



DESIGNSCAPES

Exploring the Urbanscape: the urban dimension in innovation processes

Grazia Concilio, Talita Medina, Ilaria Tosoni
Cities in Action Living Lab
Politecnico di Milano



Mapping the initiatives

KEYSTONE

CIVIMETRO

AGROPLAZA

**STREET
DEBATER**

T. OSPITO

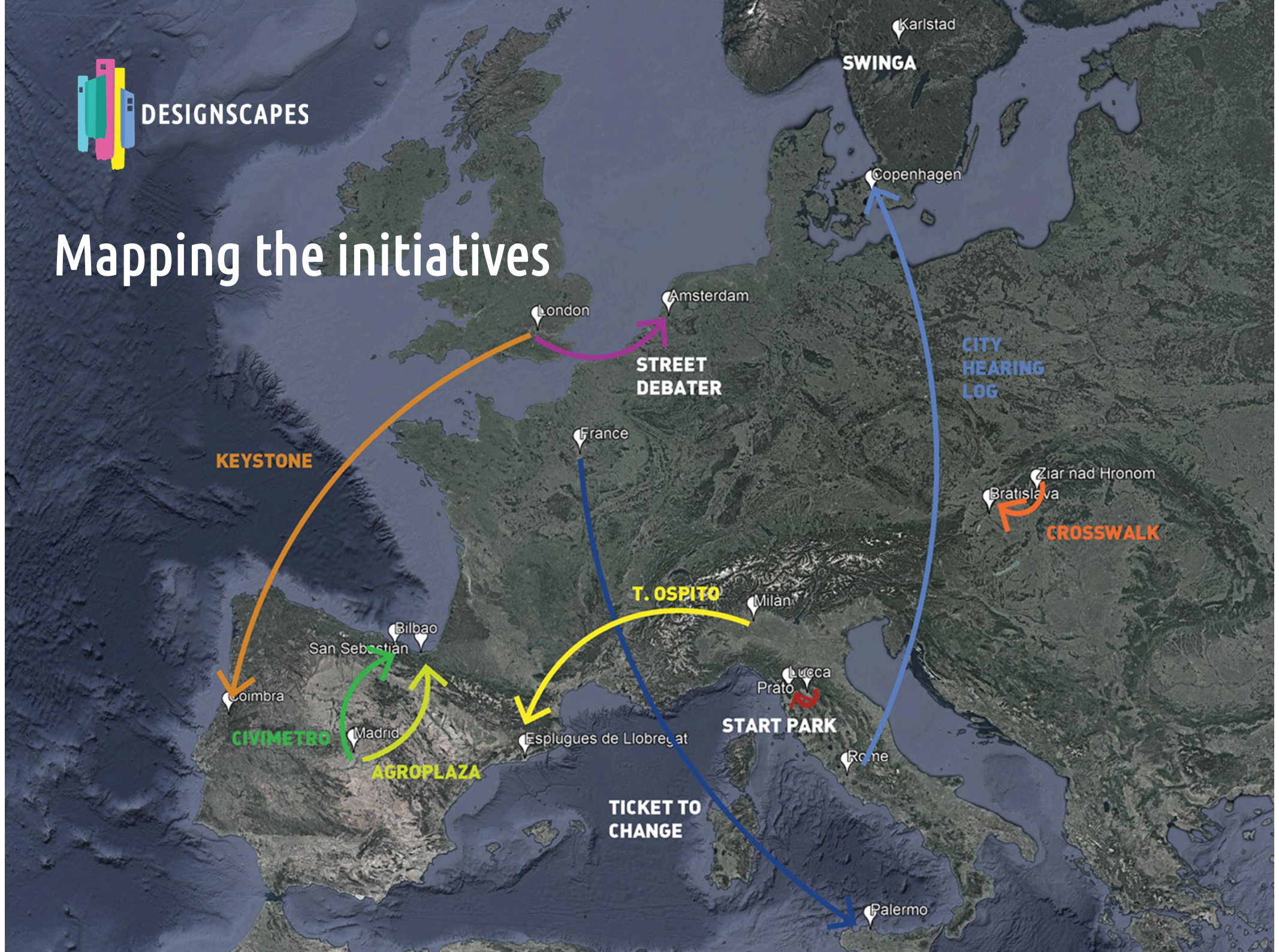
**TICKET TO
CHANGE**

START PARK

SWINGA

**CITY
HEARING
LOG**

CROSSWALK



Mapping the initiatives

Product / Service Innovation

- Agropiazza (Spain)
- City Hearing Log (Italy)
- Civimetro (Spain)
- Crosswalk (Slovakia)
- Street Debater (UK)
- Swinga (Sweden)
- Ticket to change (France)
- T. Ospito (Italy)

Organizational Innovation

- Keystone (UK)
- Start Park (Italy)



Key points

1. Cities and Innovation
2. Innovation in a TRANSITION perspective
3. Innovation and Design
4. Innovation processes in the URBANSCAPE





SPRINGER BRIEFS IN APPLIED SCIENCES AND
TECHNOLOGY · POLIMI SPRINGER BRIEFS

Grazia Concilio
Ilaria Tosoni *Editors*

Innovation Capacity and the City The Enabling Role of Design



POLITECNICO
MILANO 1863



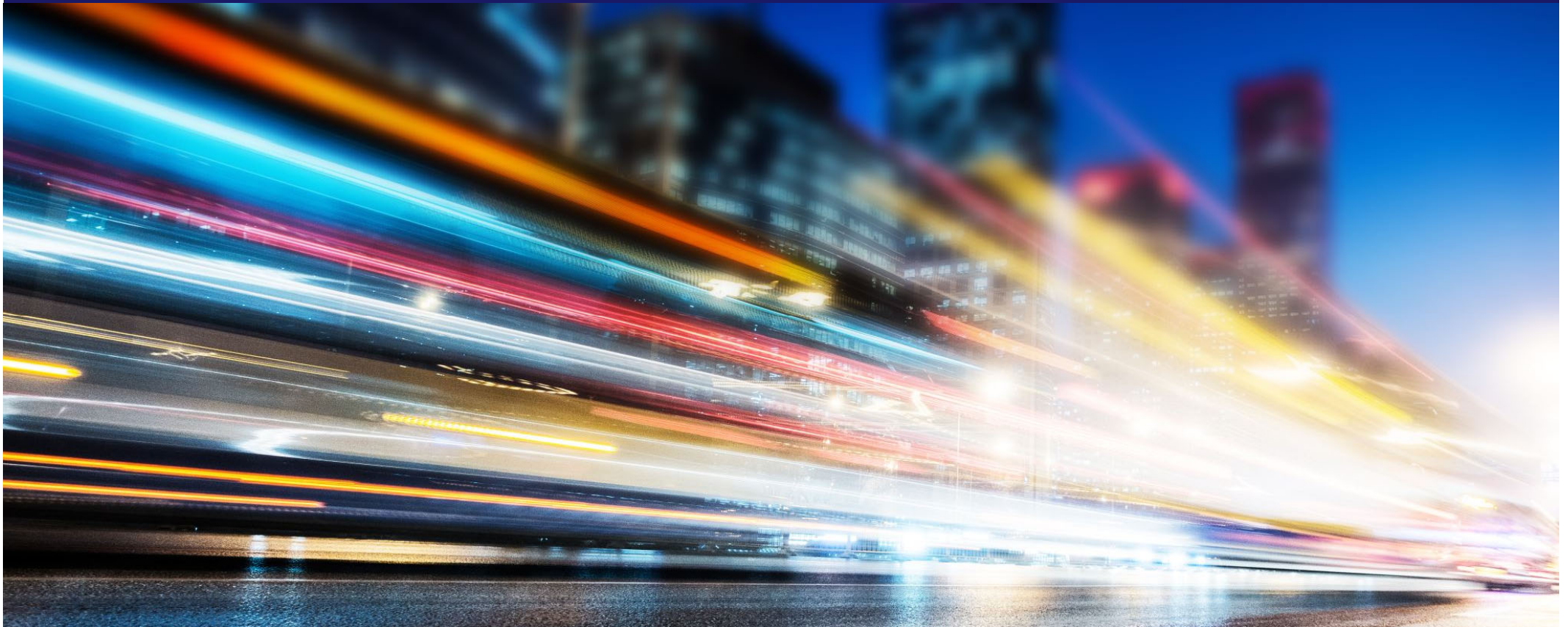
Springer Open



1. Cities and Innovation

CITIES are complex and challenging environments asking **INNOVATION** to deal with **societal challenges**

They are the best context to make innovation have a transitional power.

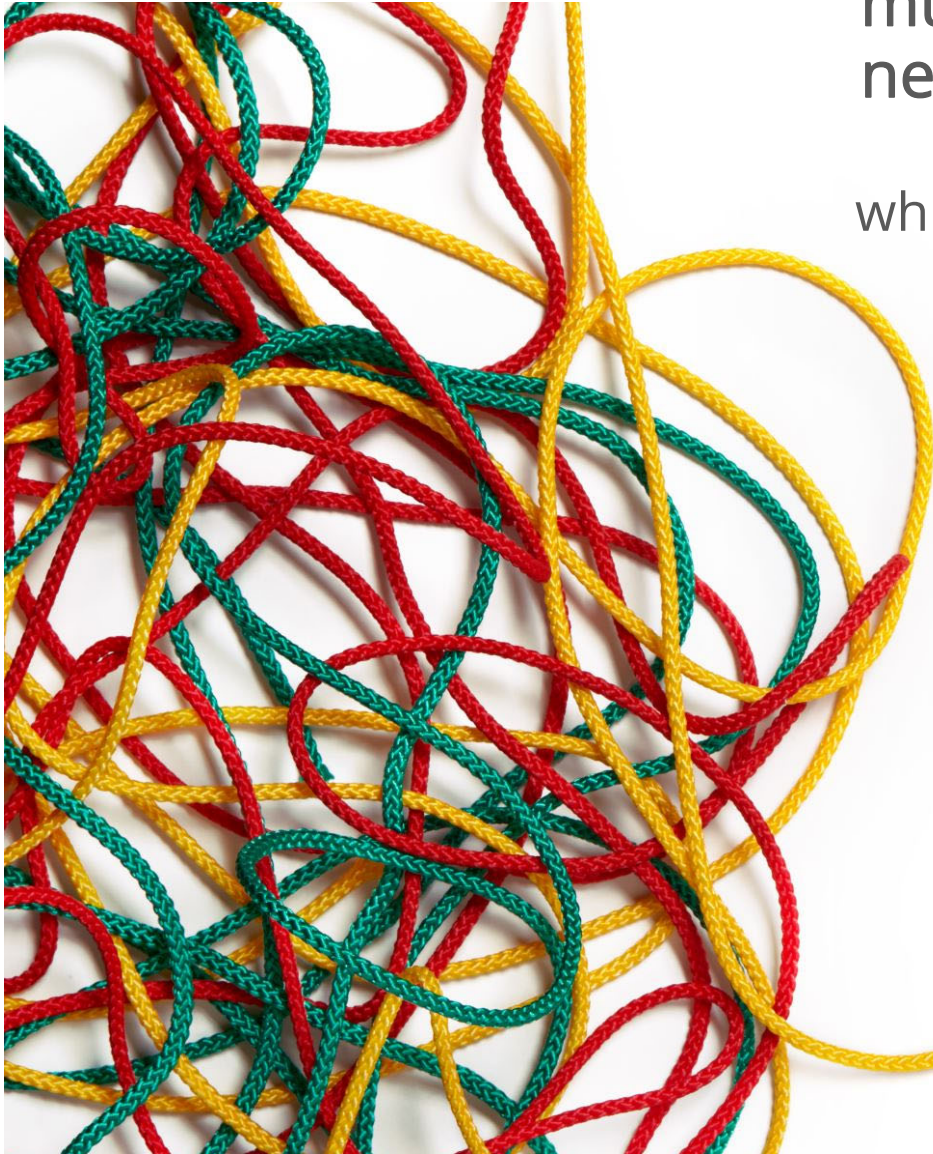




INNOVATION is a process of change:

non-linear,
multilevel
networked

which produces



new functions
new forms of use
new meanings

What innovation for urban challenges?



Edward Posnett

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When the financial crisis hit Sardinia, a group of local friends decided that the best way to help the island was to set up a currency from scratch



Sardex's founders outside their office in Serramanna, Sardinia





What innovation for urban challenges?

INNOVATION in a city NEEDS to BE

- financially and environmentally sustainable;
- embedded in local culture and life standards/practices;

It CANNOT BE:

- a solution looking for a problem (market/technology driven).

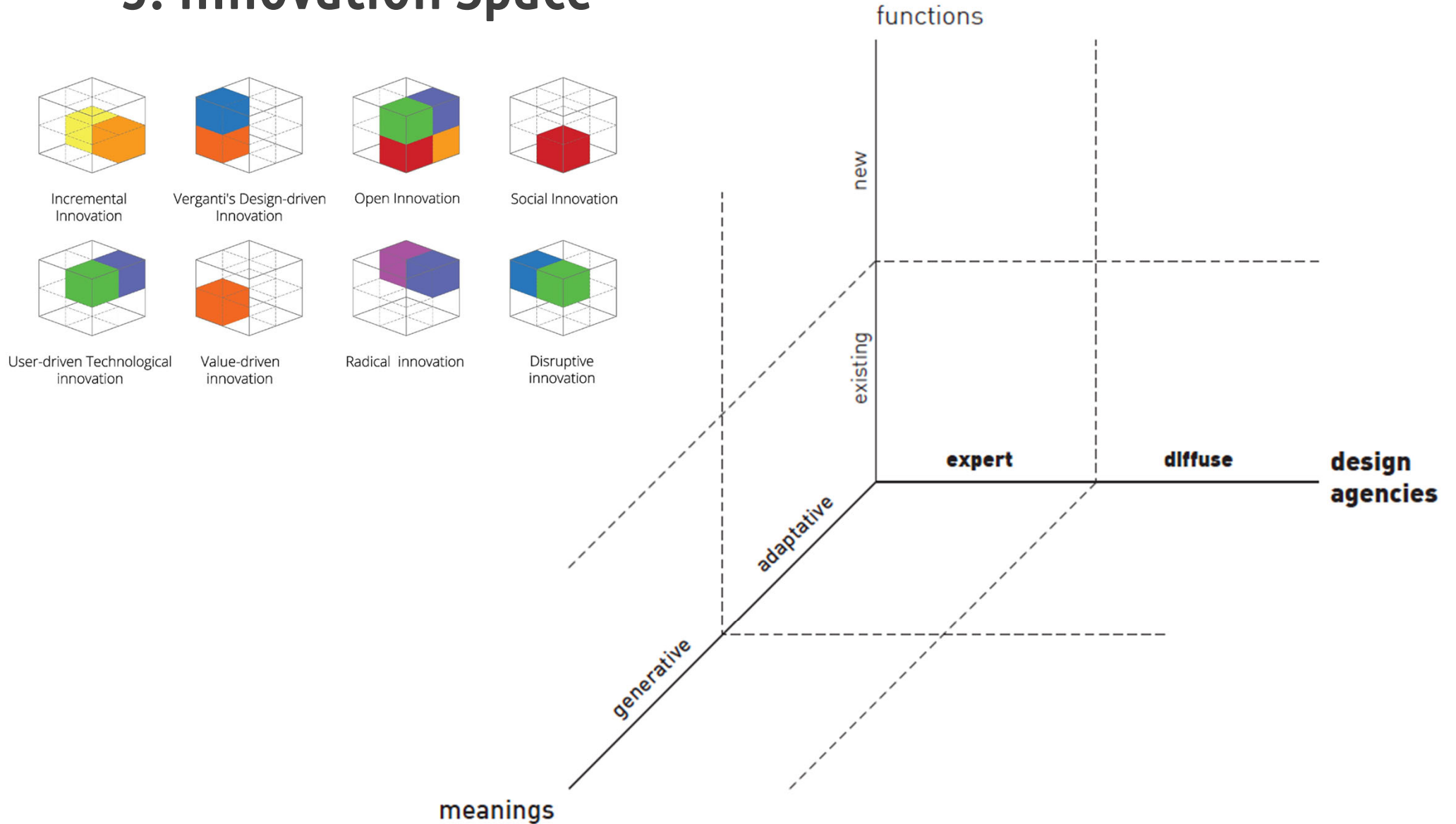


What innovation for urban challenges?

Even when **INNOVATION IS SCALED UP TO THE URBAN, REGIONAL OR NATIONAL SCALE**, **this DOES NOT GUARANTEE** it solves urgent critical urban/global challenges

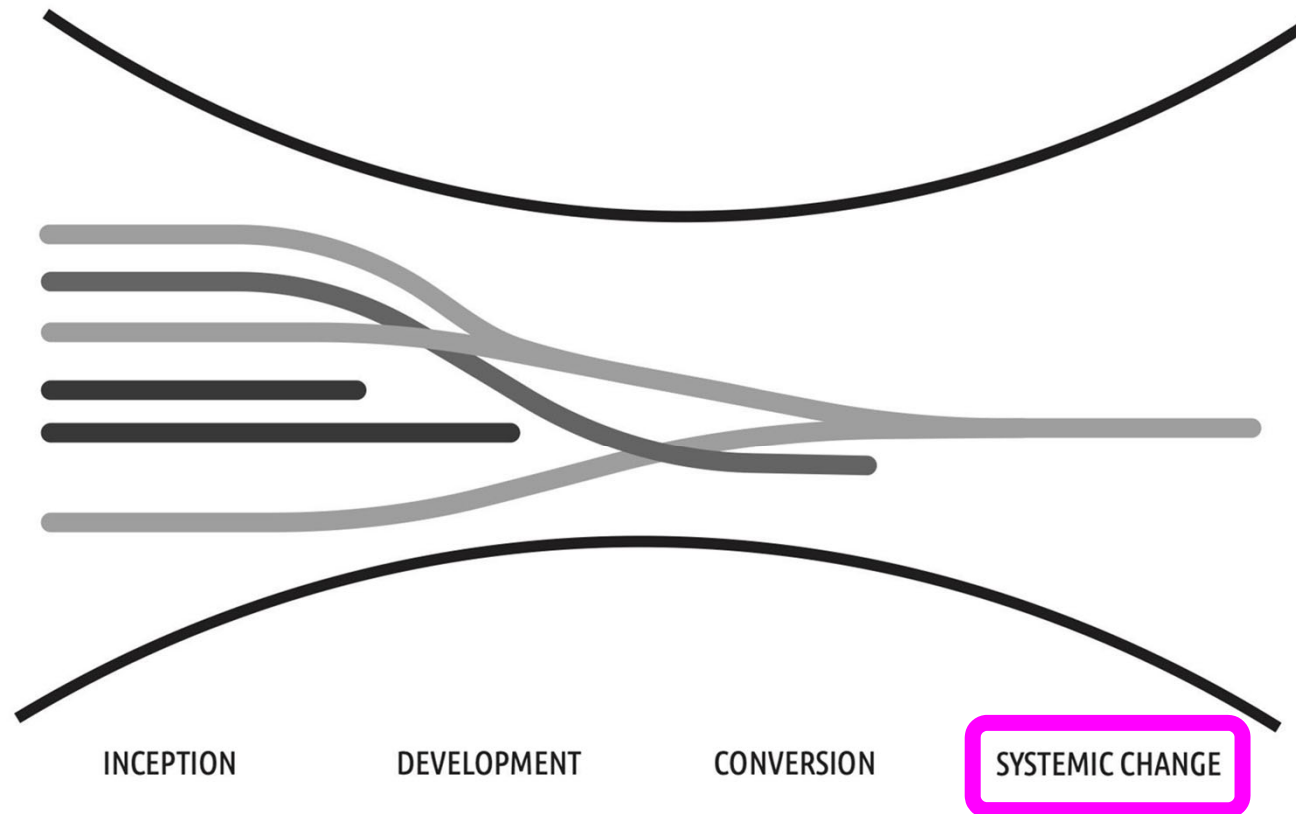
we **NEED DISRUPTIVE INNOVATION** able to **INVERT CURRENT TRENDS OF GLOBAL CHALLENGES**

3. Innovation Space





What innovation for urban challenges?





2. Innovation in a **TRANSITION** perspective

landscape

regime

NICHES are 'protected spaces/lab where
new ideas are generated, prototyped, tested

niche

2. Innovation in a **TRANSITION** perspective

landscape

REGIME refers to form of government, set of rules, cultural or social norms, physical infrastructures, practices...

regime

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2. Innovation in a **TRANSITION** perspective

LANDSCAPE includes the intangible aspects (social values, political beliefs and world views) and tangible aspects (climate, physical landscape...)

landscape

REGIME refers to form of government, set of rules, cultural or social norms, physical infrastructures, practices...

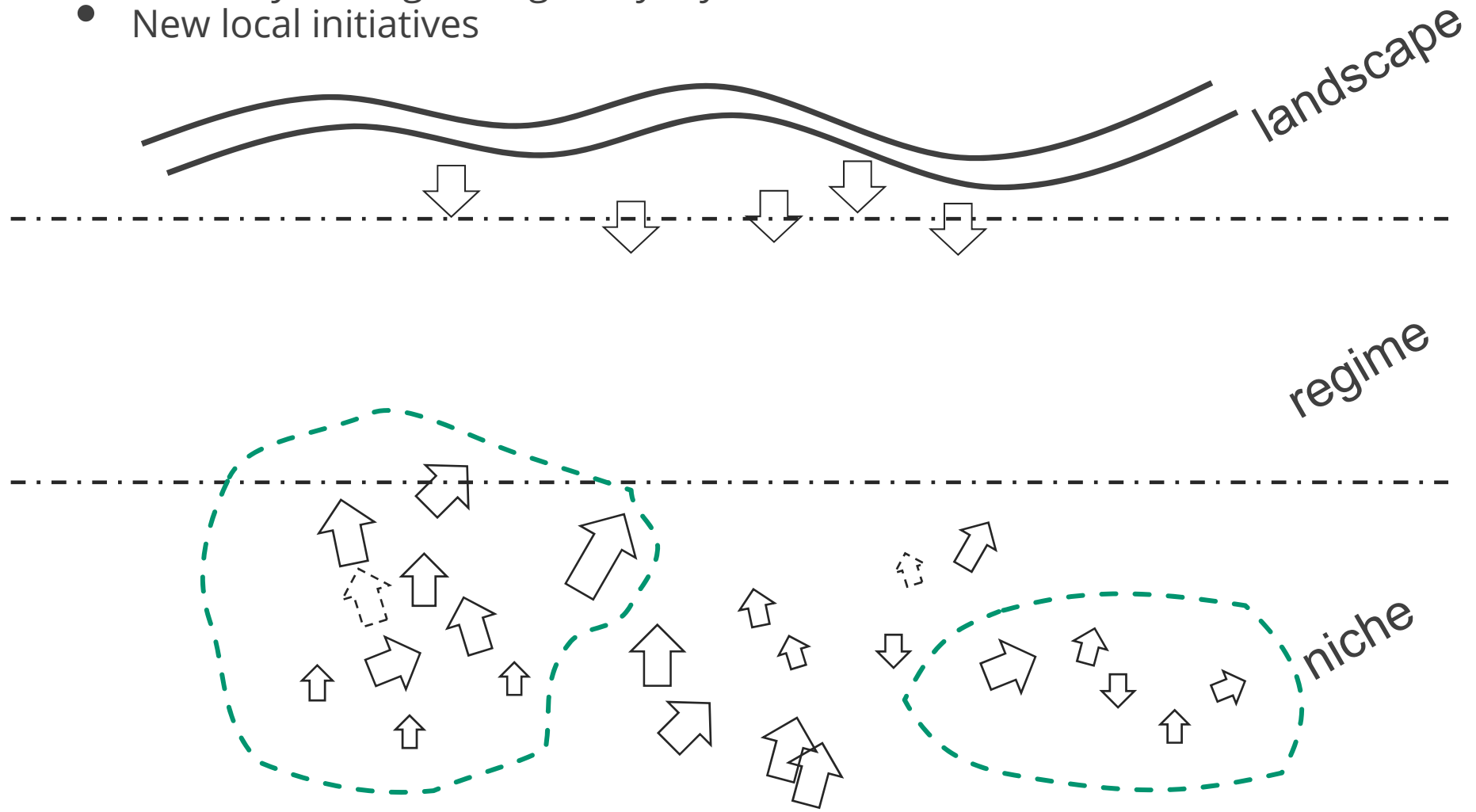
regime

NICHES are 'protected spaces/lab where new ideas are generated, prototyped, tested

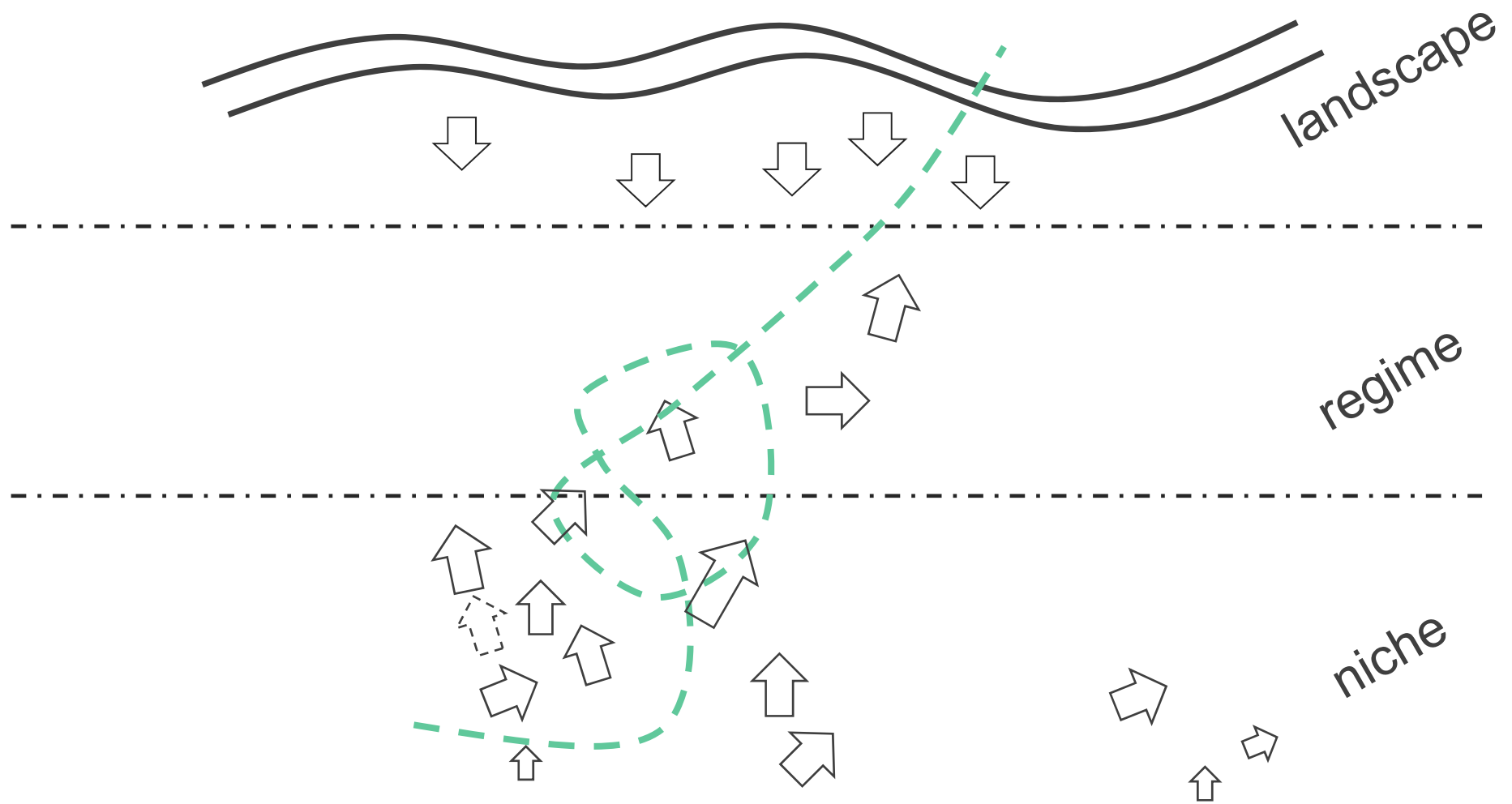
niche

In niches

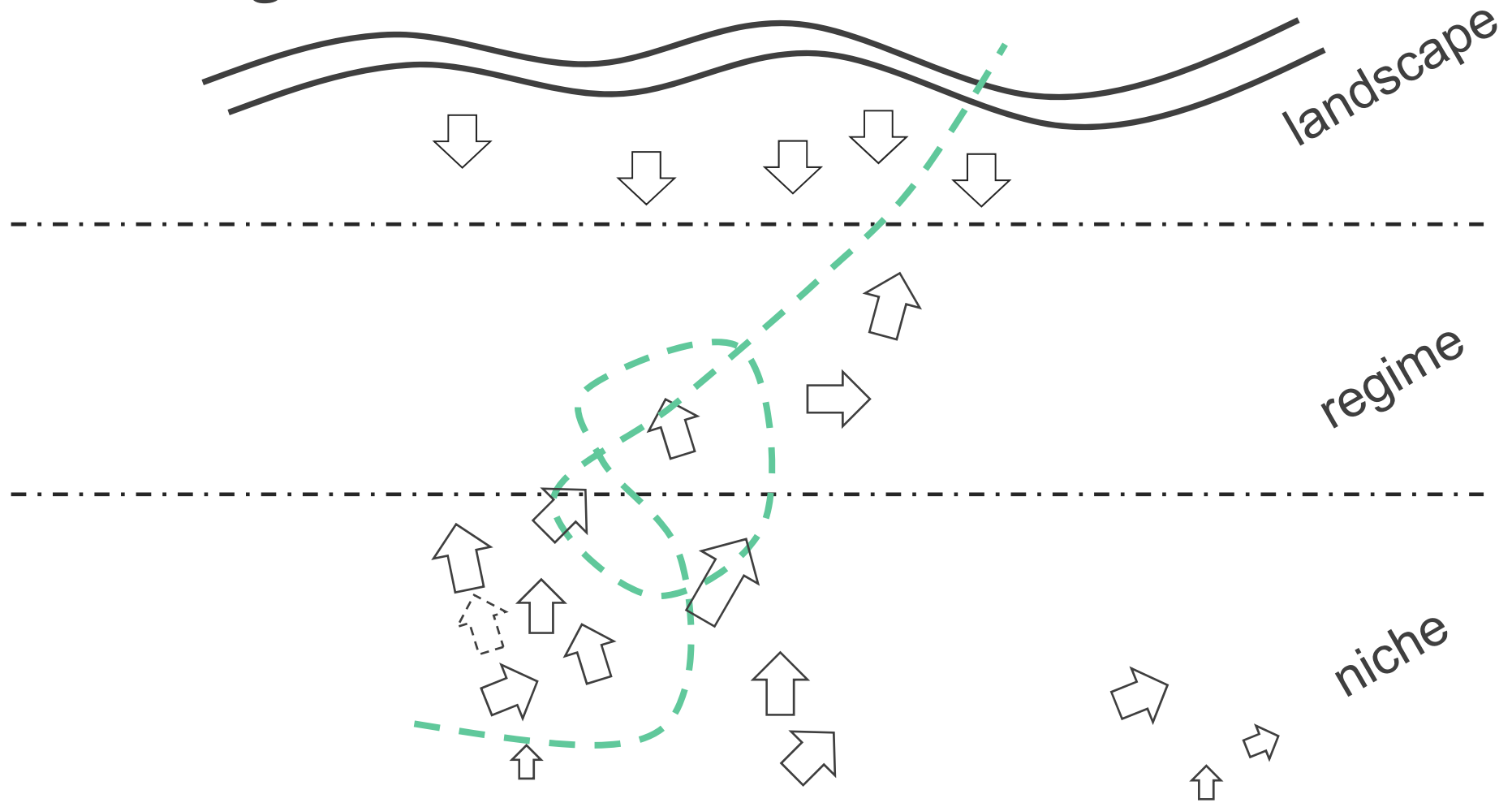
- New ways of using existing products/ infrastructures
- New ways of organising everyday life
- New local initiatives



Regimes can support change in the landscapes (culture, values, etc.)



Regimes can work for **enabling** innovation with transitional power (i.e. being value generative and making missions concrete)

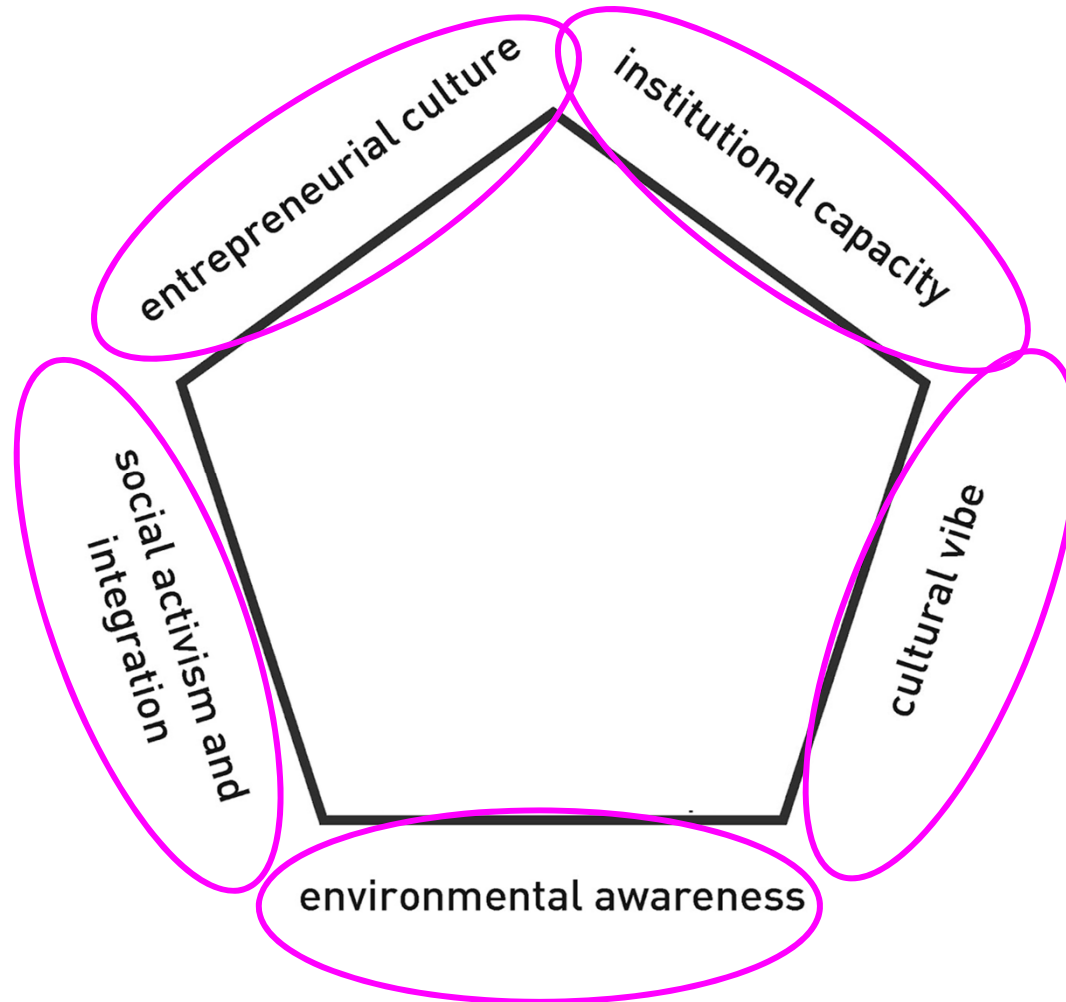


4. Innovation processes in the URBANSCAPE

CITIES are complex socio-spatial systems, in which societal challenges are generated and resources (cognitive, information, cultural) are networked and exchanged.

Urbanscape

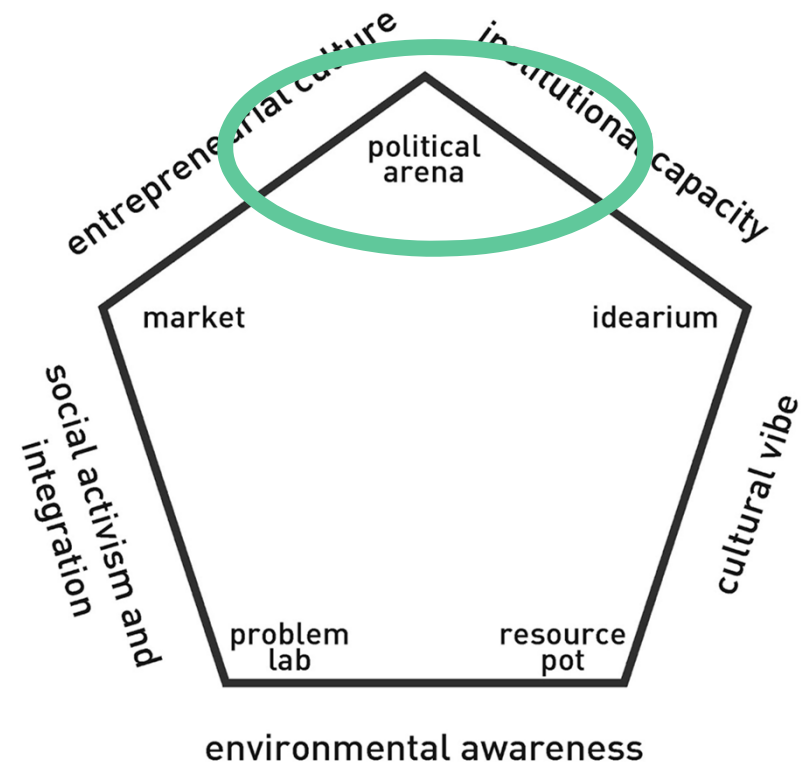
5 Dimensions: enabling dynamics of the innovation capacity of a city



5 interfaces

POLICY ARENA: THE SPACE OF POLITICAL DISCOURSE

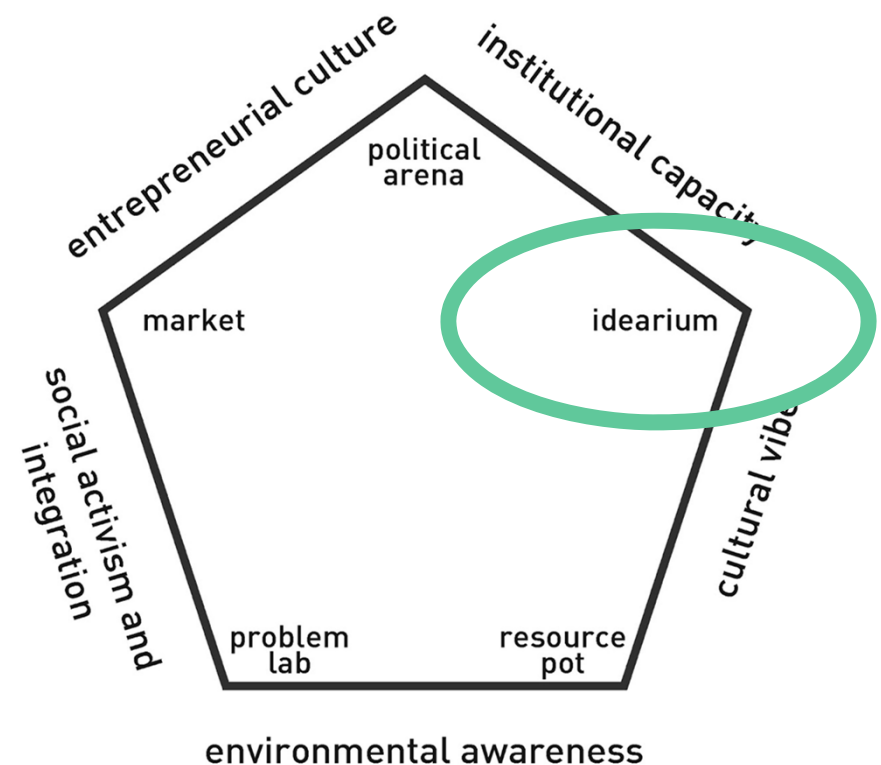
Meant as public debate on the common good, shaping the political agenda. It is the space of conflict, of social and civic learning. Of institutional innovation



5 interfaces

IDEARIUM: A TURBOLENT GAS OF IDEAS AND BRILLIANT INITIATIVES

It takes into account the diffuse ability of a city to generate solutions to the high number of problems it generates; and the capacity of cities to catalyse creative energies, mainly by attracting skilled work-force.

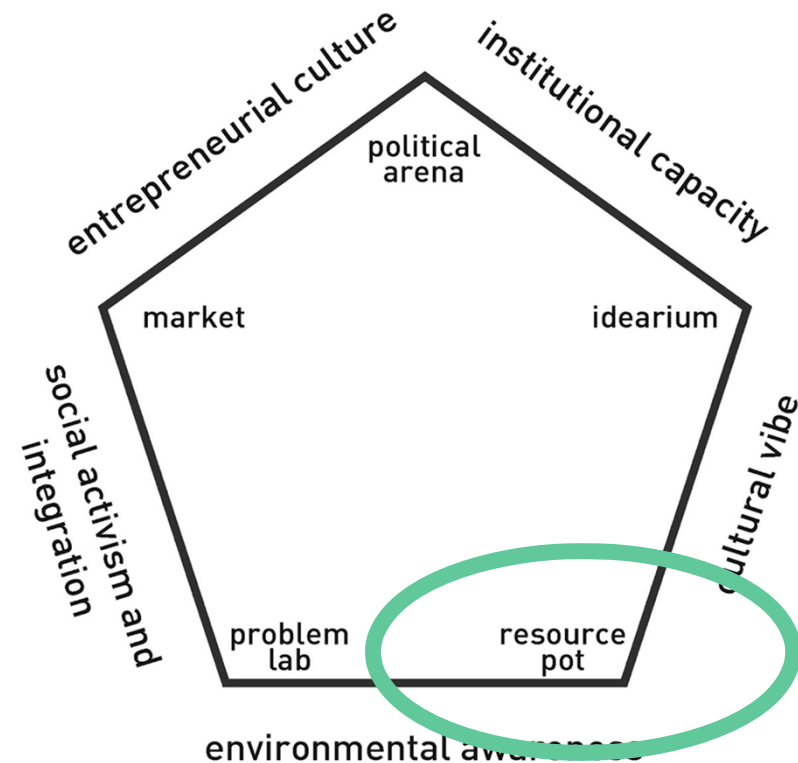


5 interfaces

RESOURCE POT: A SHOP OF RESOURCES, A KNOWLEDGE REPOSITORY

It relates to assets available within a city framework both in terms of quality and variety:

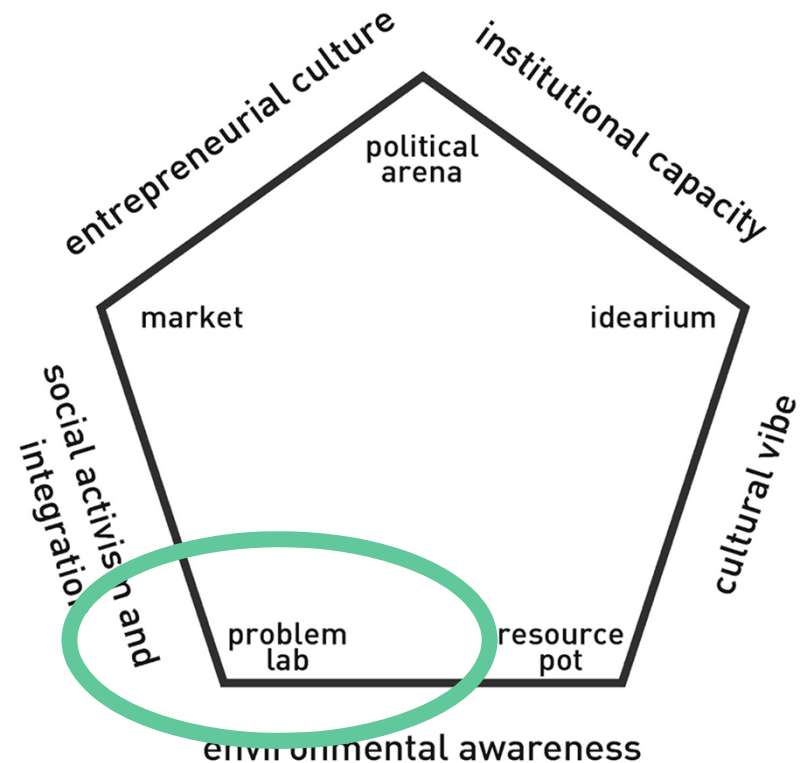
- Cognitive resources
- Financial resources
- Relational resources
- Spatial resources



5 interfaces

PROBLEMS LAB: WHERE SOLUTIONS CAN BE TESTED

The wicked (or ill-defined) nature of urban problems can only be fully understood by attempting their solutions.

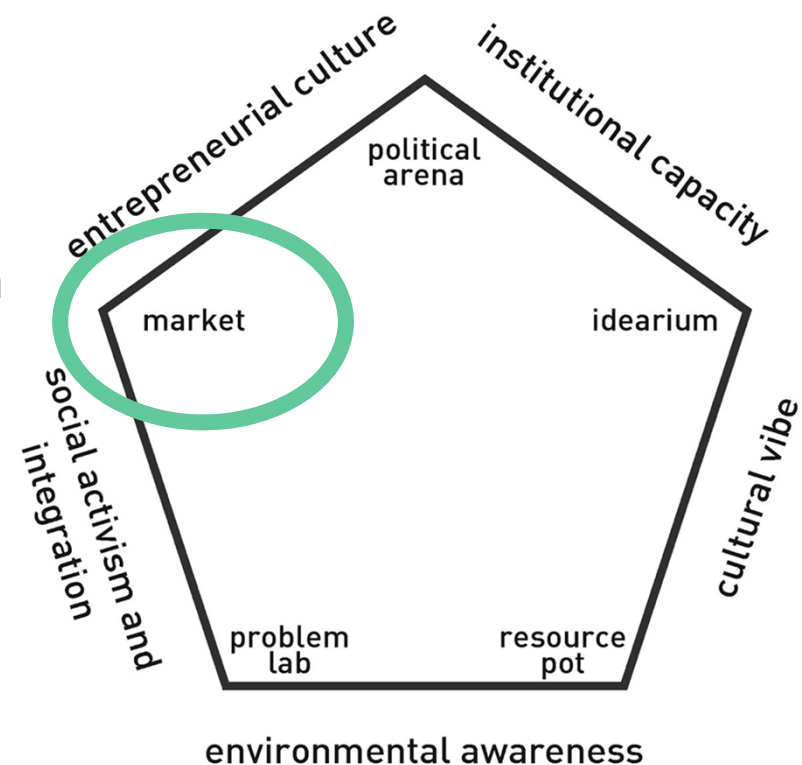


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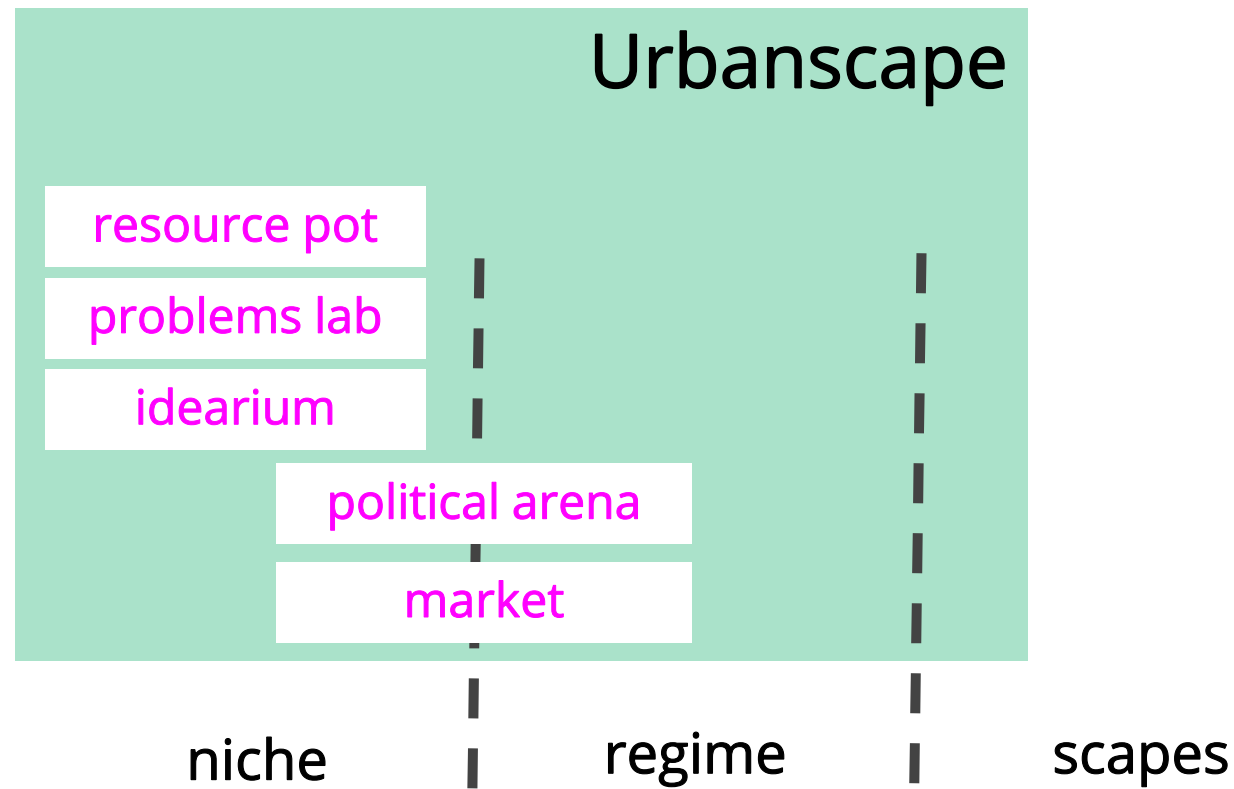
MARKET: A DOOR TO INNOVATION SCALING-UP

It relates to innovation trading and deals creation.

Markets not only work as suppliers of resources and selling opportunities for companies, they also act as demand generators. Stimuli to develop new products, ideas and creative networks can originate from market trends



Cities as enablers of innovation



What innovation for urban challenges?



The screenshot shows the homepage of the 'enostra' website. At the top left is the 'enostra' logo with the tagline 'L'ENERGIA BUONA'. A navigation menu includes 'ÈNOSTRA', 'TARIFFE', 'ENERGIA', 'SERVIZI ENERGETICI', 'COME FARE', 'PARTNER', and 'COMUNICAZIONE'. A search icon is on the right. The main heading reads 'Siamo la prima cooperativa energetica in Italia che produce e fornisce energia sostenibile, etica, 100% rinnovabile, attraverso un modello di partecipazione e condivisione.' Below this are three main service cards: 1. 'ACQUISTA ENERGIA 100% RINNOVABILE' with a sun icon and text about tariffs for homes and businesses. 2. 'DIVENTA EFFICIENTE RISPARMIA ENERGIA' with a person icon and text about reducing bills through efficient services. 3. 'VENDI LA TUA ENERGIA CANDIDA IL TUO IMPIANTO' with a wind turbine icon and text about selling energy and joining a community. A vertical sidebar on the right contains icons for email, phone, settings, and a warning sign, along with a 'Privacy - Termini' link.

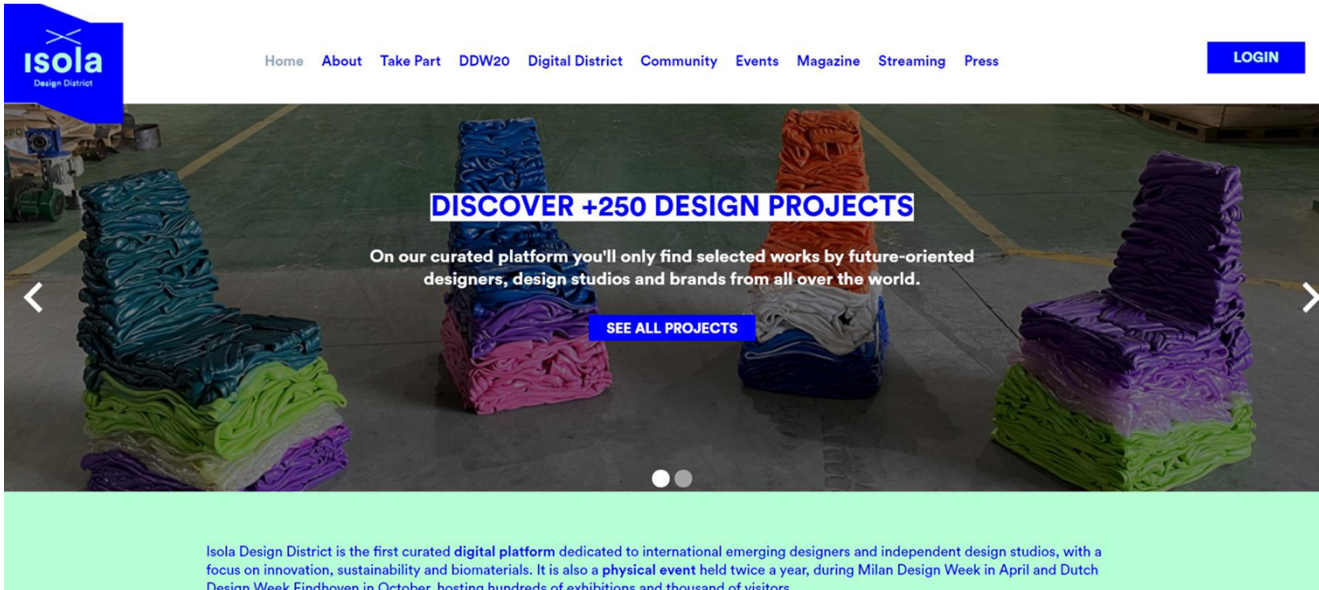
Cooperative for renewable energy consumption and production

- community of consumers
- collective energy plants

<https://www.enostra.it/>



What innovation for urban challenges?



isola
Design District

Home About Take Part DDW20 Digital District Community Events Magazine Streaming Press LOGIN

DISCOVER +250 DESIGN PROJECTS

On our curated platform you'll only find selected works by future-oriented designers, design studios and brands from all over the world.

SEE ALL PROJECTS

Isola Design District is the first curated digital platform dedicated to international emerging designers and independent design studios, with a focus on innovation, sustainability and biomaterials. It is also a physical event held twice a year, during Milan Design Week in April and Dutch Design Week Findhoven in October, hosting hundreds of exhibitions and thousand of visitors

Digital platform and a physical event

- community of emerging designers with a focus on innovation, sustainability and biomaterials.
- identity and sense of belonging for a handicraft neighborhood

<http://www.isoladd.co/>



What innovation for urban challenges?



Paper stamps made of polluting sea weed of an algae that harms the ecosystem of the Venetian lagoon.

- from pollution to a sustainable material (performance and costs).
- stamps: historical info x technology and know how

<http://www.isoladd.co/Designer-Projects-From-Venice-With-Algae>





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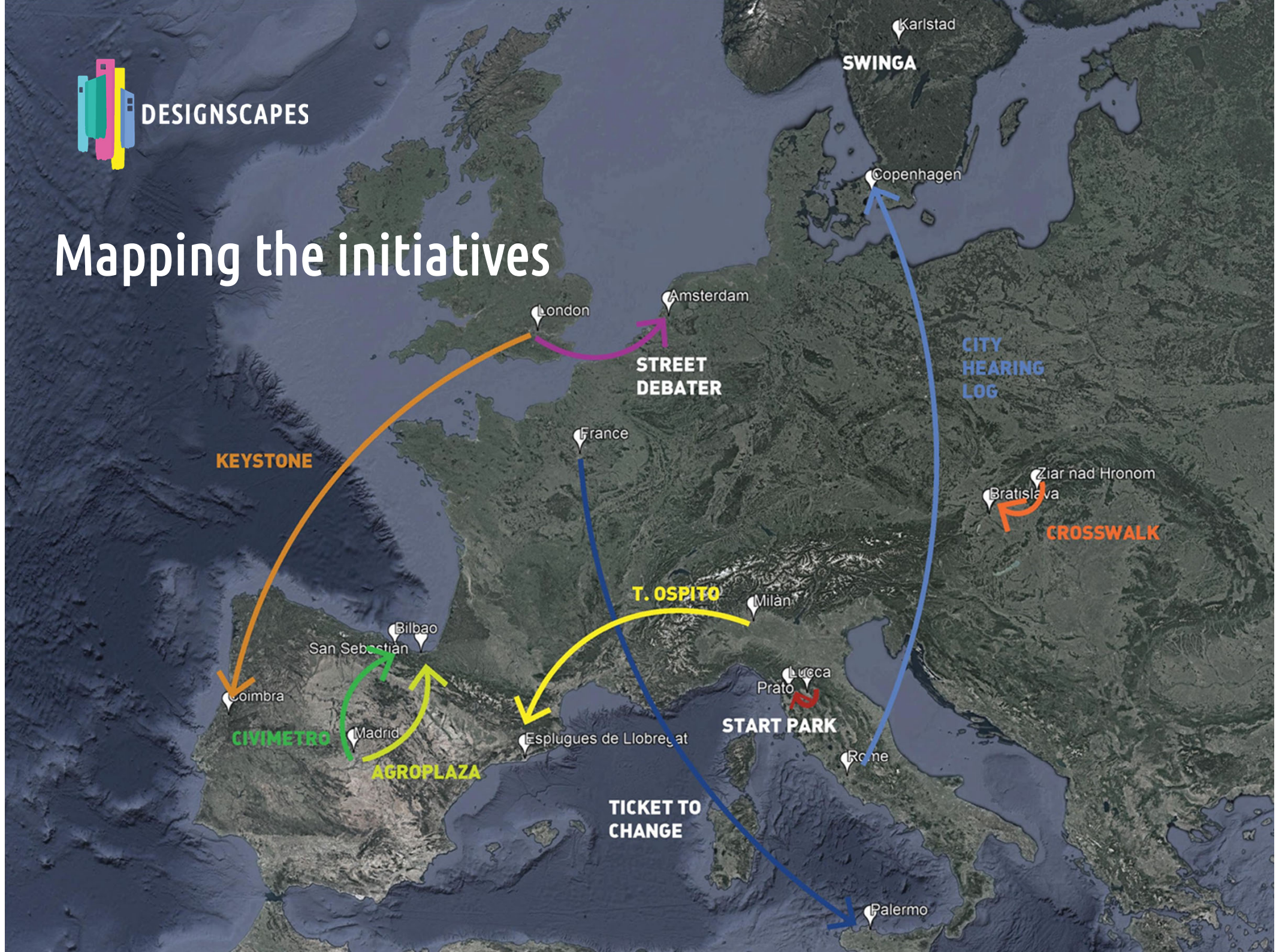
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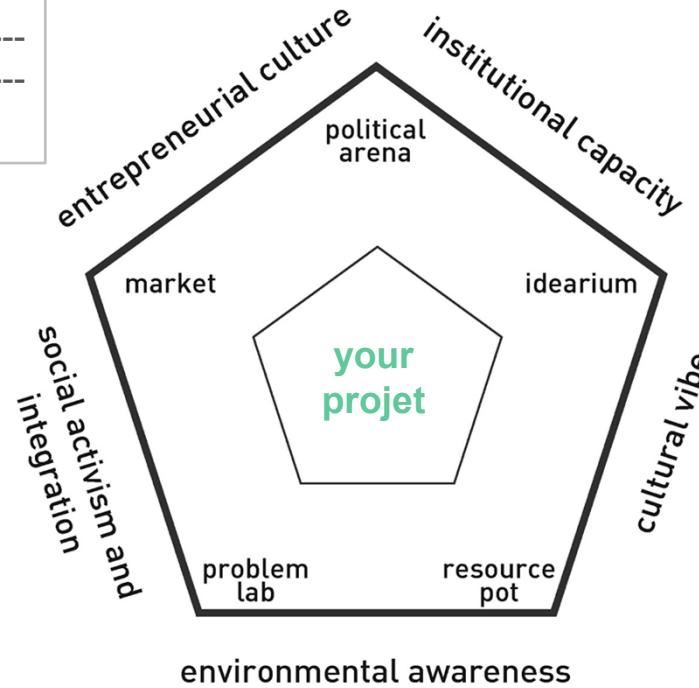


Resource Map

Entrepreneurial culture: dynamism and openness > Market, Political Arena, Resource Pot

Institutional capacity: the way local institutions support innovation processes > Policy design, Political Arena, Market

Social activism and integration: liveliness of the social context > Resource Pot, Market, Political Arena, Problem Lab



Cultural vibe: intensity and variety of the offer > Idearium, Resource Pot

Environmental awareness: how it is rooted in policy design and everyday practices > Problem Lab
