www.Phyrtual.org – A Pioneering Virtual Social Innovation Environment

Phyrtual.org is a pioneering knowledge-based, community-building environment for social innovations.

Dream Behind Phyrtual: to see the benefits of knowledge, new technologies, creativity, innovation, and entrepreneurship reaching all peoples in the planet without discrimination of any kind (i.e., an *inclusive knowledge society*). In Phyrtual, the ultimate empowerment challenge posed to social innovation projects is to make people at risk of exclusion from the knowledge society creators and innovators of their own future.

Goal: to be the home for social innovation projects, a home where people can nurture their dreams of social innovation in ways that are fully inclusive of all those contributing to it, be it as designers, users, sponsors, volunteers, supporters and so on; to be an open and collective social innovation, environment in which every project is challenged to become a social innovation movement and every participant to become an innovator; culturally, to be an experiential social learning environment where people routinely practice their rich and positive multi-dimensionality.

Method: stimulate and facilitate the creation, interrelation and widespread diffusion of projects and experiences of social innovation. In Phyrtual.org, people and organizations can explore, find, and participate in social innovations; above all, they can join and collaborate with other people and organizations to create, share and grow their ideas, knowledge, and communities, around projects in social areas such as education, environment, poverty-elimination, active ageing, independent living, community development and others. Donation is central to the Phyrtual income-raising model (*"crowdfunding"*).

Innovative Concepts: Phyrtual's functionality introduces a number of innovative concepts

- *collaborative vision making* through *open vision development* - openness to video contributions from anybody who may have something exciting to add to the vision, thus maintaining the vision always creative and challenging, in real time
- *human multi-dimensionality*: people are multi-dimensional and Phyrtual enables them to develop and communicate their social innovation projects in the ways they wish. Phyrtual offers fields broadly organized into knowledge, arts, fun, and others can be added.
- *evolutionary empowerment* - empowerment is a process of capacity-building. Phyrtual offers a configurable project working-page to enable social innovators to start from the simplest concepts/functions and evolve towards functions with greater capacity-building results.
- *apps (applications) libraries*: special areas dedicated to instruments of communication, collaboration, productivity, and evaluation. The entire Phyrtual social innovation environment and its multiple fields constitute an environment for distributed *apps libraries*. The result is expected to lead to the emergence of a utility for social innovation projects worldwide: a *global social innovation utility*.
- *Multi-level project clustering* - clustering of projects into groups, thus facilitating the presence of programmes and initiatives made up of multiple projects.
- *responsible citizenship profiling* - people and institutions can present a unique profile of *social responsibility* or *responsible citizenship* to the world - Obviously, people and organizations having their own websites can link them to Phyrtual for a total profiling.

For information or suggestions, please contact Prof. Alfonso Molina at A.Molina@phyrtual.org

Fondazione Mondo Digitale
Working for an inclusive knowledge society by blending innovation, education, inclusion and fundamental values
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