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SENSE

Trust in Technology



UNRAVEL TOMORROW

INSIGHT

01



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one

INSIGHT_ONE

HEADER:

CONNECTIONS AND COLLISIONS

BE DIRECT

Being connected does not only mean to keep in touch: it should be about relating different mindsets, rising awareness, sharing knowledge and collaborating for the creation of a different future.

BE EMOTIONAL

It is time to embrace human connections to change the *status quo* and re-write the rules of tomorrow, thanks to technology, too.



INSIGHT_ONE

QUESTION 01:

What we can learn from?

QUESTION 03:

How to create access to technology for everyone?

QUESTION 05:

How to give value to real human skills?

QUESTION 02:

How can we create a collaborative system?

QUESTION 04:

How to let the team share skills, ideas and resources?



INSIGHT ONE DESCRIPTION

A global connection allows people not only to keep in touch, but also to share knowledge and to share important information in real-time.

Global connection is also a powerful tool to collaborate, to exchange opinions, to spread ideas and, generally speaking, to communicate. Unfortunately, till now, digital connections cannot simulate the empathic component, typical of the non-digital communication.

The challenge for the future is to empower in an empathy-friendly way this great tool, in order to create a connection targeted on real human being needs.

A human-targeted connection foresees a future world with no communication barriers, where ideas can spread freely and knowledge is shared among all the humankind.



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IMPLICATIONS FOR THE PIONEERS

CHALLENGES:

- + to test and prototype collaborative systems thanks to technology
- + to create a worldwide access to a more “empathic” technology
- + to empower real human skills

SKILLS:

- + communication skill
- + empathy
- + deep knowledge of the context
- + choosing the right team
- + critical thinking

POTENTIAL:

- + shared values
- + overcoming of structural obstacles
- + equality



Create access to enable connections

Technology doesn't know borders, cultures or ways of thinking.

DESCRIPTION /

By creating access to technology for everyone we can promote connections free from standards, categories and develop relationships otherwise impossible. The goal should be to create a technology that, someday, could be used in any part of the world, in which any child could create and control a digital identity, an artificial intelligence.

RELEVANCE /

As we create this connections through technology we encourage children and adults to have their own digital identity that can be used to share knowledge and tutor or learn from anyone else (peer-to-peer).

SOURCE / Verónica Oviedo Founder/CEO DIDMO

Credit: EMPATIKO <https://www.empatiko.org/>



EMBRACING HUMAN CONNECTION

Bringing people together to transform their relationship with each other and with the world

DESCRIPTION /

'Oftentimes especially in public communities when we have a different element that comes into our space – and that can be anything... mental illness, different religion, political background... some sort of marginalised experience – we are immediately seeing it as a threat or as pathology and not perceiving it as the potential for development as a society through diverse connection. In these instances where we are encountering something different, we have to think of it as an opportunity, something to be curious about, something to learn from. And not just to learn about the other person, but to learn about ourselves as human beings.'

RELEVANCE /

EMPATIKO is a movement creating opportunities for people to challenge status quo of a social code that keeps us disconnected. EMPATIKO wants to awaken the creative potential that e.g. the regular 'office' would have and also to get people outside their 'default' mode. 'What we stand for with EMPATIKO is that we want to build spaces in public communities where curiosity comes before judgement.'

SOURCE / Interview with Mag Meiser



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MITIGATE RISK BY GATHERING MORE ACTORS AND PROBLEMS problems, investors and service providers to increase chance of success and mitigate risk.

DESCRIPTION /

The original social impact bond was One Service operated at Peterborough Prison. This service provided post-release support to adult male offenders released from prison, with an aim of reducing reoffending. Funding for the project was secured through private, non-government investors paying for an intervention, and if certain results are achieved, investors are paid back their initial investment plus an additional ROI. Additionally multiple service providers were part of the One Service thereby enabling exchanging less effective parts of the One Service.

RELEVANCE /

The key to solving social challenges is not deconstruction and optimization rather compiling issues, challenges, people, capital, interest and stakeholders together. The opportunity for change is creating collaborative systems.

SOURCE / INTERVIEW



Experimenting with new ways of working
It's about what you do with the tech, rather than tech for tech's sake

DESCRIPTION /

"Tech will help making things more easily in smaller production runs or allow companies to do more interesting things and work collaboratively, in that networked approach. Now we have much better ways of collaborating, so smaller groups that can form together to make a thing, this is a different way of approaching stuff which allows people to just come together for a particular product, dissolve and recombine in slightly different ways to build the next product"

RELEVANCE /

New possibilities enabled by tech
Working together, team based collaborations, dissolving and recombining versus historic large corporations, organised institutions etc.

SOURCE / Interview – Adrian McEwen



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two

INSIGHT_TWO

HEADER:

THE VALUE OF VALUES

BE DIRECT

Technology can have a role in creating social value and supporting systemic solutions

BE EMOTIONAL

The unique real worth is human being and the safeguard of his/her life and his/her dignity: technology is a tool to guarantee all these



INSIGHT_TWO

QUESTION 01:

What is the social value of an initiative or a business?

QUESTION 03:

How can we match company's values to people's values?

QUESTION 05:

How to create systemic innovations, using technology to prevent troubles?

QUESTION 02:

How can technology guarantee human values' system?

QUESTION 04:

How to grant an egalitarian society and equality of opportunities?



INSIGHT TWO DESCRIPTION

Technology itself is neither good or bad, but it's only a tool to be used in a proper way. In the last 150 years, technology modified people's habits but, actually, without causing a real upheaval of values.

The challenge of using technology is to create systemic social innovations, able to solve problems and open new scenarios, combining new needs and old habits and giving value to differences and diversities.



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IMPLICATIONS FOR THE PIONEERS

CHALLENGES:

- + recognising the real values
- + being able to recognize hard-to-measure values
- + going beyond not necessary habits and clichè (which are not values)

SKILLS:

- + embracing and respecting diversity
- + listening, understanding, supporting, acting
- + open mindness

POTENTIAL:

- + embracing systemic solutions
- + sorting out among new technologies which are the valuable ones and give value to actions



First: Water. Next: Internet?

"Combining natural resources with technology, is one of the most important breakthroughs."

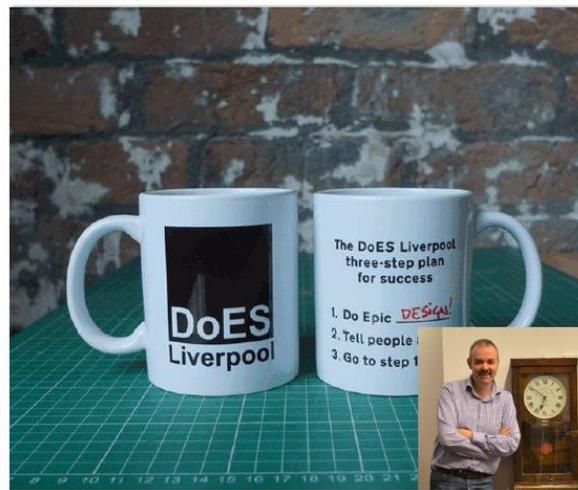
DESCRIPTION /

"I think it's fundamental to bring water to places where there isn't any. With water, you can start to grow, plant, create a village, have clean water, eradicate many diseases. If on top of that you provide access to the internet, with that combination, you have people who communicate and can create knowledge."

RELEVANCE /

With the advancements of technology, Internet has become more and more an essential need in order for us to live and work. The combination of natural resources with technology will give us access to all we need, on a daily basis.

SOURCE / Verónica Ovalle Founder CEO DIDMO



We need different perspectives

Meets ups, random conversations, maker spaces and co-working spaces

DESCRIPTION /

What is DoES and how does it make a difference?

"Techie/Makery but we want people who aren't..... bringing different perspectives"

"Network of interests and possibilities!....."Taking stuff in a different direction"

"Using tech to help people achieve more, empowering people to do stuff"

"Everybody realising you don't need permission, you CAN make change"

"Exploring possibilities, unlocking the potential of everybody in society"

RELEVANCE /

Why monoculture isn't great, post 90's gap in the alternative, we need diversity!

Egalitarian society, equality of opportunity – find ways to understand each other

On Maker space – "a cultural movement, not a political movement" - sub cultures, new influences"

SOURCE / Interview – Adrian McEwen



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BESPOKE



PUTTING ON A PRICE LOWERS THE VALUE

"The risk with quantifying social value is that if you can not calculate the monetary value no one will touch your project."

DESCRIPTION /

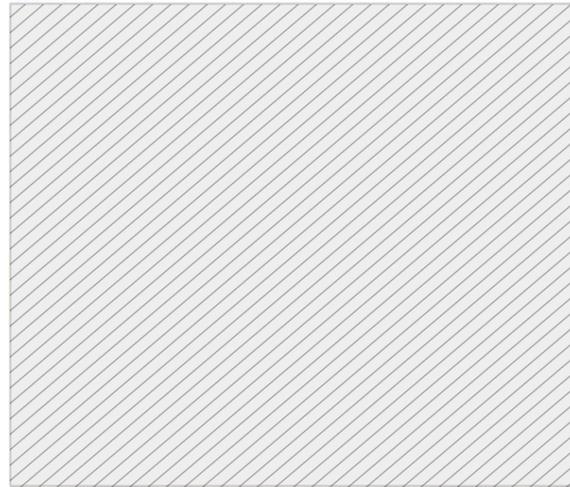
With terms like Social Return On Investment (SROI) organisations seek to quantify the social value of initiatives, businesses, etc. This enables organisations to prioritise resources towards the most effectful ideas but it also risks lowering the value of initiatives trying to get funded, if they prioritize initiatives that might be hard to prioritize but still has value.

RELEVANCE /

Being able to quantify value is a crucial skill for tomorrow's pioneers, but stay aware not to let the measurable success criteria steal attention from softer, hard-to-measure valueables.

SOURCE / [InterView](#)

POLITICAL



SCAN CARD TITLE

HEADLINE TEXT

DESCRIPTION /

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed luctus tristique diam a egestas. Duis iaculis, erat sed scelerisque consequat, nibh turpis porta sapien, et venenatis arcu dolor vel velit. Nullam sed nisl urna. Mauris vitae finibus orci. Proin auctor neque purus, eu ultricies dolor pulvinar sed.

RELEVANCE /

Pellentesque fermentum quam suscipit magna dictum hendrerit. Vestibulum lacinia felis ut urna suscipit imperdiet. Vestibulum vulputate tincidunt ligula, non consectetur nibh fermentum non.

SOURCE / <https://wetransfer.pr.co/163518-wetransfer-launches-content-platform-wepr-esent>



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three

INSIGHT_THREE

HEADER:

Co-creating today to have a better tomorrow

BE DIRECT

We have to gather all the ideas, perspectives, hints to create the roadmap of the future.

BE EMOTIONAL

Each individual can contribute in shaping our common future dreaming of better solutions.



INSIGHT_THREE

QUESTION 01:

How to recognise global opportunities to influence local policies?

QUESTION 03:

How do social innovators deal with the future consequences of their actions?

QUESTION 05:

How to test strategies, models and practices that can be scaled throughout the society?

QUESTION 02:

How can we work at the same framework to solve planetary problems? Which can be the common incentive to let it happen?

QUESTION 04:

How to take in account each individual's idea in order to influence strategies and policies?



INSIGHT THREE DESCRIPTION

The present overwhelming context offers so many opportunities of choice that often people feel disoriented.

The goal is to collect and organize fruitful ideas, scalable practices, generally applicable models in order to co-create a common framework able to face and -why not?- to solve planetary problems.



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IMPLICATIONS FOR THE PIONEERS

CHALLENGES:

- + co-creating
- + finding resources
- + foreseeing glocal worth
- + managing the abundance of data, knowledge and tools

SKILLS:

- + to be a dreamer
- + awareness of limits
- + creativity
- + awareness of the context

POTENTIAL:

- + imagining and considering the consequences of actions
- + sharing personal perspectives to get a common horizon

REGION / TECH TRUST

BESPOKE



NOT KNOWING WHAT IS VALUABLE IN THE FUTURE

"It can be hard to see the connection between what I do now and what I dream about in the future."

DESCRIPTION /

The future is a blank canvas, and both personally and as a social innovator it is hard to comprehend what current actions will lead to in the future. What are the ripple-effects of my decisions and actions today.

RELEVANCE /

How do social innovators deal with the future consequences of their actions.

SOURCE /



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BESPOKE



SOCIAL IMPACT BONDS GIVES EVIDENCE FOR SOCIAL GOOD

Using impact first capital and prototyping to give evidence for social initiatives

DESCRIPTION /

Only 10% of social initiatives can provide evidence for the effect. Social impact bonds mobilise projects to create that evidence through a testing process funded by capital from foundations and private sources. This funding mechanism allows for grand prototypes of social initiatives that the public cannot afford by itself and that can't be justified just by reasoning. Risk keen, impact oriented capital mixed with a mindset and method of testing is key to building tomorrow's solutions to social challenges.

RELEVANCE /

Mobilizing impact first capital for investments with a chance of profit improves both the impact and create more sustainable solutions. Test cases financed by social impact bonds provide a way for identifying and giving evidence for new methods that can scale throughout society.

SOURCE / <https://www.impactcenter.org/en/resources/using-social-impact-bonds.html>



BLOG.HSEDA.ORG

Recognising opportunity understanding the “glocal” context Raising awareness, influencing policy – takes a whole bunch of people!

DESCRIPTION /

“with the internet of things stuff, it was....This is early enough and there is an opportunity, and we just need to get the word out more, because it's not just going to be me being the one company that gets Liverpool being the place for the Internet of things it's going to need a whole bunch of other people, it was about getting to know people and just getting awareness out there”

“The more the city knew about what was going on and what the possibilities were, the more they'd be able to take advantage of those benefits”

RELEVANCE /

Recognising global opportunity, influencing local policy. Describing the push on the Internet of things in Liverpool.

“We [Liverpool] were listed in some government report years ago about being one of three emerging clusters of the Internet of Things, we now have Sensor City, which I'm sure wasn't just about me turning up and banging on about it in 2008, but I think there has been some influence!”

SOURCE / Interview – Adrian McEwen



The invisible middle

Scale + size of companies - either creative/artisan or the massive corporations

DESCRIPTION /

“We end up losing sight of all the companies in the middle because they don't fit into the narrative (policy) and there are loads of companies doing really interesting things but they are just invisible”
“More of those feels like that's a more interesting future to end up in because it lets us do stuff at different scales”

We should be getting to a stage where it's possible to build for a market of a couple of 1000 and then make something that's a bit different or even completely different for the next couple of 1000 people you're going to sell stuff to”

RELEVANCE /

Opportunities and possible futures – move the policy focus to reflect the changing shape of the economy.

Strategies seem to be chasing the symptoms of success, grand master planning.....

“What Liverpool could do with is more interesting tech companies, not just tech companies – building a more successful middle”

SOURCE / Interview – Adrian McEwen



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THE REGION OF:

Trust in technology takeover

- I. Connecting values tshape our future
- II. Collisions between humanities and technologies
- III. Tomorrow we harvest what we sow today

SHORT DESCRIPTION OF THE REGION

Technology enters in our everyday-life in a very strong way. Its evolution is so fast that often people feels overwhelmed: sometimes we are astonished in front of last technological findings and we tend to refuse them. On the other hand, often technology results so easy to use, that we have inextricably integrated it in our lives.

As happened during past industrial revolutions, the difficulty is to understand the phenomenon while you are living it. We should start seeing technology as a tool and not as an end in itself. Being a tool, technology must be treated as such; so we have to:

- + reflect on how technology can meet real human needs, enhancing, rather than subverting, our common values
- + create systemic solutions in order that our society takes the maximum advantage of available technology
- + create a common framework able to face planetary problems.

