



# FUNDAMENTAL COMMON FACTORS OF DIGITAL DIY



## FUNDAMENTAL FACTORS

### MAKER MINDSET / OPEN ATTITUDE



The change of **mindset from individualist to collaborative**. The DiDIY mindset is the intrinsic strength that brings people to be self-driven, passionate about technology and proactive creator and to be perseverant applying a learning by doing approach. **It is not the final result that means but the process itself.**



### P2P DYNAMIC LEARNING



A new way of learning enabled by the DiDIY takes place exponentially by **activating learnings from each project** carried out by the community.

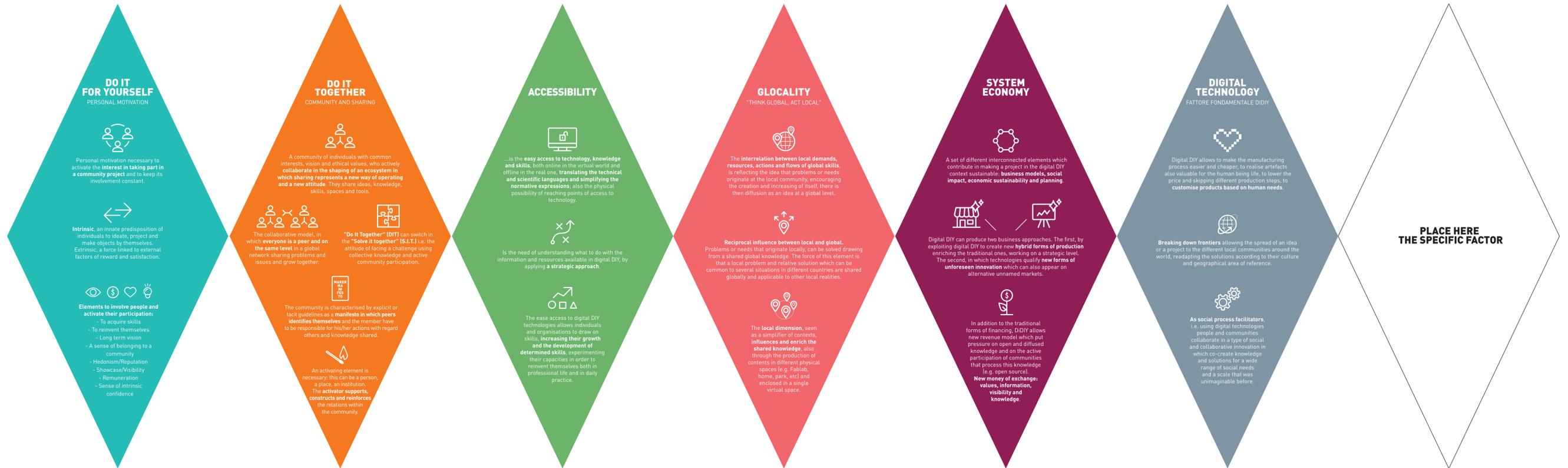
### IDEA LEADER



An important feature of digital DIY is the necessary presence of an idea leader, i.e. a **driving force, who stimulates, motivates and coordinates, to reach a common objective**. This driving force can also be represented by a leader figure a **charismatic person with a strong and engrossing vision**. The presence of an idea or a positive figure leader can stimulate the creativity and the motivation of the participating community.



Factors Star



#### DO IT FOR YOURSELF PERSONAL MOTIVATION



Personal motivation necessary to activate the **interest in taking part in a community project** and to keep its involvement constant.



**Intrinsic**, an innate predisposition of individuals to ideate, project and make objects by themselves. **Extrinsic**, a force linked to external factors of reward and satisfaction.



**Elements to involve people and activate their participation:**

- To acquire skills
- To reinvent themselves
- Long term vision
- A sense of belonging to a community
- Hedonism/Reputation
- Showcase/Visibility
- Remuneration
- Sense of intrinsic confidence

#### DO IT TOGETHER COMMUNITY AND SHARING



A community of individuals with common interests, vision and ethical values, who actively **collaborate in the shaping of an ecosystem in which sharing represents a new way of operating and a new attitude**. They share ideas, knowledge, skills, spaces and tools.



The collaborative model, in which **everyone is a peer and on the same level** in a global network sharing problems and issues and grow together.



"Do It Together" (DIT) can switch in the "Solve it together" (S.I.T.) i.e. the attitude of facing a challenge using collective knowledge and active community participation.



The community is characterised by explicit or tacit guidelines as a **manifesto in which peers identifies themselves** and the member have to be responsible for his/her actions with regard others and knowledge shared.



An activating element is necessary: this can be a person, a place, an institution. The **activator supports, constructs and reinforces** the relations within the community.

#### ACCESSIBILITY



...is the **easy access to technology, knowledge and skills**, both online in the virtual world and offline in the real one; **translating the technical and scientific languages and simplifying the normative expressions**; also the physical possibility of reaching points of access to technology.



Is the need of understanding what to do with the information and resources available in digital DIY, by applying a **strategic approach**.



The ease access to digital, DIY technologies allows individuals and organisations to draw on skills, increasing their growth and the development of **determined skills**, experimenting their capacities in order to reinvent themselves both in professional life and in daily practice.

#### GLOCALITY 'THINK GLOBAL, ACT LOCAL'



The **interrelation between local demands, resources, actions and flows of global skills**, is reflecting the idea that problems or needs originate at the local community, encouraging the creation and increasing of itself, there is then diffusion as an idea at a global level.



**Reciprocal influence between local and global.** Problems or needs that originate locally, can be solved drawing from a shared global knowledge. The force of this element is that a local problem and relative solution which can be common to several situations in different countries are shared globally and applicable to other local realities.



The **local dimension**, seen as a simplifier of contexts, **influences and enriches the shared knowledge**, also through the production of contents in different physical spaces (e.g. Fablabs, home, park, etc) and enclosed in a single virtual space.

#### SYSTEM ECONOMY



A set of different interconnected elements which contribute in making a project in the digital DIY context sustainable: **business models, social impact, economic sustainability and planning**.



Digital DIY can produce two business approaches. The first, by exploiting digital DIY to create **new hybrid forms of production** enriching the traditional ones, working on a strategic level. The second, in which technologies qualify **new forms of unforeseen innovation** which can also appear on alternative unnamed markets.



In addition to the traditional forms of financing, DiDIY allows new revenue model which put pressure on open and diffused knowledge and on the active participation of communities that process this knowledge (e.g. open source). **New money of exchange: values, information, visibility and knowledge.**

#### DIGITAL TECHNOLOGY FATTORE FONDAMENTALE DIDIY



Digital DIY allows to make the manufacturing process easier and cheaper, to realise artefacts also valuable for the human being life, to lower the price and skipping different production steps to **customise products based on human needs**.



**Breaking down frontiers** allowing the spread of an idea or a project to the different local communities around the world, redefining the solutions according to their culture and geographical area of reference.



As **social process facilitators**, i.e. using digital technologies people and communities collaborate in a type of social and collaborative innovation in which co-create knowledge and solutions for a wide range of social needs and a scale that was unimaginable before.