

# V Congresso CKBG | Trieste 2015

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## The key-role of Peers interaction in ICT designed for Smart Cities

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The “digital revolution” has involved the evolution of technology in a **new definition of city, urban spaces** and **citizenship**. In this sense, digital revolution implies not only vertical infrastructures, but also enabling physical/digital platforms where people and information data can be easily put in communication (Dall’Ò, 2014).

- But Technology itself is not enough to define what is called a “Smart City” (Giffinger 2007; Frost & Sullivan, 2014).

- To be actually smart, the city has to support technologies that can intercept people needs offering clever and practical solutions (Bonomi, Masiero, 2014).

**In a Smart City echosystem, what are people need?  
How ICT interact with citizens?**

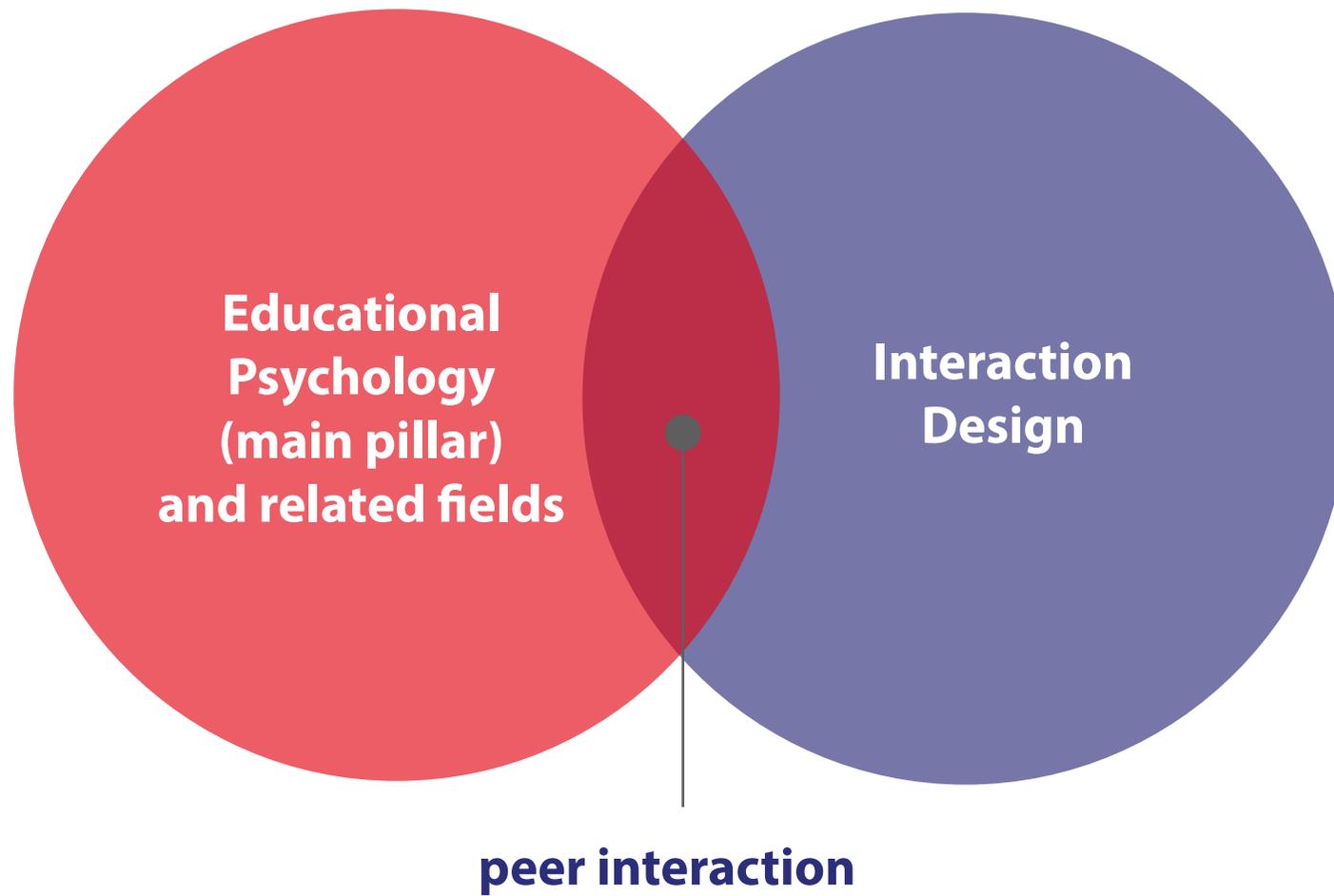
▶ **Which is the role of citizens in Smart City?**

**It is possible to design ICT\* based on Peers interaction?**

**This presentation is a part of a in-progress research primarily based on two different fields**

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**Exploratory  
research**



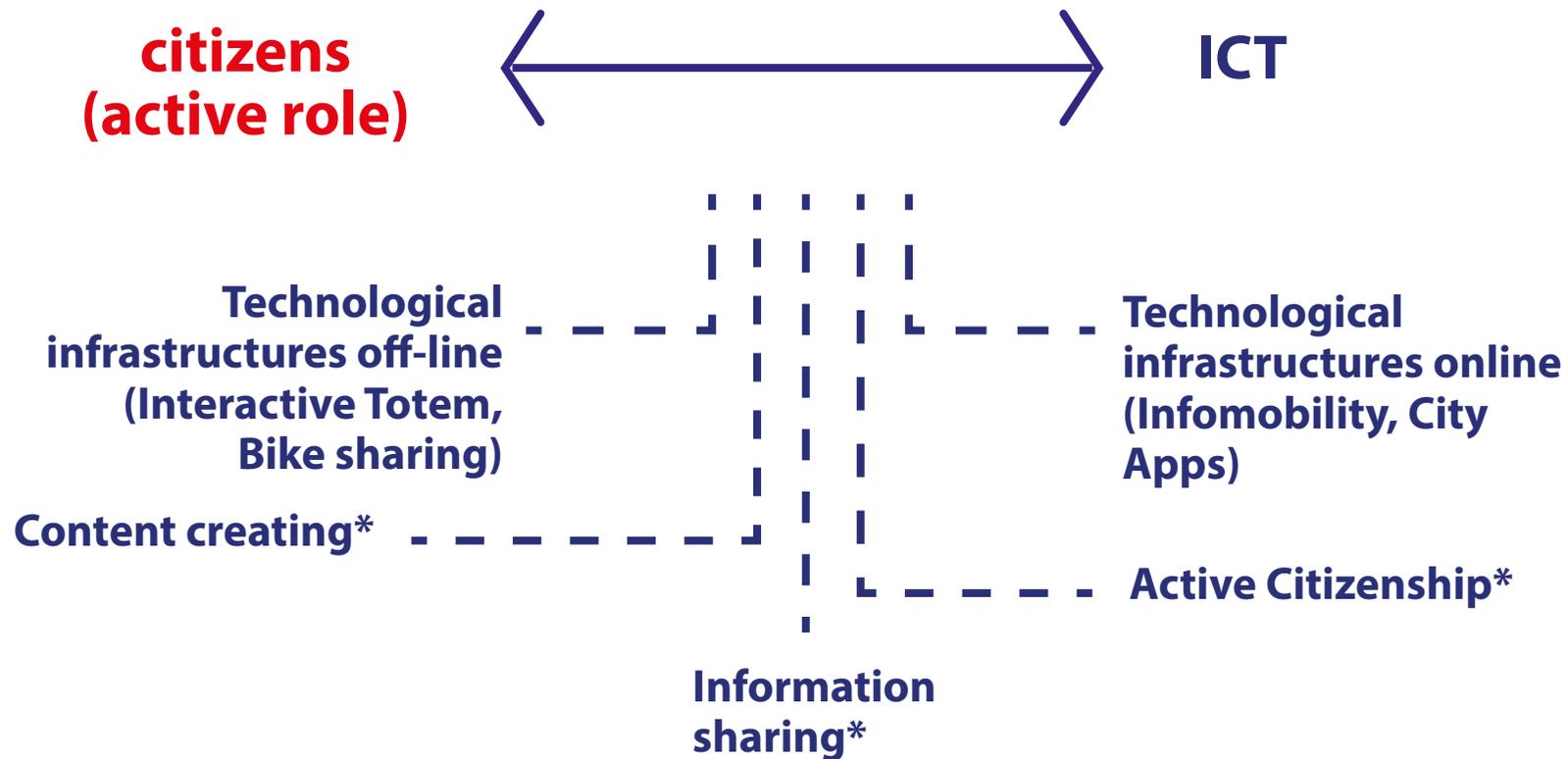
## **Desk research**

**for identify variables. Variables would pertmit to create a Smart City ICT pilot\* based on Peers interaction dynamics.**

**\* All cases are refered to Italian territory**

# Relationship between citizens and ICT

(Resume from the Previous literature)

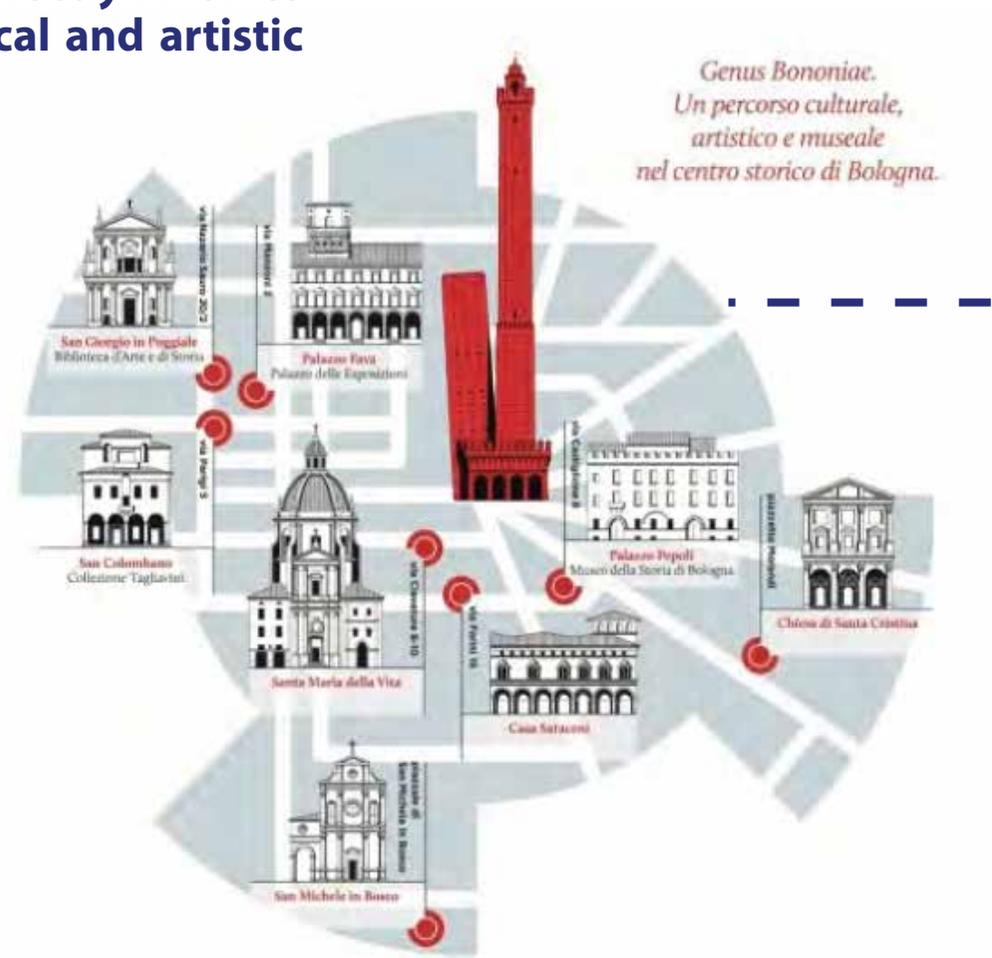


## Case 1 | Active Citizenship

### Genus Bononiae: Museums of the City

Genus Bononiae is based on the exploration of the already working system of civic and cultural institutions of the city. It directly involves eight historical buildings, which have all their historical and artistic value, renovated and rehabilitates for a public use.

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- |
- └ ─ ─ In this sense the city is the museum itself and each buildings is a kind of “room inside the room”. The hypermedia communication is curated in order to create a link in the city, with widespread references to city places through the use of contemporary and historical cartographies, maps, graphs and photographs.



## Case 1 | Active Citizenship

### Genus Bononiae: Museums of the City

The result is not only a renovated idea of museum's collection but the **word of mouth** between citizens of the quarter **improved the sense of belonging** to the city and the territory.

**The city is consequently enriched by new values and open to multiple meanings arising from people's personal experience** (Lanz, 2013).

word of mouth  
sense of belonging  
people personal experience

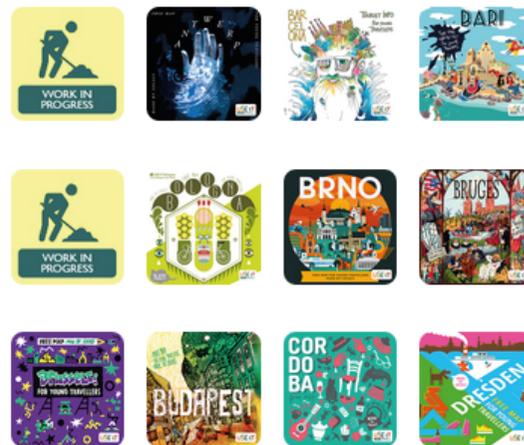
**Off-line interaction  
between Peers**

## Case 2 | Content creating + Information sharing

### USE-IT

USE-IT stands tourist information for travellers.

USE-IT maps and websites are made by young locals, are not commercial, free, and up-to-date. Some USE-ITs also have a visitors desk, mostly run by volunteers.



USE-IT exists in Antwerp — Barcelona — Bari — Bologna — Brno — Bruges — Brussels — Budapest — Cordoba — Düsseldorf — Dresden — Ghent — Granada — Graz — Leuven — Liege — Lille — Ljubljana — Mechelen — Milan — Mons — Namur — Nantes — Olomouc — Oslo — Ostrava — Padua — Palermo — Pilsen — Prague — Timisoara — Turin — Utrecht — Vicenza

Young people are starting up USE-IT in Aachen — Bilbao — Eberswalde — Karlovac — Metz — Nicosia — Split — **TRIESTE** — Zagreb



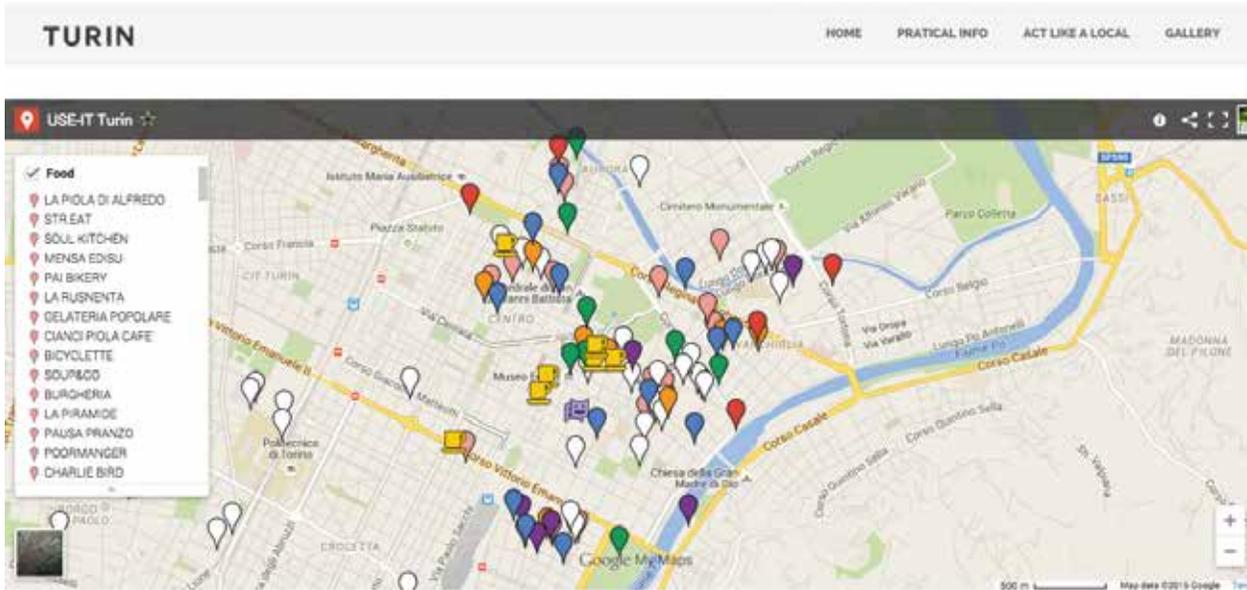
Trieste has nothing big or peculiar, but come visit if you like diversity. On one side, you find the sea - we're used to having baths in the city even if we don't have many beaches. On the other side is the mountain Carso, going from 0 to 1.796 meters above sea level in few kilometers! It's also the best place to taste different flavours made by locals in the Osmizze: places where locals sell and consume wine and food directly in the cellars of the farmers who produce them.

Because of its position at the border between Italy and Slovenia, but also near to Austria and Croatia, you'll enter a true melting pot of people: Italians and Slovenians, Serbs, Romanians, Croatians, Chinese, Kosovans, Albanians, Bosnians, Ukrainians, Moldaves, Macedonians and Jewish and Greek-eastern communities. We are waiting for you to come: join the city where you can drink the real spritz (the basic and white one) near the sea or at the top of a mountain!

● <http://www.use-it.travel/>

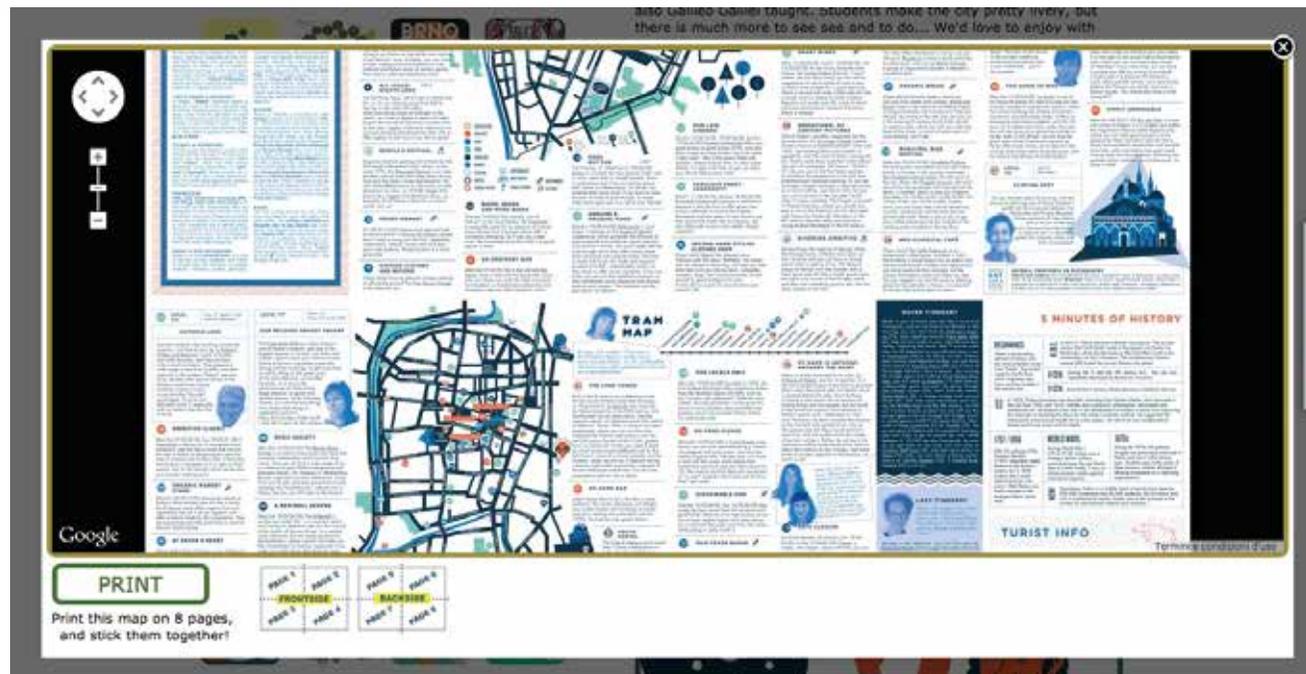
# Case 2 | Content creating + Information sharing

## USE IT



● ————— web map

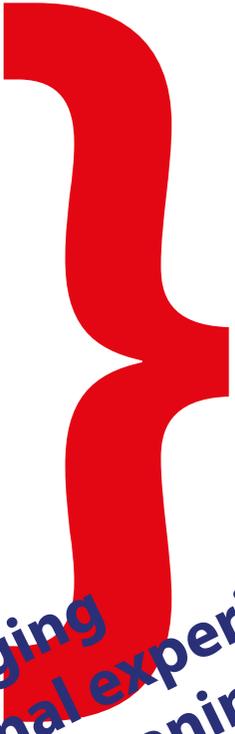
print map



## Case 2 | Content creating + Information sharing

USE IT | <http://www.use-it.travel/>

Placeholder identifying Point of Interest (POI).  
POI are **uploaded** and **organized in topics** by users.  
The city is consequently enriched by new values and  
spotlight open to multiple meanings belonging from  
people's personal experience.

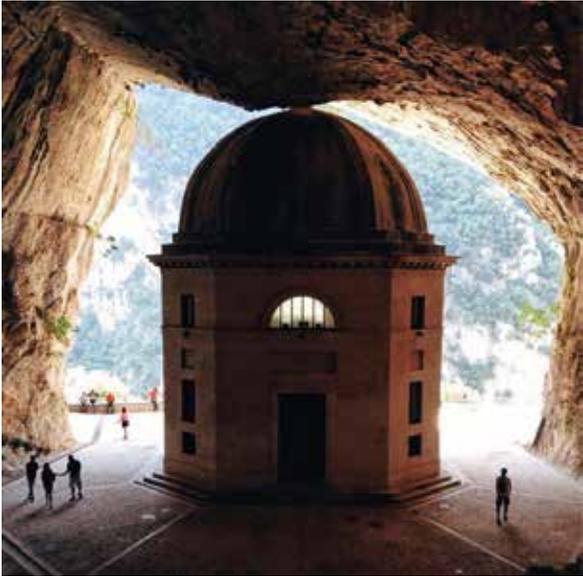


**sense of belonging**  
**sharing personal experience**  
**negotiation of meaning**  
**personal content creation**  
**daily updates + engagement**

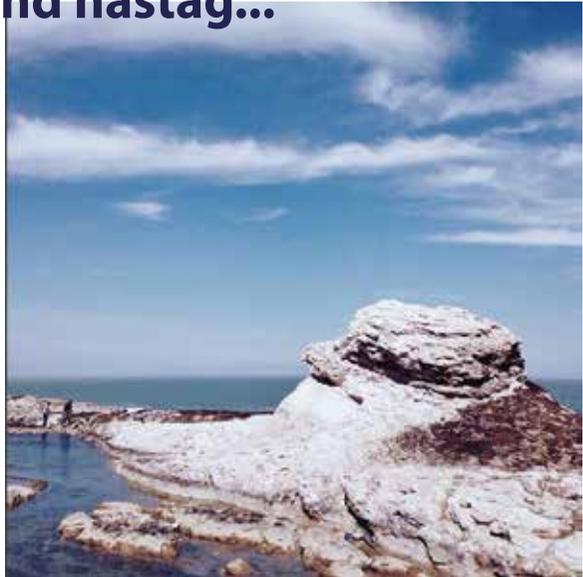
**Online interaction  
between Peers**

**Case 3 | Content creating + Information sharing**

**#igersmarche**



**#igersmarche is not only and hastag...**



pics by @piccolauma

## Case 3 | Content creating + Information sharing

#igersmarche

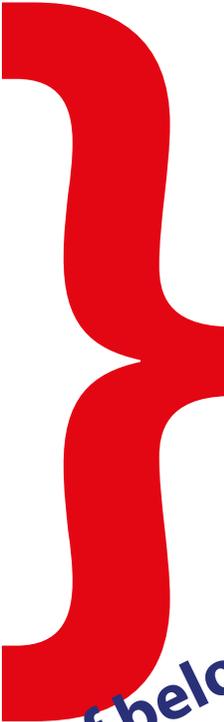
**#igersmarche supports a spontaneous promotion of the Marche territory, showing stunning spotlight in Instagram®.**

The Community is use to promote meetings called “instameet” with a focus on artisan activity or POI.

Meetings Subscription is completely free and in loco.

The Community activities were positive evaluated by #destinazionemarche, the touristic promotion office of Marche Region that integrate photos and suggestions of the Community in its own marketing promotion and activities.

● <http://www.instagramers.it>  
(Barbotti, 2014)



**On-line interaction  
between Peers**

- sense of belonging**
- sharing personal experience**
- promotion with social network**
- personal content creation**
- engagement + daily upload**

# Discussion

Understanding variables belonging to online Peers interaction can offer a good starting point for design an ICT for Smart City integrated with the local governance.

communication processes

self-formation processes

**Fruition and sharing contents**

**Spontaneous content**

**Quality of content**

**Trust**

**negotiation of meanings**

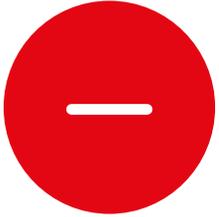
**relationship with territory**

**active citizenship**

**spontaneous and long life learning**

**(Tagliapetra, 2015;  
Ejarque, 2015)**

**gap in research  
to verify with pilot**

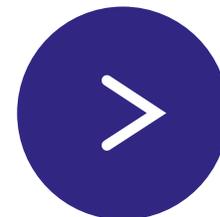


**As the desk research shows, in Italy there aren't ICT with peers interaction designed in partnership with public governances. Practices all belonging to private projects;**

**Even if there are ICTs, design provides interaction between GUI and a single subject. Peers interaction is not planned.**



**Pilot with ICT rooted in a territory and based on Peers Interaction could cover a gap in research offering a new "best practice".**



**next step**

**We chose to integrate ICT myCicero<sup>®</sup>, an integrated informatic System with Peers Interaction.**

**myCicero<sup>®</sup> permits to its users to benefit of certain public services. Depending on the agreements made with municipalities, with myCicero<sup>®</sup> is possible to pay parking, to have a permit for the limited traffic areas (the Italian ZTL Areas), to pay municipal services, and to pay tickets for local and interregional transportation. What are the most relevant events and tourist points of interest in that territory (selected by internal back office) can be also found out. Except for the payment of the parking space designed for mobile system, services are running in mobile App, Interactive Totem and Web Portal.**

**We chose to integrate ICT myCicero<sup>®</sup>, an informatic System, with Peers Interaction.**

**The pilot would take place in the three cities of the Region where the is running: Ancona, Senigallia and Pesaro.**

**- First of all because Ancona is one of the cities selected for the European medium-sized smart cities ranking;**

**- Secondly because these three cities are linked each other by public and private transportation;**

**Finally because Ancona and Pesaro are both cities related to the Osservatorio Nazionale Smart Cities.**

● ——— Ranking of European medium-sized cities (2007) <http://www.smart-cities.eu/?cid=01&ver=3> (Retrieved on July 2014)



In this sense, the purpose of the pilot project is to apply the research in a **IT-discript** based in the north cost of Marche Region and study a new level of Peers interaction strictly rooted in the territory.



┆  
┆  
┆ - - - further results - - -  
will be showed



**thank you**

