Analytical Report of MAKE-IT’s Stakeholder Reflection Workshop at the DSI Fair 2017, Rome, 2\textsuperscript{nd} February 2017

Scenarios for a Sustainable Maker Movement

MAKE-IT at the Digital Social Innovation Fair 2017
The CAPSSI (Collective Awareness Platforms for Sustainability and Social Innovation) initiative organised the Digital Social Innovation (DSI) Fair 2017 in Rome which was hosted in the Campidoglio from 1\textsuperscript{st} to 2\textsuperscript{nd} February 2017 (see Annex for the fair’s agenda and outreach). The CAPS project MAKE-IT: Understanding Collective Awareness Platforms with the Maker Movement (2016-2017) contributed to the event by offering an interactive stakeholder reflection workshop with approximately 40 participants from policy, academia, civil society and practitioners from the maker movement itself. The MAKE-IT contribution was embedded in the DSI Fair Workshop “Collaborative Making, Art and Creativity” on the second day of the event. The following text summarizes the learnings of this stakeholder reflection workshop which revolved around the question of what the Maker Movement needs to sustainably address societal challenges.

Input from MAKE-IT’s empirical field research
The workshop was opened by Janosch Sbeih (Social Research Center, Technical University Dortmund) who presented selected findings from MAKE-IT’s empirical research in ten European maker initiative case studies. In particular, he presented the diversity of ambitions that makers pursue with their activities by portraying three stereotypical maker personas that are based on case study participants from MAKE-IT’s field research. The first persona represents makers pursuing technological goals who are first and foremost characterized by a general fascination for new technologies and often look for “smart” (links to Horizon2020 priority 1), new technological solutions to prevailing problems. The example provided for activities this persona might engage in is the construction of self-made 3D printers out of fascination for the technology and to test and enhance the personal skills in building it. The second persona represents makers pursuing commercial goals who display a strong entrepreneurial spirit, strive for self-realization and usually attempt to translate their activities in the maker initiative into a business providing them with a financial basis. The example provided for this persona was minted on one of MAKE-IT’s research partners who started out as a maker in a FabLab and then started his own R&D enterprise developing technologies that feed into the value chain of the commercial 3D printing industry. The third persona represents makers addressing grand societal goals who regard their activities in the FabLab as a contribution to ideas of a “sustainable” and “inclusive” society (links to Horizon2020 priorities 2 and 3). This includes links to the post-growth society discourse as well as a “social” approach to an inclusive society. Means of this strategy are activities to enhance ecological sustainability, education, empowerment and inclusion of marginalized groups. The water purification tool WADI which was developed by a maker in one of MAKE-IT’s case studies to address the challenge of large portions of the world population to access clean drinking water, was provided as an example for maker activities of this kind. Building on the diversity of individual makers, the spectrum of maker initiatives was exemplified by the different orientations of MAKE-IT’s ten case studies (Figure 1). Similar to individual makers, also maker initiatives differ in their orientation towards business-market activities and social-community oriented activities.
Discussion of scenarios for a sustainable maker movement

The short presentation served as a baseline to start the discussion with the workshop participants around the question “What does the maker movement need to sustainably address societal challenges?” Simultaneously, the discussion was visualized on an online Padlet. The presentation and link to the discussion board was subsequently sent to the workshop participants who could add further comments. In preparation of the discussion, a background for the Padlet was prepared which provided examples of three societal challenges that the maker movement could address as well as space for further challenges that participants regarded as pertinent (see Figure 2).

The discussion started off by one participant sharing the example of a maker initiative in Malmö, Sweden, to argue how the maker movement already contributes to addressing societal challenges by providing the infrastructure for communities of practice to form around the development of technologies that contribute to finding solutions for social and ecological challenges. Another participant argued that rather than hoping for the Maker Movement to solve societal challenges, its role is much more to provide examples for what can be done. Maker initiatives can thus serve as laboratories from where to develop examples and prototypes how to sustainably address societal challenges. This led to the discussion point that the maker movement needs to communicate its value and activities more effectively to reach out to policy makers to receive institutional support and to other potential makers to grow the movement. Several participants agreed...
that the recognition of the value of maker activities is crucial to receive further support, mainstream its activities and develop the full potential of the maker movement.

The validation of impact, claimed one participant, can and is already being provided by the CAPS project DSI4EU. Here, practitioners can showcase their work on the digitalsocial.eu platform, demonstrate how their project develops digital social innovations to address societal challenges, find partners and form alliances, and identify funding and support opportunities to increase their impact. Another participant argued that it is important to start with the community and not the technology when trying to assess the value, impact and potential of the Maker Movement, since social innovations arise from the community and the technologies are mere tools exercised by it. Finally, one participant offered concluding reflective remarks by stating that what the Maker Movement can offer to society is to reframe “old” questions like what societal challenges are, how to address them and what sustainability actually means, through its hands-on practice, lived values and topics of interest.

Concluding, to sustainably address societal challenges, the Maker Movement needs to have its impact validated and activities recognised in order to communicate its value effectively to policy makers and wider society who can help in harnessing its potential. The Maker Movement is already providing the infrastructure to develop examples of how to address societal challenges, but the focus should be placed on the community and not the technology when assessing and communicating the Maker Movement. Besides its practical activities to address social needs, the maker movement can shift discourses around sustainability and societal challenges by practically reframing popular questions around these issues.
DIGITAL SOCIAL INNOVATION Fair 2017
1 - 2 February 2017
Rome, Italy

HOW CAN THE INTERNET BENEFIT THE DIGITAL SOCIETY?

AGENDA

#DSIFair2017 dsifair.eu
Day 1: 1st Feb 2017 - Plenary Conference

Event Presenter: Monique Calisti, Executive Director Martel Innovate

08h30 - 09h15 Registration

09h15 - 09h45 Opening
  Virginia Raggi, Mayor of Rome
  Antonella Giulia Pizzaleo, Responsible for Lazio Region Digital Agenda and Internet Governance

09h45 - 11h00 Designing technologies and innovation for social impact: keynote speeches
  Research, innovation and data revolution for a sustainable world
  Enrico Giovannini, Full Professor of Economic Statistics, Department of Economics and Finance University of Rome and Spokesperson for ASVIS

  What Tanzanian farmers taught me about innovation
  Eugenio Tisselli, Artist, Programmer, and independent researcher with a specific interest in developing sociotechnical methodologies for communal practice

  The evolution of social enterprise business models to create systems change
  Katherine Milligan, Director and Head of the Schwab Foundation for Social Entrepreneurship

  Crowdfunding for a more ethical and collaborative society, building new digital commons
  Olivier Schulbaum, Goteo (social impact crowdfunding) and Platosq Co-founder (agile & social design thinking)

  The distorted narratives of the digital age
  Peter Sunde Kolmisoppi, Hacker / Artist

  Introduction to the exhibition

11h00 - 11h30 Coffee break and networking

11h30 - 13h00 A human perspective for the Next Generation Internet
  Chaired by Jesus Villasante, Head of Unit, Next Generation Internet, DG Connect, European Commission
  Rapporteur of the Session Carles Sierra, I3A-CSIC Barcelona
  - Francesca Bria, Chief Technology and Digital Innovation Officer of Barcelona City Council
  - Rob van Kranenburg, Founder of IoT Council
  - Guido d’ippolito, Promotor of constitutional reform for the inclusion of the right to internet access in the Constitution of the Italian Republic (Article 34-bis of the Constitution)
  - Filippo Addani, CEO at PlusValue

13h00 - 14h30 Lunch and exhibition visits

14h30 - 17h00 Parallel workshops
  Success stories 1: Public services based on collaborative innovation
  Success stories 2: Collaborative consumption and sharing economy - The economy of the commons
  Success stories 3: Collective sensing and action - Crowdmapping the environment and society

17h00 - 18h00 Wrap-up from workshops: distilling the lessons learned
  - Slawomir Tokarski, DG Grow, Director of Innovation and Advanced Manufacturing, Directorate General Internal Market, Industry, Entrepreneurship and SMEs, European Commission

18h00 - 18h30 Towards a manifesto for the innovation of the digital society
  To network and give a stronger voice to DSI activities Europe-wide
  - Stavroula Magiavera, Research Engineer, University of Thessaly

(SIDE EVENT) 18h30 - 20h00 Empaville role play
  - Giovanni Alliegetti, Empaville Project Coordinator
  - Michelangelo Secchi, Scientific Coordinator Empaville Project
**Parallel Workshops - Day 1: 1st Feb 2017, 14h30 - 17h00**

### Success stories 1: Public services based on collaborative innovation
Moderated by: Andrea Nicolai, Founder and CEO of T6 Ecosystems

- Using collective awareness, crowdsourcing and OpenStreetMap for supporting wheelchair users
  Karsten Gareis and Svenja Heinecke, CAPIACCESS project
- Political and social awareness on water environmental challenge
  Jeremy Draper, POWER project
- Public services based on collaborative innovation
  Noemi Salantiu, OPENCARE project
- The place where social innovation “happens”
  Angel Sola, SOCRATIC project
- Public design and digital currency toward the common fare
  Maurizio Tei, PIENews project
- Co-designing with open data: empowering citizens to make meaningful use of open data
  Nicola Morelli, OPEN4CITIZENS project

### Success stories 2: Collaborative consumption and sharing economy
Moderated by: Peter Baeck, Head of Collaborative Economy Research, NESTA

- Sharitories, gamification platforms for sharing cities
  Daniele Fappiano, Entrepreneur and QuitShare Connector
- Digital carpooling to promote sharing mobility within communities
  Irene Pipola, Co-founder and Board Member of UPGO
- Open data for participatory innovation in agro-biodiversity and food systems management
  Eleni Tolli, CAPSELLA project
- Empowering academia and civil society in corporate sustainability and accountability
  Vishal Kapadia, WIKIRATE and CHAINREACT projects
- Tackling food waste through the collaborative power of ICT networks
  Wim Vanobberghen, SAVINGFOOD project
- Socializing and sharing time for child care and education through digital and social innovation
  Maria Sangiuliano, CARESHARE project

### Success stories 3: Collective sensing and action
Moderated by: Frank J. Wessling, Managing director DesignLab - University of Twente

- Engaging citizens in air pollution monitoring
  Panagiota Syropoulou, HACKAIR project
- Night knights: exploiting games to engage people in a citizen science campaign
  Irene Celino and Esteban Gonzalez, STARSALL project
- 1st CAPTOR project’s outcomes on raising awareness and finding solutions to the air pollution problem
  Jorge Garcia Vidal, CAPTOR project
- Creating a MAZI Zone in Berlin
  Harris Navis and Andreas Unteidig, MAZI project
- Raising awareness about the benefits of technological transformation
  Lydia Montandon, WATIFY project
DAY 2: 2nd Feb 2017 - Plenary Conference

Event Presenter: Antonella Passani, Partner of T6 Ecosystems

08h30 - 09h30 Registration

09h30 - 11h00 Mapping innovation initiatives for the digital society: Worldwide

Open Roma: digital inclusion, transparency and participation
Flavia Marziano, Councillor for Innovation of the City of Rome

Social entrepreneurs on a system-changing journey: Social innovation as a strategy to tip systems
Alessandro Valera, Director of Ashoka Italia

Fab City: the mass distribution of everything
Tomás Díez, Co-founder of Smart Citizens

Using the UN sustainable development goals as a critical achievement engine for finance, policy and (ICT) innovation
Darko Manakovski, gt, UN Sustainable Development Solutions Network, Programme Officer for Northern Europe

11h00 - 11h30 Coffee break

11h30 - 13h00 Pictures from the brave new world: Keynote speeches

Opening and session chaired by Loretta Anania, Officer at DG Connect, European Commission

Digital Social Innovation: thinking small and thinking big about the next decade
Geoff Mulgan, Chief Executive of Nesta

Technology is not neutral
Mariseen Sukker, President and Co-founder of Waag Society

Living assets: the real source of innovation
Jeremy Millard, Chief Policy Advisor at the Danish Technological Institute

The universal declaration of cyborg rights
Aral Balkan, Cyborg Rights Activist

13h00 - 14h00 Lunch and exhibition visits

14h00 - 15h30 Parallel workshops

Success stories 4: Collaborative making, art and creativity

Success stories 5: Innovation and internet science - Redesigning research

Success stories 6: Open democracy and policy making - Engaging citizens with DSI solutions

15h30 - 16h15 Innovation for the digital society: Future perspectives

Presentation of the next CAPS call for proposals closing in April 2017 - Open discussion of research ideas with the audience
Fabrizio Sestini, Senior Expert, Digital Social Innovation, European Commission DG Connect

Leveraging on the impact of Digital Social Innovation to renew the European social model: prospective insights from the IESI knowledge map 2016
Gianluca Misuraca, IJS-Scavio, IESI Project Leader, European Commission

16h15 - 16h30 Wrap-up from workshops and next appointments

- Monique Calisti, Executive Director Martel Innovate
- Antonella Passani, Partner of T6 Ecosystems

16h30 - 16h45 Closing remarks

- Marcello De Vito, President of Rome Municipality Council

(SIDE EVENT) 17h00 - 19h00 SciCafè workshop (The workshop will be conducted in Italian)

Science-Cafè on DSI opportunities, value added, challenges and risks
Success stories 4: Collaborative making, art and creativity
Moderated by: Zoe Romano, Co-founder and Craftivist at WeMake & Serena Cangiano, Researcher and Interaction Designer, SUPSI

MiniMakers project: school as a territorial hub disseminating technological creativity for youngest and adults
Leonardo Zaccone, FabLab Roma Makers

How to foster co-creation for young entrepreneurs and community builders with art and creativity?
Matti Straub-Fischer, Kaospol Switzerland

BC14DSI: How Brain-Computer-Interfaces (BCI) offer meaningful interaction for DSI?
Lucas Evers and Jennifer Kanary Nikolova, Hackthebrain project

What are scenarios for a sustainable maker movement?
Marthe Zirngiebl and Janosch Sbeih, MAKE-IT project

Making the future of sensing
Mara Balestrini, MAKING SENSE project

Success stories 5: Innovation and internet science
Moderated by: Marleen Stolker, Managing Director and Co-founder, Waag Society

Digital urban acupuncture: ubiquitous data, public sphere and relational ecosystems in cities
Salvatore Iaconesi and Oriana Persico, He – Human Ecosystems

The difference CAPS can make: mapping impacts and results
Alessandra Prampolini, Wim Vanobbergen and Francesco Bellini, I4ASI project

Start a movement. Changing behaviour for a cause
Meia Wippoo, DECARBONET project

Usable solutions and research challenges for user-centric security and privacy
Harry Halpin, NEXTLEAP project

Network infrastructure as commons: the case of Sarantaporo.gr community network
Renato Lo Cigno and Panayotis Antoniadis, NETCOMMONS project

Success stories 6: Open democracy and policy making
Moderated by: Antonella Pascali, Partner of TS Ecosystems and Head of Society, Innovation and Social Capital research unit

Civic-tech and journalism for a better democracy
David Cabo Calderón, Fundación Ciudadana Civil

Promoting financial awareness and stability
Anna Satsiou, PROFIT project

From single participatory channels to adaptive systems: which ethical and cultural shifts
Giovanni Allegretti and Michelangelo Secchi, EMPATIA project

Collaboration for alternative news and bypassing language barriers
Marisa Petricca, Global Voices Italia
EXHIBITION
A Selection of EU CAPS projects will be showcasing their demonstrations, based on success stories and results. The exhibition area will be located in the Piccola Promoteca Hall, beside the Plenary Room.

FREE WIFI
Select the dedicated wifi network “DSI Fair Network”. A personal wifi password will be assigned to each participant at the registration desk. For security reasons, you will be asked to show an Identity Card and a copy of it will be made by the Staff. The Free Wi-Fi service has been kindly offered by UNIDATA.

BADGES
We kindly ask you to wear your badge during the whole event. It will allow you access to the conference, workshops rooms and the Terrazza Caffarelli, where coffee breaks and lunches will be served.

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A human perspective for The Next Generation Internet

- 500 registered people
- 30 countries
- 70 speakers
- 6 workshops
- 2,200 tweets
- 7,240,320 impressions

STREAMING

- 2,050 views
- 22,000 minutes played
- 680 website visits
- 2,450 page views
- 38 countries