

c3places.eu

C3places



UNIVERSITÀ DEGLI STUDI DI MILANO

# The University of Milan contribution

**C3PLACES project - using ICT for co-creation of inclusive public places**

ERA-NET Cofund Smart Urban Futures H2020

**Partners:** UL/CeiED – Universidade Lusófona,

LNEC – National Laboratory of Civil Engineering, Lisbon

Mykolas Romeris University, Lithuania

Ghent University, Belgium

Urban Planning Institute of Slovenia

<https://c3places.eu/>



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In collaboration with:

- Prof. Paolo Ceravolo – Department of Computer Science
- SHuS – Sustainability and Human Security Center of Coordinated Research
- Civic Milan Network Foundation
- Sustainable «Study City» Campus Project



## ICT and Public Open Spaces: a reflection.

- Roads, squares, markets, parks, free open areas, parking spaces, sports centers: the quality of public open spaces remains fundamental for the quality of life and the development of a community's cultural identity.
- In the last decade ICTs have become an important socialization tool and have the potential to influence the social and cultural cohesion of communities and their active participation in the qualification of public spaces.



## ICT Public Open Spaces: a reflection.

- Examples of interaction between ICT and open public spaces: totems and displays, wi-fi in parks and squares, tourist information, interactive play and artistic activities, etc.
- Tourism is now planned via the web and user feedback is becoming the main decision criterion. Visitors send photos and experiences via social networks to networks of friends or other potential tourists.



## ICT and Public Open Spaces: a reflection.

- The use of mobile devices is significantly changing the way people interact with other people and the surrounding areas.
- The geolocated digital traces of the users and their comments can be used for statistics and metrics on social behavior, and to improve and design open spaces.
- The objective is therefore to achieve through ICT a virtuous exchange of data and information between public space and citizens.



## ICT and Public Open Spaces: a reflection.

- *Social media* play a fundamental role in communicating with users and allow for creative participation and education in the concept of community. Users can share news, present their opinions, needs and desires.
- The *flashmobs* proved to be very efficient for organizing events in public spaces: not only musical and sporting events, but also public participation actions, such as strikes and events.
- Events on Tahrir Square in Cairo (Egypt) and Taksim Square in Istanbul (Turkey) were possible thanks to social networks.



## ICT and Public Open Spaces: a reflection.

- The availability of public hot spots in public places can be seen as a social service.
- But this infrastructure should become only a starting point for the supply of public services, ideas, creativity, opportunities for co-creation and collective cultural and social interchange, promoting sustainability, responsibility and knowledge of nature, the city and citizenship in its cultural diversity.
- A participatory will on the part of the citizens themselves is also necessary. For this purpose, ICT is a powerful tool available to the community, with its ability to connect all citizens in a simple and cheap way, giving the opportunity to actively participate in social life.





# The University of Milan contribution

University of Milan main task:

- **Development of a co-creation platform providing a scientifically validated framework for citizens' interaction in and with public spaces, leveraging on their diversity potential of co-creation.**
- The cooperation framework will also propose tools to assess impact through data aggregation and advanced analysis methods.



## The University of Milan contribution

- The C3PLACES European Project provides for the development of a platform for the creation of inclusive and open public spaces through interaction with shared ICT tools and information exchange as an added value service for the community.
- The platform should provide a context for positive interaction between citizens in public spaces, exploiting their different potential for co-creation.

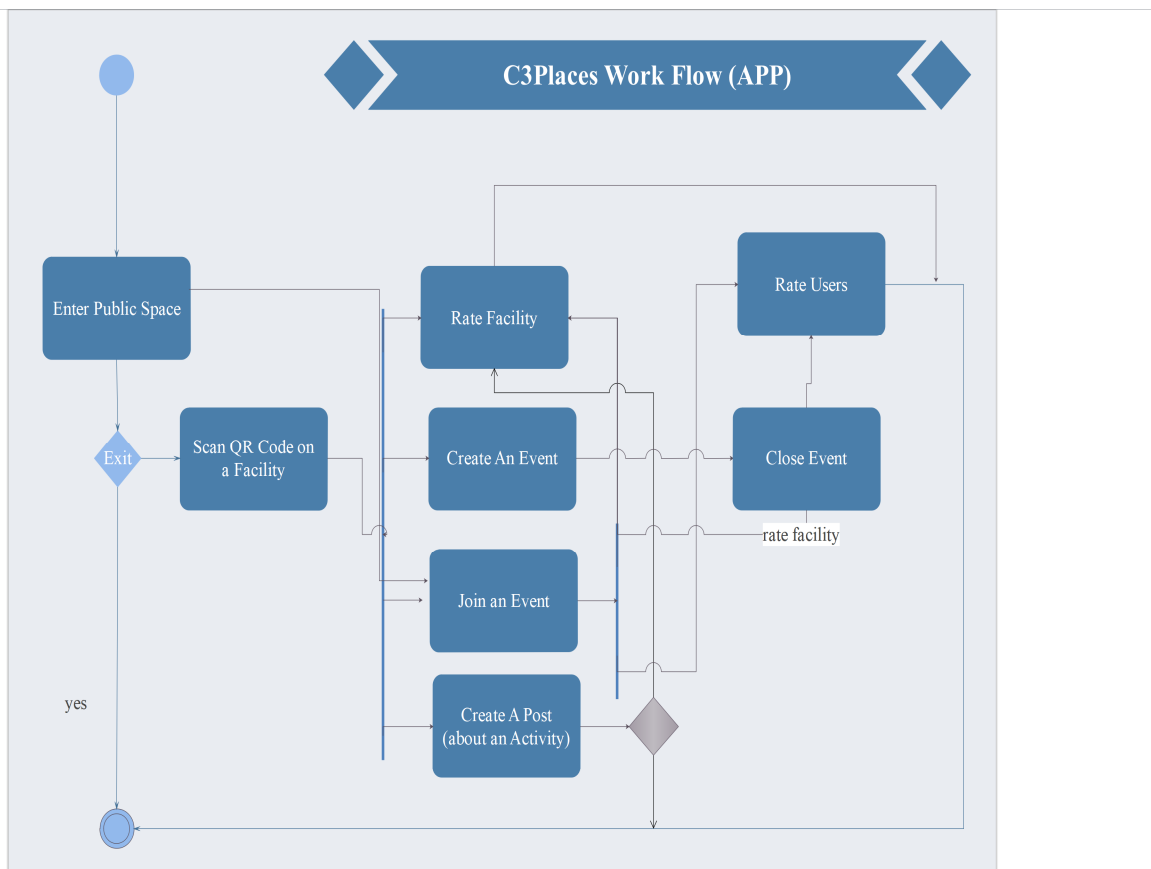
**Hence the idea of developing a case study in the Città Studi (“Study City”) Campus, with the aim of improving the sustainability and inclusiveness of the University life.**



# The Milan Case Study: the «Study City» Campus



## General Workflow of the proposed model

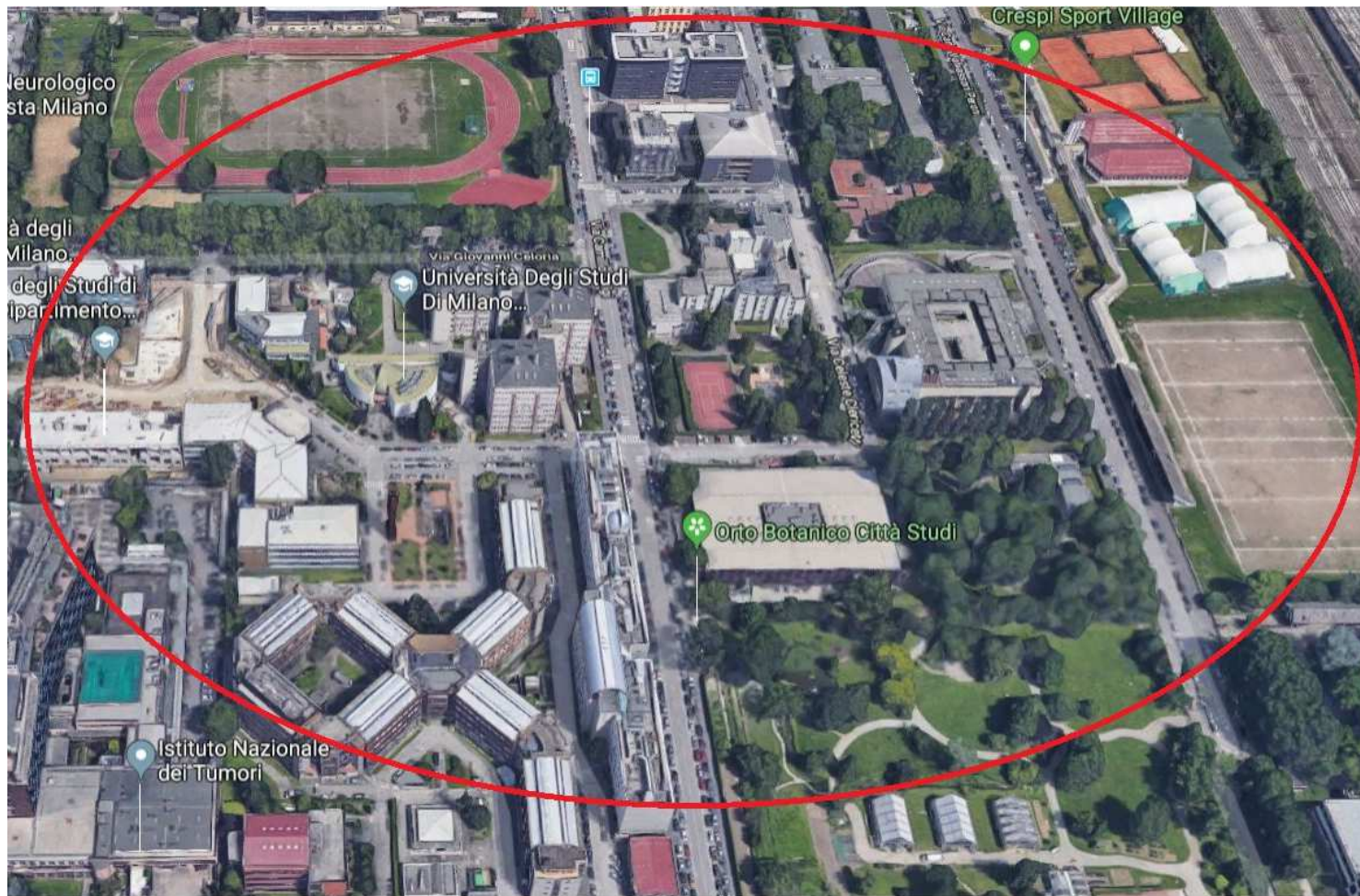


- Whenever a person enters a public space it gains experience by the virtue of using that space.
- Upon entering a public space, it is possible to join an activity or event scanning a QR code of a point of interest.
- It is possible to update about activities he/she performs in that space and an event can be created. The users can rate activities or points of interest.





## The Milan Case Study: the «Study City» Campus

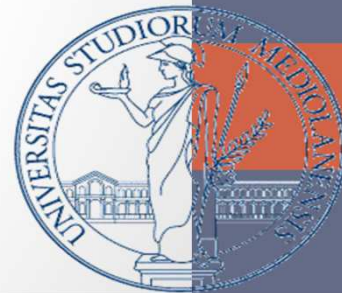


## The Milan Case Study: the «Study City» Campus





## The Milan Case Study: the «Study City» Campus

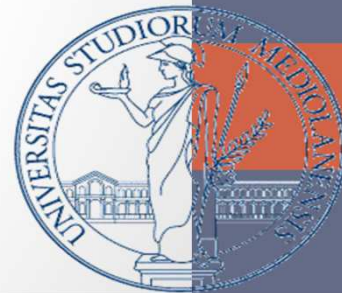


## The Milan Case Study: the «Study City» Campus





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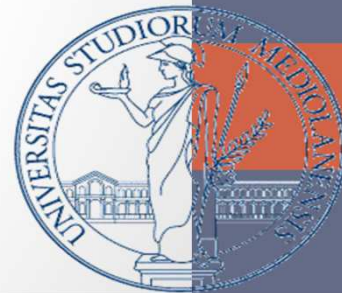


## The Milan Case Study: the «Study City» Campus





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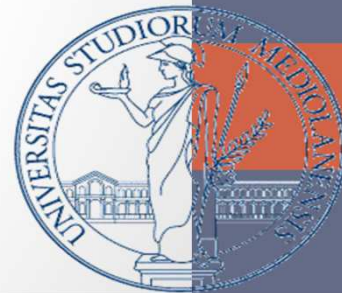


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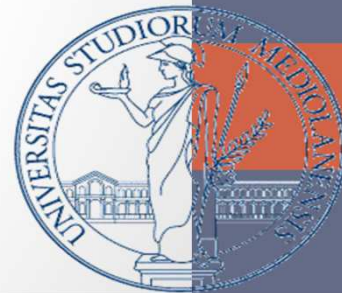


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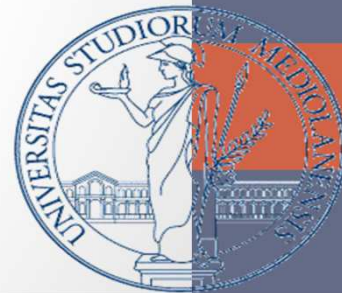


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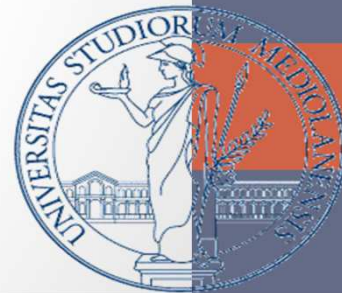


## The Milan Case Study: the «Study City» Campus





## The Milan Case Study: the «Study City» Campus





## The Milan Case Study: the «Study City» Campus

- The whole area is covered by free wi-fi (Eduroam).
- In this area the QR codes (replaceable in the future with beacons) will be placed near different points of interest.
- The QR codes will communicate with a dedicated web app.
- The free web app, which is accessed after registration, geolocates the QR code and allows the user to access useful information on the corresponding point of interest, for example: name of the Department, link to the site of the Department, map with class numbers , services, forecast events, utilities nearby, etc.



## The Milan Case Study: the «Study City» Campus

- The user can affiliate to one or more points of interest and enter the corresponding community, where he will find a series of social features:
- Shared bulletin board, in which to publish requests or offers (rooms, roommates, books, joint study, organization or participation in events, etc.). The user who posts on the bulletin board can be contacted in private chat.
- The superusers or the users can propose events. An event is any type of activities which involves more than one person. Jam sessions, yoga classes, discussion groups etc. are some examples of the events.
- Users can share photos of their activities in the area, which will be geolocated.
- To foster this service, pictures from Instagram geolocated in the area will be automatically loaded.



## The Milan Case Study: the «Study City» Campus

- Public chat is available, with the possibility of private chat.
- The public chat allows to propose new themes and communities (for example a group concerning a specific course, an interest group (music, sports, etc.), which will be privately managed by users or created as a new stable category of the point of interest
- Publication of local events with the possibility of joining
- More detailed useful information on the points of interest can be provided by users
- Other features can be evaluated. A dedicated space allows the proposal of new features by users.
- The user can register to several communities related to different QR codes/points of interest.



## The Milan Case Study: the «Study City» Campus

- The purpose of the installation is the aggregation of users around points of interest.
- Users can co-create a community that uses information, provides others and starts communicating creating opportunities for interaction.
- The space is open to all citizens, even if its use is more related to University students, professors and employees.
- We are using open source software to develop the social environment and QR stickers on suitable supports located in specific locations of the area.
- The number of QR stickers (or beacons) will grow in time.
- Users can propose new aggregation points.



# Data Analysis

- Data will be collected and will constitute a rich base for analysis.
- With data mining techniques we will be able to ask questions and get answers on the students' interests, on the pitfalls of the ICT platform itself and of the University services, on the possible improvements, on new ideas, etc.



# Crowd Emotional Analysis

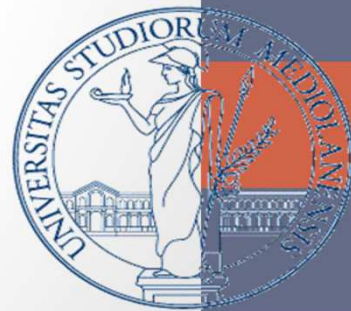
- AI techniques can be applied: as an example of possible use of the data collected, photos uploaded by the users can be automatically classified.
- It will be possible to use images and the Google AI engine to perform emotions analysis of the Social Campus communities.
- A degree thesis is under way on this topic.



## Realization: the Social Campus


<https://sites.unimi.it/socialcampus/>

- Content Management System: WordPress (<https://wordpress.org/>)
- Olympus - Responsive Community & Social Network (<https://themeforest.net/item/olympus-responsive-community-social-network-wordpress-theme/22788499>), WordPress Theme
- Visual composer Premium Licence ( <https://visualcomposer.com> ), plugin to manage pages
- WPML (<https://wpml.org>), plugin to manage different languages
- Events Calendar Pro (<https://theeventscalendar.com/product/wordpress-events-calendar-pro/>), plugin to manage event creation





# Realization: the Social Campus


<https://sites.unimi.it/socialcampus/>




Search here people or pages...









**SOCIAL CAMPUS**  
UNIVERSITÀ DEGLI STUDI DI MILANO




  
Login

  
Registration

**Login to your Account**

Username

Your Password 

☐ Remember Me

[Forgot my Password](#)

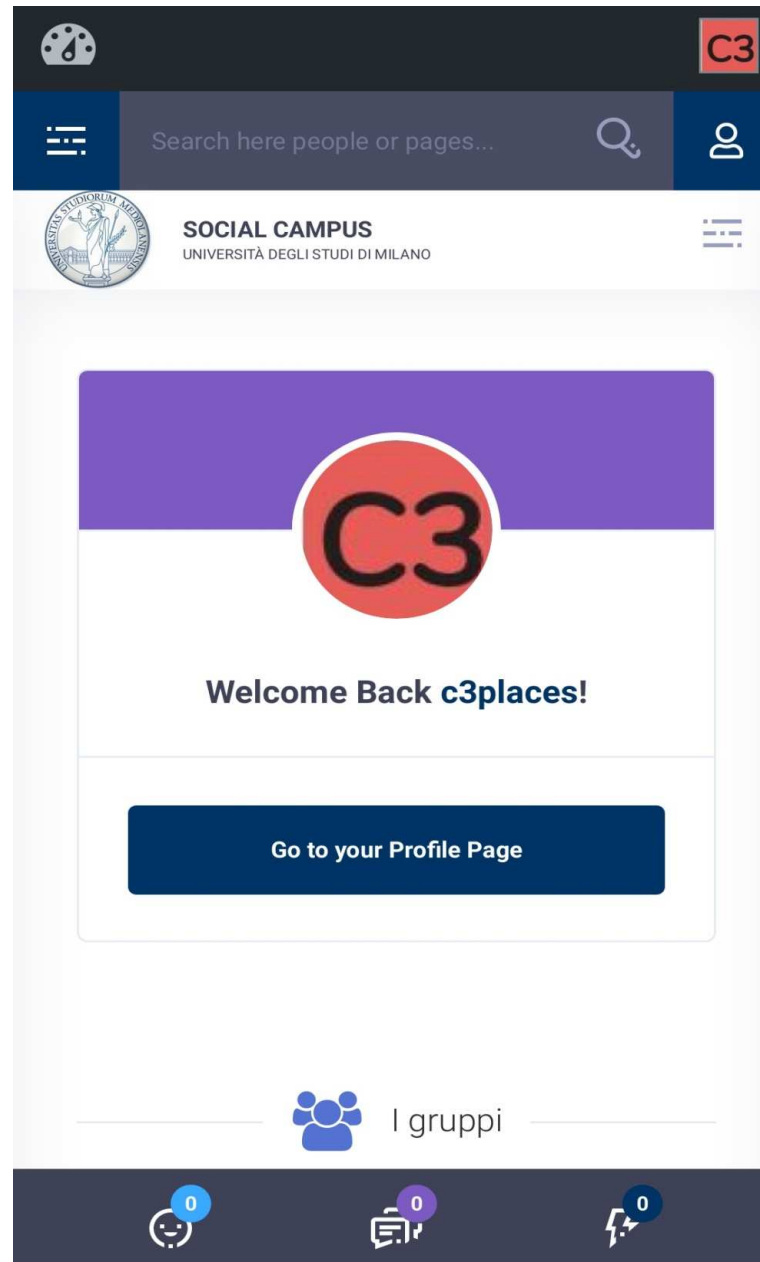
Login

Don't you have an account? **Register Now!**  
it's really simple and you can start enioind





# Login



## Login

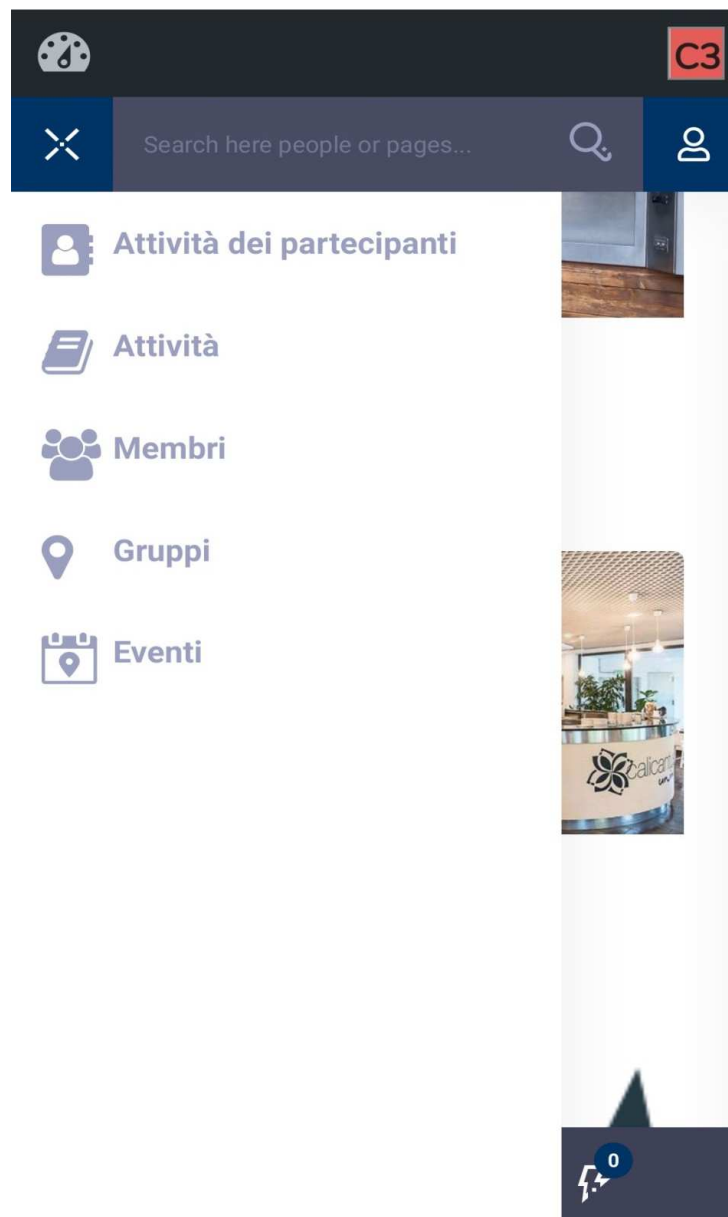
User name: c3places

Login : c3places


pw c3places





# Menu




# Menu



Search here people or pages...


Subject




c3places

YOUR ACCOUNT


Message




Profile Settings




Account Settings




Widgets Settings




Change Avatar




Change Password




Logout



Gru







0



# Menu



c3places

Modifica il tuo profilo

Esci

◀ Attività

◀ Profilo

◀ Notifiche

◀ Messaggi

◀ Amici

◀ Gruppi

◀ Forum

Discussioni avviate

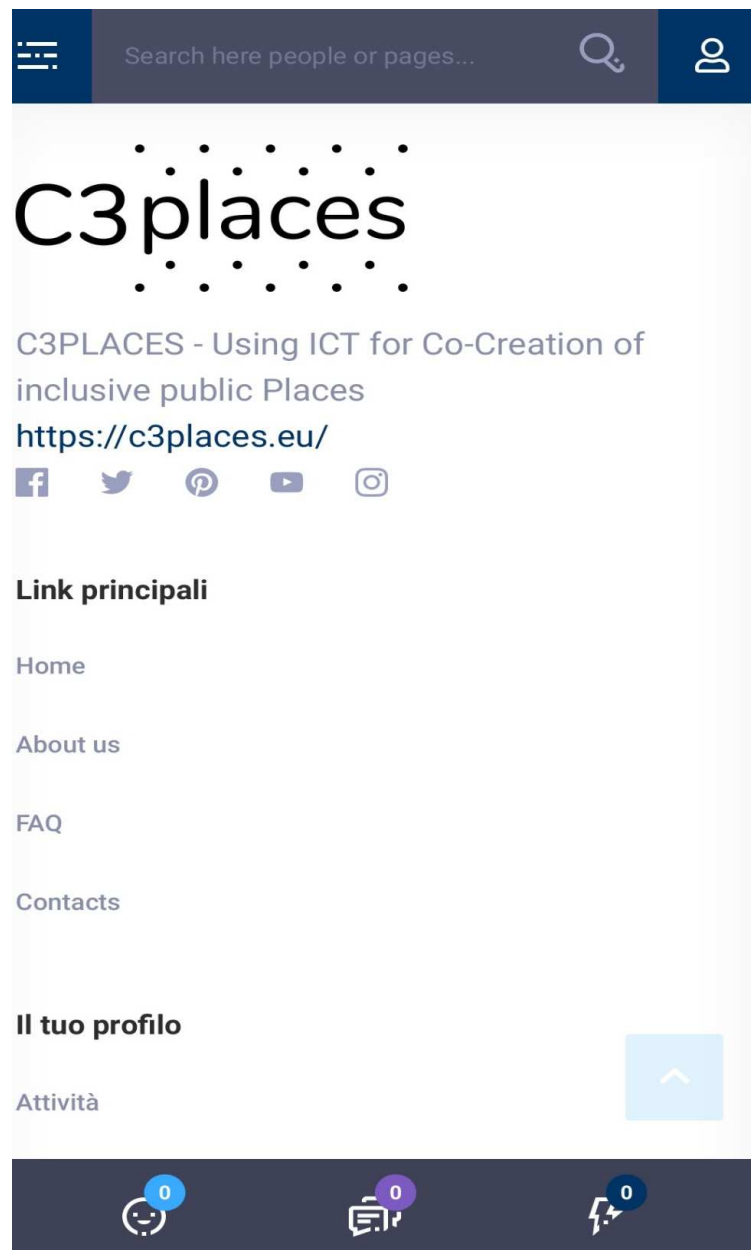
Risposte Create

Discussioni preferite

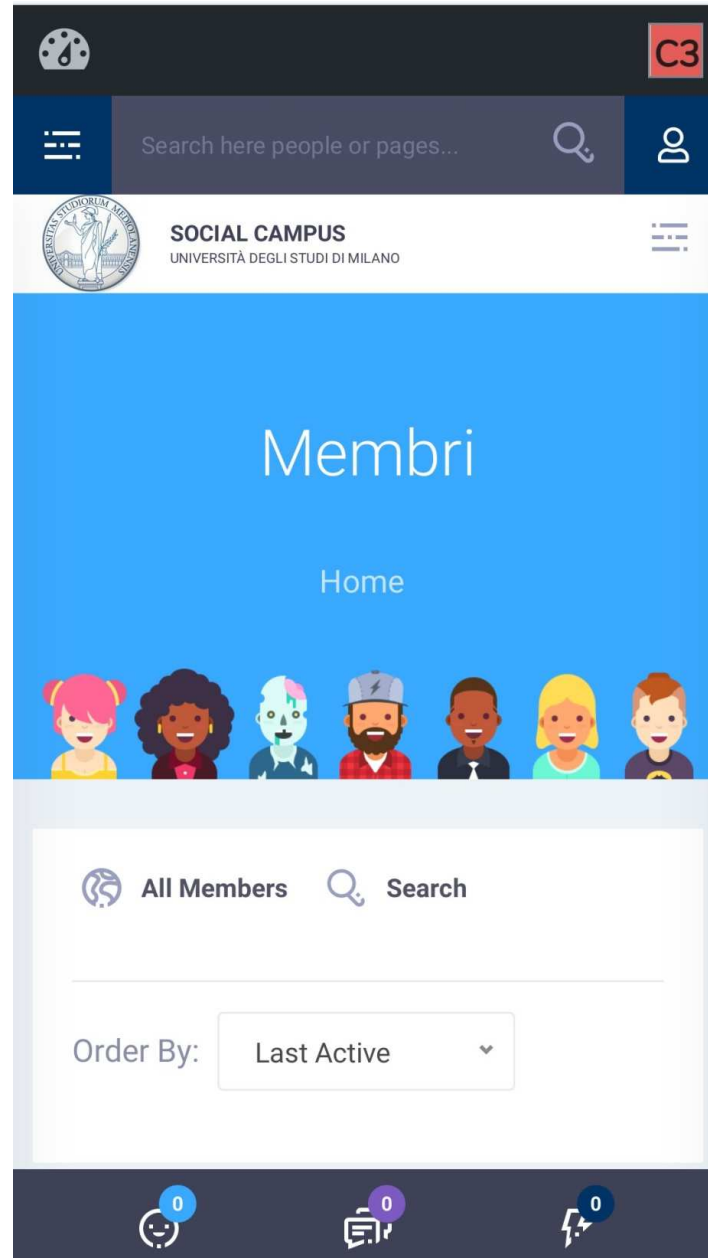
Discussioni sottoscritte



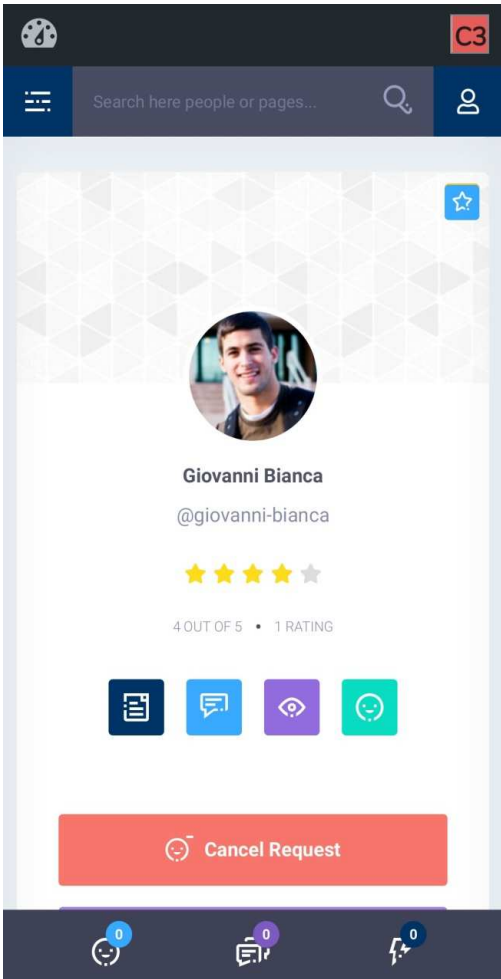
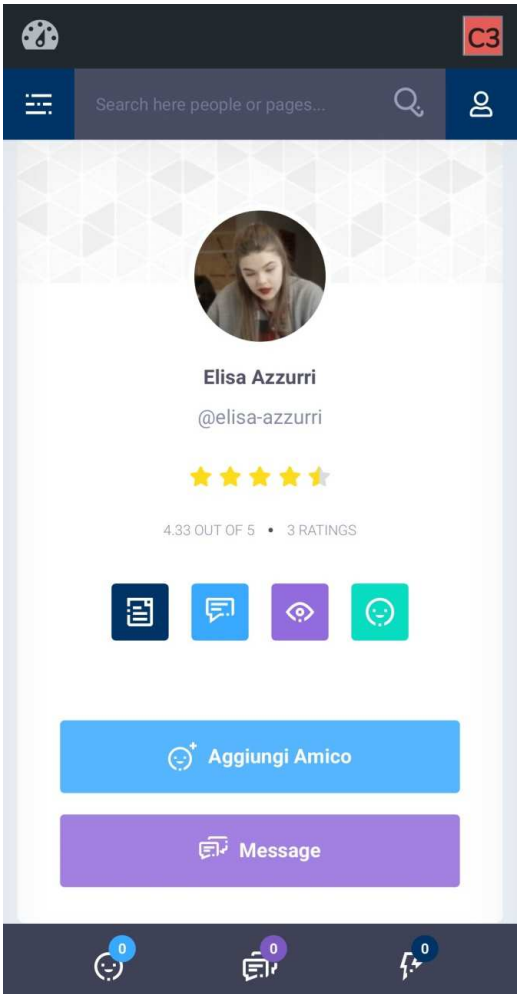
## Menu



## List of members



# List of members





# Friends

SOCIAL CAMPUS  
UNIVERSITÀ DEL PIÙ IN COMUNE

HomeProfiloContattiDomande frequenti

Membri

Home

All Members

Order By: Last Active

C3

C3places

@c3places

★★★★★

12 OUT OF 2 • 1 Follower

Profile Settings

Account Settings

Maria Rossi

@demo

★★★★★

12 OUT OF 2 • 1 Follower

Amici

Message

Demo Demo

@demo

★★★★★

12 OUT OF 2 • 1 Follower

Aggiungi Amici

Message

Amministratore

@socialcampus

★★★★★

12 OUT OF 2 • 1 Follower

Aggiungi Amici

Message

Giovanni Bianco

@giovanni-bianco

★★★★★

12 OUT OF 2 • 1 Follower

Aggiungi Amici

Message

Erika

@erika-franco88


★★★★★

12 OUT OF 2 • 1 Follower

Aggiungi Amici

Message

# List of groups








SOCIAL CAMPUS  
UNIVERSITÀ DELL'ABITO E DELL'UOMO


HomeProgettoContattiDomande frequenti


Gruppi

Home






All Groups 6Order By: Last ActiveRicerca Gruppi...Cerca







Spazio Eventi

Public Group












Fondazione RCM

Public Group












Orto Botanico

Public Group












Casetta Dell'acqua

Public Group












Calicantus Unimi

Public Group











Punto Ricarica

Public Group





Groups

C3

Search here people or pages...

Spazio Eventi

Public Group

Entra Nel Gruppo

0

0

0

C3

Search here people or pages...

Casetta Dell'acqua

PUBLIC GROUP

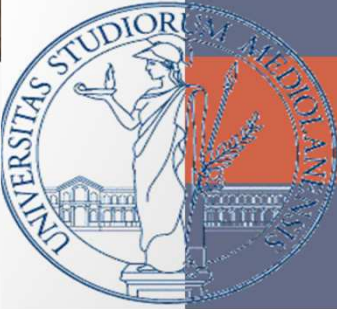
4 ORE, 45 MINUTI FA

11

6

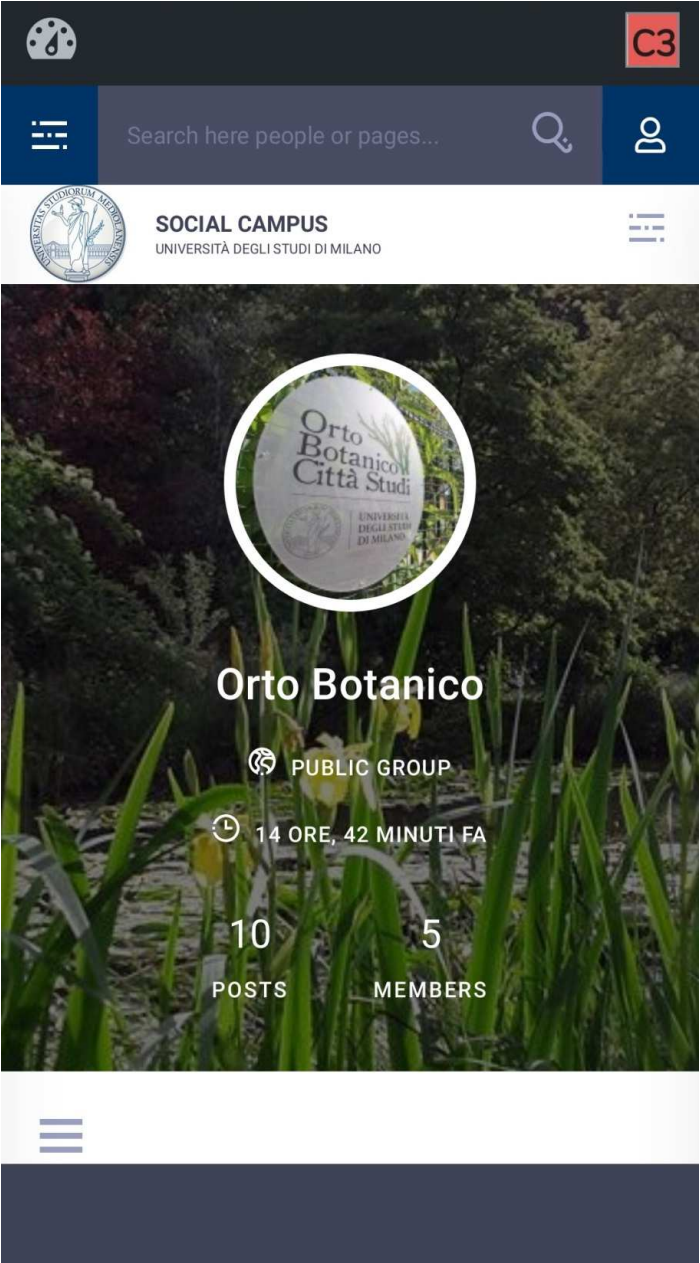
POSTS

MEMBERS











# Groups




# Posts






 Inviati


 Scrivi


Send To ( Username Or Friend's Name )


 Amministratore

Subject


Message








0



0



0





 Like

 Comment



Maria Rossi

13 giorni fa

In un mondo pieno di plastica, questa casetta fa davvero la differenza. Non uso più nessuna bottiglia in plastica, solo borraccia!!

 Like

 Comment




Giovanni Bianca

2 mesi fa

hanno messo l'acqua frizzanta

 Like



 Comment






Giovanni Bianca added a photo



# Posts




Search here people or pages...  





Giovanni Bianca

13 giorni fa


Oggi mi sono separato dalla mia cucina....che tristezza

 Like


 1 Comment




C3places

 13 ore, 50 minuti fa

Coraggio

 Reply

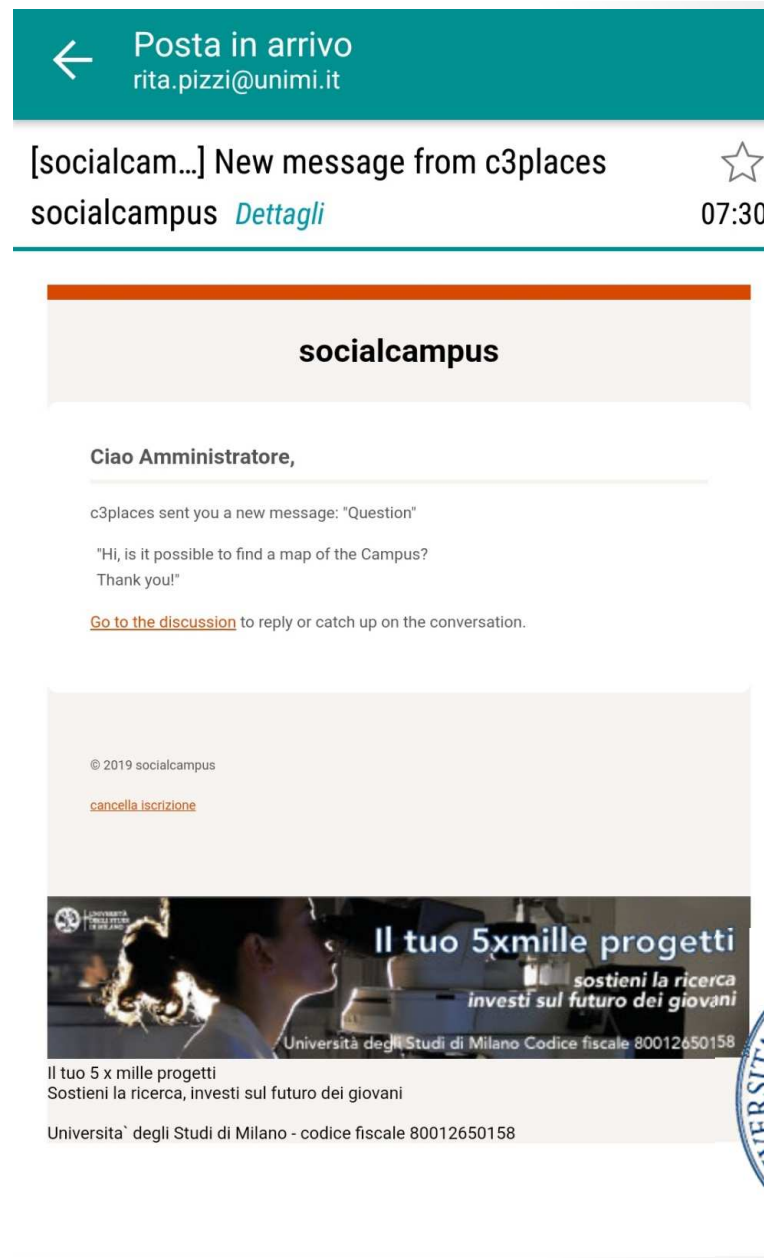
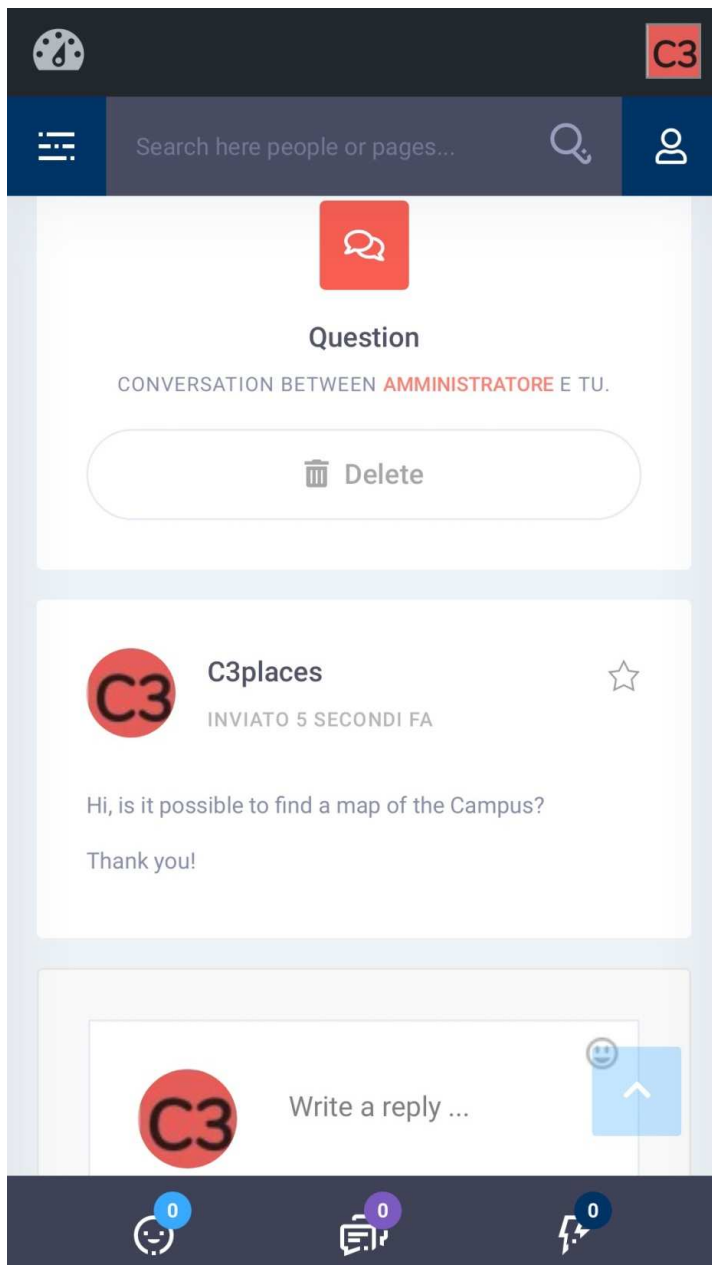
 Delete

↓ Load More Posts






# Posts




# Media



# Media Gallery

 SOCIAL CAMPUS  
UNIVERSITÀ DEL SALENTO


 Orto Botanico  
PUBLIC GROUP 6 MEMBRI SA

[Home](#) [Info](#) [Forum](#) [Membri 6](#) [Manda invite](#) [Media 2](#)

Tutti 2 Album 1 Foto 2 Video 0 Musica 0


Media Gallery

Album: Wall Poets




oppure

Trascina i file qui



Una vista dall'alto



Un piccolo dettaglio



# List of Activities

SOCIAL CAMPUS

UNIVERSITÀ DEGLI STUDI DI MILANO

Home

Progetto

Contatti

C3places posted in the group Orto Botanico

35 minuti fa

Hello, I am new of this Campus. Can you suggest me some activity here in Orto Botanico ?

Like

Comment

Delete

C3places è entrato nel gruppo Orto Botanico

37 minuti fa

Orto Botanico

Public Group 6 Members

Lascia Gruppo

Like

Comment

Delete

C3places è diventato un membro registrato

4 ore fa

C3places





## Member activities

The screenshot shows a Facebook profile for a user named Erika on the Social Campus platform. The profile header includes the user's name, a circular profile picture of a woman with glasses and a straw hat, and a cover photo. Below the header is a navigation bar with tabs: Generale, Attività (selected), Su di me, Amici, Gruppi, and More. A secondary navigation bar shows filters: Personale, Citazioni, Preferiti, Amici, and Gruppi. The main content area displays two recent activities: 1) 'Erika ha cambiato la foto del profilo' (Erika changed her profile picture) 12 giorni fa, accompanied by a thumbnail of her new profile picture. 2) 'Erika è entrato nel gruppo Orto Botanico' (Erika joined the Orto Botanico group) 12 giorni fa, accompanied by a large image of yellow flowers and a smaller image of a stone marker that reads 'Orto Botanico Città Studi'. Below the second activity, the group name 'Orto Botanico' is shown with its public status and 5 members.

SOCIAL CAMPUS  
UNIVERSITÀ DEGLI STUDI DI MILANO

Erika  
ERIKA

Generale Attività Su di me Amici Gruppi s More

Personale Citazioni Preferiti Amici Gruppi

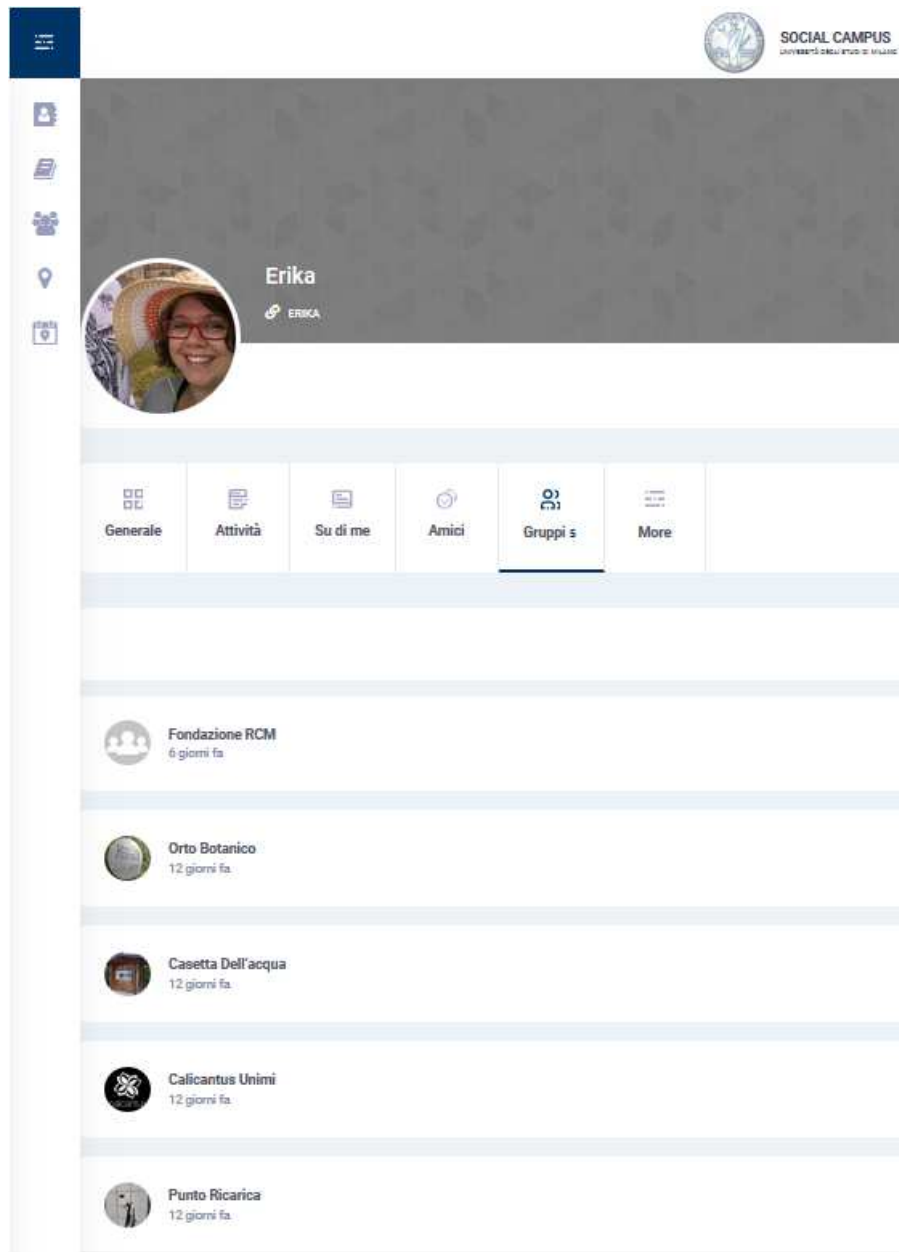
Erika ha cambiato la foto del profilo  
12 giorni fa

Erika è entrato nel gruppo Orto Botanico  
12 giorni fa

Orto Botanico  
Public Group 5 Members



## Member activities



The screenshot shows the profile page of a user named Erika on the Social Campus platform. The page layout includes a top navigation bar with the 'SOCIAL CAMPUS' logo and a vertical sidebar on the left with icons for various features. The main content area displays Erika's profile picture, name, and a list of groups she is a member of. The groups listed are 'Fondazione RCM', 'Orto Botanico', 'Casetta Dell'acqua', 'Calicantus Unimi', and 'Punto Ricarica', each with a timestamp indicating when she joined.

**SOCIAL CAMPUS**  
UNIVERSITÀ DEGLI STUDI DI MILANO

**Erika**  
ERIKA

Generale Attività Su di me Amici **Gruppi** More

- Fondazione RCM  
6 giorni fa
- Orto Botanico  
12 giorni fa
- Casetta Dell'acqua  
12 giorni fa
- Calicantus Unimi  
12 giorni fa
- Punto Ricarica  
12 giorni fa





## Group activities

The screenshot shows the 'Punto Ricarica' group page on the 'SOCIAL CAMPUS' platform. The header includes a search bar and the platform's logo. The group's cover image shows potted plants. The group name 'Punto Ricarica' is displayed, along with 'PUBLIC GROUP' and '1 SETTIMANA, 5 GIORNI FA'. Below the header is a navigation bar with tabs for Home, Info, Forum, Membri (4), and Media (0). An RSS feed icon is also present. The main content area shows two recent join announcements: 'Erika è entrato nel gruppo Punto Ricarica 12 giorni fa' and 'Giovanni Bianca è entrato nel gruppo Punto Ricarica 12 giorni fa'. Each announcement includes a small profile picture of the user.

Search here people or pagina...

SOCIAL CAMPUS  
UNIVERSITÀ DEGLI STUDI DI ULLAND

Punto Ricarica  
PUBLIC GROUP 1 SETTIMANA, 5 GIORNI FA

Home Info Forum Membri 4 Media 0

RSS


Erika è entrato nel gruppo Punto Ricarica  
12 giorni fa






Erika  
@ERIKAFRANCOS8


Giovanni Bianca è entrato nel gruppo Punto Ricarica  
12 giorni fa




## Group activities

**SOCIAL CAMPUS**  
UNIVERSITÀ DEGLI STUDI DI MILANO








Erika è entrato nel gruppo **Fondazione RCM**  
12 giorni fa





Erika  
@ERIKA-FRANCO58


 Like  Comment



Maria Rossi  
12 giorni fa


Mi spiegate bene la strada per arrivarci?

 Like  1 Comment



Erika

Devi entrare nell'edificio dove c'è il COSP, salire all'ultimo piano dalla parte sinistra dell'edificio

 Reply








## Creating a new group

The screenshot displays a social media profile for Maria Rossi on the 'SOCIAL CAMPUS' platform. The profile header includes a circular profile picture of a person on a beach and the name 'Maria Rossi' with a verified badge. Below the header is a navigation bar with tabs: 'Generale', 'Attività', 'Su di me', 'Amici 4', 'Gruppi 6', and 'More'. A secondary bar shows filters: 'Personale', 'Citazioni', 'Preferiti', 'Amici', and 'Gruppi'. The main feed shows a post from Maria Rossi stating 'Maria Rossi ha creato il gruppo Spazio Eventi' 2 giorni fa. The post features a large photo of a building and a smaller thumbnail of a thatched roof. Below the photo, the group name 'Spazio Eventi' is listed with 'Public Group' and '1 Member'. A subsequent post shows 'Maria Rossi e Elisa Azzurri ora sono amici' 12 giorni fa. The left sidebar contains icons for profile, feed, groups, location, and photo. The top right corner shows the 'SOCIAL CAMPUS' logo and the text 'UNIVERSITÀ DEL PIÙ DI OGGI'.






# Events









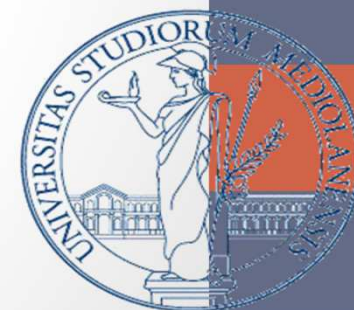
## Eventi - Settembre 2019

Find Eventi



LUN						
26						1
2						8
9						15
16	17	18	19	20	21	22
23	24	25	26	27	28	29





# Stats and Data

## Bacheca

### Adesso su rtMedia ▲

#### Statistiche Media

5 Album  
14 Foto

#### Statistiche Utilizzo

7 Totale  
3 Con Media  
1 Commenti  
0 Mi piace

rtMedia Links: [Homepage](#) | [Supporto gratuito](#) |  
[Premium Addons](#)

### Attività ▲



# Conclusions

- The evolution of ICT leads to the often spontaneous, but possibly institution-driven co-creation of "2.0" public open spaces, attractive, inclusive, aimed at promoting socio-cultural diversity and proposing new and engaging experiences.
- The road to a higher degree of sustainability of urban spaces passes through the participatory action of citizens, facilitated by new technologies.
- **The Milan project prefigures a free ICT tool able to promote the quality of life of citizens allowing active interaction based on the co-creation of points of interest.**

