



Connecting cities
Building successes

TechTown



'GENIUSIRACUSA'

An Urbact Story of Success

TECHTOWN Transnational Meeting

BARNSLEY, 1-2 march 2017

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› The Open Innovation Approach/The Network

- **Open innovation from a city perspective.** It is a type of innovation originally developed within the private sector but which is now applied across a range of sectors. In a city context, it is a practice that invites us to look for support, knowledge, experience and ideas outside of a system (cities) as well as internally
- **GeniUS and the network.** The GeniUS! model was conceived in the City of York (UK), by applying the principles of Open Innovation to a city context. **It provides a city with a way of working with citizens and other local stakeholders in a creative, collaborative, innovative and open way in order to find new ideas and better solutions to problems within the city... And outside the traditional administration boundaries.** The model was supposed to be transferred to the cities of: San Sebastian (ES), Siracusa (IT), Tallin (ET)
- **Why did Siracusa get involved.** Siracusa is a medium-sized Italian city with around 125,000 inhabitants in Sicily, founded by the Ancient Greeks. **Siracusa hoped that GeniUS! would help them find a path forwards.** We aimed to trial GeniUS! as a method of developing; 'more open, inclusive and participatory governance, that would unlock the potential existing within the city'. It seemed the 'missed' link



> Siracusa Open Process/Regeneration of a Neglected District

Siracusa has followed the GeniUS! model composed by 5 main stages:

- 1. **Define:** Problem areas ('challenges').. *La Mazzarrona*;
- 2. **Discover:** the online open innovation platform;
- 3. **Design:** A physical open innovation event;
- 4. **Develop:** uses a "pilot and scale" approach to rolling out new potential solutions
- **Deliver**

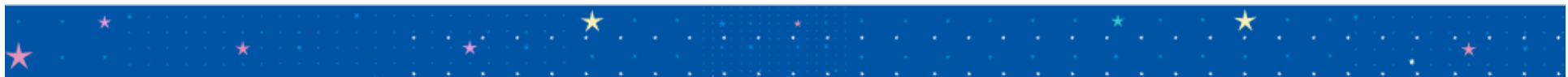
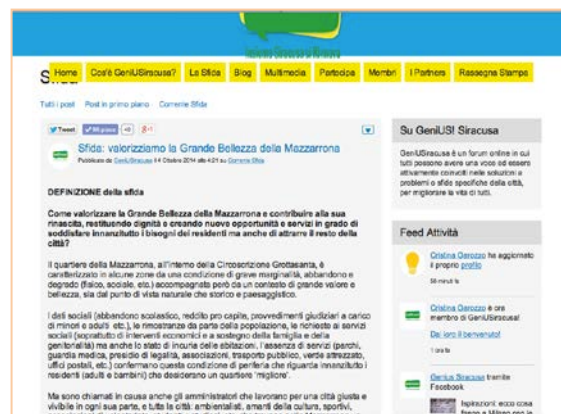




The Open Innovation Platform

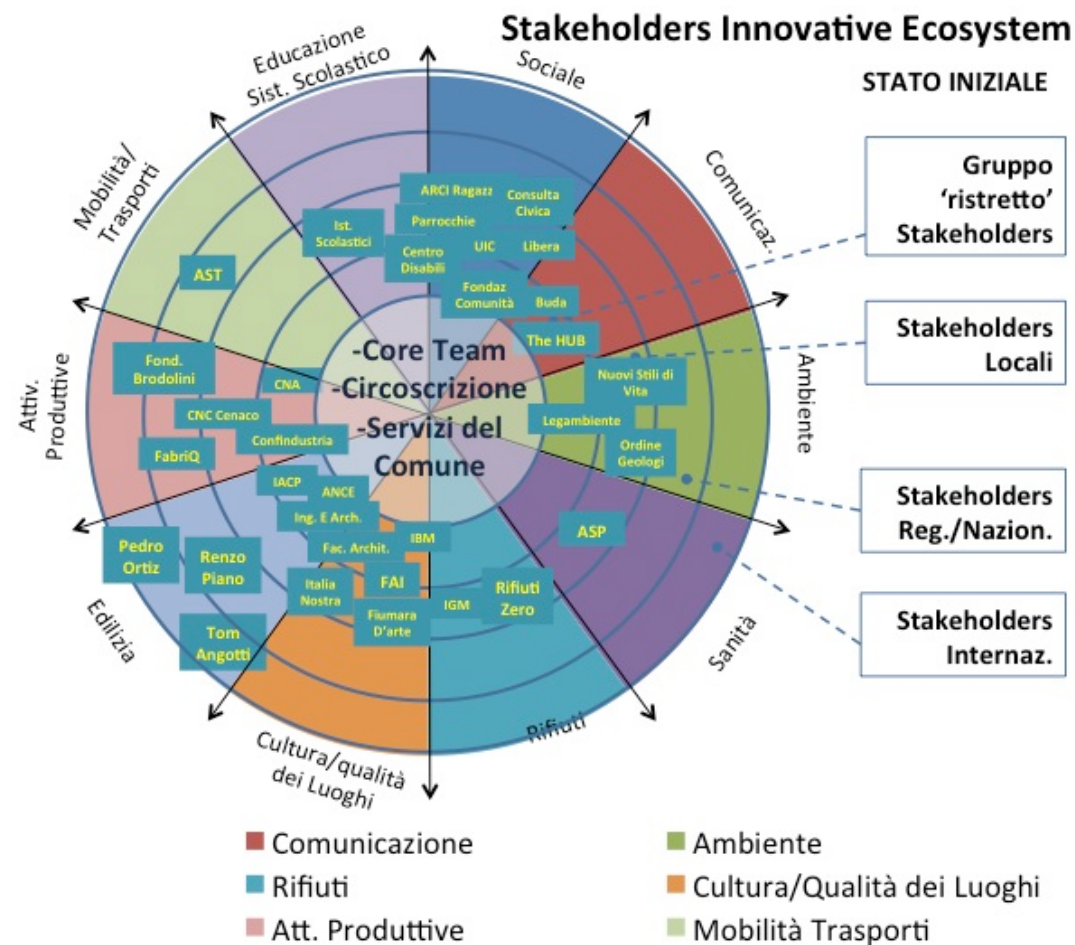


The Open Innovation Event

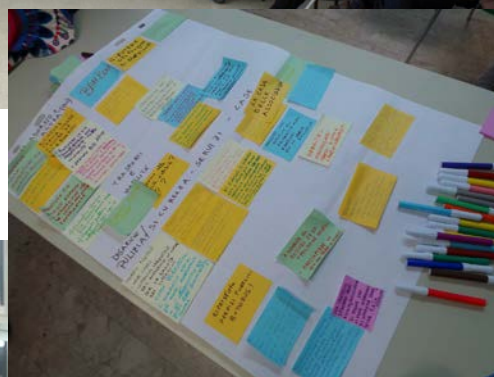




› Stakeholders Mapping



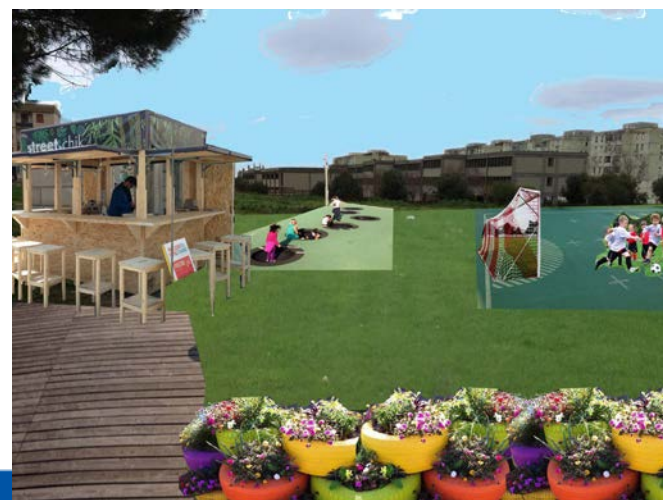
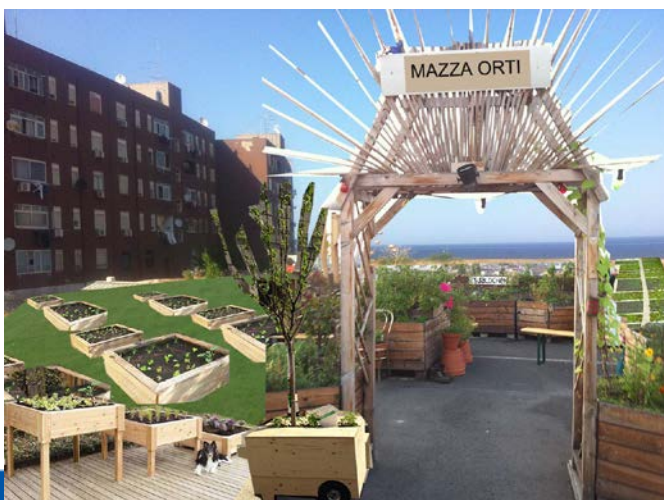
› Participatory Process: offline Events, workshops, bike tours, etc.



RESULTS: Pilot Projects Today 1. The House of Citizens



2. MazzaOrti and MazzaPark



4. The Unveiled Giano



5. Sustainable Mobility



Lessons Learnt / Main Results

- Each partner city engaged with the process in their own way according to local context, experience and relevance.

■ Outcome 1)

The Europe Office of the Siracusa Municipality would have an improved understanding of open innovation and acquire the skills to explain and use open innovation methods.

■ Outcome 2)

Open innovation methods begin to be actively used in city processes
Open and Collaborative Approach
Broken Walls (externally and internally)

■ Outcome 3)

Citizen engagement is improved
Community Empowerment

