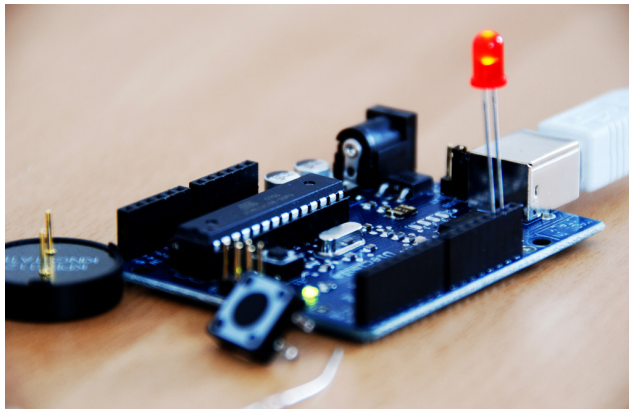


WHAT IS DIGITAL DIY?

Digital Do-It-Yourself (DiDIY) is a new phenomenon based on two main factors. One is the widespread availability of devices (including, but not limited to, 3D printers) that make production of both physical and immaterial “objects” much easier and cheaper than it was even a few years ago. The other is the growing accessibility, often through open online communities, of the related knowledge, designs and other data. DiDIY-related technologies, tools and practices amplify the creativity and the skills of individuals. They make affordable both extremely customized, “unique-by-design” objects and “smart” ones that can sense and respond to their environments. All this can lead to new scenarios for individuals, organizations, and society, in which the distinction between users and producers of physical artifacts is blurred, and new opportunities and threats emerge accordingly.

DiDIY: IT'S DIGITAL, NOT TECHNICAL

While DiDIY comes from technical innovation, it is essentially a social phenomenon, with far-ranging ethical, social and economical consequences. Besides the economy, the changes in costs, tools and processes of “production” that are intrinsic of In general, DiDIY has impacts, not fully understood yet, on the rights and responsibilities of individuals, organizations, and society as a whole.



www.didiy.eu

The DiDIY Project proposal addresses the call ICT 31-2014 Human-centric Digital Age of the Leadership in enabling and industrial technologies, Information and Communication Technologies Horizon 2020 work programme.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 644344.

Disclaimer: The views expressed in this project do not necessarily reflect the views of the EC.



EDUCATION AND RESEARCH ●

CREATIVE SOCIETY ●

ORGANIZATION AND WORK ●

LEGAL RIGHTS AND OBLIGATIONS ●

DiDIY OBJECTIVES

The DiDIY Project looks at DiDIY as an ongoing phenomenon that, while surely enabled by technology, should be driven and shaped by social and cultural strategies, not technology.

Consequently, and by means of a human-centric, multi-perspective approach, the DiDIY Project aims to:

- better understand the impacts of DiDIY on all areas of society, starting from the establishment of a conceptual framework;
- support education and future thinking, as well as regulatory and policy making, on DiDIY.

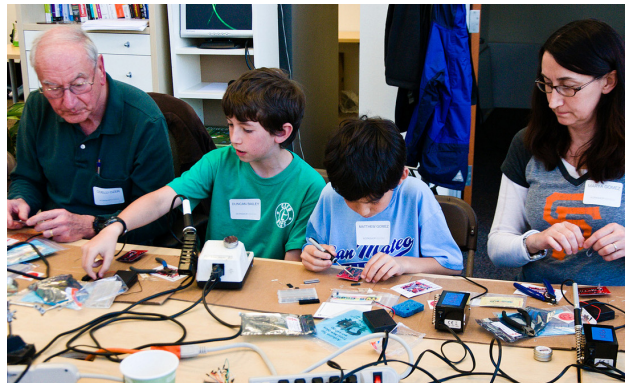
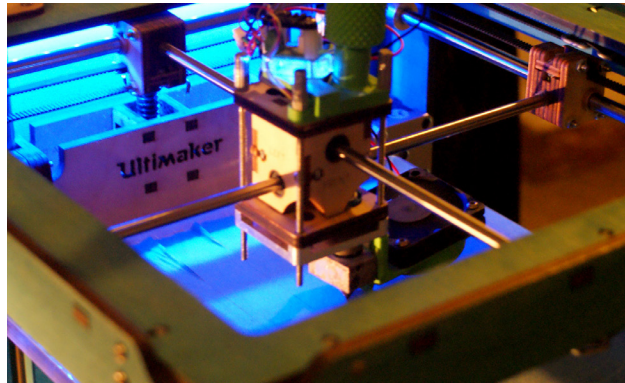
DiDIY APPROACH

A multidisciplinary project team, whose expertise ranges from process engineering to ethics and from management to sociology, will study DiDIY according to multiple perspectives, including:

- how it is reshaping organization, work, education and research;
- how it is impacting on creative society and legal systems;
- how creative design and ethics are changing due to DiDIY itself.

This will allow us to collaboratively perform in-depth analyses and explorations, and eventually to offer some pragmatic interpretations that will foster a DiDIY-based human-centric development in Europe.

PARTNERS



ORGANIZATION AND WORK

The impact of DiDIY on work is widespread across industries, and scarcely related to the skills of individuals. We intend to study the socio-technical changes and transformation processes that DiDIY activates in workplaces and related communities, and their overall effects in the same contexts, at all levels of aggregation from individuals to companies.

EDUCATION AND RESEARCH

DiDIY-related technologies generate new teaching and learning approaches and opportunities, from primary schools to universities. We intend to study these practices, in order to produce useful results not only for European teachers and research institutions, but also (and primarily) for European policy-makers dealing with education and research systems.

CREATIVE SOCIETY

DiDIY is an ethos and mindset which brings disruptive innovation. It offers the potential to build stronger connections between hands-on creative practices, networked people, and shared, open design processes. We intend to study, from a sociological perspective, this potential and its impacts on individual creativity and on the whole society.

LEGAL RIGHTS AND OBLIGATIONS

“With great power comes great responsibility”. DiDIY introduces both new rights and new obligations for all its users and producers. We intend to study them, together with their ethical and creative implications, in order to provide a permanent reference about the main legal issues associated with the social diffusion of DiDIY.