

CRETHINK - Co-creative RETHINKing for sustainable cities

IO2: Toolbox on democratic co-creation methods for sustainable development

BEST PRACTICES

Definition of good/best practice

A good/best practice is defined as an initiative (e.g. technique, method, process etc.) which has already proved effective in delivering a given result with the potential to be transferred to different contexts and geographic areas. Proved effective is where the best practice has successfully established methods to engage all stakeholders throughout the course of the development process.

1. Background information

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| <i>Title of the practice</i> | MaLL (Madonie Living Lab) |
| <i>Name of the institution/organisation responsible for the implementation / hosting of the initiative using co-creation methods</i> | EXMA (hosting organisation) Easy integrazione di sistemi s.r.l. (implementing organisation) SO.SVI.MA. (coordinating organisation) |
| <i>Country / Region / Municipality involved</i> | Italy – Sicily, Madonie area |
| <i>Geographical coverage</i> | Regional (21 Municipalities) |
| <i>Timescale: when did it take place and for how long</i> | 2018 - ongoing |

2. DESCRIPTION (no more than 1000 - 3000 characters)

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| <i>Sustainable thematic area</i> | Rural development |
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| <i>Objectives</i> | To support the creativity and innovative capacity of the territory, and in particular young people, by ensuring access to a range of tools and skills that strengthen personal development opportunities, learning and adaptation to social change, intercultural competences, the development of new and flexible approaches to problem-solving in the territory to generate job and business opportunities in strategic sectors of territorial rural development |
| <i>Actions carried out</i> | <p>Actions are carried out in 6 phases:</p> <ol style="list-style-type: none"> 1. Context analysis/definition – Definition of the concept idea; 2. Final actors engagement – MoU between the actors of the Quadruple Helix 3. Executive design of the work programme; 4. Proposals submission to the Department of Productive Activities – Evaluation; 5. Projects' approval, admission to financing and reporting; 6. Marketing, communication and dissemination of results. |
| <i>Methodologies used</i> | Living Lab / Community Hub: the MaLL acts as a territorial innovation hub, covering each of the strategic priorities of the local sustainable development strategy (renewable energy, overall landscape protection, eco-agriculture and sustainable tourism promotion), through an appropriate and collaborative solution generation process. |
| <i>Tools used or created</i> | The facility hosting the Lab is equipped with broadband WLAN connection and WIFI coverage, two coworking areas for a total of 20 workplaces, a digital production laboratory, a bar/living area for 50 people. A section of the structure has been equipped with tools for the creation of electronic devices, assembly benches, 3d printer and four workstations. A large multi-functional room for events and training activities is also available. |

7. IMPACT (no more than 1000 - 3000 characters)

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| <i>Number of participants / co-creators and their background (e.g. professional, cultural, gender)</i> | N/A |
| <i>Difficulties founded</i> | <ul style="list-style-type: none"> • The lack of experience in working in such a varied context of different actors prevent the creation of spontaneous collaboration; • Lack of adequate financial resources as well as strategic vision of the public administration. |
| <i>Success factors</i> | Creation of a direct link between the Living Lab objectives and the priorities set out in the Strategy for the Sustainable Development of the |

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| | Madonie Area, increasing acceptance of the community and relevance of the interventions promoted. |
| <i>Weak elements</i> | The prominent role of the public administration in the coordination of the MaLL's activities with its lengthy and cumbersome procedures undermine the smooth implementation of project ideas. |
| <i>Transferability</i> | <p>Replicable elements of the MaLL model are:</p> <ul style="list-style-type: none"> • Definition of an Environment Map of all the stakeholders including citizens (i.e. Municipality, Users, Innovators, Industrialists, Investors) • Definition of Win-Win benefits for each stakeholder • Definition of relationship models for interactions between each stakeholder on the environment map • Financial sustainability models for each stakeholder type |
| <i>Achievements/Tangible outputs (please include a link, if any)</i> | N/A |

8. Innovation & outcomes (no more than 1000 - 3000 characters)

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| <i>Degree of Innovation (governance, recruitment process, fundraising, financing instruments, marketing, processes, service, etc.)</i> | <p>Governance: following a public tender, an external entity in charge of the executive design and subsequent implementation of the work programme related to the development of the living lab, with specific reference to the themes of innovation and creativity and in line with the social and/or innovation needs of the area is identified.</p> <p>Financing instruments: combination of different financing instruments at the European, national and regional levels (European Fund for Rural Development, National Strategy for Inner Areas, Regional Innovation Strategy RIS13 Sicily).</p> |
| <i>What are the innovative points of the methodological approach used?</i> | The use of the Quadruple Helix Approach and the systematic involvement of citizens in the co-creation process lead to more successful, user-oriented innovations. The end users are more likely to accept and use the innovation. This approach provides for a greater social benefit at a lower cost and promote community's empowerment, due to the fact that citizens experience trust towards the innovators and become an active part of the innovation system. |
| <i>Evidence on the impact and outcomes achieved</i> | N/A |

9. Further information

Website <https://madonieareainterna.it/>

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| <i>Social media</i> | Facebook |
| <i>Dissemination actions</i> | Newsletters; Call for tenders |
| <i>Network (if any were set up)</i> | European Network of Living Labs (ENoLL) |
| <i>Contact information of best practice: Name & Email address</i> | Luca Boccalatte: luca@ilgrembo.it |