

Think virtually local – the ecology of new economic models

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Communications technologies are both enabling and provoking the emergence of new patterns of work, economic transactions, and governance. The new ethics of work shifts the emphasis from individuals competing within closed corporate structures to open network organizations characterized by passionate commitment, collaboration and openness. The new economic patterns involve a shift from scarcity to the abundance of resources such as space, knowledge, and time and from the economic value of things (including labour) to the extraction of value through the identification of patterns among a multitude of things. Finally, emergent governance structures demonstrate the possibility of bottom-up arrangements that interconnect local communities to the global level through different cultural-geographical scales of networking. Capturing the opportunities intrinsic in these trends and steering the development of ICTs towards these emergent values has the potential to transform our societal structures in a way that fully addresses the financial, environmental, and democratic crisis we now face.



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Jesse Marsh obtained his BA in Fine Arts at Williams College (USA) in 1975; with the Hubbard Hutchinson Fellowship he moved to Milan to work in the studio of Marco Zanuso, one of the fathers of the Italian school of industrial design, and

later as a free-lance designer. In fifteen years of professional activity, he confronted a range of technologies, processes and

product sector, from chairs to artificial lungs, and received numerous patents and awards. In the late 1980s his interest shifted to information and communication technologies, participating since then in the research teams of over 35 collaborative international projects funded by the European Union. In different consultancy roles in Milan and Palermo, he worked in learning technologies and teleworking to then broaden his scope to include the relation between the information society and sustainable development, cultural diversity, e-commerce and democratic participation.

Recently his interest has further broadened to include issues related to cultural heritage, spatial planning and local development, working with local authorities in Sicily and with different Departments of the Regional Government, as well as initiatives in areas such as Smart Cities, Internet of Things, Digital Social Innovation, and Open Data. Over the last five years, he has been an active member of the Living Lab movement, proposing a user-driven “co-design” approach to ICT R&D and innovation and regional development policies in general. He is the founder and coordinator of the Territorial Living Lab TLL-Sicily, a member of the ENoLL (European Network of Living Labs) since 2007, and has been Special Advisor to the President of ENoLL since 2009. In that context, he is also an advisor to the City of Palermo for its Open Data and Smart City strategies and to the Sicilian Region (under contract with Formez) for the role of Social Innovation and Open Data in the regional Digital Agenda and Smart Specialisation Strategies 2014-2020.

The Economics of Communication Communication in Business Cycles

Web and Internet technologies initiated the fourth industrial revolution in less than 20 years since their entry into mainstream communication scenarios, significantly changing economics and society. Digitization and mobile technologies speed up communication and provide the tools to control value chains of ever increasing complexity, that have long crossed the limits of single organizations or countries.

How can information and communication technologies help to establish fair and sustainable models of global and local economies and overcome serious disadvantages of current market forces?

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