



MyNeighbourhood

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<http://my-neighbourhood.eu/>

(CIP PSP Grant Agreement no. 325227)

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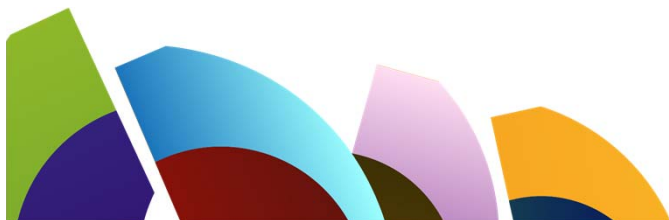
- **MyNeighbourhood**

- Introduction: <http://www.my-n.eu/>
- Vision, MyN challenge
- Pilots/scenarios
- Main Concepts



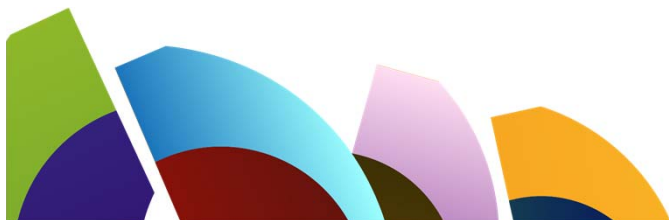
What is a Human Smart City?

Human Smart Cities are those where governments engage citizens by being open to be engaged by citizens, supporting the co-design of technical and social innovation processes through a peer-to-peer relationship based on reciprocal trust and collaboration.

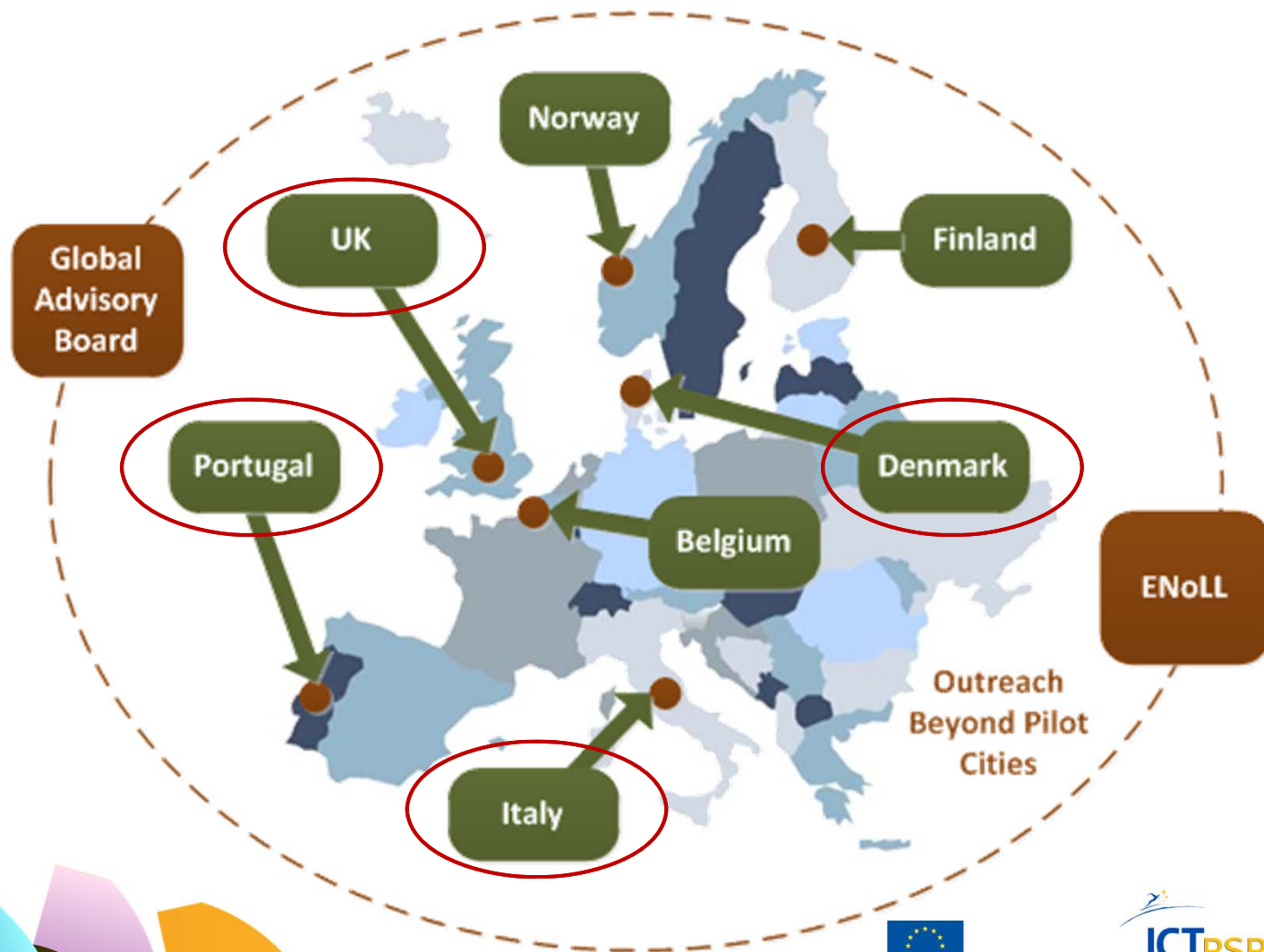


Social Innovation

- **Social innovation** refers to changes in the way **individuals or communities** act to solve a problem or to generate new opportunities.
- These innovations are driven by **behavioural changes** supported by different levels of technology or market and they **typically emerge from sponsored bottom-up processes** more than from top-down ones.



MyNeighbourhood Consortium



MyNeighbourhood: Challenge

- Cities have lost the inter-personal social interaction and value making that used to make people more connected to each other, and urban environments healthier and happier places to live.
- The loss of connection is not only increasingly recognised as harmful to the social fabric; it is also seen as a direct threat to sustainability on an urban scale.

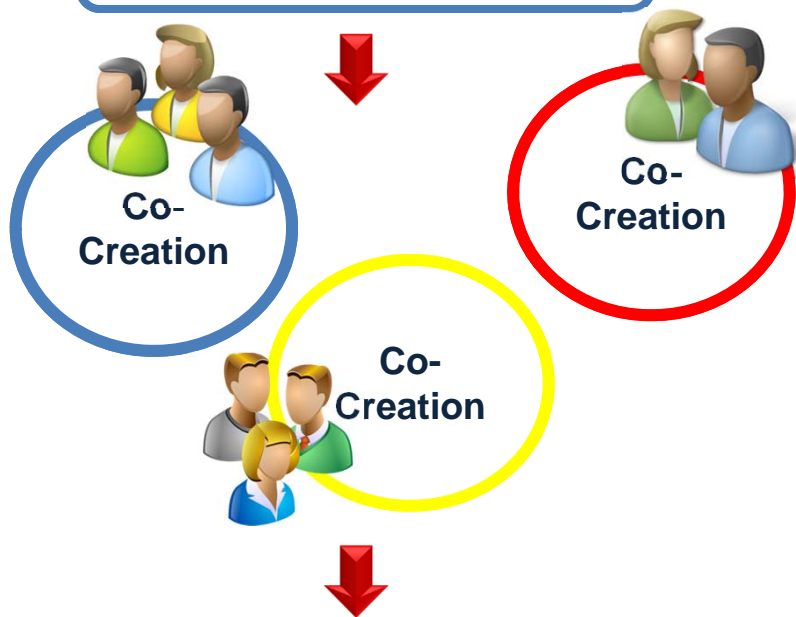




myNeighbourhood








Methodologies

Setup Urban Living Labs



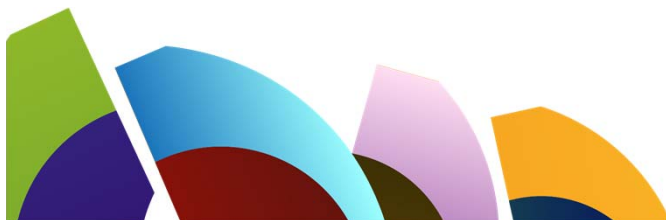
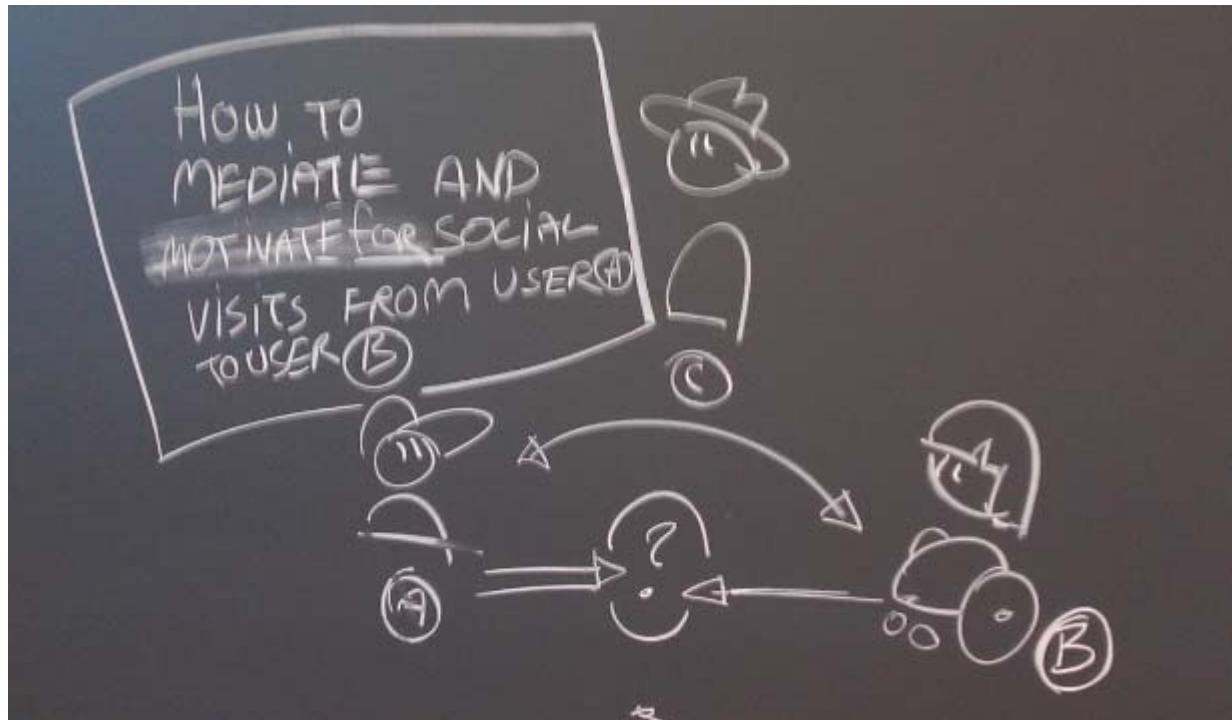
Generate Value Services

Platform

	Challenges
	Events
	Blog
	Market Square
	Places
	Communities
	Neighbours

MyN Pilots - Aalborg

Bus Service

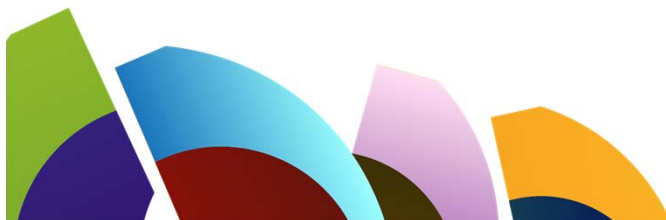


MyN Pilots - Birmingham

Women on wheels



Travel Buddies
Safer routes



MvN Pilots - Lisbon

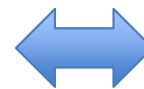
Edu-4-All

Improve social
cohesion and
quality of life
of the people



Improve skills
and education of
the people

Start-u-Up



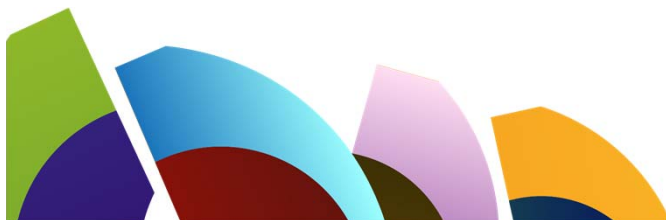
MyN Pilots – Milan

Digital divide

Young people: training
and work

Communication

Bread and ICT



Concepts

Living Labs



Gamification

Co-creation



What is Gamification?

Gamification is the process of employing game mechanics and dynamics to create an engaging user experience that leads to behaviour change



Our Work

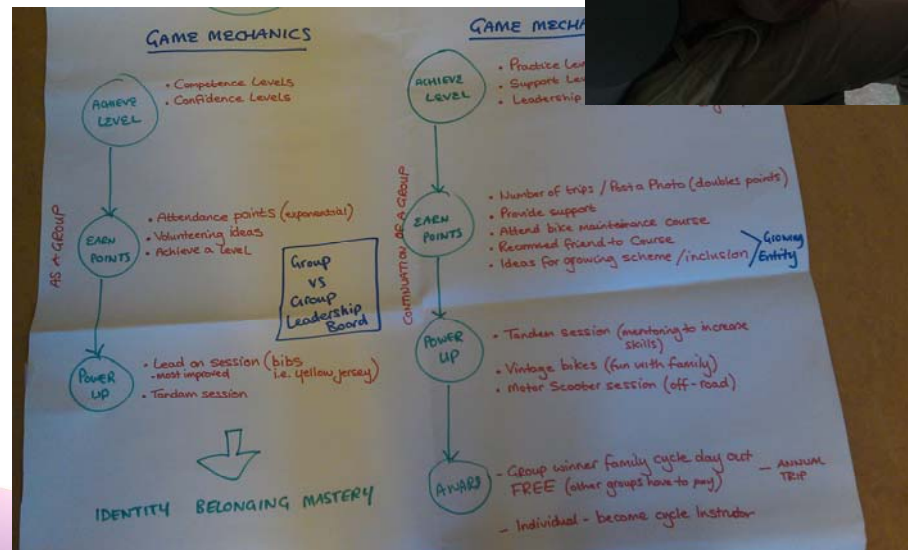


Gamification



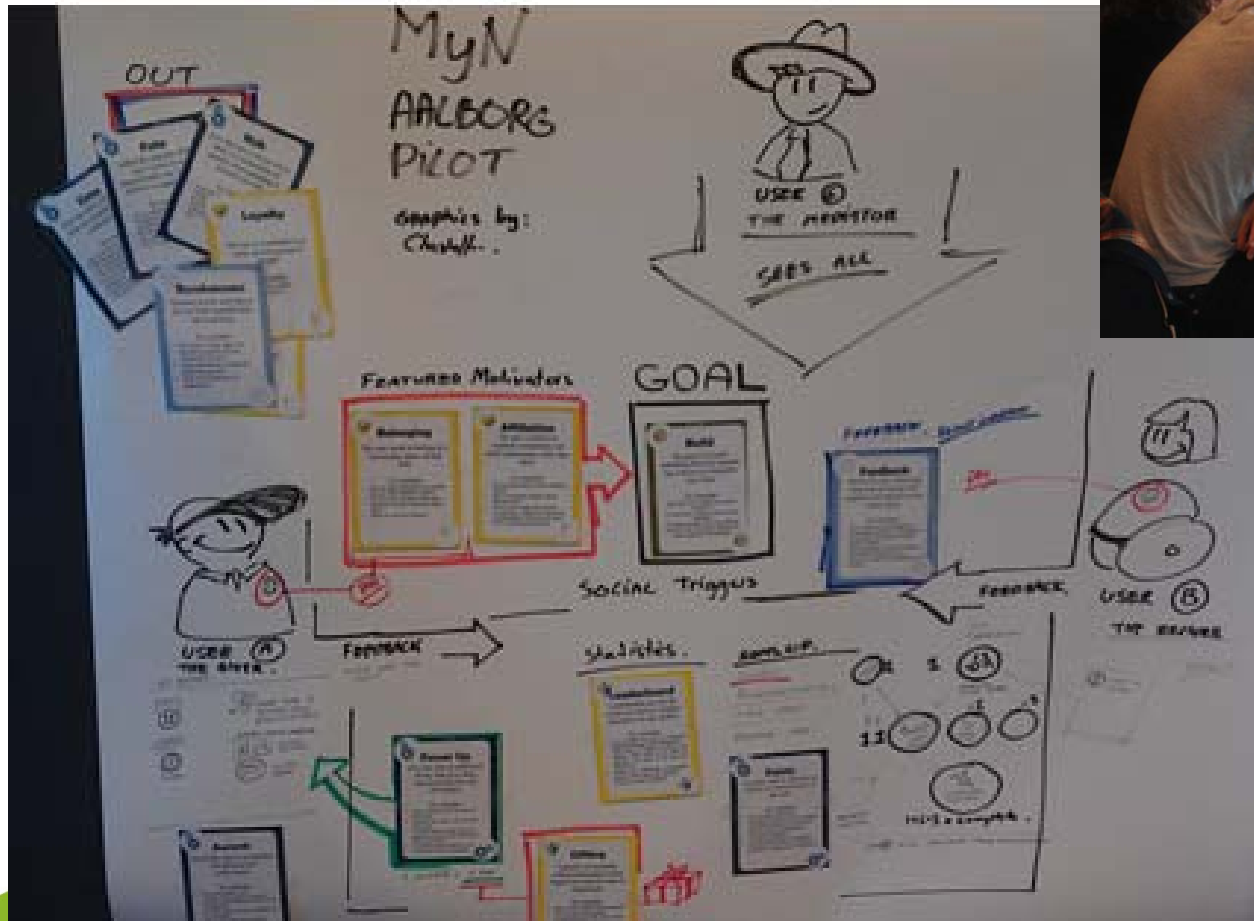
Gamification of the Pilots

Women on wheels



Gamification of the Pilots

Bus Service



Relevance

- Smart governance and smart citizens
 - Citizen and state/city partnerships
- User engagement
- Neighbourhood Intelligence
- Relevant experience in evaluating smart cities!



Acknowledgements

Manuel Oliveira

Alvaro Oliveira

MyN Pilots

