

ANDREA SÁ COUTO

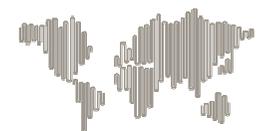
MyNeighbourhood Platform

23-10-2014



DRI

Discovery/Reinvention/Integration/
Crazy about technology.



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Cities have become pockets of isolated people...

Urban growth and socio-economic changes transformed the social fabric of cities.

Individuals share the same space, without establishing meaningful relations.

The sense of belonging to a place, sharing common values and identity is disappearing.

...however, the need to belong to a community is there.



Humans are social creatures: they define themselves by the relations and values shared with each others.

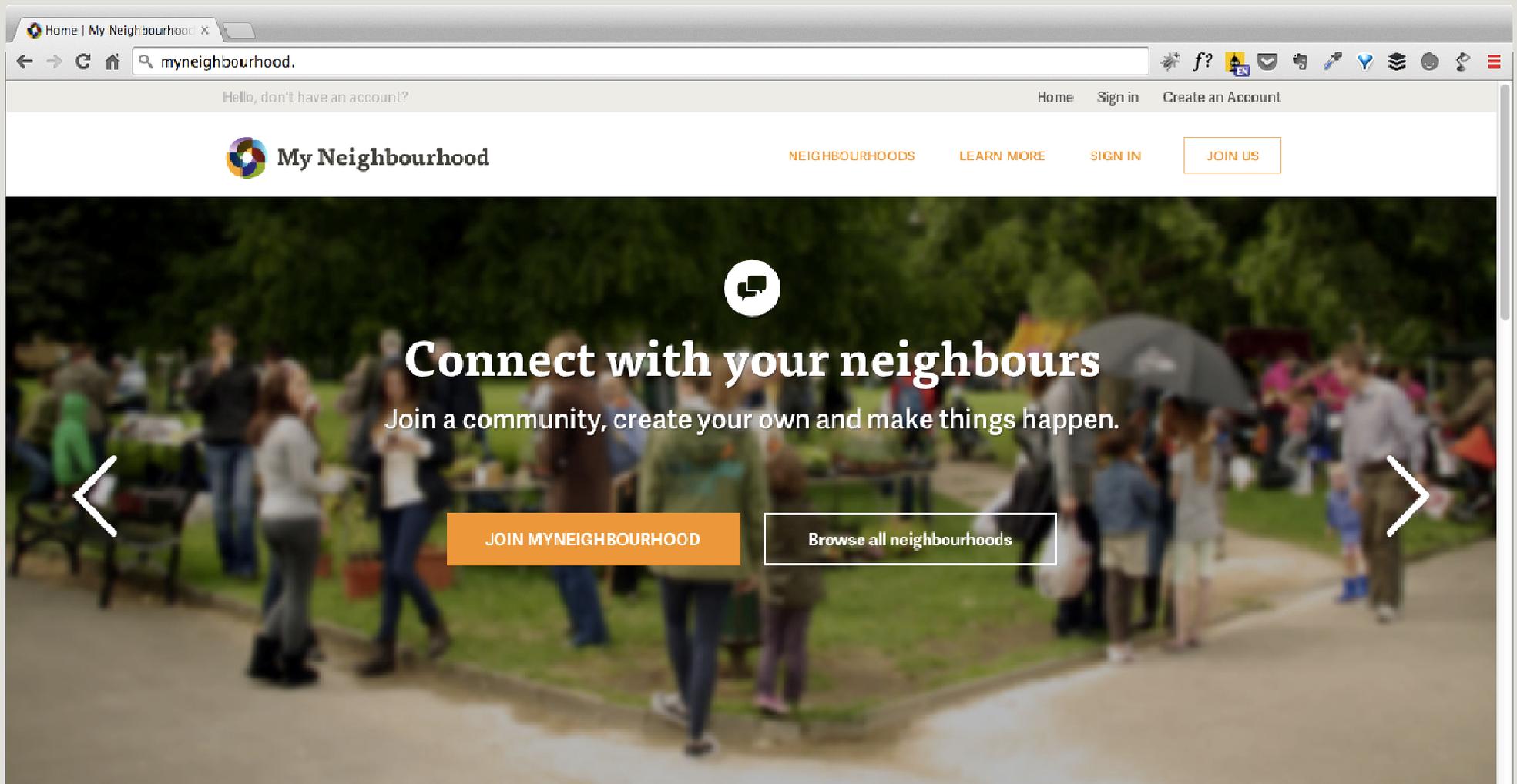
Being part of a group is a relevant part of their identity.

As citizens, we are demanding more space for intervention and participation in our cities.

Technology enables Relationships



My Neighbourhood Platform



Meet our neighbourhoods

Engage with communities in four cities across four countries.

A **technological** environment that helps to restore a sense of **belonging** to the neighborhood, where people **share the same space**, interests and needs.

How?

MY NEIGHBOURHOOD PLATFORM

Combining web technologies, existing products, social networks, semantic technology and gamification to ensure the engagement of the citizen and the effective response to their wishes, interests and needs.

Building
My Neighbourhood
Platform



Neighbourhood

A neighbourhood is a geographically localized community in which face-to-face social interactions occur.

The neighbourhood is defined by the **people** that share this space and the **relationships** established between them.

Municipality



Neighbourhood
Visitor



Local
Developers



Neighbour



Local
Business



Community
Champions



Value Proposition



Motivation Matrix

<p>Gives to</p> 	 Neighbour	 Visitor	 Municipality	 Local Business	 Local Developers	 Local Champions
 Neighbour	Sense of belonging; Avoid isolation; Share Wishes, Interests, and Needs; Promote interaction online and offline based on common interests;	Share information, experiences about the neighbourhood; Disseminate/Promote the neighbourhood;	Knowledge from collected data from the neighbourhood, identification of patterns and matching amongst the needs, people and solutions.	Subscription/join/purchase/ requests of products/services online Knowledge from feedback collected on provided services ...	Knowledge about neighbours day-to-day needs; Feedback, recommendation and dissemination tool for developed applications;	Disseminate/Promote organization/business to people outside the neighbourhood;
 Visitor	Disseminate/Promote organization/business to people outside the neighbourhood;	Share/Search for information and experiences about visited neighbourhoods (travel info, where to go);	Give overview about the feeling of the neighbourhood from visitor's point of view	Promote organization outside the neighbourhood; Collect feedback from users outside the neighbourhood; Share experiences and gain knowledge about similar organizations in other ...	Share information, experiences about the neighbourhood; Disseminate/Promote the neighbourhood;	Inform about available business/services; Offer services and advantages online; Offer notifications on subscribed interests;
 Municipality	Inform and give access to municipality services. Increase municipality presence. Give a voice to citizens.	Disseminate/Promote the neighbourhood. Give information about neighbourhood for people outside;	Give support to application usage; Guarantee corrective and evolutionary maintenance	Sense of belonging; Avoid isolation; Share Wishes, Interests, and Needs; Promote interaction online and offline based on common interests;	Develop services for neighbours day-to-day needs within the neighbourhood;	Share/Search for information and experiences about visited neighbourhoods (travel info, where to go);
 Local Business	Inform about available business/services; Offer services and advantages online; Offer notifications on subscribed interests;	Disseminate/Promote organization/business to people outside the neighbourhood;	Share information, experiences about the neighbourhood; Disseminate/Promote the neighbourhood;	Inform about available business/services; Offer services and advantages online; Offer notifications on subscribed interests;	Subscription/join/purchase/ requests of products/services online Knowledge from feedback collected on provided services ...	Inform and give access to municipality services. Increase municipality presence. Give a voice to citizens.
 Local Developers	Develop services for neighbours day-to-day needs within the neighbourhood;	Develop services for travel information focus on local tourism (neighbourhood level);	Subscription/join/purchase/ requests of products/services online Knowledge from feedback collected on provided services ...	Develop services for neighbours day-to-day needs within the neighbourhood;	Share/Search for information and experiences about visited neighbourhoods (travel info, where to go);	Disseminate/Promote organization/business to people outside the neighbourhood;
 Local Champions	Give support to application usage; Guarantee corrective and evolutionary maintenance	Develop services for neighbours day-to-day needs within the neighbourhood;	Share information, experiences about the neighbourhood; Disseminate/Promote the neighbourhood;	Knowledge from collected data from the neighbourhood, identification of patterns and matching amongst the needs, people and solutions.	Inform about available business/services; Offer services and advantages online; Offer notifications on subscribed interests;	Develop services for neighbours day-to-day needs within the neighbourhood;

Value Proposition



Neighbour

gives to



Neighbour

Sense of belonging.

Avoid isolation.

Share Wishes, Interests, and Needs.

Promote interaction online and offline based on
common interests.

Value Proposition



Municipality

gives to



Neighbour

Inform and give access to public services.

Increase municipality presence.

Give a voice to citizens.

Value Proposition



Inform about available business/services.

Offer services and advantages online.

Offer notifications on subscribed interests.

IN EACH CITY



My Neighbourhood

Functional Architecture

Neighbour



Visitor



Municipality



Local Business



Local Developers



Local Champions



Web Browser

PC & Mobile

My Neighbourhood Platform

Social Networks

Mobile Apps

Public Services

Geo Location Services

Crowdsourcing

Profile Management

User Generated Content

Needs Management

Citizen Participation and Empowerment

Gamification

Neighbourhood Intelligence

MyN REST API

Communities Engine

MyN Generic Enablers

App Workshop

Real Time Information

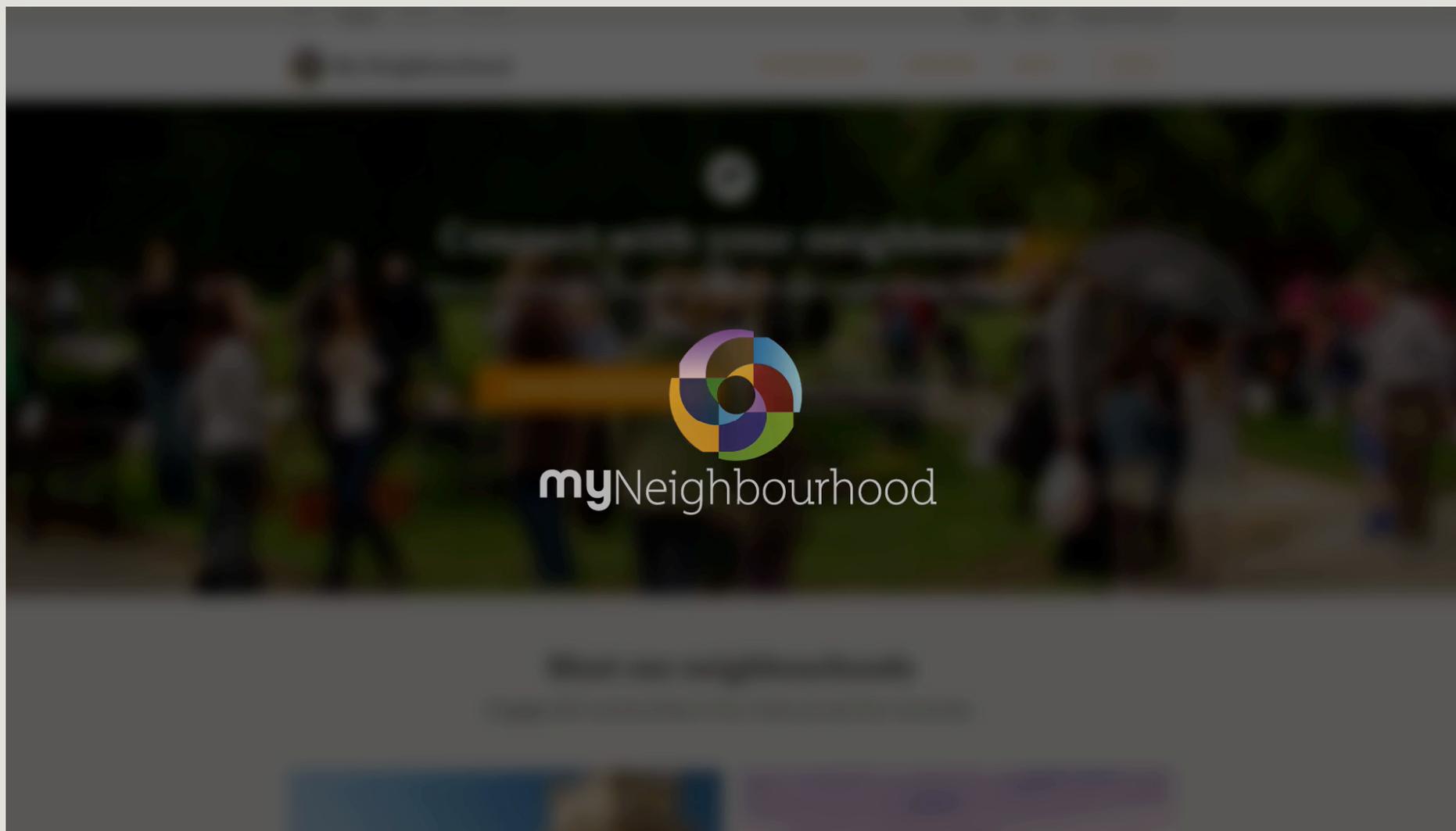
Participatory Mechanisms

Open Data

Crowdfunding

+ N

MyNeighbourhood walk-through



FINAL NOTES

The Platform is **citizen centered**: designed and developed with the citizens and for the citizens. It is being conceived to lower the barriers for **civic participation**, enhancing the **citizen experience** and aiming to **improve urban living**.

Technology, in this context, is just an enabler, not the solution.



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Crazy about technology.

Thank You

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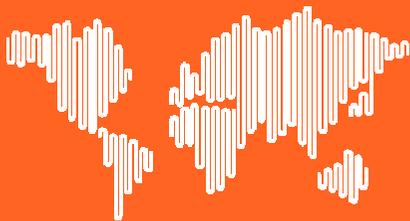


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