

PAOLA DE VECCHI GALBIATI
MANAGING CONSULTANT

C.A.S.A. 2.0

web Community Development

Project Brief

E-Leader Conference 2014

Milan, 3-5 June

AGENDA

- C.A.S.A. - our current eco-cultural system
 - Assessment
 - Gap Analysis
- C.A.S.A. 2.0 - our eco-cultural system evolution:
 - A New Brand Identity
 - Develop our Value and Enlarge our Role
 - from a Website to a Social Platform
 - from a Data Base to a Content Management System
 - from a Project to a Community
- Summary



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C.A.S.A.

our Current Eco-Cultural System



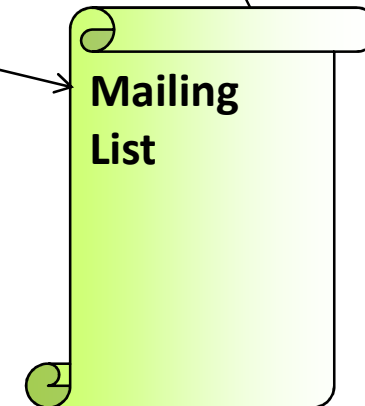
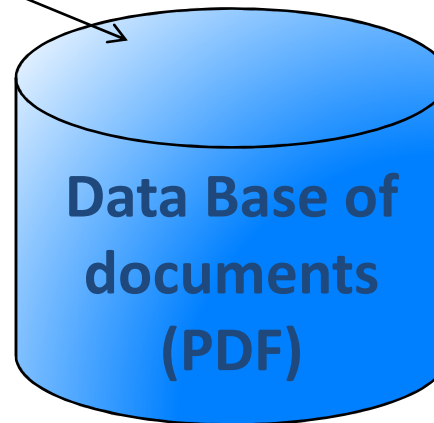
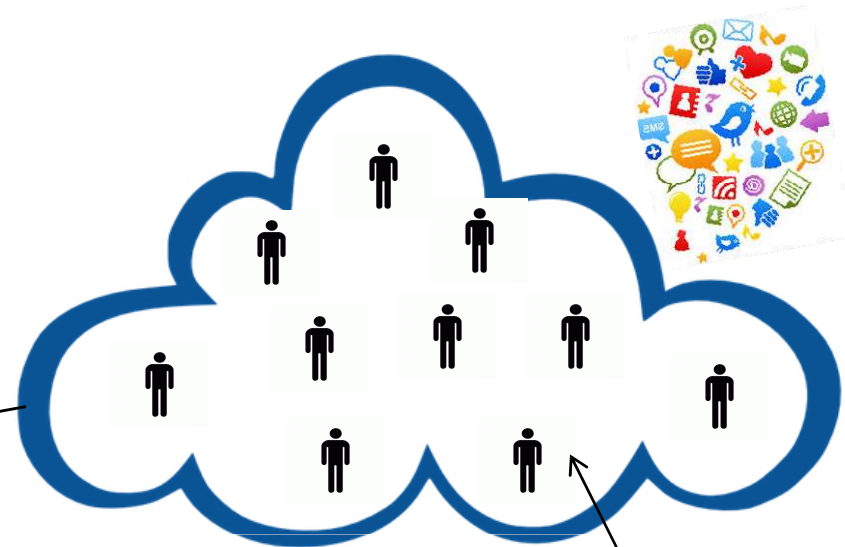
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Assessment

What we Have and What we Use

www.g-casa.com



C.A.S.A. 2.0

our Eco-Cultural System Evolution



Track, aggregate, synthesize and share content of social interest are important tasks in the Internet Era.



And in this multitude of entities, data, media and tools we need to be recognized, to have a clear identity.



Distinguish our organization and its activities becomes crucial, especially because our mission is the dissemination of valuable content.



An object can identify the C.A.S.A. and its aims, an object can identify eLeader Conference and its topics ...



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C.A.S.A. 2.0

Mind the (digital) gap and close it!

- We can develop our presence on social network:
 - Facebook, Twitter, LinkedIn ...
- We can use a Contents and Social Platform for sharing each contribution adding comments and starting discussions:
 - Meddle.it, Tumbrl.com, Slideshare.com, Youtube, Spreecast ...
- We can change our documents and users management system, providing a set of different formats and media to classify, search and share papers, slides and other objects (pictures, videos, podcast ...)



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How to distinguish who we are a New Brand Image

In the future everyone will be world famous for 15 minutes... (Andy Warhol, 1968)

- *The Pop Art has included imagery from popular culture in the Art Works.*
 - *and we want to include non-academic world in Academia.*
- *The concept of Pop Art refers not as much to art itself, but to attitudes and behaviors that bring Art.*
 - *and we want to widen stimuli for tomorrow's leaders ... and leadership is primarily related to attitudes and behaviors.*
- *Pop Art is not “of people” nor “for people” but is a mass art, that is mass-produced ... the artist is outside. Only in this way the art work can be understood and accepted by as many people as possible.*
 - *and our aim is spreading knowledge, giving access to high value information to non-insiders... May it become a mass-collaboration?*



Chinese & American
Scholars Association



How to distinguish what we do

A New Logo for e-Leaders

- *We are a worldwide group.*
- *We are strictly linked from common interests.*
- *We organize 2 events per year around the world.*
- *We share contents focused on “cultural evolution” in several fields.*
- *“liquid times”, earth and networks remember our interdependence...*

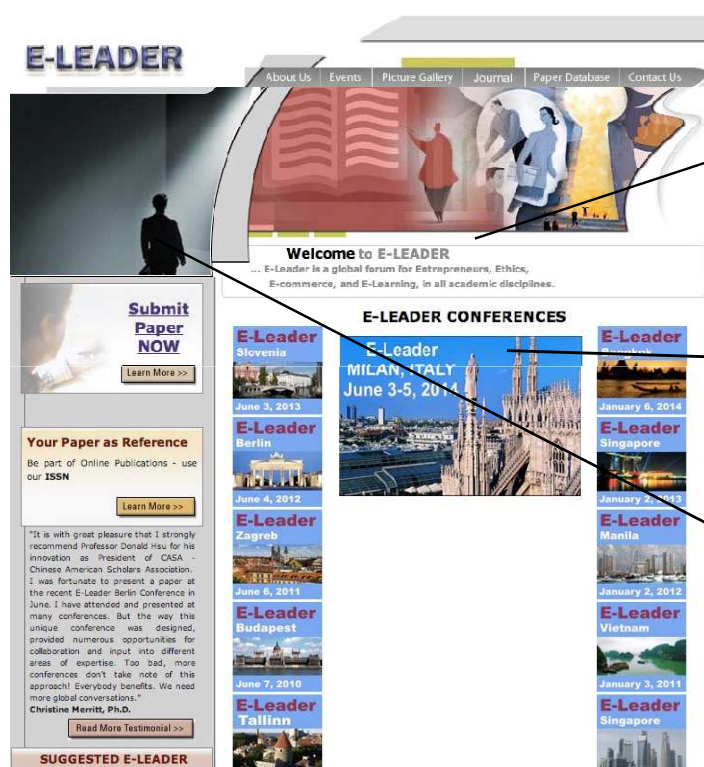


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How to emerge

Add Website to Social Networks



Publish our single contents on our "social page"



Start discussions through our "social group"



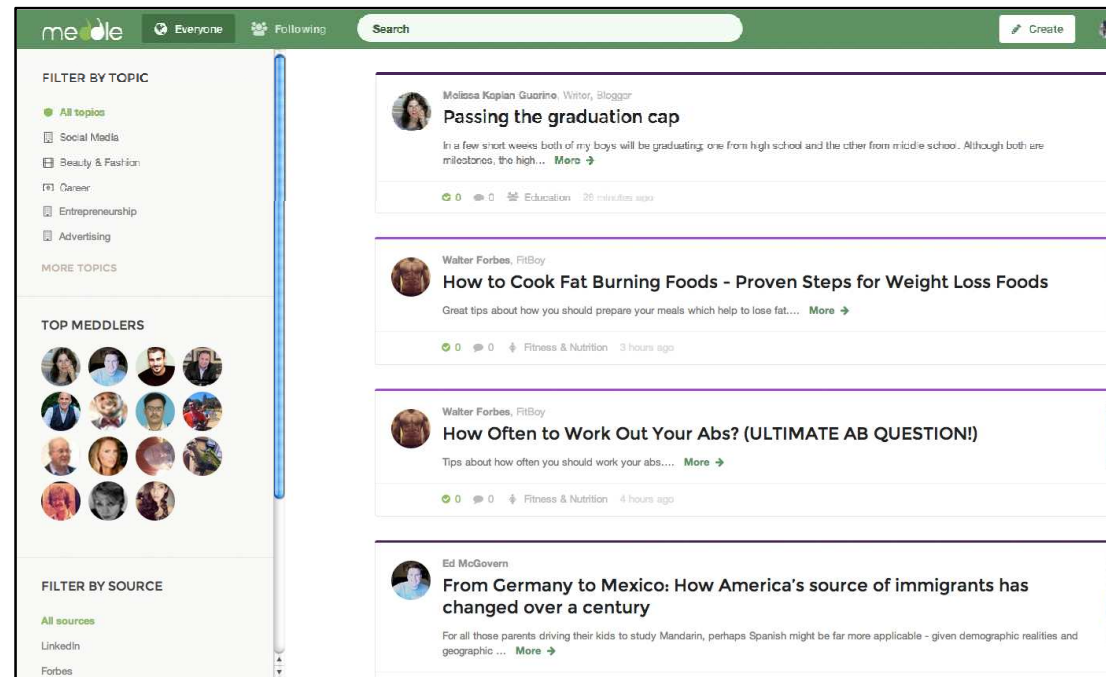
Spread news through our personal "social profiles"



How to develop our Role Update Content and user Management System

- **Relational Data:** from Files to Objects.
- **Advanced Search:** for each document everyone can add labels, keywords, and others data in order to refine in a recursive way the information for searching, listing contents.
- **Peer to Peer Reviews:** for each content the authors will define sharing level and access permission.

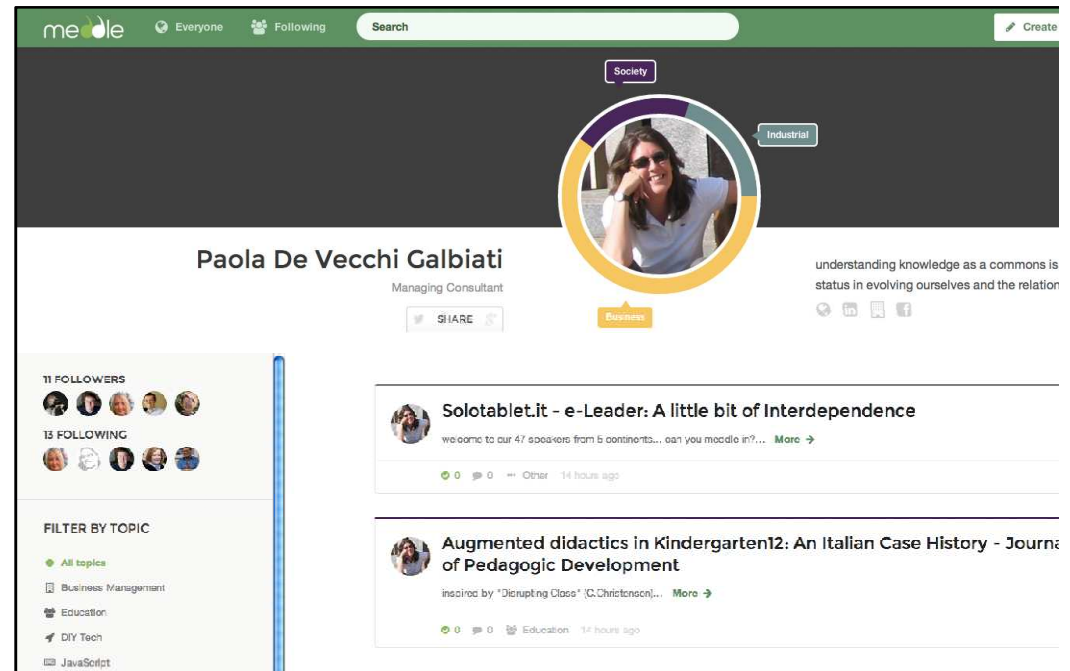
We have analyzed a set of platforms and we selected [Meddle.it](https://meddle.it)



How we manage this Project

Build a Community

- **Self-motivation:** each one can contribute when and where hi/she want.
- **Self-esteem:** professional and academic activities are tracked and shared: authoring, experiences, best practices.
- **Self-adapting:** each one defines his/her time, style, way, pass to learn the open collaboration.
- **Co-creation:** all the community members define and review rules and roles for project management.



Summary

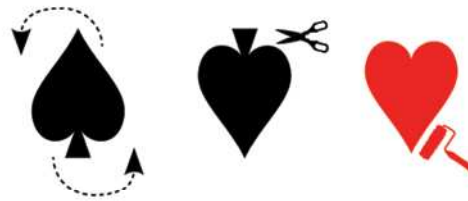
- This project has already started and people interested in working with us, can contact me directly.
- We want to make available and keep up to date the scientific and business materials in our database.
- We consider it is essential to simplify the synthesis and dissemination of contents and to make them accessible to the greatest number of people.
- We Re-use, Update and Recycle what we already have without wasting time and resources into plans that we cannot observe: we need pragmatism and focus on solutions.



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Thank you



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