

# MY GENERATION @WORK

## TORINO SOCIAL INNOVATION

Workshop – 17<sup>th</sup>/19<sup>th</sup> November 2014

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### 3 days agenda – PROGRAM

#### 17<sup>th</sup> November, 2014

##### @Sharing Social Housing (via Ivrea 24)

14:00-18:00	Registration and Preparation
18:00-18:30	Visit and presentation of Sharing Social Housing project
18:30-19:00	Bus transfer from Sharing Social Housing to Piazza San Carlo
19:00-20:00	Walking tour from Piazza San Carlo to Piazza Vittorio ( <i>City Centre</i> )
20:00-20:30	Walk to Restaurant La Vetreria ( <i>C.so Regina Margherita, 27</i> ) <i>This restaurant has been financed through the crowdfunding mechanism.</i>
20:30-22:30	Dinner with MyGeneration@Work attendees (at own cost of participants)
22:30-23:00	Bus transfer to Sharing Social Housing

#### 18th November, 2014

09:00-09:30	Bus transfer from Sharing Social Housing to I3P ( <i>Via Boggio, 59</i> )
09:30-10:30	Visit of <b>I3P, incubator of startups of Polytechnic of Turin</b>
10:30-11:00	Bus transfer to <b>Toolbox Coworking</b> ( <i>via Agostino Da Montefeltro, 2</i> )
11:00-11:30	Coffe break
11:30-12:30	Visit of <b>Fablab and Toolbox Co-working</b> <i>Toolbox co-working hosts the first italian FabLab. Thus, the visit will include the spaces of both Toolbox co-working and FabLab. Toolbox hosts about 100 working positions in open and private spaces for entrepreneurs and professional people.</i>
12:30-13:00	Briefing with MyGeneration@Work attendees
13:00-14:00	Lunch Buffet
14:00-14:30	Students arrival

## #Socinn Agenda workshop programme

Sit-in with 60 students of secondary schools and 50 local stakeholders

- 14:30
- WELCOME AND INTRODUCTION
- Domenico Mangone** (Deputy Mayor of City of Turin)
- Raffaele Barbato** (Segretariato URBACT)  
*Introduction about URBACT activities/experience*
- Simone D'Antonio** (Cittalia)  
*Introduction about CITTALIA activities/experience*
- Fabrizio Barbiero** (City of Turin)  
*Introduction: challenges for the cities of mygeneration@work network*
- 15:00
- WORKING SESSIONS
- What should a city do in order to foster social innovation?
- Antonio Badalamenti** (Nserta)  
*He will introduce the concept of prediction markets and will explain students how they can vote priorities during the week after our meeting, using an online platform*
- Adam Arvidsson** (University of Milan)  
*Professor at University of Milan and expert of Social Innovation. He will talk about the concept of social innovation worldwide, common aspects and main differences*
- 15:20
- Section I – The voice of Entrepreneurs
- Enrica Arena** (Orange Fiber - Winner Changemakers for Expo 2015)  
*Co-founder and Project Manager of Orange Fiber. Orange Fiber is a project aiming to the creation of sustainable fabrics from citrus waste, using nanotechnologies and R&D process. Products are functional textiles -releasing "vitamins" by wearing them -obtained from citrus waste.*
- Daniele Pozzo** (Naboombo, funded by Torino Social Innovation)  
*Co-founder of Naboombo. Naboombo is an innovative free community to improve your foreign language fluency, talking about your preferred topics with native trainers.*
- Emanuel Ferreira** (hello3dprintingworld)  
*In 2013, Emanuel joins the 3D printing revolution based on using 3D modeling techniques previously learned. Your goal now is to help in the development of 3D printing seeking to adapt to different areas*
- 15:50
- Section II - The voice of students
- IIS Liceo Scientifico "A. Einstein"  
Liceo Classico Statale "D'Azeglio"  
IIS "Galilei-Ferrari"
- 16:15
- Section III - The voice of Experts
- Business mode level:
- Peter Clausman** (School of Mavericks - TEDxAmsterdam)  
*Director di TED Amsterdam. The speaker shows emerging business models, suggesting how cities could favor the applicability of such models in order to promote social innovations.*
- Davide Gomba** (Officine Arduino)  
*CEO Officine Arduino. He will describe the experience of Officine Arduino, telling the story and the activities they do, such as applications that use the Arduino open*

technology, suggesting how cities could favor the applicability of such models in order to promote social innovations.

#### **Maria Ruokonen (Less Miserable)**

She is an entrepreneur working in the fields of global entrepreneurship education, coaching and knowledge intensive business services. The speaker shows the project, highlighting what cities should do in order to promote social innovation and replicate this model.

#### *Funding/sourcing level:*

#### **Claudio Bedino (Stardeed)**

Founder of Stardeed. He will talk about how this instrument could be used in order to finance innovative projects, suggesting how cities can apply this model in order to foster social innovations.

#### **Tjalling de Vries**

(project of social impact bond City of Rotterdam)

Managing the programme of Social Impact Bonds for the city of Rotterdam, he connects potential investors to social entrepreneurs in the city.

#### **Emanuele Musa (Babele.co)**

He is co-founder of Babele.com, an online innovation center where social entrepreneurs structure their idea into a viable business model, validate it with the crowd and find the right people to help them develop it. This online platform is based on a crowdsourcing approach to innovation.

#### *Community level:*

#### **Angel Pallás (Las Naves- collaborative space experience)**

Researcher. The speaker will talk about the experience of Valencia and of the community space Las Naves, realized in order to promote creative communities, suggesting how cities could apply this model and promote social innovation.

#### **Michele Fatibene, Elena Deambrogio**

(InnovaTO project – City of Turin)

Officers from City of Turin. They show the call Innova.TO, that awarded 20 innovative projects proposed by public employees of the Municipality. They will present one of these projects.

#### **Popi Sourmaidou (Ergani Center)**

Director of Ergani Center. The speaker will tell the experience of Thessaloniki regarding the creative communities, suggesting how cities could promote social innovations.

#### **Francesco Carollo (Comunità del Cambiamento)**

Organizer of Global Service Jams in Taranto and Napoli, he is the co-founder of Comunità del Cambiamento. He will talk about dynamics for shaping network of innovators.

17:30

#### FISHBOWL CONVERSATION AND FINAL VOTE

Students vote the priorities for the social innovation agenda with the prediction market approach

18:15

#### CONCLUSION

**Eddy Adams (SIE Network)**

**Gianfranco Presutti (City of Turin)**

18:45-19:15	Bus Trasfer from Toolbox Coworking to <b>Via Baltea-Laboratori di Barriera</b> ( <i>Via Baltea, 3</i> ) <i>Visit to Via Baltea-Laboratori di Barriera, polifunctional center for community services, entirely owned and managed by privates.</i>
19:15-19:45	Presentation of Via Baltea-Laboratori di Barriera
19:45-20:00	Walk to Pizzeria Don Gennaro ( <i>C.so Novara, 1</i> )
20:00-22:30	Dinner (at own cost of participants) @Pizzeria Don Gennaro <i>The owner of this Pizzeria is the president of BONI, innovative local experiment of territorial marketing.</i>
22:30-23:00	Bus Transfer from Pizzeria Don Gennaro to Sharing Social Housing

## 19th November, 2014

### **@Sharing Social Housing**

*(Works are reserved to mygeneration@work partners and speakers who want to join)*

10:30-12:00	Follow-up for cities by MyGeneration@Work
12:00-13:00	Lunch buffet