urban pharmacies in the city of Milan, both due to the easy analogy with the flu metaphor and for the capillar distribution on the urban area. Junction points such as major stations or epicenter of social innovation in Milan may serve as strategic deployment on the territory. The interaction is designed to generate suspect and curiosity, to make the viewer question him/her self about something that looks like an epidemic alert (thanks to the transnational feature of Transition) and discover with marvel that the content are completely different from expected.
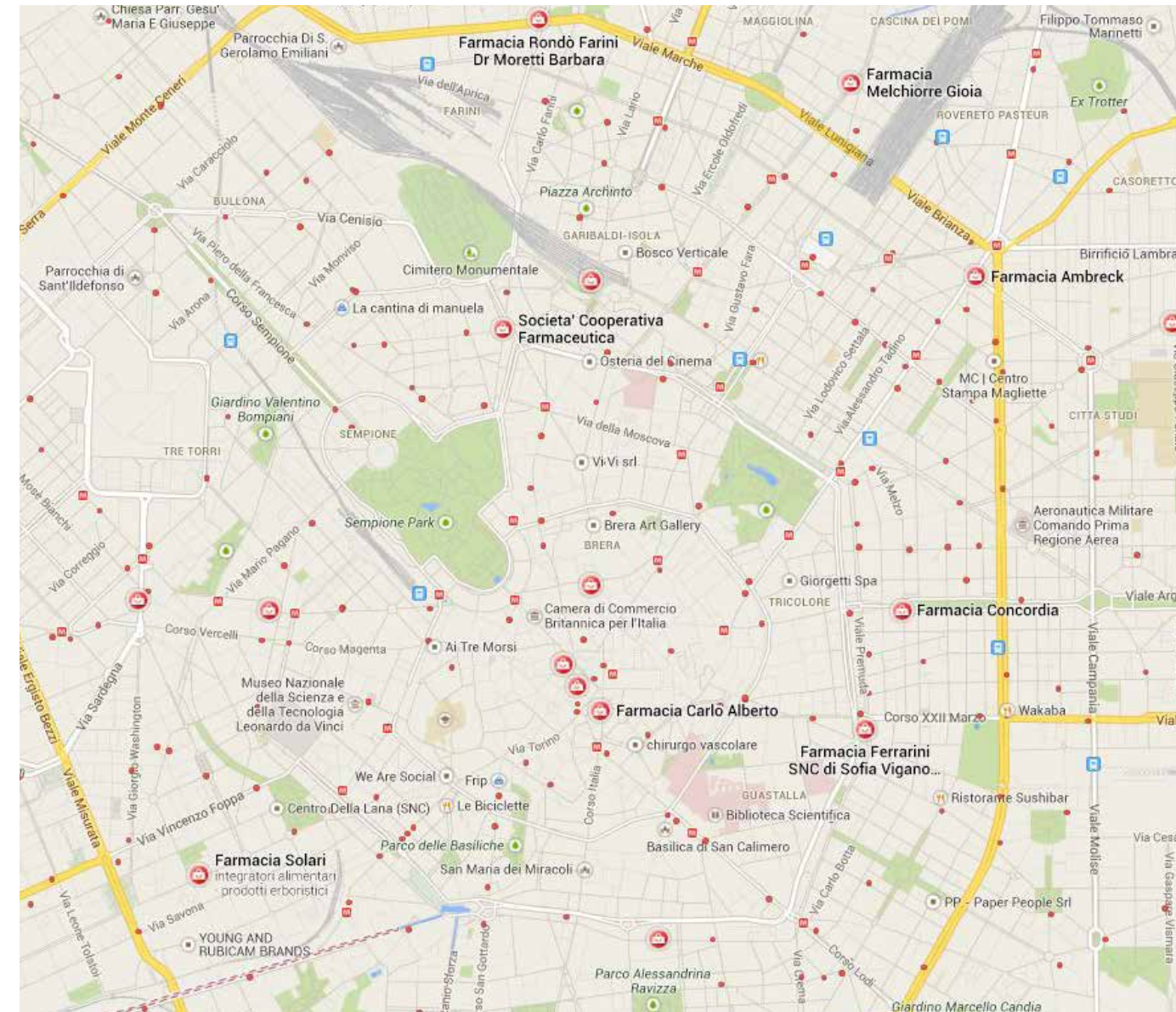
transition milano
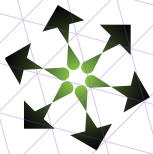
INFLUENZA rsi14

Symptoms

Among many symptoms, the common need to find solutions to common problems: an influence caused by Social Innovation which is rapidly growing and spreading across Europe. ...come get the flu!

Do you "have the flu" ?

To discover weather or not you have the symptoms of the Social Innovator, text "rsi14" via SMS to the number XXXX-XXXXX (you will receive two free SMS with the info)

...or you can take the test >

What is INFLUENZA rsi14 ?
It's nothing alike a seasonal flu: it was born as a new way of speaking of what already is a cultural train: social innovation. Thanks to the Transition Project, Milan have another opportunity to spread *this* flu - let's start the diffusion and incubation.

What does "rsi14" mean?
The term is the acronym form of "Recognition of Social Innovation", shortened in "rsi" to set the go to a faster idea to communicate, more direct, more compact - a viral idea which can spread in a contagious way

Sei già influenzato?

Testa la tua reazione!

Tutto inizia con un innocuo prelievo di "DNA" per determinare qual è il tuo stadio di contagio e di influenza e quali benefici puoi trarne.

Inserisci DNA:

Data di nascita (Es: 11/03/14) (obbligatorio)

The spark event

The "**spark event**" was the first, main and most suxcessful day in which TRANSITION Project was presented to the public (11th March 2014).
It was held in the HQ of Transition Milano Partner Make a Cube[3] with the purpose of informing about Transition Milano scaling center, it's incubation process and to influence the audience with visions and opportunities which will hopefully lead Milano to become the Social Innovation City 2015.
Follows the list of the invited guests and the relative speech explaining the present and the future of Social Innovation:

Justin Bakule, Shared Value Initiative
Giacomo Biraghi, Secolo Urbano
Cabirio Cautela, Polimi
Johnny Dotti, Welfare Italia
Ezio Manzini, Desis Network
Bertram Niessen, doppiozero
Caterina Sarfatti, Comune di Milano

[Transition Milano - Spark event - 11th March 2014]

■ [Spark session - ready for the Project presentation]

■ [Spark session - Transition Milano team during timetable review]

■ [Spark session - Introducing Justin Bakule]

■ [Spark session - SI sase studies display with helium baloons and cards]
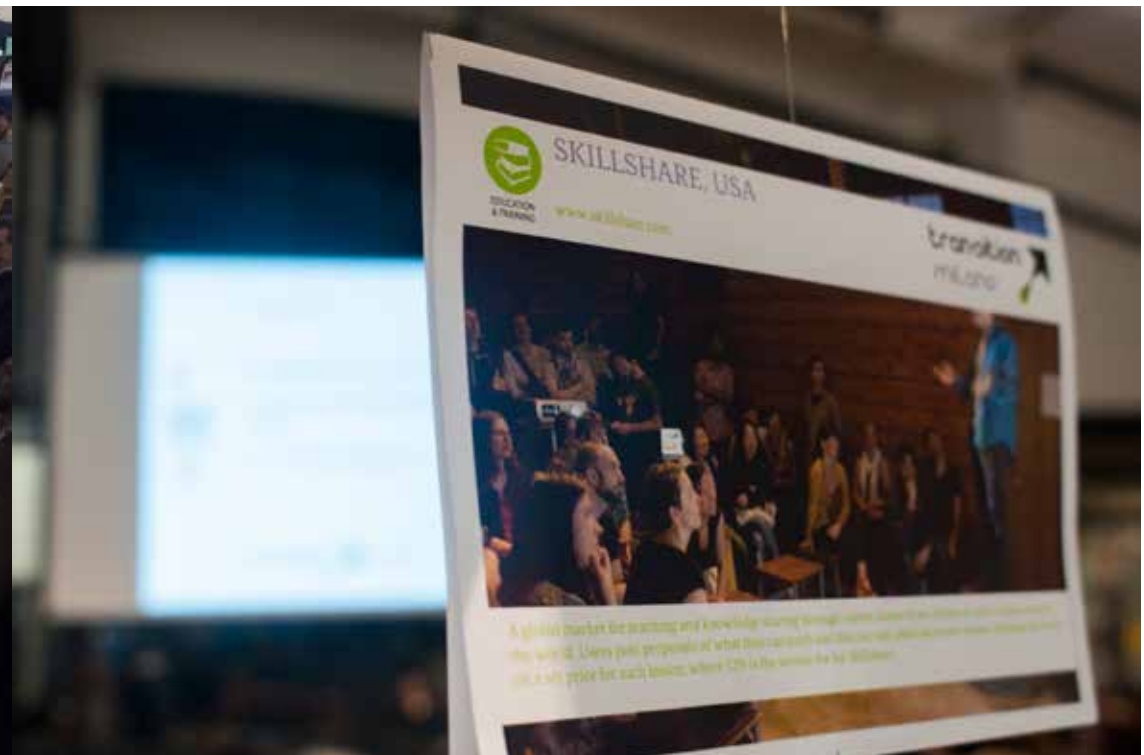
■ [Spark session - Caterina Sarfatti, Comune di Milano]

■ [Spark session - Live tweets on the screen]

■ [Spark session - Johnny Dotti, Welfare Italia]

■ [Spark session - Social innovation case study: Skillshare]

The spark event

Here are riported the basic statistics from the platform Wordpress, regarding the usage of the website during the day of the event and the day after - a total reach of roughly 1400 visitors within 24 hours from the beginning of the event.

Thanking once again all the participants, the organizing team (Transition Milano) and the hosting facility, the event was held with suxcess and satisfaction from everyone. At the end of the presentations and the speeches from the contributors, a **rounded table** of thoughts was opened and in the meanwhile the staff started 1:1 discussions with possible social innovators and started to collect the first applications for the incubation process.

> If I could be useful to another human being, even for a day, that would be a great thing.

Muhammad Yunus

- [3]

3. EVOLUTION

Black hat
Further developement

›

Introduction

This section is a conclusive chapter in which the strenghts and weaknesses of the thesys project are analized and the possible further developement of the interaction strategy are proposed.

SNAPSHOTS:

USER CENTERED DESIGN
DESIGN THINKING
SERVICE DESIGN
PRODUCT-SERVICE SYSTEM
SCENARIO
SENSEMAKING
PROTOTYPING

BLACK HAT

Issues and insights

Using the techniques of the six hats for thinking, the designer looks at all the bad points of any decision. Looks at it cautiously and defensively, yet tries to see why it might not work. This is important because it highlights the weak points in a plan and allows to eliminate them, alter them, or prepare backup plans to counter them. Black Hat thinking helps to make your plans 'tougher' and more resilient. It can also help you to spot fatal flaws and risks before you embark on a course of action.
Black Hat thinking is one of the real benefits of this technique, as many successful people get so used to thinking positively that often they cannot see problems in advance. This leaves them under-prepared for difficulties, as it happened to me soon as I realized that my project wasn't going to end up as suxcessfully as I expected because of an overesteemed positive impact of the interaction strategy.

Anticipation of errors is at any time a good thing, expecially when it seems that everything needs to be done within a short deadline. I now know that spending time creating a responsive and touchscreen layout for the institutuonal website was an avoidable waste of time if only I'd consider the resources Transition have and the skills of the Transitoon Milano team which lacked of a programmer.
Another misjudging error was thinking that the interaction strategy I was about to create was the unique solution to the task I got assigned because I could not figure out any better way to condense many values, ideas and meaning into a single action. Sometimes is really helpful to be able to ask for help and I regret not having asked enough when I felt in doubt about what I was designing.
Last but not least, I think that my project was the result of a given task, carried out as an own project: I often felt inappropriate when presenting to my teacher the designs I produced because of my error of considering INFLUENZA rsi14 as positively and ambitiously as possible, despite the limited and unexploited potentials of Transition.

FURTHER DEVELOPMENT

Format "rsi^{XX}"

The presentet interaction strategy is designed to become a repeated and systematic junction point between the "speakers" and the "new" of the field. Repeated events and formats are easily remembered and the possibilities within the seasonal events fit very well the natural sub-division of SI topics: best practices, case studies or more in general round tables and debates, based on the case study of TED: ideas worth spreading, might be an exploitable and low cost initiative. "*INFLUENZArsi*" in facts, in Italian also means to get the flu. Following the metaphor, it also means sharing ideas, to corrupt eachother in a good way like thinking together to possible solutions to everyday problems in small scale or even aiming to a systemic change.

■ [TED - Ideas worth spreading - communication format]

Social Network(s)

Because of the nature of memetics (see the focus in 2. Design) ideas are the base of the cultural evolution of Mankind. Basically, those entities called memes determine either ways if an idea will be able to resist or will die and their sole purpose is influencing other minds and, in a certain way, replicate in other individuals in order to generate a shared knowledge. Social network are nowadays crowded of images that the internet society commonly calls "*memes*"; even tho the name is misused, once the structure of the image was generated, other individuals could "copy" the idea or make their own one similarly as long as the basic rules are respected. Due to the funny characteristics of internet meme images, the net is now crowded of such images and it gains even more importance since it's a trans-platform media with the capacity to exploit the immense potentials of platforms and networks which are becoming part of everyday life. Influenza rsi14 might leverage on the power of those new technological tools to reach out more and more users, to spread the voice and to raise the awareness about SI and SB. An extended Facebook or Twitter campaign might even challenge visitors to express in their own way their interpretation of Social Innovation or ask participants to post/tweet own experiences and practices within this field, generating even in the digital world a sort of word-of-mouth and train of thoughts.

Stickers and networking

As regards the logo of Influenza rsi14, a simple and cheap sticker distribution to partners and practices working in the field of Social Innovation might enable the creation of a network of inter-connected stakeholders for the purpose of pride and condivision of positive inputs from the world of SI. This idea is very similar to the food networks of restaurands and hotels which are awarded every year of Michelin stars rather than mentioned in the Gambero Rosso guide - I really think that so far social innovators lack the visibility and recognisability they deserve.

...and more.

Being Social Innovation a new field of job and intervention even for the Design world, the possibilities are countless. We hereby consider accomplished the mission of informing, inspiring and attracting possibile social innovators to Transition Milano, yet the systemic change is far to come. Influenza rsi14 have been designed with a strong visual communication emphasis yet for sure the extension in a more structured Product Service System might enhance its usefulness.
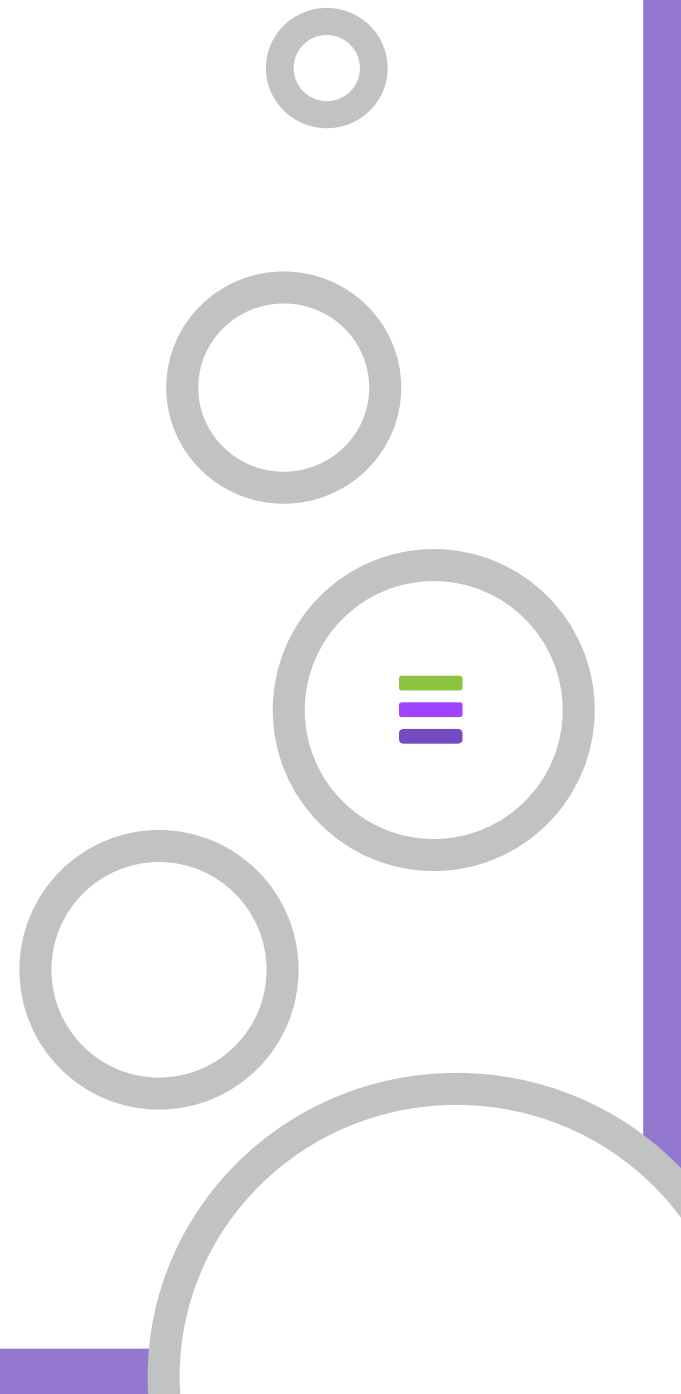
INFLUENZA
rsi14

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That is part of the beauty of all literature. Your longings are universal longings, you're not lonely and isolated from anyone. You belong.

F. Scott Fitzgerald

▪ [4]

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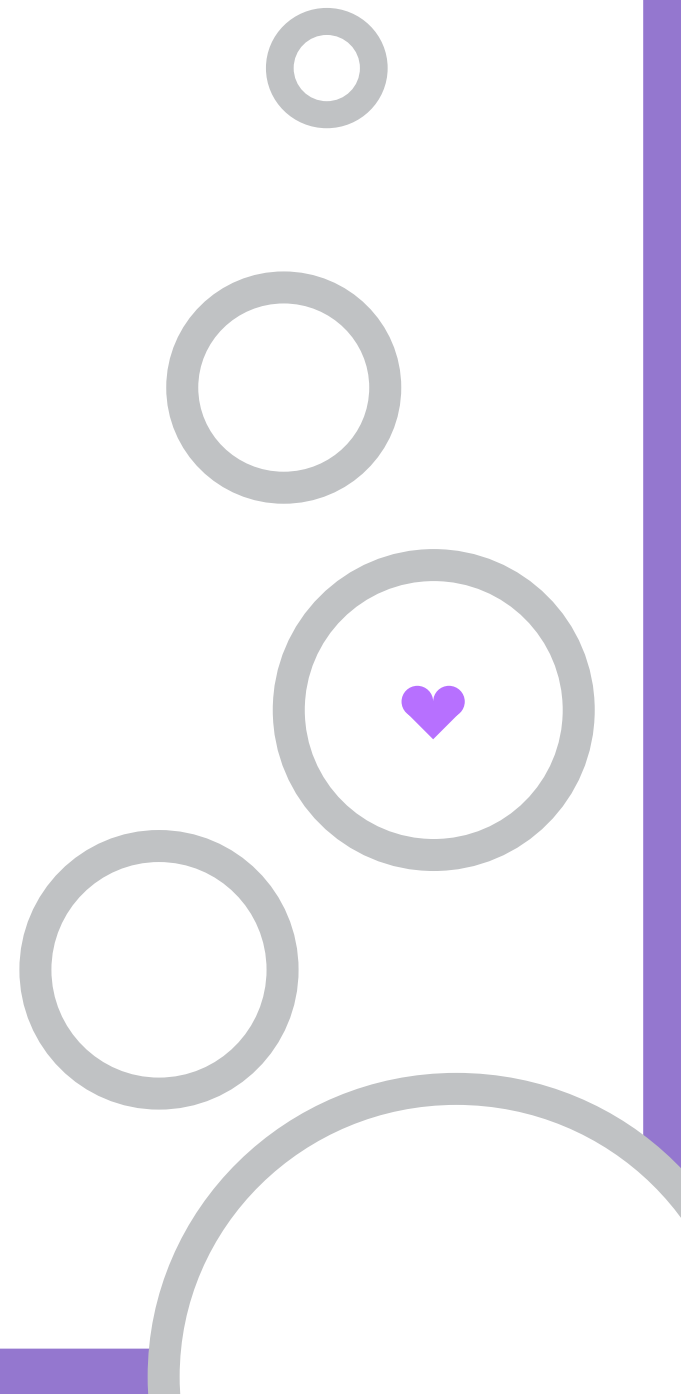
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Education is the most powerful weapon which you can use to change the world.

Nelson Mandela

[5]

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