



PLUSVALUE

BEYOND GDP – STATISTICS FOR EVERYONE
WEB-COSI FINAL CONFERENCE

“CIVIL SOCIETY PARTICIPATION”
FILIPPO ADDARII

SOME BACKGROUND

Failure EU
constitutional
referendum 2004

Bowling alone:
the decline
incumbent
institutions

Raising inequality
(Piketty,
Tocqueville, Plato)



The Digital Disruption Has Already Happened

- World's largest taxi company owns no taxis (Uber)
- Largest accommodation provider owns no real estate (Airbnb)
- Largest phone companies own no telco infra (Skype, WeChat)
- World's most valuable retailer has no inventory (Alibaba)
- Most popular media owner creates no content (Facebook)
- Fastest growing banks have no actual money (SocietyOne)
- World's largest movie house owns no cinemas (Netflix)
- Largest software vendors don't write the apps (Apple & Google)

DISEMPowerMENT



FATIGUE & DISILLUSIONMENT



**... THEN WHAT'S CIVIL SOCIETY
PARTICIPATION?**



MULTIPLE FORMS OF PARTICIPATION

Results
(to make a
difference)

Ownership
(coop & social
enterprise)

Governance
(control over
resources & change
of rules)

Production
(the makers)

Consumption
(fair trade)

CONDITIONS OF PARTICIPATION

Transparency &
accountability
(king vs demos)

Contribution &
impact (agency,
co-creation)

Capacity building
& support
(Fablabs,
corporate labs)



1. PRIZE CHALLENGE

Naples 2.0: international social innovation competition (2011)



If you want to know more

http://www.euclidnetwork.eu/files/Naples_booklet_web_version.pdf

<https://www.unicreditfoundation.org/en/publications/naples-2-0.html>

2. SOCIAL IMPACT BOND

TRIS - Bond for the Reduction of Public Spending



3 – DIGITAL PLATFORM 4 CROWDSOURCING

Innovillage – Innokyla.fi

STIMULATE

Identify the needs
Mobilize the relevant actors
Seek and utilize solutions, generate new ideas
Translate the needs and ideas into goals

PROBLEM

Relevant actors, ideas, and goals

INCUBATE

Design and tailor solutions
Adapt to the site: Aspects; actors, tasks, resources...

Local solution

ENACT

Enact the solution as a practice
Test by evaluating the enactment and the changes the practice generate
Stabilize the practice

SOLUTION

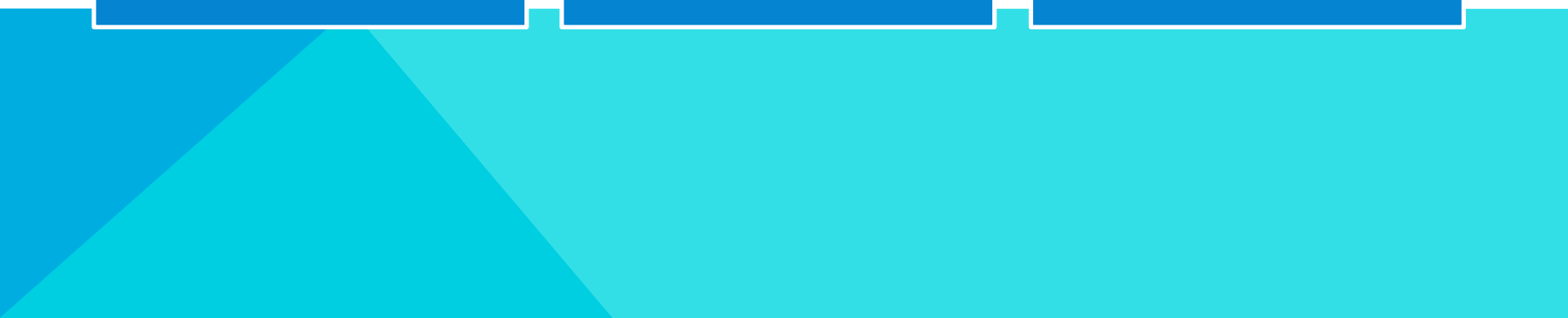
CREATE A GENERAL ENACTMENT MODEL, MARKET, CONVINCE THE ACTORS

THE FUTURE

Disruption of
institutional
incumbents

New business
and membership
bodies

Data activism:
battle 4 digital
enclosures





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GRAZIE!

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