Some promising cases...
Living room restaurant…

Problematic background and context:
Mostly older people in our neighbourhoods are cut off from society, because of the individualization. In this environment there are not many activities for them. The people who started the solution want to make friends, be socially active and create a backup in case one of them would lose their job. They love to cook and want to offer a cheap alternative for people that go out for dinner, so that it is affordable for everyone.

Solution description:
The ‘Living Room Restaurant’ is an occasion for people to have a cheap dinner and to meet other people, located in the residence of the solution providers. After reservation via email or a phone call, people can literally come and sit at the dining table with the residents. After a short chat and getting acquainted with all the guests, dinner is served. The dinner consists of two appetizers, head course, dessert and unlimited drinks. Guests can choose which music they want to play in the background and only have to help with clearing the table between each dish. The providers sit on the ends of the table and between the dishes they switch places so they can talk to everyone who is present. It depends on the cheerfulness how long the evening lasts and after it you have to pay 15 euros. The guests can pick a chewing gum while taking their coats. This is a very interesting innovation since it brings people of our society back together again in their own environment.

Timeframe:
February 2005

Development phase:
Di ff usion:
There are similar other restaurant like this set up recently in Holland, according to a local newspaper, and that is also what the providers think. However none of the people that were in the restaurant when we visited have ever been to a similar restaurant, but some of them did hear from other restaurants like this. 

Maturity:
The ‘Living room restaurant’ only started 2 months ago and it’s clearly still in its initial stage. The people are not sure whether they should continue the project, or not. As it looks now they still like the cheerfulness of it, but if that changes they won’t hesitate to stop, because it’s just a hobby of them. They do have a clear idea of what they want in their restaurant, and they’re not testing drastically other set-ups.

Revenue/costs model:
Each time the providers organise an evening around 10 people will visit. Each one of them has to pay 15 euro, for their own meal and that of the providers and the unlimited drinks. The providers of the solution don’t make any profit on it, nor do they lose money on it. They shop in regular supermarkets and they do not need a permit for the restaurant since it is a small-scale setup.

Eindhoven… Living Room Restaurant…
People turning their place into a restaurant once a week, offering a good dinner and opportunities to socialise…
Paris... Jardin Nomade... A group of people squatting on a waste ground in the city to organise vegetable plots and collective activities around gardening in the neighbourhood...
Paris... CycloPouce... A service delivering goods by bike to the invalid and elderly, renting, repairing bicycles and employing rehabilitated people...
Eindhoven... Neighbourhood Shares... An association of residents together with the municipality organise maintenance of the area and care of green spaces...
Overvecht… Loan gardens… Residents helped by the municipality and a gardening association to take care of parcels of public gardens…
Eindhoven… Aquarius… A community housing of elderly people sharing collective spaces, a large garden and organising mutual help and support within the community.
Paris… International Centre of Popular Culture…
Self-organised facilities hosting non-profit organisations and offering them shared offices and equipments.
Paris… The pedagogical shop… Initiates people having difficulties into sales jobs, by giving training and an opportunity to have real practice as a shopkeeper while promoting fair trade…
Tallin... Mööblikom... Shop where to sell or buy second-hand furniture, have them repaired, restored, re-coloured and customised...
At times, delivery has to be done by other actors, and of course the costs are accordingly. Members make their orders through email/phone and pay in cash.

**GAS**

GAS is a non-profit informal organization. It runs on a family-friend basis, where all the costs are shared evenly and divided equally among members.

**Development phase:**

The GAS group was initiated in 1994 and, to this day, remains in its initial stage. The group consists of people with the same ideology that contribute their ideas and give much attention to human rights and also economical behavior as they would like to have an alternative solution. They would like to be more active in terms of knowledge of the background of the products instead of being a passive consumer. A group of people proposes a new way to oppose this kind of products.

**Solution description:**

Problematic background and context:

Consumers are not satisfied by the products offered by large manufacturers. They want to make sure that each new group has the same values as the initial one, and considering that people have different points of view or values, there is no strict structural organization architecture. Even inside the groups, members do their part voluntarily without specific rules, but they do their part.

Therefore, GAS is a low diffusion due to the diffusion of GAS doesn’t spread rapidly, although there are a lot of interest towards it.

**Strategic Design Scenarios**

- **Low Diffusion**
- **Maturity**: GAS isn’t a formal association, and the diffusion of GAS doesn’t spread rapidly, although there are a lot of interest towards it. 
- **Diusion**
- **Maturity**: GAS isn’t a formal association, and the diffusion of GAS doesn’t spread rapidly, although there are a lot of interest towards it. 

**Group of Interest**

Group of people following fair trade and solidarity guidelines for their purchasing and all their daily household economy.

Milan... GAS Solidarity Purchasing Group... Group of people following fair trade and solidarity guidelines for their purchasing and all their daily household economy.

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Milan… Minimo Impatto… A shop organising selling services for second-hand sports equipments…
Milan... Urban bio market... A street market organised by local farmers selling organic products for a safer, healthier and more ecological lifestyle...
Strategic Design Scenarios  _  20 January 2005 _ WP4 simulation

Problematic background and context:
This type of solution is concerned with the development and diffusion of innovative models of integrated mobility to reduce environmental, economical and social problems in the city. +BC is located at the San Donato Milanese metro station and provides services in order to encourage people to use bicycles instead of private cars. The metro station of San Donato plays a critical role in integrating the center of Milan with the south east of the city. For this reason, the Municipality of San Donato, decided to improve the surrounding areas around its metro station.

Solution description:
+BC (more bicycles, in Italian) is an association of bicycle experts, inventors and visionaries who stimulate and promote the culture of cycling in the city by supplying services like: selling and renting of second hand bicycles; technical assistance; do-it-yourself maintenance workshops; parking facilities and combating the market of stolen bicycles. It also organizes cultural activities and provides consultancy services on sustainable mobility. The services of +BC are open to the public and everyone can use the services without being a member or making a complex application.

Timeframe:
The services provided by the association +BC are viable since one year. The outdoor parking area for the bicycles is viable since two years.

Development phase:
Diffusion: The idea of a bicycle station with added services exists in North of Europe since many years. In Italy however, the idea of combining a bicycle parking lot with services (renting, maintenance, repairing, indoor parking and the organization of courses and events) is a novelty. In Milan and in Italy this solution is a unique case.  

Maturity: +BC is making big efforts in order to optimise existing elements and to improve products and services. The overall system could be considered as optimized.  

Revenue/costs model:
The researchers had access only to the price list of the services:
- Bicycle Renting 1 hour: 1 $; 1 day: 8 $; 1 week: 20 $; 1 year: 40 $.
- Bicycle Parking 1 day: 2 $; 1 week: 5 $; 1 year: 15 $.

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Milan… +BC… Promotes the bicycle culture and improves integrated mobility through renting, parking and bike maintenance services…
Milan… Lodging for a student at home…
An association connecting elderly people whose children have left home and students looking for lodging…

Problematic background and context:
Large European cities like Milan are characterized by a huge demand for students' accommodation. In 2003, nearly 20,000 places were needed in the city. The price of rooms in Milan is one of the most expensive in Italy, forcing students to decide to study somewhere else with cultural and economical losses for Milan.

The solution provides a service to improve the quality of life of elderly people, in search of company and security, and students looking for lodging.

Solution description:
An association connecting elderly people whose children have left home and students looking for lodging is launched. The service is developed as a pilot project and there are no economical studies available at the moment. Resources and costs for the organization of the service are supported by MeglioMilano with little funds.

Revenue/costs model:
The cost per room varies from 150 to 250 Euros per month paid directly to the house owner. The service is monitored weekly to get feedback. Some elements of the service have been systemized, like forms for creating the user's profile and a database, but no training on organizing and developing the service is foreseen.

Timeframe:
At its initial stage, the first 12 couples (25 people) started on November 2004. The service is expected to grow to 50 couples, and will look for another institution to manage it. Now, the service is at organizing and developing the service in three years, involving a maximum of 15 people.

Development phase:
The communication campaign was launched on June 2004. A pilot project with first 12 intergenerational house sharing started on November 2004. The service is a joint initiative of the Dockland association. The members of the association are the people involved in the service.

Implementation method:
The house owners provide a room for free in exchange for little help. MeglioMilano supports the initiative with a budget of 5,000 Euros. The association has been active since 2000 and is supported by the City of Milan.

Creation of innovative products is foreseen. In Initial Stage, the first 12 couples (25 people) started and the service was also asked for a weekly feedback from the users and organized monthly meetings.

In this way, 12 intergenerational house sharing experiences started. MeglioMilano with the help of the Dockland association provides the users with free legal assistance and free psychologist support. They also ask for a weekly feedback from the users and organize monthly meetings. The service is weekly monitored to get a feedback. Some elements of the service have been systemized, like forms for creating the user's profile and a database, but no training on organizing and developing the service is foreseen.
Problematic background and context:
It is quite difficult to buy fresh, biological vegetables and fruit to a reasonable price in big cities. The existing markets do not offer traditional vegetables or sorts which do not create a certain profit or are difficult to grow or to handle. So the consciousness about the wide range of varieties and possible tastes is not supported. Even if you find «grandmothers» vegetables most people cannot cope with.

Solution description:
The Apfelbacher Gemüsekiste/Vegetable Box delivers weekly a box of vegetables and fruits. Several kinds of sortiment do exist: a basic sortiment only with vegetables, a sortiment with additional fruits, a single box and a family box. In addition to this sortiments you can order special vegetables and fruits (like potatoes, kiwi), bread, cheese and also tinned meat. The Vegetables are always fresh and in season. So often you are surprised by an unknown vegetable or something you never bought by your own cause you did not know how to prepare. For this always a list of different recipes is added. If you are absent you can cancel the box two days in advance.

Timeframe:
Existing for 10 yrs
Development phase:
Diffusion: In the Cologne area are two comparable competitors offering their services. The Apfelbacher Gemüsekiste is the most experienced one. [High Diffusion]
Maturity: Working perfectly. E.g. changes within the order are possible two days before delivery. [Improved]

Revenue/costs model:
According the turnover or profit of the Apfelbacher Gemüsekiste we haven't got any information. Since 1995 when the Apfelbacher family started the offer it increasingly grew and also the despatch company responsible for the delivery of the boxes. A basic box costs about ca. 12 $ . With this box a single person can live one week without the need to buy additional vegetables. Ca. 400 clients are registered.
Tallin... Self-help Community... Group of elderly retired people self-organised to offer dinner and shopping facilities at reduced price in the neighbourhood...
Cracov… Eco-village… A village organising an Environmental Education Centre to promote local folk culture and development of sustainable initiatives…
Helsinki... Oransis... A community housing of young students based on new members' participation in the renovation of old buildings to provide cheaper lodging...
Glasgow... The Local Food Link Van... Association of local producers, suppliers, retailers and consumers organising distribution of local fresh food through a shared van...
Ayrshire LETS

Problematic background and context:
The original project started in 1976, when a group who were members of 'friends of the earth' decided to start a 'LETS' scheme in Ayr. It folded 10 years ago but was resurrected in 1997.

Solution description:
There are currently 40 members from around Ayrshire actively trading. Names, addresses and phone numbers or skills are in a directory and members trade anything from catering through to plants and plumbing. The currency is 'thistles' and the standard rate is 30 thistles per hour, which equates to £6.

Timeframe:
Recent version running for 8 years.

Development phase:
Diffusion: Model is easy to implicate elsewhere – a pack is available explaining how to start up a scheme. [High Diffusion] Maturity: In terms of LETS this is a relatively young scheme which is still improving and maturing. [Optimized]

Revenue/costs model:
Starting up costs and subscriptions are around £20 per member, other than that all trading is 'free' in normal monetary terms. Sometimes traders pay for materials etc.
Problematic background and context:
A group of people decided to create a warm place to go in the winter, where young people can meet and play. They also formed an artists studio where they exhibit and promote young people's work and a place where families can meet and interact. The idea to build a café focusing on a specific target audience, in this case—children, is an easy and positive thing to reproduce. All it needs is a well-functioning team of people that concentrate on the specific needs of each customer and care. Also, it is not to be forgotten, that giving children of all ages a place to go where they can play, learn and grow as individuals is always a positive idea and would benefit any community.

Solution description:
The functions of Café Zoïde are to:
- create a playground for families
- offer art courses and create exhibitions
- help foreign parents and children
- run a café for people based on exchange and participation
- create a center of documentation, information and resources
- provide a good influence on the neighborhood (dynamic, conviviality)

Timeframe:
7 years

Development phase:
Difusion: starting as a unique café in Paris, Café Zoide is now developing a concept in order to reproduce their system in other city neighborhoods [Low Difusion] Maturity: The project of Café Zoide is well developed, but does need a new image and identity, meaning a new way of promoting the essential base of the project [Optimized]

Revenue/costs model:
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Paris… Cafézoïde… Café for children, meeting point for kids in the neighbourhood where they can have fun together, play, draw, etc… on their own or with their family…
Problematic background and context:
A group of people wanted to live in socially and ecologically sustainable neighbourhood, but that didn't exist. So, seven people took initiative to start a neighbourhood like this. After a year and a half of making plans, the city of Utrecht was willing to cooperate. In this time, the group that worked on the plans (the future inhabitants) grew. A location was found, Leidsche Rijn, a new neighbourhood in a suburb of Utrecht.

Solution description:
The aim of the solution is to have an ecologically and socially sustainable neighbourhood. Environmentally friendly houses for diverse groups of people (families, elderly), with good contact between neighbours, lots of social activities, where everything is organized by the inhabitants themselves. The solution came to life after the initiators made a plan which was approved by the city, after which the building phase could start in cooperation with the housing association. There are two aspects: housing and social. The houses are environmentally friendly (sustainable materials, solar power, ventilation system, etc.). The inhabitants take initiative for all activities (ie. green-group) and new services (ie. car sharing, handcart, carry bike, etc.) in the neighborhood, which is very socially active.

Timeframe:
December, 2004

Development phase:
Diffusion: There are not many cases exactly like this, but there are cases which can be compared to this one, mainly on the area of environmentally friendly housing. [ Low Diffusion ]
Maturity: QUESTION FOR PETER [ Optimized ]

Revenue/costs model:
Inhabitants: - pay for their parkingplace to association 'De Kersentuin' - pay contribution to association 'De Kersentuin' - who rent a home have to pay rent to 'Portaal', the housing association - who buy a house have to pay maintenance costs to the owners association - pay for all the services the inhabitants use (handcart, carsharing, etc.)
Milan... Home Nursery... Flexible and personalised self-organised nursery for groups of two or three babies looked after at one of the parents' place...
Milano... North Park Urban Vegetable Gardens...

Vegetable plots available to senior citizens for free gardening inside a public park in the city...
Problematic background and context:
The only read once book (what we thought in the beginning was the intention) problem gets in contact with - the technological background of a young media agency which daily work is to organise job search/crawling machines at the www - the need/joy to read books and, very important, talk about these with others.

Solution description:
The story. The interesting point is that our opinion was that the story they tell on the website »circle of friends invented web exchange platform for fun and community reasons« is only a story people like to hear. But it seems to be true and the stunning fact is that the actors (5 people) never thought about in advance in the big success and the permanent increasing number of members. 18.000 members. In the beginning they thought they have to fake personalities on the platform to attract other possible users. This was not necessary and after 2.5 yrs about 18.000 members use the platform actively. This number is still increasing without any marketing and ads.

Timeframe:
Existing since 2002

Development phase:
Diffusion: with this concept the case is unique. Other exchange formats exist but not with the concentration on books and the integrated forums and social platforms [Unique Case]

Maturity: Perfect interface, very complex service [Optimized]

The programming of such a solution, if the structure is clear, needs about three days. The solution providers think about an extension abroad and the additional offering of an exchange platform for DVD, software and media products.

Revenue/costs model:
A network of friends and supporters provides service and web hosting. The platform earns no money. It is planned to expand the offer also to DVD, music and other media. This will probably start next year and depends in its realisation on the cooperation of professional partners and the legal circumstances concerning the copyrights. The legal problem within exchanging books is the VAT.

Köln... Book exchange... Internet platform organising exchanges of second-hand books and cultural discussions between members...
AMAP (Association pour le Maintien de l'Agriculture Paysanne) in Southern France. An AMAP is an association (type loi 1901) that is grouping consumers to an individual farmer. Through creating this direct producer/consumer-link the farmers can sell their products for a good price and continue their business under better conditions; the customers can buy locally produced products of high quality for a good price. By improving the economic situation of the farmer these associations haven't collaborated at all so far, in order to increase the impact of their actions. During the process different associations they heard about the "CSA" (Community Supported Agriculture) in the USA and got interested in this model as a solution for their problem. Looking for similar organisations in France they found the "Les Jardins des Cérès" in Palaiseau, Isabelle Morgan and her friends met Emmanuel Vandame, a farmer who was willing to buy locally produced products of high quality for a good price. By improving the economic situation of the farmer these farmers can sell their products for a good price and continue their business under better conditions; the customers can buy locally produced products of high quality for a good price.

Problematic background and context:

Paris suburbs... Ceres gardens... Community of families supporting a local farmer by pre-buying his bio crops and joining in the farming activities...
Milan ... Walking-bus ... groups of children walking together to school on a regular route under elderly peoples’ supervision...
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