A smart city bottom – up approach towards the citizens inclusion:
the smart postcards for the municipality of Moncalieri

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The citizen is the «backbone» of the «cityzentrism» process [1] as his social co-responsibility can be reached, in line with the Agenda of the Europe 2020 Strategy, aiming at reducing the distances between citizens and political representatives [2, 3]. In this vision the participatory tools are essentials to facilitate *citizen engagements*[4] thus helping Local Governments to match their citizens' needs.

With this objective SiTI[2], AICCRE[3] and *Città di Moncalieri*, in the Turin metropolitan area, launched a smart valorization process. In particular, the paper aims at describing the participatory process attempt [5] between Moncalieri and its citizens, to focus on what does it mean smart to them. The process, started in February 2013, had a first public moment in July with the International Conference "Smart City and Smart Citizens" through wgich SiTI, AICCRE and the Moncalieri municipality opened up a *roundtable* dialogue to define an integrated vision of a smart city [6] signed in a *Memorandum of Understanding*. In this context SiTI analysed some European significant examples of participation between people and policy makers all over Europe [7, 8, 9] to develop *inclusive* strategies for the area of *Moncalieri*. Moving from these preliminary hints SiTI launched a pilot tool: the *smart postcard for Moncalieri 2025[4]*, tested last July 2013, when researchers, stakeholders, enterprises, policy makers and citizens have been invited to experience a virtual learning path on their local smart paradigm [11].

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[2] SITI – Higher Institute on Territorial Systems for Innovation a third sector's representative, a territorial *think tank* created by the Polytechnic of Turin and the Compagnia di San Paolo, a local historical foundation of banking origin.

[3] AICCRE – Italian Association for the Council of Municipalities and Regions of Europe and a municipality.

[4] The Municipality of Moncalieri itself suggested the 2025 horizon to enforce its awareness in being aligned with the whole metropolitan area of Turin that launched last July 2013 its new strategic plan "Torino Metropoli 2025" [10].

Fig. 1. *Smart postcard:* title page and backward

Citizens, in fact, participated in the visioning process by writing on the postcards' backward their suggestions pretending to having already experienced the process leading to the 2025 smart Moncalieri (see, in brief , Table. 1).

Table 1. *Main outcomes of the analysis*

Key Drivers	Main actors
Vision	Municipal Administrators
Governance	Local stakeholders
Glocal City	Municipal and Metropolitan Area Administrators
Services for different citizen's target	Municipal Administrators
Information sharing	Municipal Administrators
Cultural/ touristic potential	Municipal Administrators

The results reflect that the major effort is expected from the public body side and that could be useful to identify proper actions according to Europe 2020, the EU's growth strategy for the upcoming decade [12].

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