

Thematic Panel Discussion

Social Services and Care Transformation

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Digital Social Ecosystem: a Community Network for Social Cohesion

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Social Services
Conference



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**What does social inclusion
mean today?**



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Three main elements to achieve social inclusion



Why a community welfare project in the Lazio Region?



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Social and community context

Statistical data show a **critical situation in the regional social ecosystem**

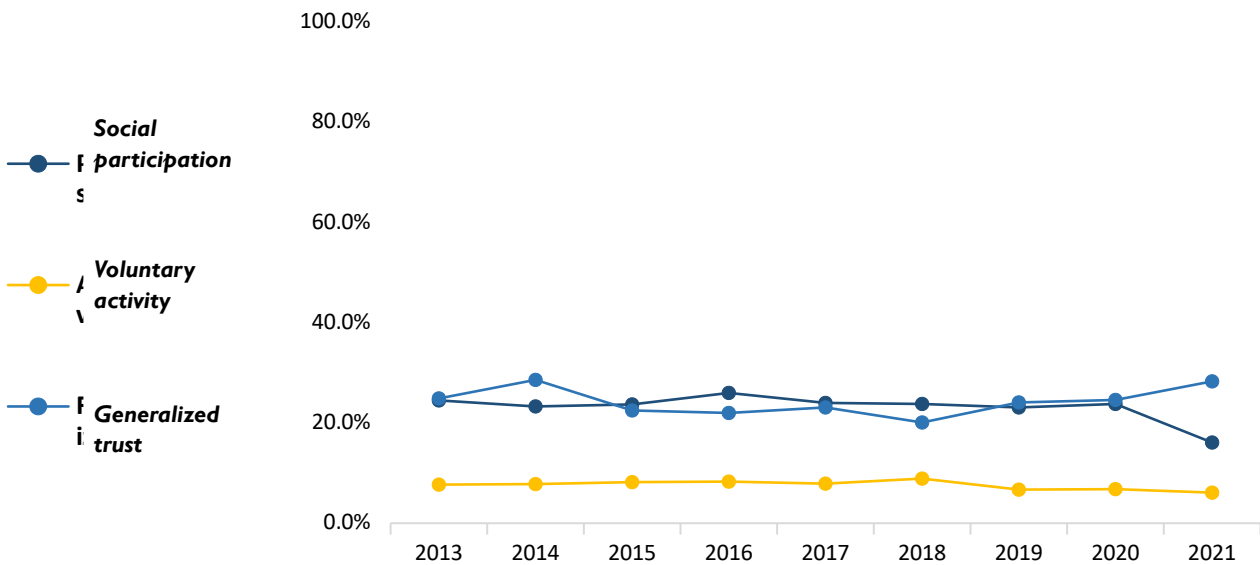


Chart I. Level of social participation, voluntary activity and generalized trust in Lazio in the years 2013 to 2021.

Source: Istat

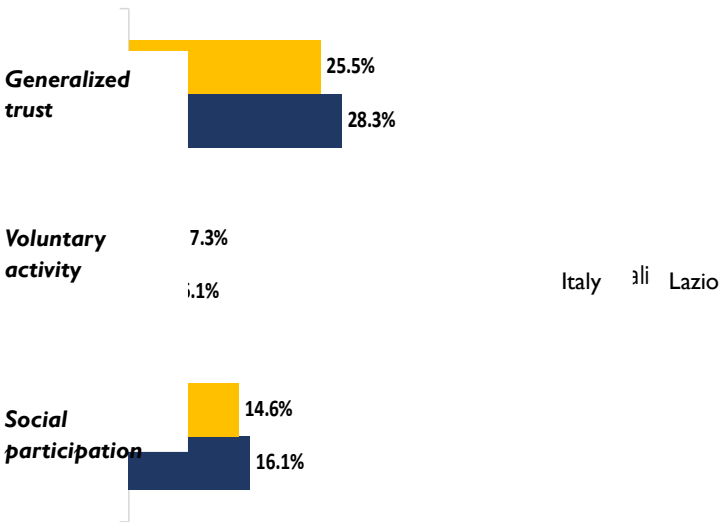


Chart II. Level of social participation, voluntary activity and generalized trust in 2021.

Source: Istat

The low level of participation, activism and trust shown in the graph **present a highly individualized reality that threatens to undermine the social ecosystem**

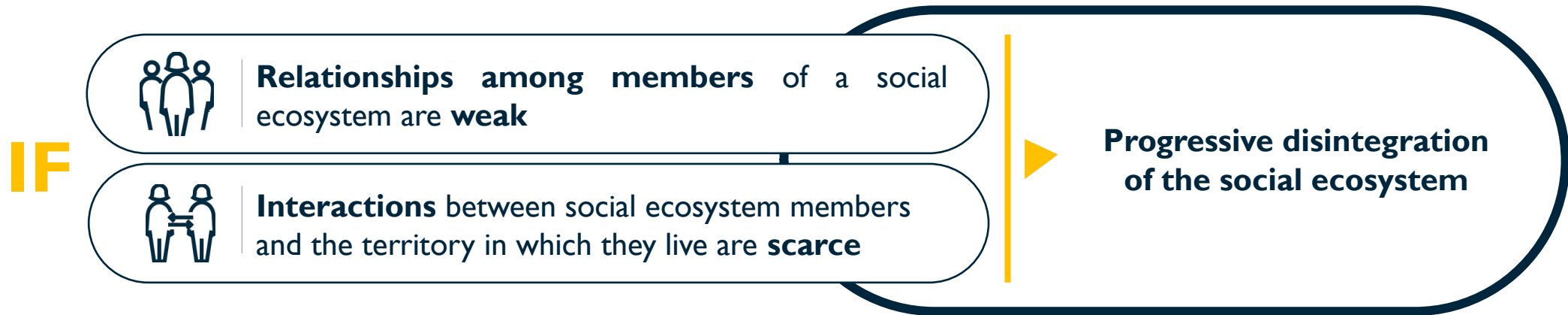
What does social ecosystem mean?



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Social ecosystem

A **social ecosystem** is the complex of **different interdependent organisms that together constitute a social context**: inhabitants, institutions, entities, networks, and the territory in which they are embedded in terms of environment and urban space



How does Lazio Region want to improve the social ecosystem?



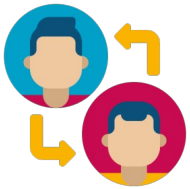
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The project

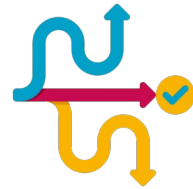
Digital Social Ecosystem: a Community Network for Social Cohesion Lazio Region-CNR

To **facilitate community development** through an **innovative and generative model of welfare** to be implemented in different areas of Lazio Region territory

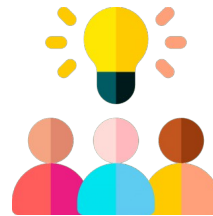
GOALS



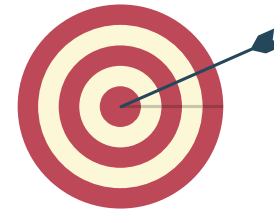
Identify social needs
before they turn into
social discomfort



Support the local
community to
access social
services



Engage citizens
in the creation
of social
services



Contribute to the
improvement of
social economy



Resourcing
diversification for
social services

Elements of innovation

The innovative and generative model of welfare that the project aims to achieve goes through **building communities connected through two complementary tools**: a **digital platform** and a **community welfare house**



Communities will arise within territories defined on the basis of **urban and demographic characteristics**

Digital Platform

PLAKSS framework (**P**latform for **K**nowledge and **S**ervices **S**haring) developed by CNR



Building an **online community** of users



Create **smart services** for user communities



Support activities of community members



AI Management of information exchange and interaction among members

The online platform **will allow all citizens:**

- ▶ to **participate directly in the creation and access to services**
- ▶ to **promote activities of social interest in the area**

Community welfare house

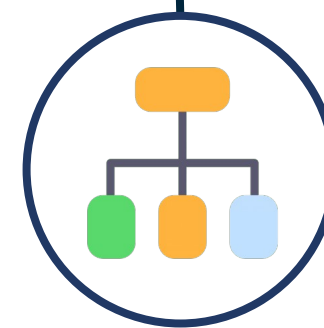
A physical space for access to services and the sharing of social initiatives
to involve citizens in the creation of community services

Services



- ▶ Standard minimum services
- ▶ Additional services defined by the community itself
- ▶ Common spaces

Governance



- ▶ 1st step: organization and administrative governance to the public institutions
- ▶ 2nd step: organization and administrative governance to the community itself

Why two complementary tools?



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Tools interdependence (1/2)

The two tools together **can strengthen social relations** within a community to a greater extent than the single tool could.

Indeed, they are tools that are **complementary and functional** in two respects:



Two tools together make it possible **to reach a wider audience of users**

The two tools help build relationships through the **combination of their strengths**



Tools interdependence (2/2)

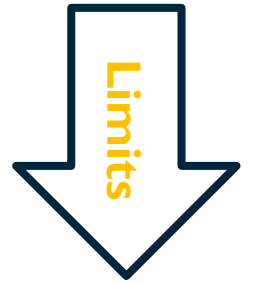
COMMUNITY WELFARE HOUSE



Physical interactions and social activities

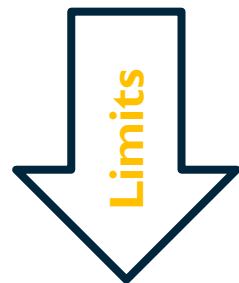
Older audience

DIGITAL PLATFORM



Virtual interaction

It doesn't reach the older audience



Lower level of new interactions

Limited visibility

Higher number of users profiling and matching

More interactions

Instant and direct interactions

Widened visibility



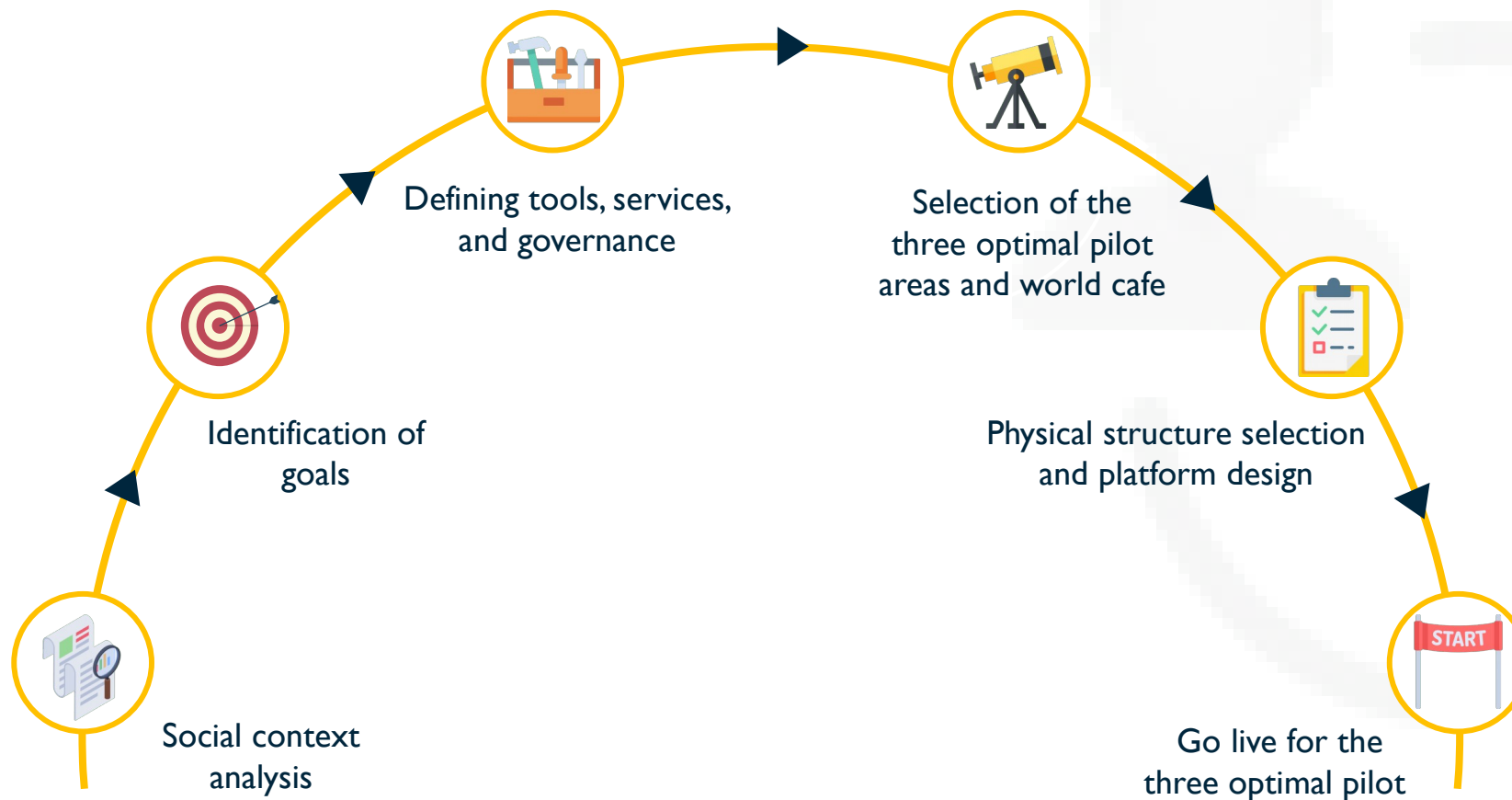
**What are the steps for
implementing the project?**



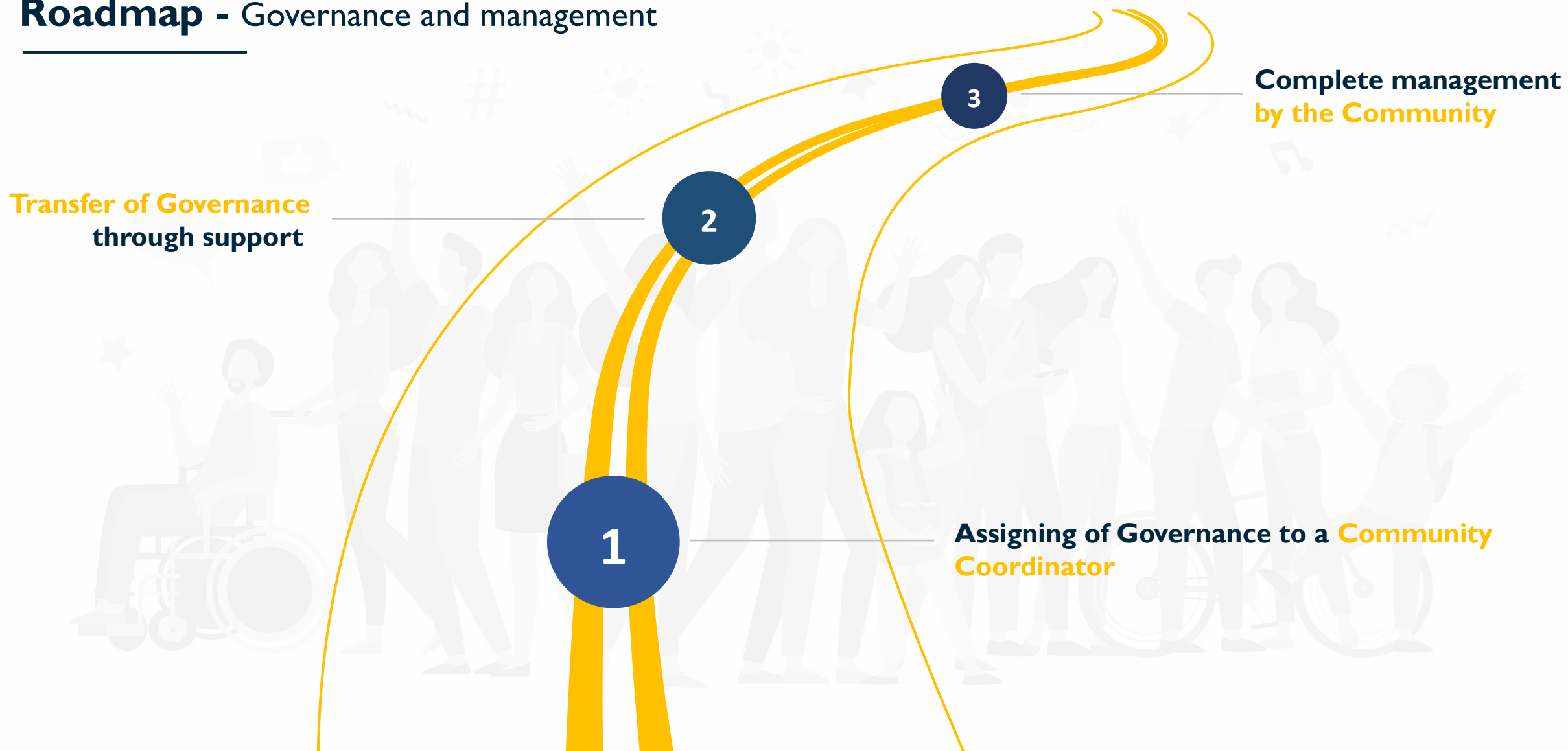
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Roadmap - The project

Implementation of an **innovative methodology** → joint development of the online portal and the community welfare house



Roadmap - Governance and management



**Thank you for
your attention**

