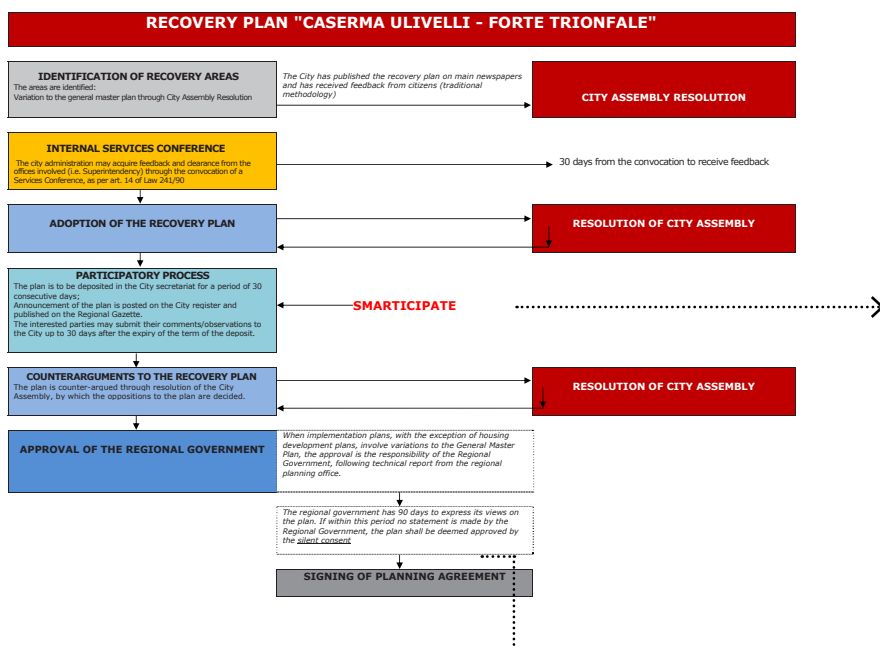


Use Case Scenarios

1. Recovery planning urban story 'Co-creation: city, community and investor'

Rome has sites with great development potential and citizens with a lot of ideas. This is the perfect starting point for urban transformation. The challenge is to attract a wider range of developers with an open attitude towards participation. Therefore a new instrument is needed. In general these are the planning steps*:



The extra value of Smarticipate can be shown mainly in this step.

* As provided by Patricia Hernandez and Claudio Bordi. See also Annex 1 and 2.

Urban story synopsis

The City of Rome makes a preliminary draft plan for a historical site in the inner city. The proposal is disseminated via Smarticipate using the City of Rome's online portal. Neighbourhood residents receive the message and come into action by answering specific questions about the future programming. They use the design feature of Smarticipate to try out different options. The system provides automatic feedback that they use to improve their proposal. This includes a simulation that shows the consequences of adding social programme on the amount of required commercial programme. After ideas are published via a notification system and receive the minimum required number of followers, foreign investors/developers are also to view the proposal. Residents can then use Smarticipate to fine-tune and improve their proposal. Finally, they can participate in a Tender at the invitation of the municipality. During this process, a public meeting is held in which the public also has a vote. The winning plan continues through the planning process. In addition, Smarticipate identifies main issues from the entire process and links them to the planning policy steps. This includes the tender process for finding interested and appropriate developers.

Co-creation: City, community and investor



The urban planner of Rome uploads municipal guidelines.

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Scene 1

Rome's Caserma Ulivelli is an historic military barracks and part of a ring of fortresses around the city. Silvia, a civil servant, uploads to the Smarticipate platform the municipality's guidelines for the site's conversion. These must be carried out in line with heritage restrictions.

Technical note: If a 3D model is not available from the city for simulation purposes, google's 3D aerial function should be used.

Co-creation: City, community and investor



Notification of the project: guidelines & questions to citizens.

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Scene 2

Residents within District 14 receive a notification about the project, guidelines and questions to share their ideas for future programming: Which social and cultural functions would you like to have in the Caserma?

Technical note: Link to automatic notification system of Rome's online portal.

Co-creation: City, community and investor



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Scene 3

Giulia has a lot of ideas. Together with her friends she dreams up a programme consisting of a large neighbourhood center with child care, a restaurant, sport facilities, affordable housing for youth, co-working space and a primary school. The total programme area is 15.000 m².

Technical note: Users can easily play in a 3D model to see the consequences of their programmatic ideas. Data about the neighbourhood could also be taken from www.reter.org or similar platforms.

Co-creation: City, community and investor **SMARTICIPATE**



Automatic feedback on the proposed programme.

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Scene 4

Giulia receives automatic feedback on her proposal. She realises that for each square meter of social programme, two square meters of commercial programme are added to compensate the costs. The simulation visualizes the consequences.

Co-creation: City, community and investor **SMARTICIPATE**



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Scene 5

Together with her friends, she tries out different options. They discover that co-working, in combination with a kindergarden, is the most important for them. That means that a totale of 2.500m² also means much less commercial area. This is acceptable for them.

Co-creation: City, community and investor **SMARTICIPATE**



Giulia publishes the idea and a notification is sent out.

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Scene 6

Giulia's group publishes their idea via the notification system. A buzz is created in the neighbourhood, and they receive a lot of followers who support the group. Now the idea is also visible to a larger public.

Technical note: Link to notification system.

Co-creation: City, community and investor



Emma receives the notification for the Call of Interest.

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Scene 7*

Emma is an English developer & investor. She sees the municipality's Call for Interest for the Caserma and decides to take a look. She is triggered by the unique history of the place and the lively participation process. She decides to give it a try and makes a plan!

Technical note: To be open to foreigners, the system also should be available in English.

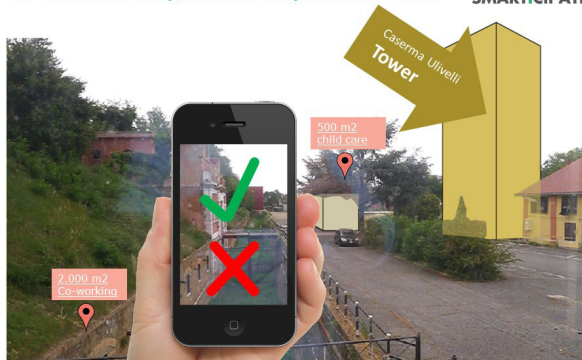
***Remark scene 7**

Smarticipate offers a a New Public Service:

- A. Developers/investors can test their ideas for a development directly with a broad and specific public.
- B. Developers/investors can test their ideas in a close environment using the automatic feedback.
- C) Developers/investors can decide for themselves to which extent they want to use the functions and what they want to share or publish.

These options count also for any other user!

Co-creation: City, community and investor



Automatic feedback related to programme and heritage.

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Scene 8

She makes the most beautiful co-working space in Rome, financed by a 75-meter high tower next to the entrance. That's how we do it in London! She receives automatic feedback from Smarticipate: The social-cultural programme is great and fits the municipality's project guidelines. However, the building's height doesn't fit within the heritage guidelines.

Co-creation: City, community and investor



Many positive comments, but a small group still disagrees.

Scene 9

After reconsidering, she decides to change her plan. But she doubts whether she should publish it: the competitors can also see her ideas. However, she's brave and also curious about the opinion of the neighbourhood. She's rewarded with mainly positive feedback. Only the most direct neighbours are opposed: cut some holes in the building!

Technical note: System users can decide which parts of their ideas and contributions are published.

Co-creation: City, community and investor

"I want to realize my idea and make it financial feasible to win the tender."

"Great idea. We can make it work because we agree to a smaller return on investment."



Emma contacts her business friend John.

Scene 10

Emma realizes that this small group of neighbours can influence and therefore decided to revise her business case. The co-working place will now be financed by ethical capital, with the result that fewer commercial square meters have to be built.

Co-creation: City, community and investor



Scene 11

She applies her proposal for the municipality's Call for Tender. Although Emma's plan hangs between 19 others, she has hit the target right on and receives the public vote! And because she also fullfills the spatial and financial guidelines, she wins.

Co-creation: City, community and investor 

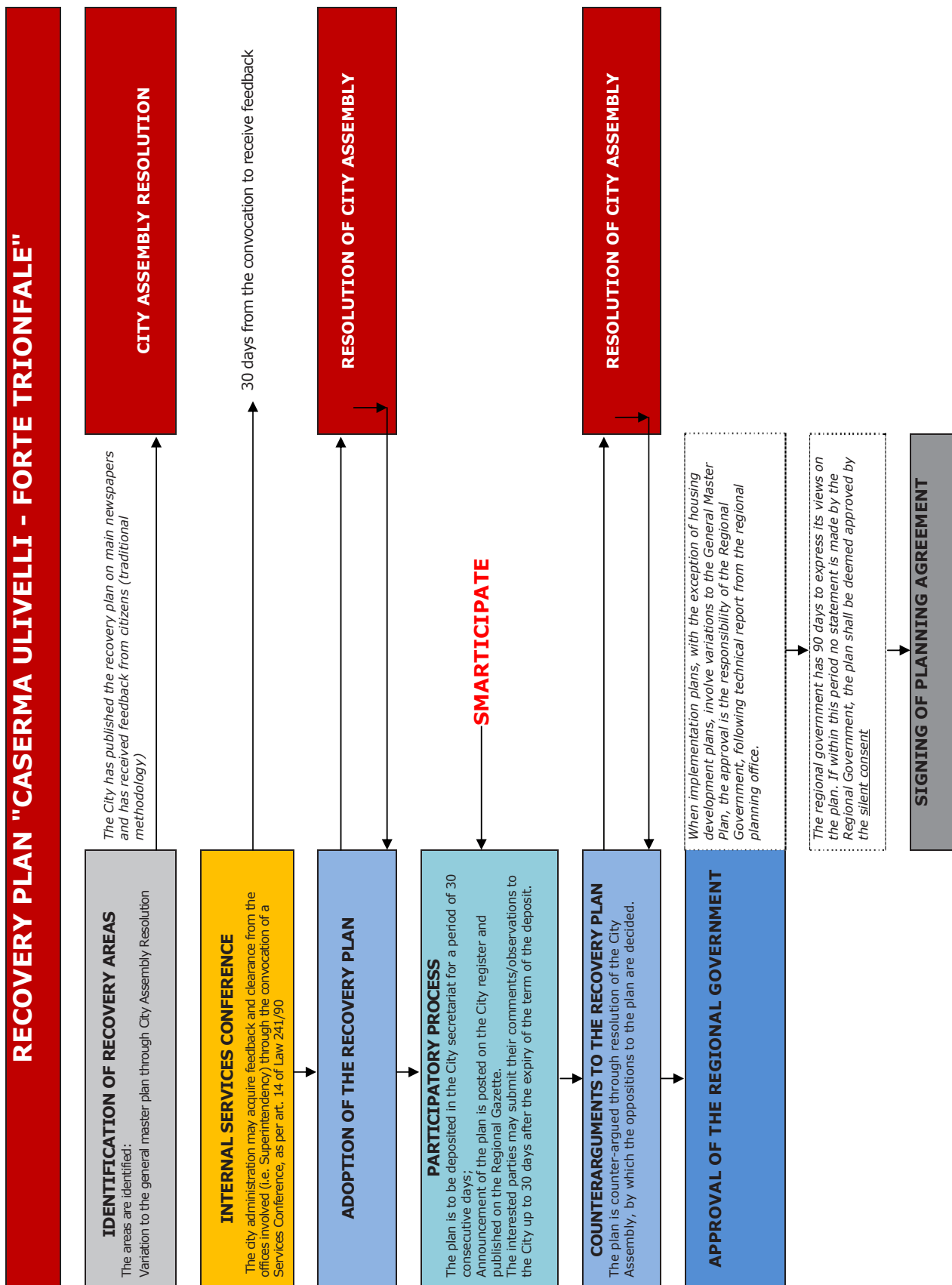


Smarticipate identifies the main issues for the planning policy.

Scene 12

Smarticipate identifies issues from the entire interactive process and plugs them into the planning policy process.

Technical note: Automatically-generated report based on the process.



SMARTICIPATE ROME SCENARIO

Preamble:

3 main groups of stakeholders should be involved: citizens, investors, Local Authority

Actors of the SCENARIO:

1. Giulia, a citizen living nearby the Ulivelli Barracks (from now onward named “Caserma Ulivelli”);
2. Pietro, a citizen living nearby the Ulivelli Barracks;
3. Emma, possible investor;
4. Silvia, civil servant for the Urban Planning Department of the City of Rome.

Citizens of Rome can register to the online portal of the City in order to utilize the online services.

SCENARIO

In cooperation with the Local Authority of Rome’s District 14, the City of Rome publishes on its institutional website the launch of the pilot Smarticipate application for Rome’s District 14, its purposes and functioning (in Italian and in English).

It should be advisable to organize a preliminary info day for citizens to present the Smarticipate Application and the riconversion project of the Caserma Ulivelli.

Silvia uploads on the Smarticipate platform a preliminary project, requirements included, for the reconversion of the Caserma Ulivelli.

Silvia could identify some questions to address to the citizens (such as which services they would like and who could manage them)

Giulia sees the project online and she sees that the new buildings could be smaller and there could be some additional activities like a co-working in the semi-underground area.

It should be possible to send a notification of the new uploaded information to the people registered to the City of Rome online portal. This would allow us to get already involved an important number of users.

Pietro sees the project online which includes the reconversion of green public areas. He sees that the green areas could be utilized for urban gardens. He reads the Regulations for urban gardens of Rome (*Marek: from now on, the SCENARIO you and Patricia developed in Rome follows...*)

Smarticipate answers to Giulia showing that by building less cubic meters it will be impossible to cover the expenses necessary to make economically sustainable the transformation. Smarticipate also answers that a co-working could be a good idea as there are none in the area but there is a high percentage of free-lance professionals in the area.

Would it be possible to visualise the relationship between the new cubic meters built and the possible new services?

The data on co-working could be taken by Reter, data on freelancers maybe from Architects Guild, Engineers Guild(links to Reter, Architects Guild, Engineers Guild etc)

Emma is an investor in London that is linked to Smarticipate because of the London scenario and the application has sent a message informing her of the project in Rome. She sees that the Caserma Ulivelli could be an interesting opportunity of investment and that the proposed activities match her economic interests. She can study the proposed project and contact Silvia to start a bilateral interlocution.

To see whether it could be possible to digitalise part of the communication with the City although might not be realistic.

Emma will develop some proposals of the new housing that will finance the renovation of the semi-underground (ipogeo) area to accommodate working spaces (ie: Giulia's co-working proposal). But investors for the setting up of Giulia's business are needed and Silvia, through Smarticipate, publishes a call for interest for those that registered on the Smarticipate platform, indicating the timing and documentation needed to present a proposal.

Could this be done as an additional function of NIC (New Cartography Infrastructure)?

Giulia receives the information of the call for interest and decides to propose a co-working activity together with her colleagues and friends.

To be seen how much of this process may be managed digitally and to what detail they should arrive.

All proposals received are presented to the citizens in an Assembly in the hangar. Those that are technically unfeasible are exhibited on the wall and briefly explained whilst those regarded technically possible are debated.

It's important to have real life discussions!

The different proposals approved by the public assembly are uploaded on the Smarticipate Platform and voted online by the public.

The online voting requires some specific thinking on how it could work. We could add physical paper voting in the District so to allow the involvement of "non-digital citizens".

The public vote identifies the activity of a co-working as the winner and a Public Competition is opened on the institutional website of Rome to identify who could develop such activity on site.

The competition could require a fix quota of money to allow for the realisation of the activities but grant an additional score to projects developing social and cultural activities for the neighbourhood (for example organising events).

Giulia and her team develop the proposal for the Co-Working and through Smarticipate they are able to collect additional investors to co-finance the project, such as Ethical Bank, crowdfunding platforms (like WithYouWeDo of Tim and others) or commercial associations (like Chambers of Commerce).

Silvia opens a Call for Tender for the new housing to be built that takes into account Emma's suggestions and proposals, in particular from the revenue point of view.

Giulia wins the Call for interest and Emma participates in the Call for Tender!