
01 -

SOCIAL CHALLENGES

Counteracting the spread of petty crime in the public areas of a residential zone with new instruments which act on security and communication.

Title: HUBLANTERN - The place for the re-connected people

Abstract:

One page summary:

Our project idea is inspired to the DC Comics Marvel character known as Green Lantern (https://en.wikipedia.org/wiki/Green_Lantern_Corps)?

The Green Lantern Corps is the name of a fictional intergalactic military/police force appearing in comics published by DC Comics.

He's an atypical superhero, he's a normal man with lots of problems, qualities, defects and talents. At some point in his life he comes into contact with an extraterrestrial in green playsuit, he is dying, and he gives him a green ring too. He is chosen by that ring to take the place of the dying Green Lantern that operates in that sector of the universe. His tasks are simple ... to defend the earth and its part of the universe from evil. The Lantern Body is vast and includes many races, united by a characteristic: they are people who are not afraid. It is not a matter of specific fear in a thing or an event: it is a matter of not being afraid to dare, to face and resolve important issues and problems, and be quick and humble, working both alone and especially alongside others. Their power is given by the charge of the ring, they are in possession of a lantern that feeds directly from the planet of origin of the body. The ring keeps them informed, even the lantern, and occasionally they all gather together on the mother planet to exchange experiences.

We like this metaphor and view and we believe it is an excellent explanation of what we think should be the direction of a project on the proposed themes.

Creating aggregation of people means making a civic area alive and livable, discouraging the formation of crime groups such as drug dealing, alcohol abuse, dirt, delinquency in general. The concept of a meeting point is the activation of **totem systems** as a project because of the birth of a physical as well as virtual square.

Culture and participation involving different groups, citizens and guests: collaboration to make people aware and overcome the mistrust often due only to ignorance, taking advantage of mutual needs. A location animated by collaborative presences with appointments both scheduled in spontaneous events makes it less likely to take hold of situations of illegality and / or social unease.

A new way to use modern tools and reconnect them to a classic model of participation. The totem creates a new reason to find and exchange information, tasks, find partners to carry out activities, tell their experiences. The possession of a profile identified by the data stored

by the app is strengthened and is completed only by going to the meeting points to "download and upload" experiences, and create together with the community that participates in a common archive.

Every user who performs activities in the system feeds her/his app that loads experience, time, miles, feedback. It is connected to the totem to receive basic information, help, business details, messages and last minute notifications. The same app send signals to the totem when it needs to be downloaded / uploaded and the system coordinates all the notifications of the app scheduling meetings. Meetings can be organized in special days in which we meet, even if every user will be able to decide when he/she wants to download / upload their app. At each totem you have access to new requests / needs of the system and you sign up, book and assign the desired.

The whole network of totems exchanges data and the central system creates statistics.

INNOVATION

Please describe the innovation capacity of your solution

- What is your unique value proposition?
- Why is the solution innovative in this context? How does it go beyond the state of the arts? What sets it apart from existing initiatives? Is it better? Is it simpler? Is it cheaper? Is it more accessible?

The goal of this initiative is to generate a new social dynamics, enabled by the introduction of a serious game inspired by the character of Green Lantern Corps, where many individuals do their best in order to keep safe and clean the territory (in our case: public spaces in Ferrara) where they live.

Thanks to a mobile app, the citizens are fostered to make some actions in order to improve their personal score. Those actions are simple yet able to create social capital (i.e. gather some garbage on the street and put in the closest recycle bin, use public transportation instead of personal car etc.); such actions will be monitored through the app and notified to a server application that will update the user score (each action allows users to raise their score). Most of the end-users' actions will be analysed in an anonymous way and then aggregated properly in order to provide the local public administration and the relevant stakeholders (in this case: Factory Grisù and the local municipality) with useful information on the use of certain areas in the town.

The methodology applied is to make a wide use of big data analytics algorithms in order to get knowledge about those areas are used during the day, and the situations under which there could be unsafe conditions for the people.

The unique value proposition of the HubLantern project is to use technology to foster a virtuous social dynamics, whereby 'good' citizens take over a public space through a reappropriation action. The focus - we want to stress it - is not on technology per se, which is just a mere tool to promote a social collective action. The usage of technology (including the reference to a well-known superhero character) is instrumental in that it enables to reach out also to some citizens' cohorts (e.g., millennials) which would be hard to reach through more traditional measures. The mixed use of digital tools (app) and a physical device (the totem) represents another unique feature of the proposed HubLantern project.

SEZIONE IMPACT

Please describe how your solution is going to generate social impact

- What is the social impact that the initiative aims to produce (in terms of process, outcomes, etc.)?
- How are these impacts assessed and with what frequency?
- Have you foreseen to engage stakeholders in the design/development/implementation of the proposed solution?

The project has been thought to improve the popularity of depressed areas in the town and foster behavioural changes across individual citizens and communities (e.g. students, associations, interest groups and others), including schoolchildren. HubLantern aims also to educate such targets about the benefits of a safe and correctly use of common, public space for their social, economic and cultural well-being. By doing so, HubLantern will counteract the spread of petty crime, by effectively enabling citizens to reappropriate of public spaces. It will also achieve stronger social cohesion, facilitating the integration of immigrants and refugees into the social fabric of the town of Ferrara.

We believe that there is a need not only for the city but also for people to come together. The discomfort felt by citizens towards "immigrants" often corresponds to an opposite discomfort. Meeting in common places facilitates the establishment of new one-to-one and one-to-many relationships, able to create new forms of aggregation by leveraging the 'social' aspects native of human beings. By leading people to share common places together, and counteracting the tendency of homogeneous groups to create isolated 'tribes', we aim at creating stronger social links among diverse groups of citizens. We leverage two key factors: the **human factor**, allowing citizens to relate to each other through mutual knowledge; and the **plaza factor**, by creating a new meeting point, effectively saving areas that would be of little use or even abandoned.

In the same way, the project (in particular: the HubLantern totem) is characterized by an aesthetic value towards the space in which it is placed: HubLantern will become a contemporary interactive iconic piece, that can be replicated in different parts of the city, covering, as well as the function for which it is designed, also the role of Urban Landmark. Like a urban tag, the totem becomes an object immediately associated by citizens to a specific service or function. The object will have a monolithic shape: a sort of milestone in steel that will contain on its top a bright green disk (led lighting) with USB plugs for phone charging and WiFi access. The simplicity of the form, the compactness, the material used and the absence of overhanging bodies or fragile extensions makes it difficult to attack by vandalism. A simple circle drawn on the ground (colored asphalt) feeds the effect of visibility of the object and defines virtually and symbolically the totem as a place of aggregation.

SCALABILITY

Please present the scalability potential of your solution

- Is the proposed solution already implemented in a different area/sector by the solution provider? What are the changes, if any, that would have to be made to scale the business?
- Is the organisation open to these type of changes?
- What is the business model you have in mind for after the piloting phase? To what extent the proposed solution has a wider market potential? What are the ambitions of the social innovator for growth in social impact? Have growth targets already been set? If so, what are they?

There are no existing solutions based on the same concepts and approaches of physical participation at the same time coordinated by computer applications.

The definition of marketing plans includes different levels of services that are partly free and partly paid for.



The implementation of the communication system and the organization of the demand of data will be carried out with open innovation methodologies, optimized to communicate with other systems. For example, data could be taken from placement agencies or groups of purchases, and feeds or external notifications can be provided in the same way. The participation of third-party systems to expand the network is certainly foreseeable and desirable.

The totem, given its functional role of social cohesion, the ease of execution and its architectural value, can be repeated several times within the same neighborhood or in different neighborhoods, self-representing as an urban landmark and, indeed, as a meeting point.

The prototype will be made in a sustainable way by recycling an old device originally used in a movie theater, appropriately modernized and updated. It will be connected to the existing power supply and to the wifi network for connectivity. The final design phase includes a solar panel for autonomous electrical maintenance and a data card for autonomous connectivity.

SEZIONE IMPLEMENTATION

Provide an overview of your work plan and make a clear and coherent reference to: Milestones, Deliverables and Use of resources

- Provide an action plan for the grant period of 6 months outlining objectives, actions, timeline and resources (please mention also organizational resources you can count on)
- Gantt Chart
- If weaknesses/risks are identified is there any plan to address them?
- Has the solution provider considered the sustainability conditions of the proposed solution (ownership, long term perspective, etc)?

The action will be organised around three tasks:

T1: Co-design of the HubLantern solution

In the first two months of activity we will run a number of co-design workshops and one-to-one meetings with the relevant stakeholders. With the support of Factory Griù, we will organise three meetings with citizens of the interested neighbourhood, in order to best understand their needs and ensure that the proposed solution will be accepted and used by them, understood as key primary users. We will also liaise with the Ferrara municipality to access datasets that may provide relevant insight (map of common goods, cultural events, issues reported by citizens etc.) We will also leverage JUMAMAP.COM, the first national map of the refugee service network, created by Plastic Jumper for ARCI, UNHCR in collaboration with the Ministry of Equal Opportunities. The result will be a design and concept report (deliverable D1), which will serve as basis for the implementation work in T2.

T2: Implementation of the HubLantern solution

Based on the outcomes of task T1, the project team will implement the HubLantern solution. This will include the hardware part (totem), the mobile app, the server-side components etc. Three releases will be made (D2, D3, D4).

T3: Validation, piloting and sustainability planning

A prototypical version of the HubLantern solution will be installed in the Factory GrisConsorzio Grisù premises, and will be made available to citizens. The project team will monitor the usage and provide an assessment of the ability of the solution to actually foster the arising of virtuous civic dynamics. A final report will be provided (D5) assessing the impacts achieved and outlining a long-term sustainability plan.

Deliverables:

D1 HubLantern concept and design (report, M2) - will include the revised concept and design of the HubLantern solution based on the co-design activities in T1.

D2 HubLantern prototype v0.1 (prototype, M3) - first prototypical implementation of HubLantern

D3 HubLantern prototype v0.2 (prototype, M4) - revised prototypical implementation of HubLantern

D4 HubLantern prototype v1.0 (prototype, M5) - final prototypical implementation of HubLantern

D5 HubLantern impact assessment and sustainability plan (report, M6) - includes an assessment of the impacts generated through the piloting activity and outlines a plan for ensuring the long-term sustainability of the activities

Milestones

Three milestones (MSs) have been identified, which will act as control point for the project to ensure good progress against plan.

MS1 (M1) - organization of co-design activities with Factory Grisù

MS2 (M3) - first prototype of HubLantern available, demo of the concept available
 MS2 (M5) - completed installation of the HubLantern prototype in Factory Grisù

Risks

Two main risks have been identified:

R1 - Difficulty in involving citizens in the co-design phase (Impact: High. Likelihood: Low). The proposer have a strong positioning in the Ferrara ecosystem. They are already connected to Factory Grisù', to the local municipality, the local police department, ASP social services, purchase groups, associations and to a large number of NGOs and citizen associations.

R2 - Delays in the delivery of the first prototype (Impact: Medium. Likelihood: Medium). The project plan includes three releases; even if the first integration gets slightly delayed, there will be sufficient time to catch up in order to meet milestone MS3 at M5.

Resources

The proposers (PlasticJumper, with the support of U-Hopper and ...) have identified the following set of resources:

- Personnel: a total of 5 PMs are foreseen, for a total cost (including OVH) of 25k€
- Other direct costs:
 - Hardware: for the realization of the kiosk (3.5k€ including OVH)
 - Consumables: will include costs related to the organization of the co-design events and gadgets to engage citizens (1.5k€ including OVH)

GANTT

Task	M1	M2	M3	M4	M5	M6
T1: Co-design of the HubLantern solution		D1				
T2: Implementation of the HubLantern solution			D2	D3	D4	
T3: Validation, piloting and sustainability planning						D5

SEZIONE TEAM

Present the team and eventual partners involved in the development of the proposed solution

- The project team (relevant experiences and clear division of work/roles among the team/partners)
- Established partnerships to develop the final solution

Public description of your pitch

Plastic Jumper S.r.l.s.

Plastic Jumper is an innovative company developing web based solutions with graphic design for front-end graphics and settings back-end, with particular attention to accessibility issues referring to the Stanca law and the W3C consortium.

Plastic Jumper development is based on Django Framework technology in Phyton. Linode GNO / Linux server, services. OS Totem.

Over the years we have focused our attention on the creation of Open Source solutions that bring office users to an agile and easy use of communication technologies: simple and direct interfaces where immediacy and portability are preferred. Passionate about communication

and all the issues that affect the network, we consolidate as a reliable partner for the resolution of even complex editorial problems, we work directly or indirectly for the Municipalities of Ferrara, Trieste, Turin, Pesaro, Genoa and various small-medium sized Italian cities. Thanks to projects like "national ARCI" and "Movimento Consumatori" we cover hundreds of Italian municipalities. Present in the health sector always at local and regional level, we are expanding our borders to other regions, in particular with the GRACER project, which has been a unique case in Italy for over 10 years. The Arcispedale Sant'Anna of Ferrara is the leader for 69 regional structures that deal with serious brain injuries. We are building a portal for the private clinic of Santa Maria Maddalena (Rovigo); we've been working for years with various sections of the ASP, social services; we manage the exchange of reports with users of the Sant'Antonio Analysis Laboratory in Bologna.

Role in the project: feasibility study and design of the client and server architecture, including the hardware (totem) installation, connectivity network and data protocol transmission. Database implementation, front-end and back-end application, including the maintenance of the mobile apps.

Key staff members involved: Iosto Chinelli (gender: male) COO. He has a wide experience in the field of corporate business and citizens' associations, for the development of multi-channel and multi-user services, including the management of large databases with over 2 million records. His work experience has track-records with counterparts as the United Nations Agency UNHCR, the Italian Ministry of the Economic Development (MISE), and many Italian PAs. Luca Franchini, Senior developer and analyst ; Nicola Marighelli, Communication Manager; Antonino Caccamo, Mobile App Developer.

U-Hopper S.r.l.

Description of organization: U-Hopper is a research-intensive deep-tech SME, incorporated in 2010 and headquartered in the Trento tech hub in the northern Italy, developing innovative big data analytics and Internet of Things (IoT) solutions for marketing, retail and the government sectors. U-Hopper works as an innovation factory, cooperating with its network of partners and customers on the identification of concrete market needs and then developing and enabling ICT solutions able to effectively tackle them. U-Hopper focuses on research, development and innovation activities, going all the way up to the market launch. If the market response to the new product/service is positive, the product/service is spinned out into a newco, powered by the team that worked on it, and scaled-up with the support of international investors. U-Hopper solutions have received a number of awards for their innovation and creativity, including, among the others the Lamarck prize (2013), a EC Seal of Excellence (2015), the Innov@Retail prize (2016) and a nomination for the 2017 EC Innovation Radar Awards (with its ThinkIN platform). U-Hopper is recipient of the EC 'Seal of Excellence' (2016).

U-Hopper has a consolidated experience in the participation to EU-wide cooperative research projects, having participated in 3 FP7 projects, 1 CIP/PSP project and 6 H2020 projects.

U-Hopper is a spin-off of the international research centre FBK/CREATE-NET¹. U-Hopper is an alumni of the Business Development Accelerator of EIT Digital².

¹ <https://create-net.fbk.eu/>

² <http://www.eitdigital.eu/innovation-entrepreneurship/eit-digital-accelerator/>

Role in the project: U-Hopper will work on the collection of data on user actions, their aggregation in a privacy-preserving way and on the creation of a system allowing the relevant stakeholders (Factory Grisù and the municipality of Ferrara) to access analytics on the impacts of the project.

Key staff members involved: *Daniele Miorandi (gender: male)* – CEO of U-Hopper. He received a PhD in Communications Engineering from Univ. of Padova, Italy, in 2005. A recognised scientist (150+ publications, 4,500+ citations), innovator (3 companies co-funded, 4 patents and 8+M€ competitive funding raised for R&D projects) and research manager (coordinated 4 FP6/FP7/H2020 research projects, participated in 30+). At U-Hopper he leads R&D&I activities and coordinates the participation of the company to cooperative projects. He will drive UH participation to the project.

Carlo Caprini (gender: male) - Software engineer. 5+ years experience in the design and development of big data/IoT platforms. In charge of engineering U-Hopper analytics and cloud-based solutions. He will work on the consolidation and engineering of the software platform.

Diego Taglioni (gender: male) - Senior Partner and Co-founder at U-Hopper. He is a Physicist and received an MBA at SDA Bocconi (one of the Top 5 Business School in Europe, as ranked by Financial Times in 2017). Diego has an extensive work experience in the ICT and worked for over 20 years in the Telco business in Europe (WIND-Hutchinson Wampoa group) and Japan (NTT DoCoMo). He has been appointed as task force chairman in the i-mode alliance, and managed projects with large budget's figures with over EUR 42 million among Telco companies of different 11 countries. He will work on the sustainability plan for HubLantern.

Cooperativa Città della cultura / Cultura della città

Città della Cultura / Cultura della Città is a cooperative enterprise and cultural start-up, involved in design and development of services for: architecture and town planning, urban re-generation, cultural heritage enhancement, design, logistics and development of public events, innovation processes (cultural, business innovation) and development of sustainable actions (cycle tourism, cultural routes) for the access to different territories.

On these issues, *Città della Cultura / Cultura della Città* provides practical solutions applied on field, in cooperation with local governments, public and private stakeholders and citizens. We offer solutions to problems and needs with innovative tools and procedures. In particular:

1. revitalization of sleeping buildings and uncertain spaces that cannot be recovered with the rules of the traditional real estate market;
2. Development of an internal system (linked to spaces and buildings) founded on microeconomics issues to improve employment and to create new jobs
3. able to generate contemporary types of cultures to “low cost”, “high impact” and “wide dissemination”
4. Activate start-up (young persons, citizens) in innovative fields

Città della Cultura / Cultura della Città works in cooperation with local governments, private and public actors and groups of citizens in the framework of realization of experimental and unusual actions:

1. Reshaping of abandoned or complicated spaces and places, with fast and low budget actions;
2. Grabbing the collective attention, involving the citizens that are interested in participation of urban regeneration process;

3. supporting local governments in the integration of sector-based policies (cultural, social, city planning, public work and productive activities).

Role in the project: feasibility study and design of prototype object, including the study of spatial insertion and adaptation in different sites and contexts; executive project of the object, flexible for different spaces, including ground anchoring and autonomous and/or served feeding.

Key staff members involved: Sergio Fortini (gender: male) - Senior Partner and Co-founder at Città della Cultura/Cultura della Città. Architect and urban planner, dealing with urban processes both regarding regeneration and mobility, with innovative strategies and planning processes involving stakeholders in direct relation with territories. Actively involved in the organizations of events related to urban regeneration and sustainable mobility.

Luca Lanzoni, (gender: male) - Senior Partner and Co-founder at Città della Cultura/Cultura della Città. Architect, participated to several European projects, he acts as a lead expert of MAPS (Military Assets as Public Spaces) in the realm of the URBACT III program for "Action Planning Networks".

Elisa Uccellatori (gender: female) - Senior Partner and Co-founder at Città della Cultura/Cultura della Città; Architect and urban planner, she deals with urban processes both regarding regeneration and mobility. She is expert in graphics.

SEZIONE SUSTAINABILITY

Provide an overview of your sustainability plan

The project has been designed with the aim to become a self sustainable service and platform on the long-run. The main aim is to get on board many stakeholders in order to create a wide community around the citizens' involvement and their associations. The project's scope is to exploit this work generating the citizens' involvement through the gaming mechanics and individual's score to be rewarded with products and service afterwards. The rewarded prizes will be offered by some of stakeholders, such as service companies and/or the cooperation shops.

The prototype project will be kept active at the proponent's expense for the 6 months following the end of the tendering period. In particular

- hardware: donated to the consortium if kept active over 6 months
- electricity and connectivity: provided by Consorzio Grisù
- app maintenance: Seltzlab
- server maintenance: Plastic Jumper
- maintain relationships / institutions / jumamap: Plastic Jumper

During the period of activity, events will be proposed to citizen for being actively involved in the project and to promote the project itself, promotional media will be realized for the promotion also outside the context of Ferrara. Among the activities, a crowdfunding project will be set up based on the Eppela platform (<https://www.eppela.com/en>, already partnering

with Plastic Jumper) for the retrieval of funds to realize the chain of promotion and production of totems.

The goal is to see the implementation of minimum number of 3 devices in Italy and other European countries.

general usage criteria

- free activities
- payment activity between the parties -> requires paid accounts on the platform
- sustenance from distributed public funding

organizational future possible

- creation of a management association
- national ass + third party affiliations
- service contracts with third parties

Basic registration: user / group purchase / associations - free

- vision of the system and of the proposals
- submit your application for up to three month events
- profile and characteristics: what I do, what I would do

Advanced registration: user / group purchase / associations - annual cost

- in-depth study and details of the system and of the proposals
- propose own candidacy without limits
- advanced profile and proposals also for a fee

Affiliation body

- body profile and feed entry / exit from portals
- specific page events / calls
- document information / facilities
- elderly centers

Private affiliations

- supermarket
- artisan shops
- shops
- schools

Participatory advertising system

- various generic grants
- first screen banners
- event / activity sponsorship
- supply of materials
- crowd-funding promotion / participation within the system

Call and control system

quick connection 113
direct hospital connection
connection to Fedro Suite for reports
connection to the jumamaps.com service for refugees

Video

When submitting your application please include a link to a 2 minute pitch video (max 2 minutes)
The aim of the video and the slides is to offer you an opportunity to highlight:

- Your solution
- Social Impact you can generate
- The Unique Value Proposition of your solution