



## Analytical Report of MAKE-IT's Stakeholder Reflection Workshop at the DSI Fair 2017, Rome, 2<sup>nd</sup> 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<sup>st</sup> to 2<sup>nd</sup> 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.

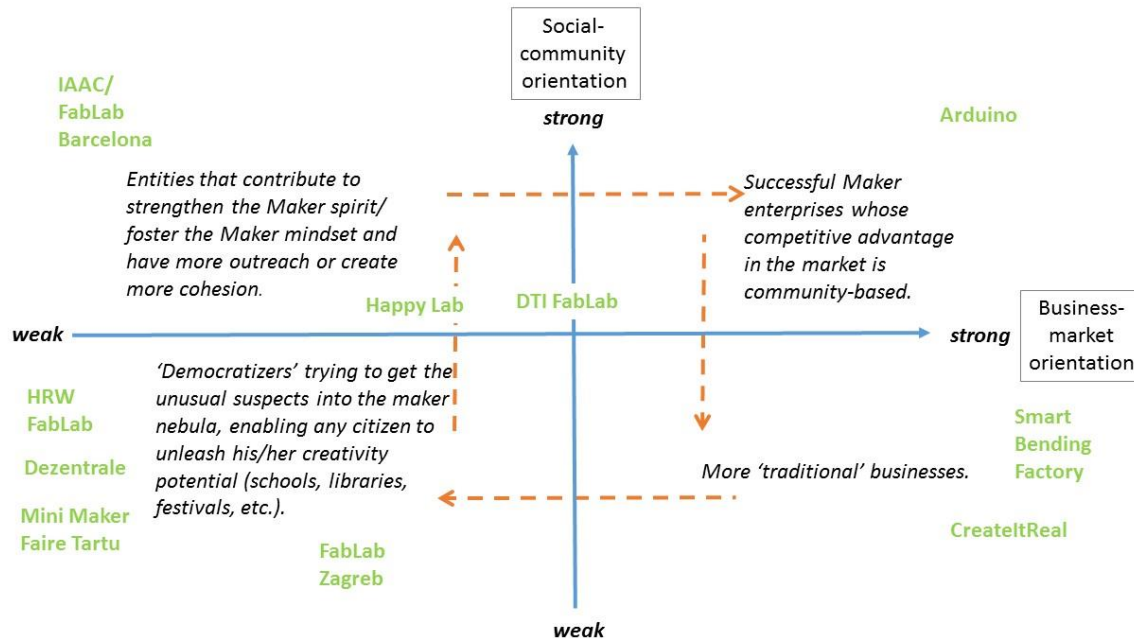


Figure 1: The social-community and business-market orientation of MAKE-IT's case studies

### 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

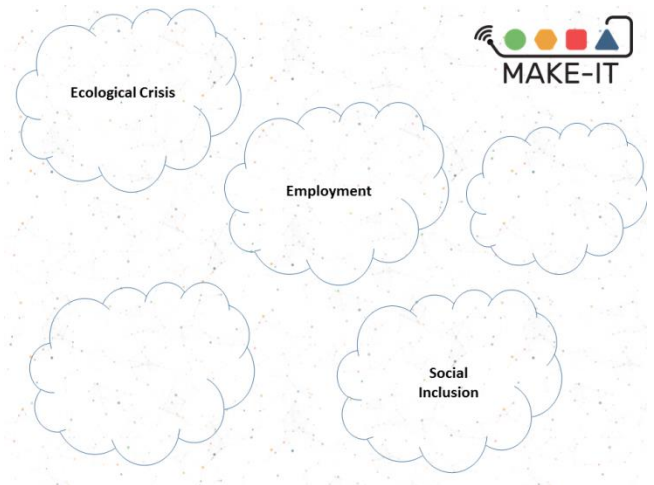


Figure 2: Padlet background for discussion notes



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](http://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 Platoniq 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, *IIIA-CSIC Barcelona*

- Francesca Bria, *Chief Technology and Digital Innovation Officer of Barcelona City Council*

- Rob van Kranenburg, *Founder of IoT Council*

- Guido d'Ippolito, *Promoter 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 Addarii, *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 Maglavera, *Research Engineer, University of Thessaly*

#### (SIDE EVENT) 18h30 - 20h00 Empaville role play

- Giovanni Allegretti, *Empatia Project Coordinator*

- Michelangelo Secchi, *Scientific Coordinator Empatia 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, *CAP4ACCESS 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 commonfare**  
Maurizio Teli, *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 OuisShare Connector*

**Digital carpooling to promote sharing mobility within communities**  
Irene Pipola, *Co-founder and Board Member of UP2GO*

**Open data for participatory innovation in agro-biodiversity and food systems management**  
Eleni Toli, *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. Kresin, 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 González, *STARS4ALL project*

**1st CAPTOR project's outcomes on raising awareness and finding solutions to the air pollution problem**  
Jorge García Vidal, *CAPTOR project*

**Creating a MAZI Zone in Berlin**  
Harris Niavis and Andreas Unteidig, *MAZI project*

**Raising awareness about the benefits of technological transformation**  
Lydia Montandon, *WATIFY project*

## DAY 2: 2<sup>nd</sup> 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 Marzano, *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: Keynotes 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**

Marleen Stikker, *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, *JRC-Seville, 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 SCICafé workshop** (The workshop will be conducted in Italian)

**Science-Café on DSI opportunities, value added, challenges and risks**

## Parallel Workshops - Day 2: 2<sup>nd</sup> Feb 2017, 14h00 - 15h30

### 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, *Kaospilot Switzerland*

**BCI4DSI: How Brain-Computer-Interfaces (BCI) offer meaningful interaction for DSI?**

Lucas Evers and Jennifer Canary 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 Stikker, 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 Vanobberghen and Francesco Bellini, *IA4SI 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 Passani, Partner of T6 Ecosystems and Head of Society, Innovation and Social Capital research unit

**Civic-tech and journalism for a better democracy**

David Cabo Calderón, *Fundación Ciudadana Cívica*

**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.



[dsifair.eu](http://dsifair.eu)



#DSIFair2017

ORGANISED BY



UNDER THE PATRONAGE



This event is funded by the  
European Commission



**DIGITAL SOCIAL**  
**INNOVATION**  
Fair 2017

## A human perspective for The Next Generation Internet



500

REGISTERED  
PEOPLE



30

COUNTRIES



70

SPEAKERS



6

WORKSHOP



2,200

TWEETS



7,240,320

IMPRESSIONS



### STREAMING



2,050

VIEWS



22,000

MINUTES PLAYED



680

WEBSITE VISITS



2,450

PAGE VIEWS



38

COUNTRIES