



“should innovation
become maintenance?”

ITEA Key challenges



Smart city



Smart communities



Smart health



Safety and security



Smart mobility



Smart industry



Smart energy



Smart engineering

An aerial night view of a city skyline, featuring several prominent skyscrapers and a complex network of highways. Overlaid on the city are numerous glowing yellow lines that arc and connect various points across the landscape, symbolizing a smart, interconnected network. The sky is dark with some clouds, and the city lights create a vibrant, high-contrast scene.

The SMART way of problem solving

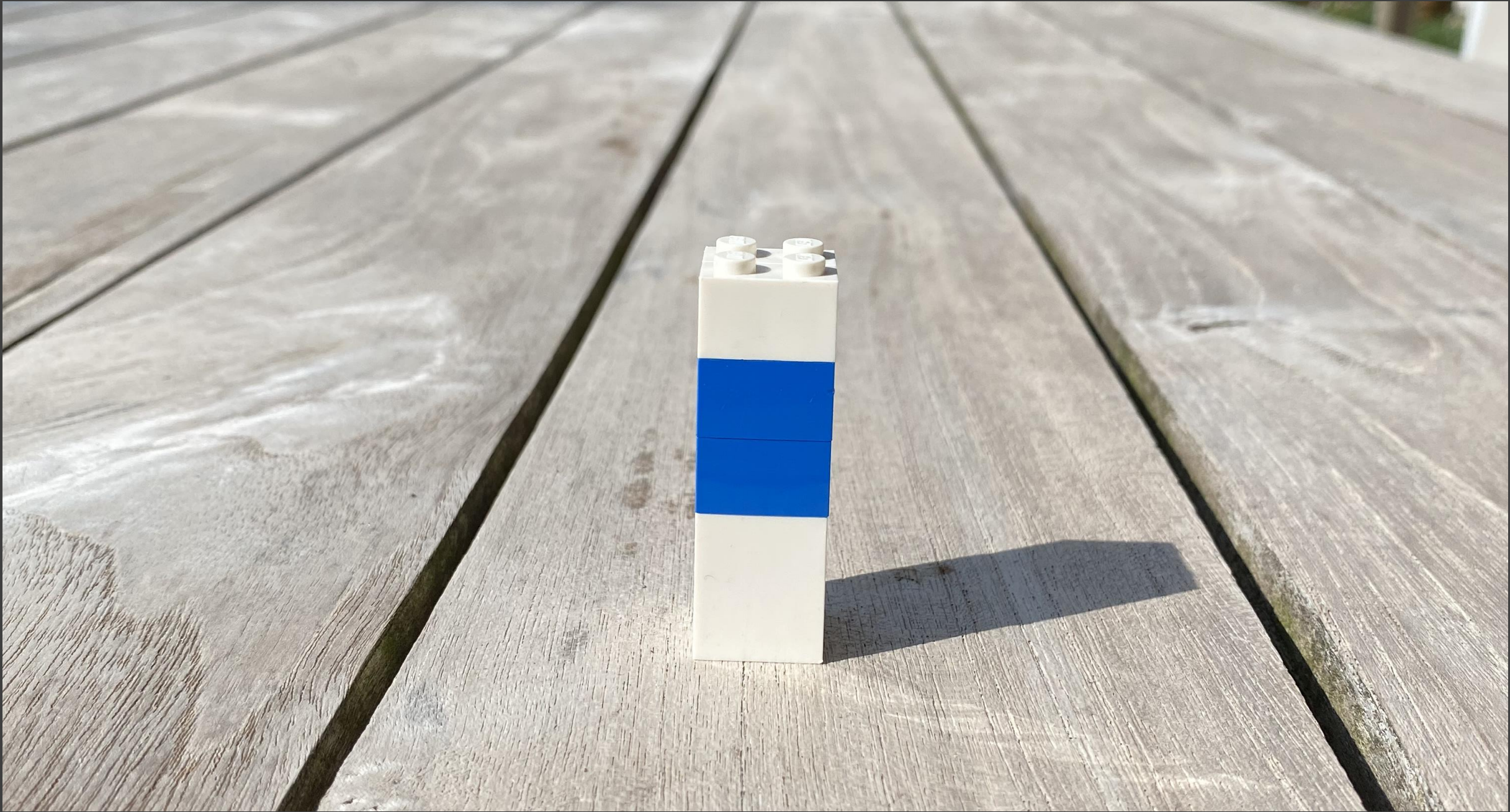
- Smart-health
- Smart-problem solving
- Smart-decision making

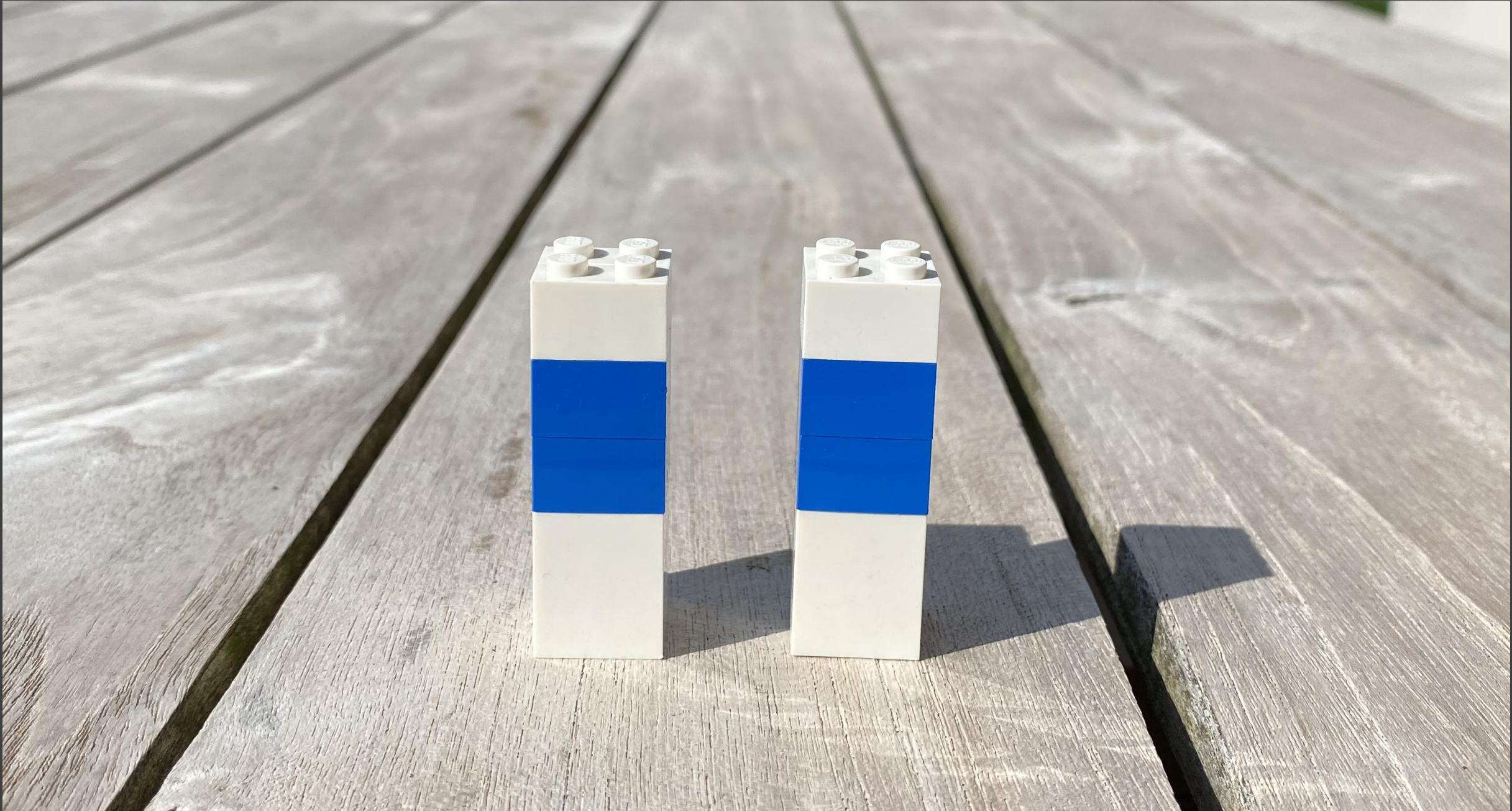


Decision- making

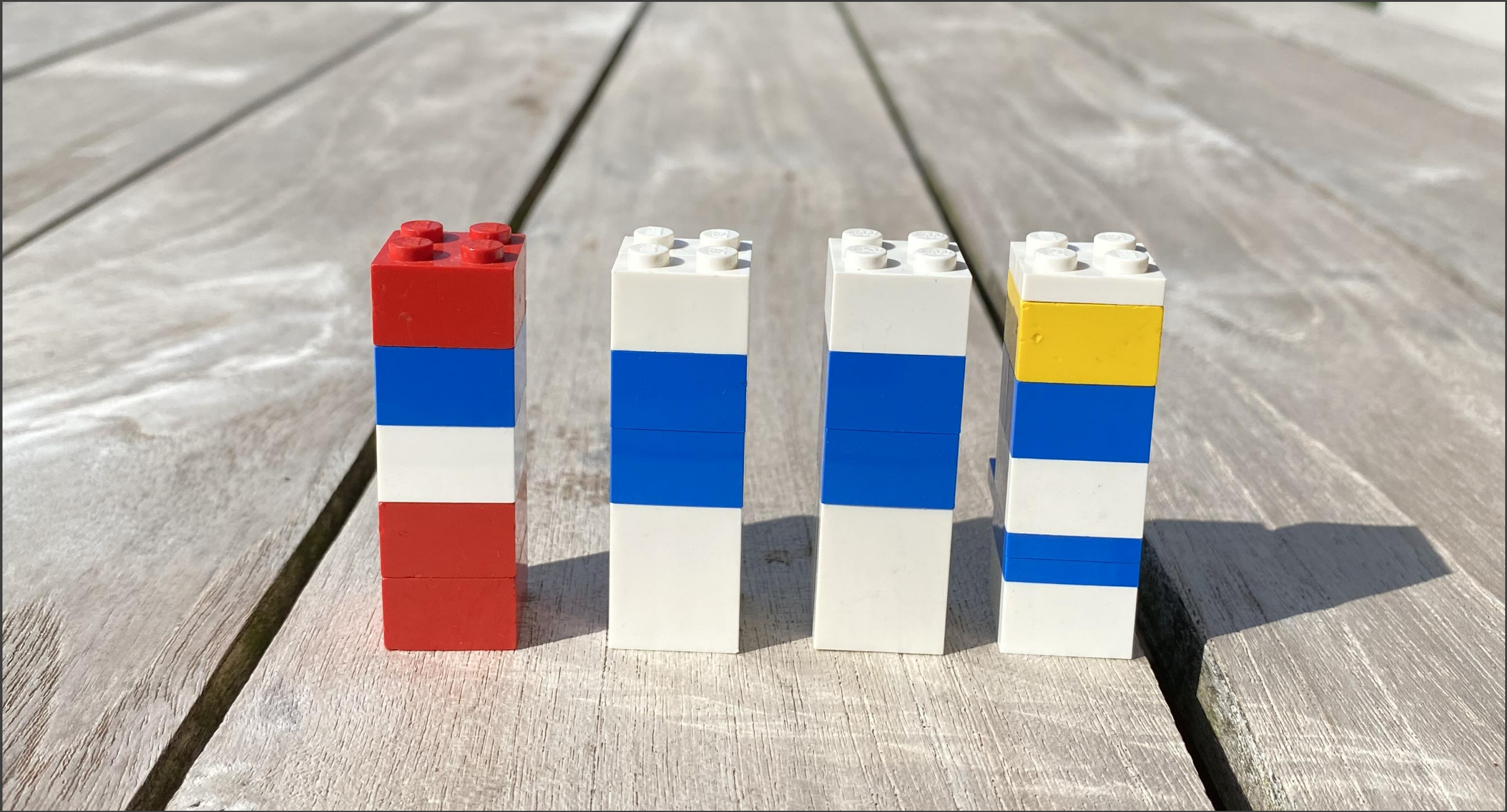
How can AI
improve RCT's and
support human
decision-making?



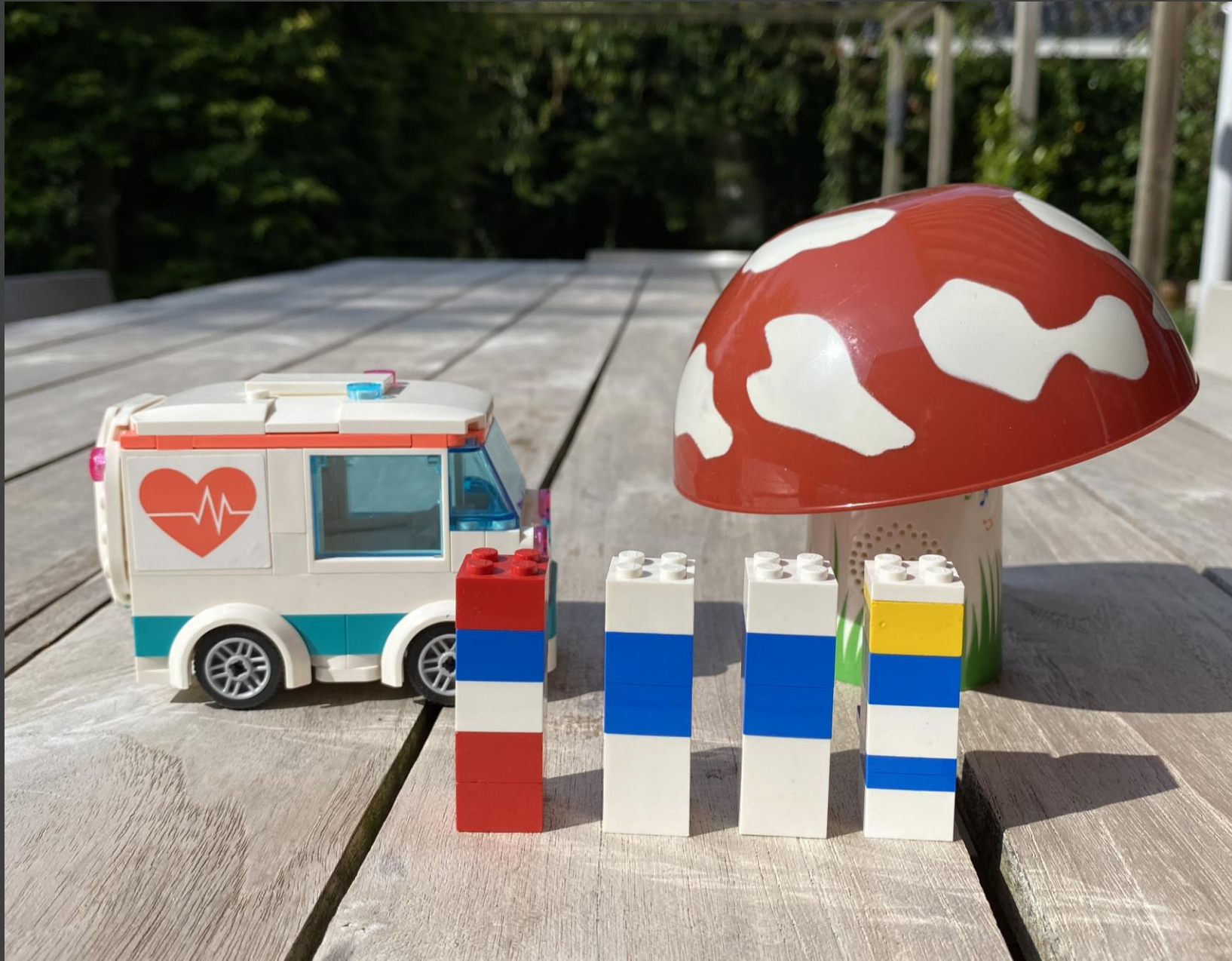












Is your neural
network a
black box?





IMAGINE





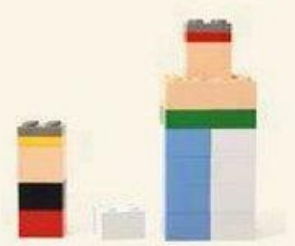
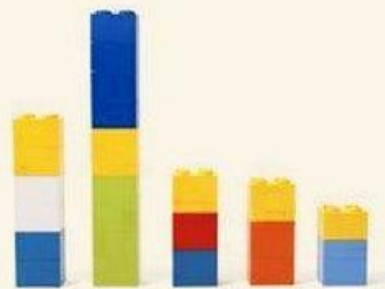
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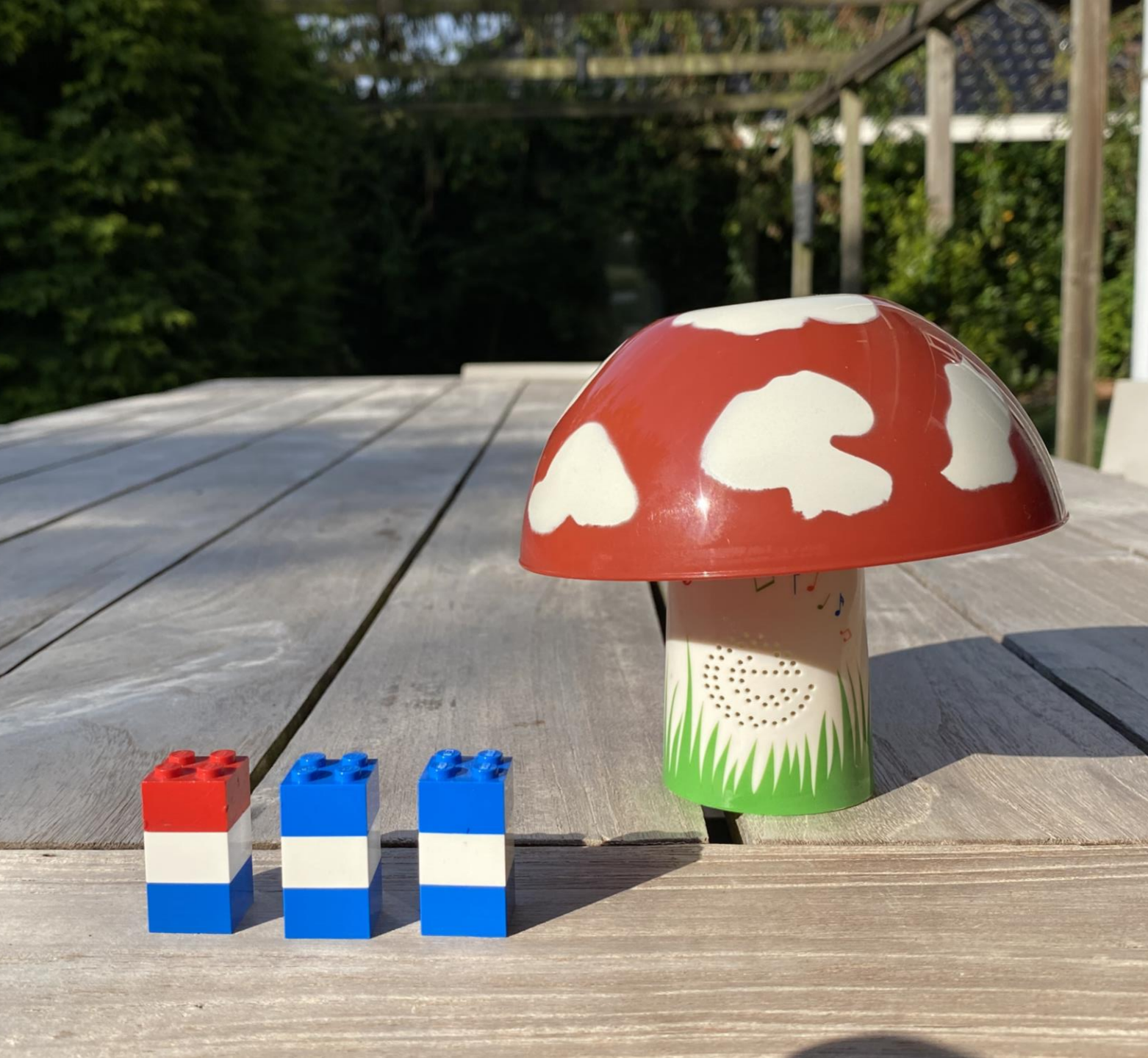




“Inside out” in your head



“Intelligence is not only the ability to reason; it is also the ability to find relevant material in memory and to deploy attention when needed.” — Daniel Kahneman

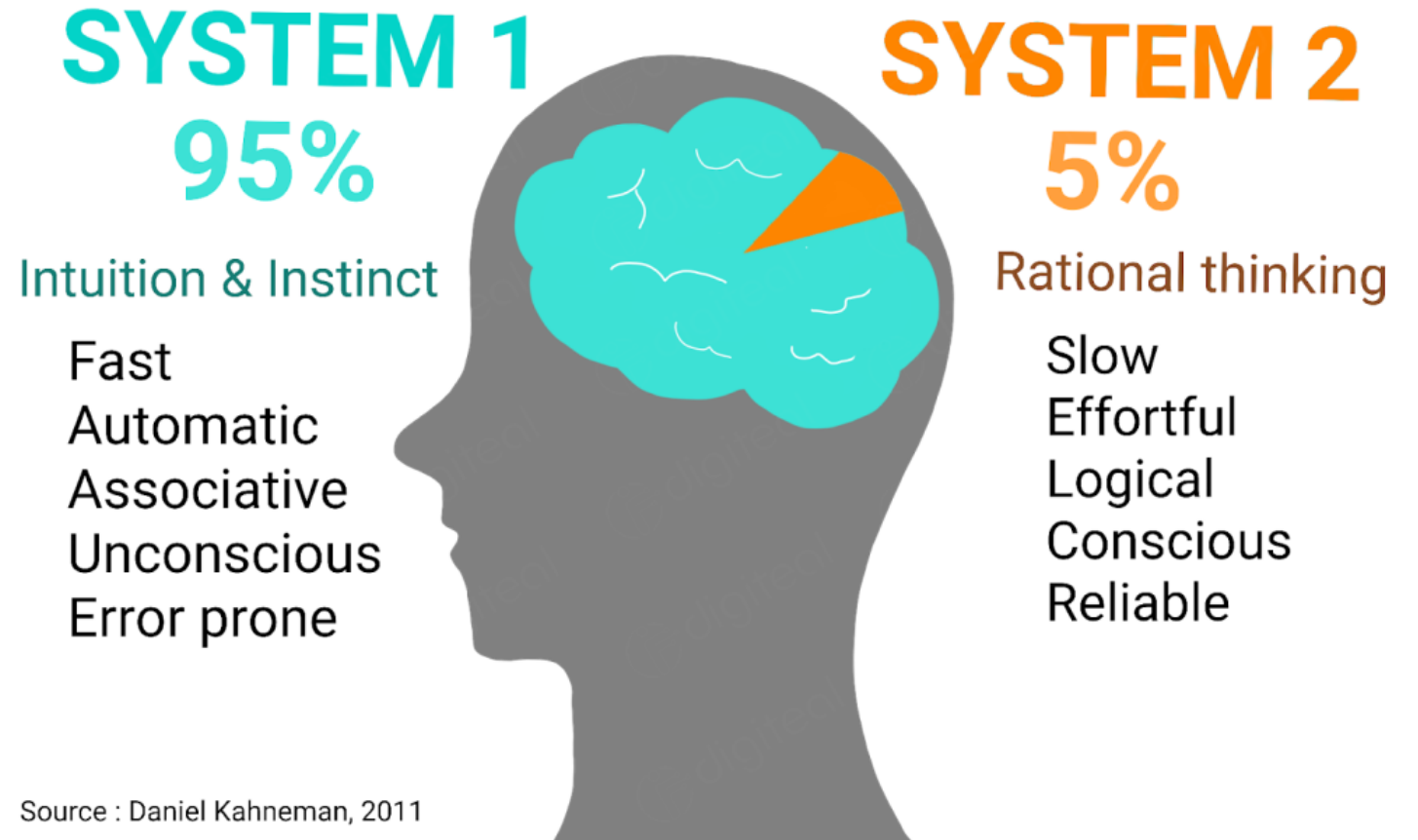


Misinterpretation
of the pattern

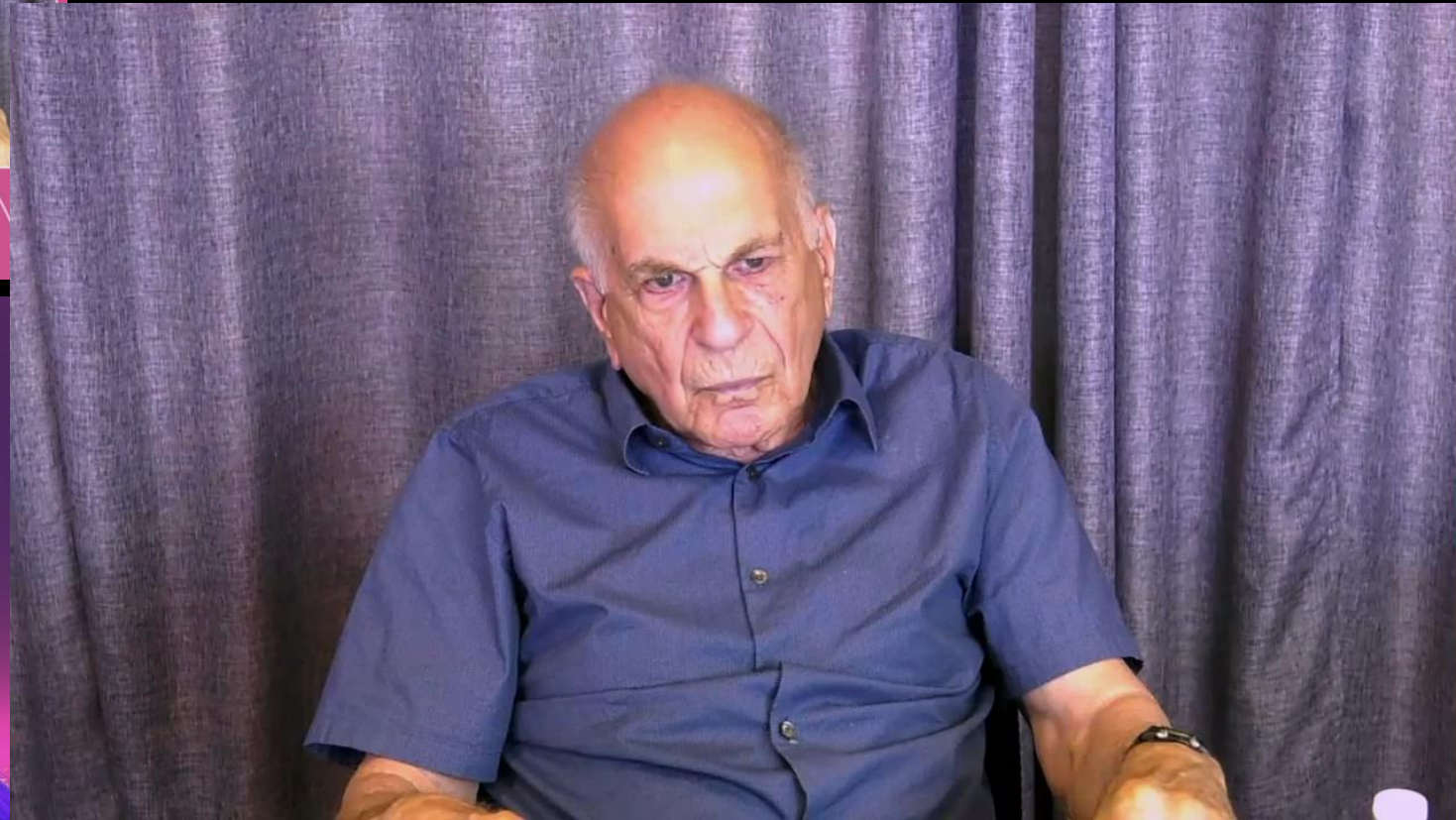
Are we aware of the real data
of our (social) behavior?



Daniel Kahneman:
intuition
recognition
association
biases
noise



Daniel Kahneman talking about noise





shockvertising

PALAZZO REALE

OLIVIERO TOSCANI OLIVIERO TOSCANI
PROFESSIONE FOTOGRAFO PROFESSIONE FOTOGRAFO



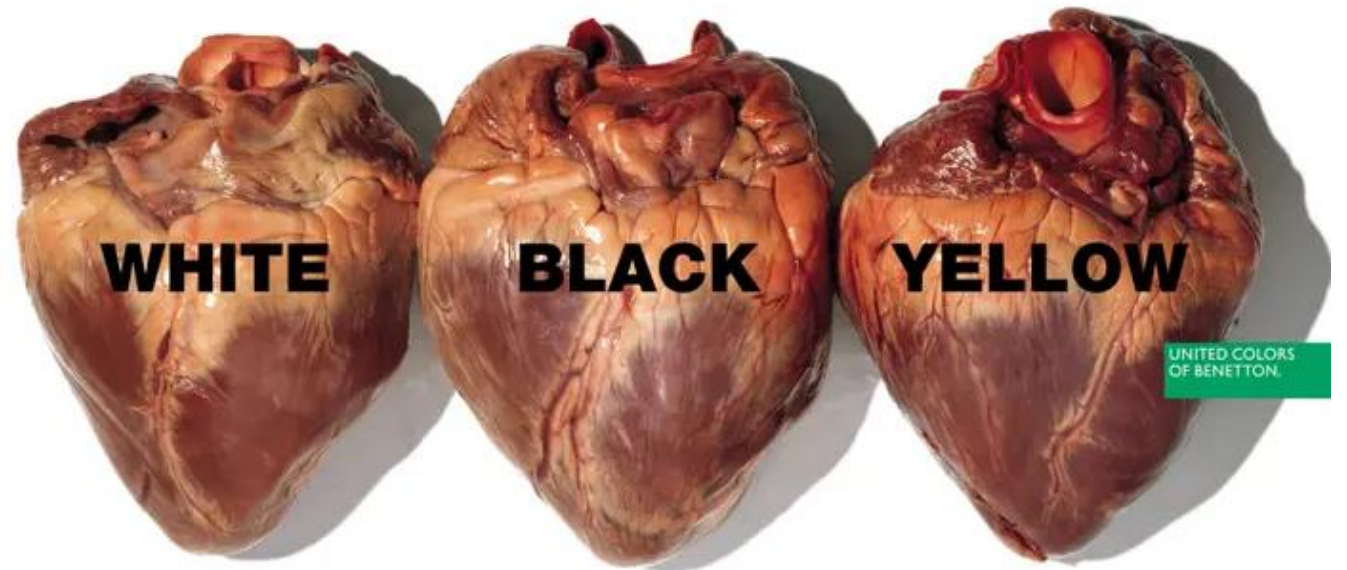
PALAZZO REALE, MILANO

24.06 — 25.09 2022

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UNA MOSTRA PALAZZO REALE MILANO ARTHEMISIA

AI will
introduce
and/or
reduce biases



The order of civilization

pace layers of
innovation in the social
economy ecosystem

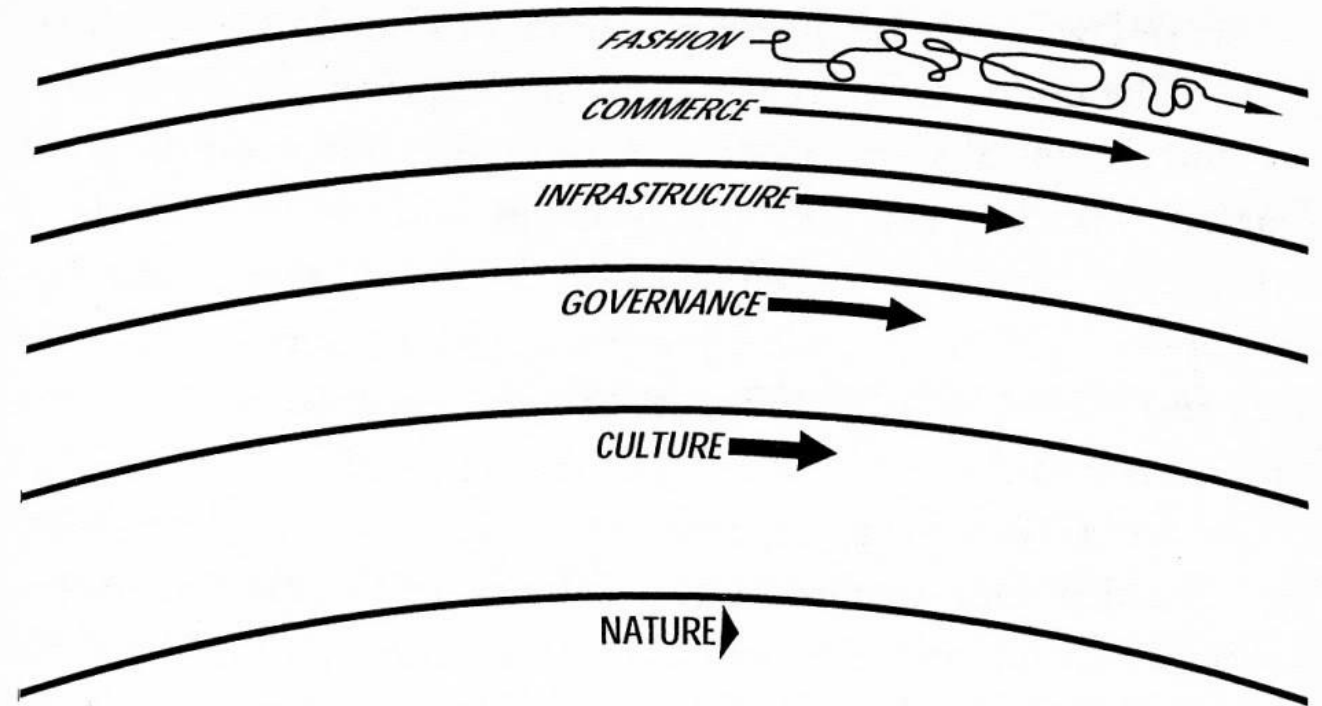
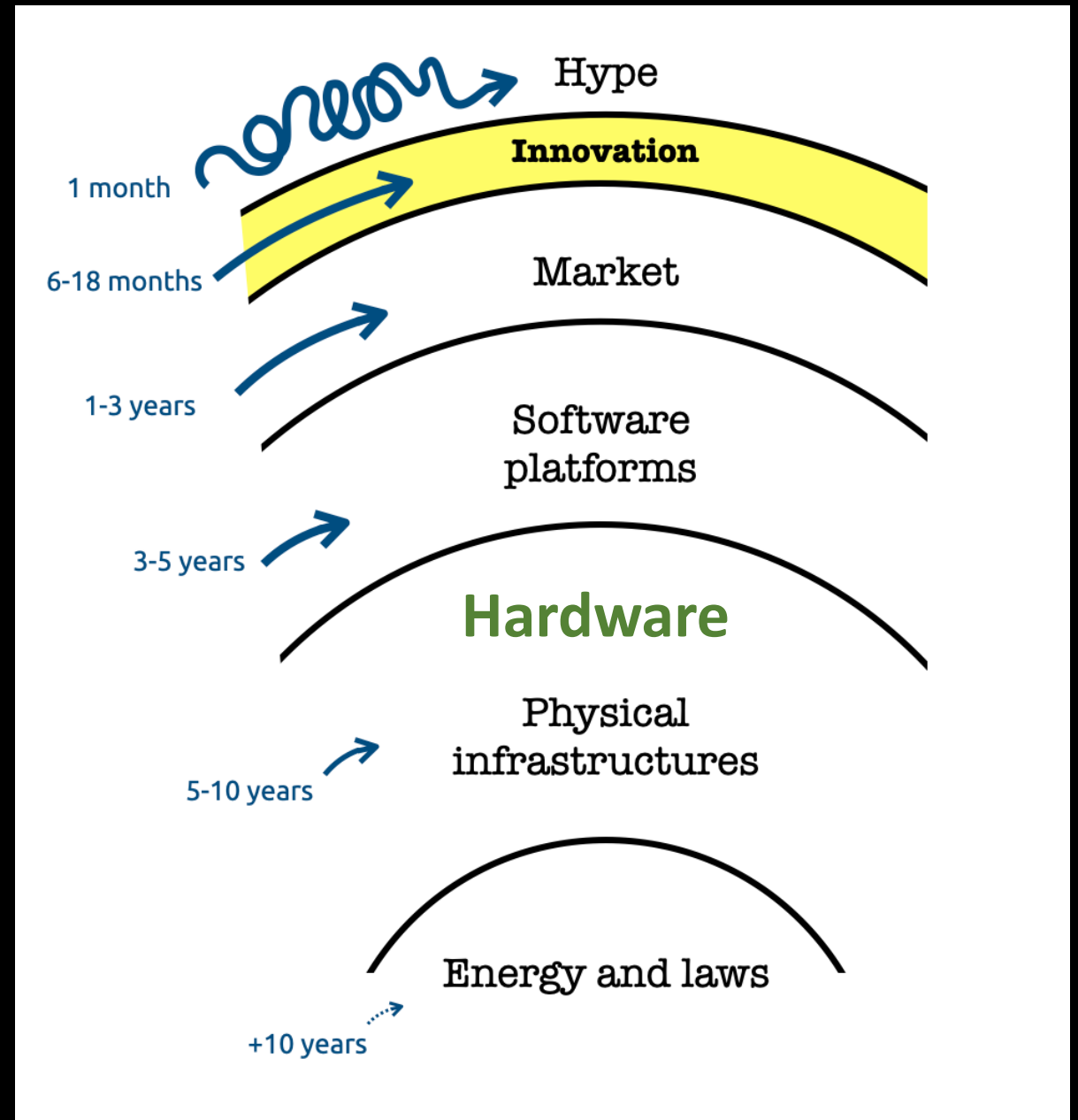


FIGURE 7.1 The order of civilization. The fast layers innovate; the slow layers stabilize. The whole combines learning with continuity.

Coco Chanel: "Fashion changes, style remains"

applied to technological innovation



Source; the blog “innovation copilots”

If you are part of this
social economy
ecosystem,
you have the
responsibility to innovate





responsibility
opportunity

“should
innovation
become
maintenance?”



11/2019
**Harvard
Business
Review**

Innovation Isn't All Fun and Games — Creativity Needs Discipline

<https://hbr.org/>



ORGANIZATIONAL CULTURE

The Hard Truth About Innovative Cultures

by Gary P. Pisano

FROM THE JANUARY-FEBRUARY 2019 ISSUE

Innovative cultures are paradoxal

You want...

- A tolerance for failure
- A willingness to experiment
- **Psychological safety**
- Collaboration
- And flatness

You need...

- An intolerance for incompetence
- Rigorous discipline
- **Comfort with brutal candor**
- Individual accountability
- Strong leadership



Milan & prototypes: benefits of nature

How might contact with nature promote human health? Promising mechanisms and a possible central pathway

*Ming Kuo**

Landscape and Human Health Laboratory, Department of Natural Resources and Environmental Sciences, University of Illinois at Urbana-Champaign, Urbana, IL, USA



If you put people in an MRI scanner and you show them pictures of nature, you can see changes within 5 minutes.



Sustainable health, sustainable happiness?