



# Introduction to the concepts behind Digital DIY

Barcelona, July 2016

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The  
Economist

APRIL 21ST-27TH 2012

Economist.com

Romneyomics explained

The euro crisis: back after its siesta

Argentina's oil grab

The science of guerrilla warfare

America's bagel king

# The third industrial revolution

A 14-PAGE SPECIAL REPORT



# Will it really be an industrial revolution?

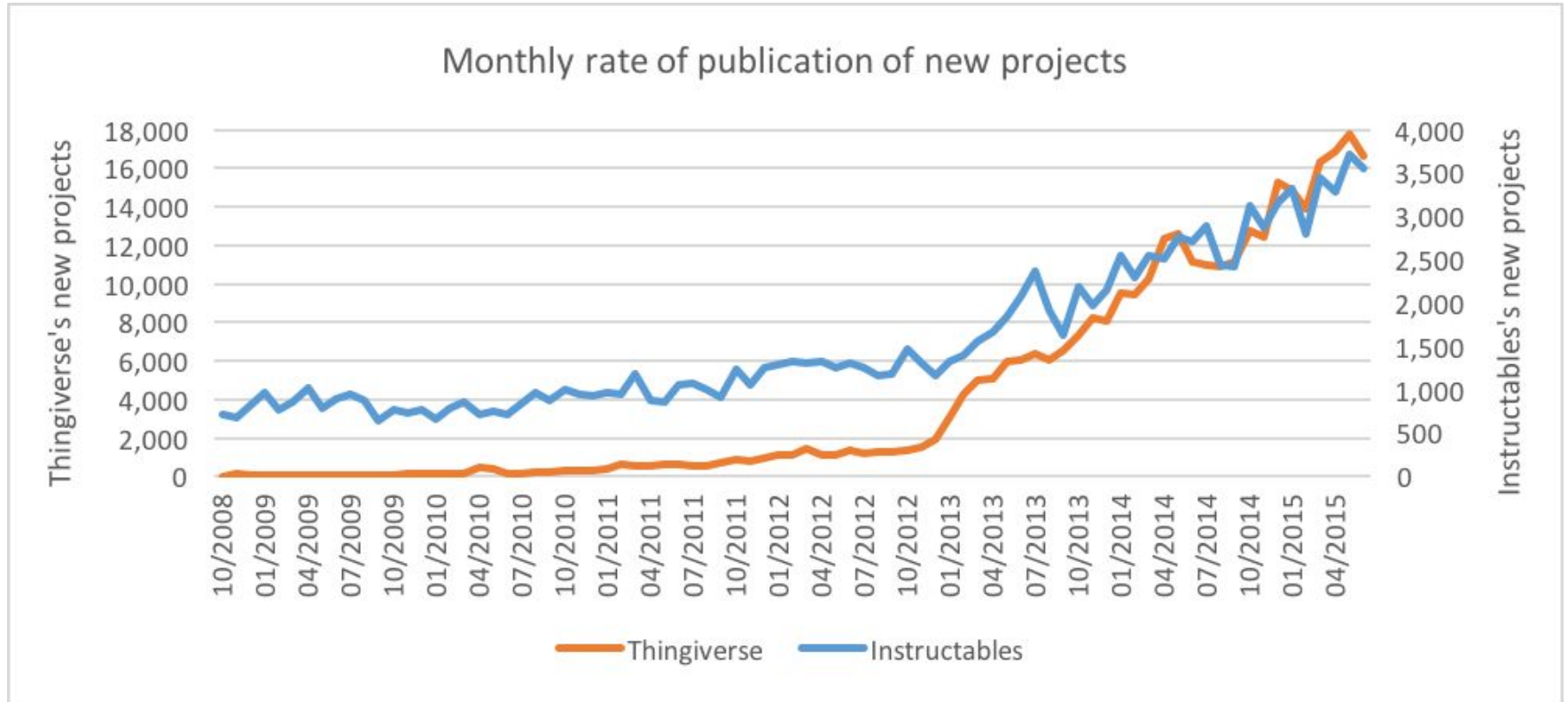
We do not know yet...

... but we know that  
industrial revolutions  
were primarily  
social revolutions:

are we facing  
a **human-centric digital age?**

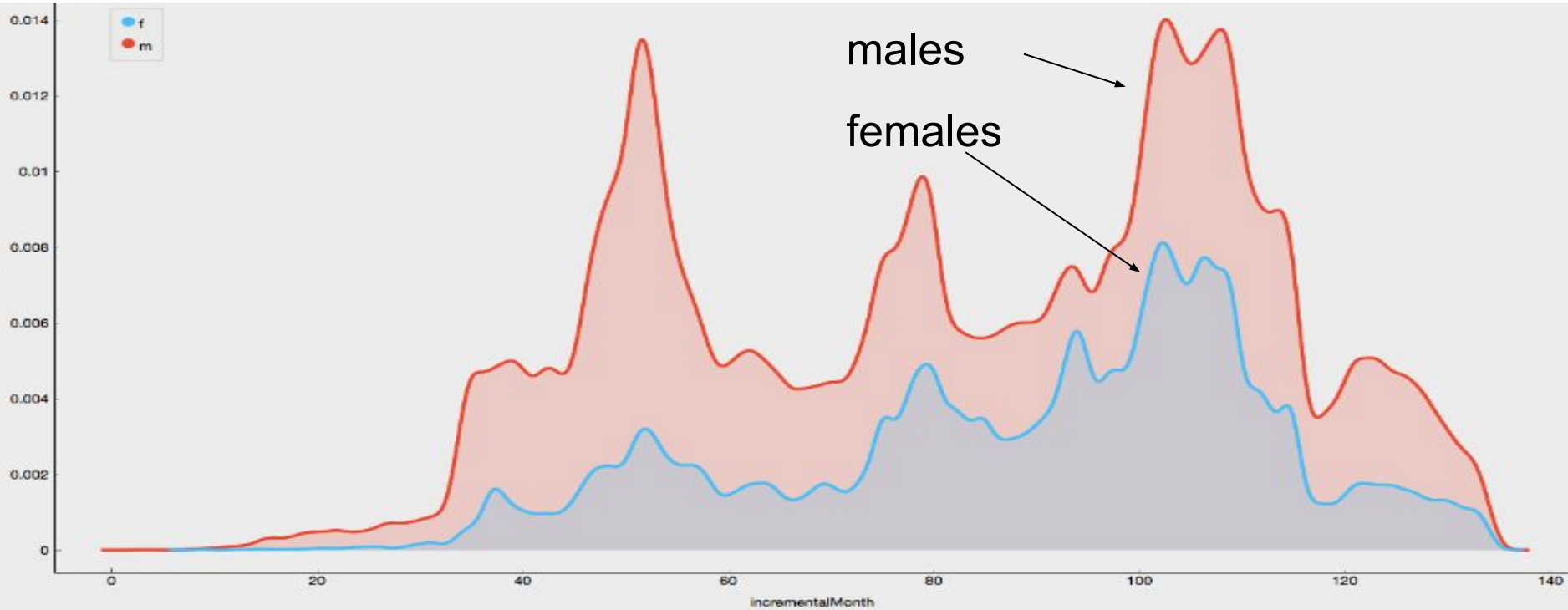


# Something is happening, indeed...



# ... with both expected and unexpected situations...

number of new registered users of Instructables per month





# ... with already significant acknowledgements



«We believe that, in many cases, the makers of today will become the entrepreneurs of tomorrow.»

[I.L. Ballestreros, Head of Startup Europe, DG Connect, EC]

<http://europeanmakerweek.eu>

# Digital DIY

A kind of DIY...

... in which the digital has several possible roles, as:

- a means to integrate physical and informational components  
(*as in digitally manufactured objects*)
- a tool for creating distributed processing systems  
(*as in Internet of Things systems*)
- an enabler of efficient online communications  
(*as in open online communities*)





# Our strategic positioning

DiDIY is something that someone (an individual, but possibly also a collective):

- **does**, e.g., an **activity**; the creation, modification or repair of objects; a production and consumption process  
→ an **objective** phenomenon, studied by analysing tools, products, structures of collaboration, ...
- **has**, e.g., a **mindset**; an attitude; a producing and consuming culture  
→ a **subjective** phenomenon, studied analysing motivations, competences, social contexts, ...



# So we are working on DiDIY from multiple perspectives...

How DiDIY is reshaping

- organization and work
- education and research

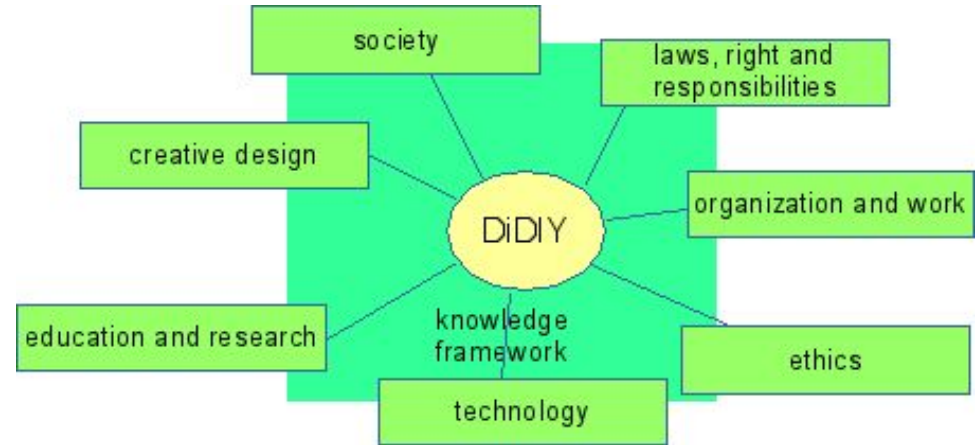
and how it is impacting on

- creative society
- legal systems

and with transversal viewpoints on the ways

- creative design
- ethics

are changing due to DiDIY

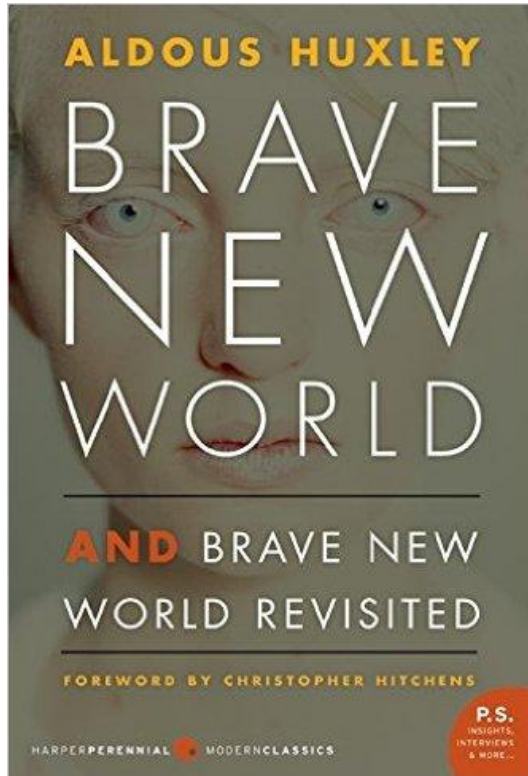


## ... with the twofold aim of...

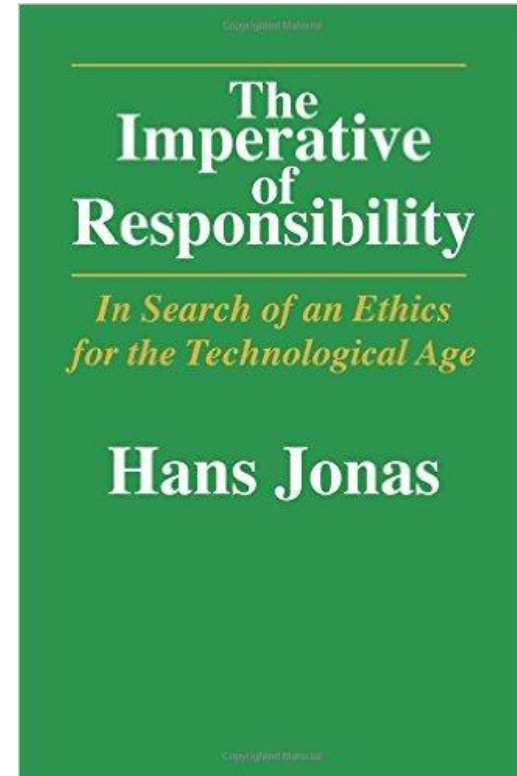
- **setting a conceptual framework** to explore the impact of DiDIY
- **producing information, models and guidelines** to support education and policy making on DiDIY that, while enabled by technology, should be driven by social and cultural strategies

**to offer a roadmap fostering a DiDIY-based  
human-centric European development**

# It is indeed a serious game



or



**Makers / (Di)DIYer are constructors  
of (a good) future**



H2020 Research and Innovation Action



# “Digital Do It Yourself” (DiDIY)

[January 2015 – June 2017]

<http://www.didiy.eu>

## Partners:

Universita Carlo Cattaneo Liuc [IT]

The University Of Westminster LBG [UK]

Ab.Acus SRL [IT]

The Manchester Metropolitan University [UK]

Stichting Free Knowledge Institute [NL]

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