

Welfare Intelligence – Using Data to Improve Welfare Services

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Many choices and actions are shared by everyone in the Welfare eco-system

Where

Decisions

- With what order of territorial priority to allocate scarce resources?
- What is the optimal location for a new Service Center?
- Where to do local communication to reach a specific target?

Analyzes

- What is the territorial distribution and /or concentration of a target or need?
- What is the territory served by a specific Service Center ?
- Are there territorial overlaps in the services provided by different Service centers and between whom?
- Which areas are-over-or under-served, compratively with each other or compared to benchmarks?

How much

Decisions

- What kind of service centers and how many should I open to satisfy unmet and/or latent demand?f
- What kind of accommodations the Service Center needs to provide?
- How many people are available to serve the Center's services micro market as effectively as possible?
- How to assess a social impact of an activity or service?

Analyzes

- There are variances and similarities across the territories covered by Service Centers with comparable providing features.?
- What are the commonalities and distinctions in the kinds and quality of services that residents in various sections of the city receive?

For everyone involved in the welfare eco-system, there are a lot of identical choices and actions to make (2).

When

DECISIONS

- When to schedule the construction or launch of a new service facility?
- Which order of introductions, withdrawals, or adjustments has the most beneficial effects?
- What is the visitation/consegna schedule?

Analyzes

- Which route best balances service times and expenses?
- What is the duration required for a Service Center to reach full operational capacity?
- How long before a service center reaches supply capacity saturation??

Which

DECISIONS

- How to adjust the services provided at a certain service center (which ones to increase, decrease, or predict)
- Which organizations ought to participate in a territorial endeavor that is spread or networked?
- Which Service Center should I direct my request to?
- Come migliorare l'efficacia delle richieste di **opere di compensazione**?

Analyzes

- Which service centers, measured against the overall demand, are the larger or smaller?
- Which other places possibly fulfill the Demand?

Additionally, the tender announcements are grounded upon comprehensive data regarding the supply and demand for social services.

Example of Comune di Milano

Public announcement of the contribution awarding process in conjunction with community crowdfunding initiatives.

Descrivete qual è il contesto in cui si svolge il progetto evidenziando i bisogni a cui volete rispondere, quanto sono rilevanti per la zona-bersaglio cui fate riferimento e come fate a conoscerli.

Example of Fondazione Cariplo

Bando housing sociale

- *Saranno privilegiati i progetti che dimostrino qualità e pertinenza dell'analisi del contesto (fotografia qualitativa, quantitativa e contestualizzata nel territorio di riferimento dei servizi residenziali e non legati al target, descrizione delle carenze e dei bisogni scoperti cui si intende rispondere, oltre che del percorso che ha portato al progetto)*

Example of Fondazione Cariplo

Bando Attentamente

- *Analisi dei bisogni della platea già intercettata e seguita nei vari ambiti di lavoro*
- *Fascia di età (infanzia, preadolescenza, adolescenza) e forme di disagio prioritarie su cui si desidera agire: considerazioni e motivazioni della scelta;*
- *Contesto territoriale d'intervento definito e motivato;*
- *Dati qualitativi e quantitativi (frutto di ricerca diretta o di terzi, esperienza concreta dell'organizzazione) a sostegno della propria candidatura, rispetto al bisogno individuato e alle forme di risposta già presenti sul territorio scelto*

Example of Fondazione di Comunità

Bando 57

- *Analisi dei bisogni e del contesto: approfondire le cause e la rilevanza del problema che il progetto intende affrontare e descrivere lo specifico contesto ambientale, sociale e culturale nel quale si realizza, esplicitando risorse e attori coinvolti, punti di forza e punti di debolezza*

WELFARE INTELLIGENCE supports these managerial and decision-making requirements.

- An innovative analysis and decision support system called WELFARE INTELLIGENCE was created to help the Municipality's many stakeholders—both internal and external—make better decisions and perform better when it comes to supporting vulnerable and/or underprivileged individuals and families. It may be seen as the social aspect of the Digital Twin in a Smart City idea.
- **Data** - Collect, arranges, and refreshes data about in an organic manner :
 - **Demand: People/Families and Needs**
 - **Supply: Facilities and Services/Activities**
 - **GEOGRAPHICAL DETAIL**– About 6,000 census parts are administered as a mosaic of the region, with street and housing numbers referred to the supply and demand, respectively.
- **Functionality**– Descriptive analysis, comparisons, predictions, simulations, and micronized and microterritorial optimizations are all made possible by the techniques and algorithms included.
- **The objective is contextual.**
 - enable each participant (beginning with the Municipality) to more effectively and efficiently plan and carry out the actions related to their function and purpose, in a manner that is compatible with the dynamics and features of the environment in which they operate.
 - give the entire ecosystem the tools it needs to self-manage, develop, and adapt through the use of "data-driven" strategies, all while increasing the social return on investments and efforts.
 - It aims to be **the de facto** standard for guiding policies, interventions and financing, making decisions and managing activities according to a common reference framework

WELFARE INTELLIGENCE is a new and diverse initiative.

Decision support and not just descriptive analysis or provision of open data

Citizen/Target-driven and **non** Supply-driven

Also available to other Welfare (eco-system) operators and not just to people from the Municipality

BtoB(that is, restricted access) as opposed to BtoC (open to all).

Continuous process and Not a project with beginning and end

cooperative and open to receiving data coming from Third Parties and not containing only Municipality or public data

Self-service in use and not necessarily assisted

Personalized in accessing data and functions and non-standard

Interoperable and integrated with other digital platforms and data sources and not stand alone

Adjustable (cloud + on-premise for the Municipality and cloud for the external) and not technologically ceiling-mounted

Expandable to other data and application areas referring to Milan (e.g. home, education, mobility) and not vertical and closed

Advantages

EFFECTIVENESS

- **Precisione** maggiore delle decisioni
- **Personalizzazione** estrema delle analisi
- **Affinamento** progressivo degli approcci
- **Confronti** con Terze Parti più produttivi

EFFICIENCY

- **H/uomo** risparmiate e dedicabili ad attività a maggior valore aggiunto
- **Risorse economiche** risparmiate e allocabili ad altre attività
- **Tempi** ridotti per ottenere un output

UTILITY

- Plan services **more effectively** and with **less effort**
- **Concentrate** work and enhance **operational** management
- Provide dynamic controls based on the situation's evolution
- Optimizing the allocation and utilization of scarce resources (soldi, h/uomo)
- Boost the efficiency of **co-planning**, **co-programming**, and **consultation** tables.
- Boost the operational operations' coordination
- Improved handling of bids (preparation, assessment of applications, assessment of outcomes)

Situation today

- More than thirty of Milan's leading Third Sector groups were questioned and examined.
- We have examined the three-year Welfare development plan as well as the bids from the Municipality, Cariplo Foundation, and Community Foundation from the previous three years.
- Thus far, the Milanese Welfare eco-system's (First, Second, and Third sectors) activities and services are focused on 87 People objectives and 24 Families targets.
- We have begun to survey, collect, classify, organize and integrate the Data useful for examining the Demand and Supply of Welfare services regarding each of the Targets and each of the Services
- We are getting ready to host data, maps, and functions for comparison, analysis, prediction, simulation, and optimization on the Location Intelligence technology platform.
- We are working on strategies to ensure a steady stream of data updates.
- To ensure complete compliance with the legislation, we have examined the data from the Municipality's primary information sources, made changes to the individual texts for the future, and generated a DPIA and a conformity evaluation to be submitted to the Privacy Guarantor

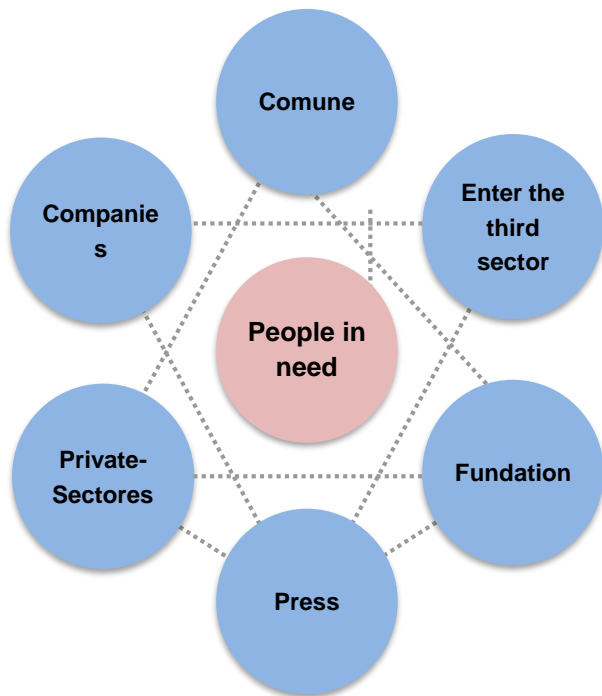
There is a vast potential for growth (note that "the best is the worst enemy of the good").

- **APPLICATION AREAS** – Supporto alle decisioni in altri ambiti (es. Cultura, Educazione, Casa, Municipi)
- **DATA** – more typologies being added
 - City users as well as Residents
 - Both stated or fulfilled as well as unexpressed, latent, or eligible desire
 - Both static and dynamic data
 - Stocks and temporal trends together
- **Territorial Area** – Extension to the Metropolitan Area
- **Functionality** – AI and machine learning enrichment (e.g. to manage Images)
- **Participants in the working group** – Fixed contacts in the municipal organization and external partners

The project is founded on five essential tenets

<p>The systemic vision</p>	<ul style="list-style-type: none"> L'obiettivo è far germogliare, crescere e fruttificare le singole iniziative dei diversi stakeholders in modo sinergico, aumentando massa critica, focalizzazione, specializzazione e riducendo inefficienze, sovrapposizioni, lacune, disequilibri. Circolarità, cooperazione e networking sono caratteristiche peculiari di chi opera nel Welfare e vanno riconosciute, sviluppate e coadiuvate.
<p>DATA</p>	<ul style="list-style-type: none"> La capacità di un'Organizzazione (anche del Terzo Settore) di perseguire il proprio Purpose in un contesto in progressiva digitalizzazione dipende dalla combinazione vincente di Strategia, Organizzazione (Processi, Persone e relative competenze, Cultura), Tecnologie e Risorse. Ma in questo scenario, spesso si sottovaluta la componente indispensabile per alimentare sia i processi decisionali sia quelli operativi, ossia i Dati e le Informazioni. Questo è particolarmente rilevante nel Welfare, contraddistinto da una elevata polverizzazione della Domanda e da Operatori (dal lato dell'Offerta) molto eterogenei in termini sia di tipologia sia di dimensioni sia di varietà di attività e servizi erogati.
<p>Territory</p>	<ul style="list-style-type: none"> Le dinamiche sia della Domanda sia dell'Offerta nascono e si esprimono sul Territorio milanese, dove si intrecciano presenza e attività dei diversi Stakeholders. Riuscire a gestire una elevata granularità territoriale consente la massima efficacia in termini analitici e decisionali.
<p>Digital</p>	<ul style="list-style-type: none"> L'evoluzione delle Tecnologie digitali sta rivoluzionando lo scenario, creando nuove opportunità e minacce ed evidenziando un progressivo differenziale competitivo tra le Organizzazioni in condizione o meno di comprendere e sfruttare il cambiamento. Le nuove tecnologie consentono inoltre di realizzare preziosissime soluzioni digitali inimmaginabili fino a poco tempo fa, basate su Big Data e Machine learning.
<p>Re-use</p>	<ul style="list-style-type: none"> La filosofia è riutilizzare, integrare e far evolvere ciò che di valido è già esistente, sia esso Pubblico o Privato

The Milanese Welfare Intelligence System is useful to many stakeholders



Comune

Establish welfare programs; coordinate and manage local activities; offer services and contributions; carry out contracts; oversee the terms and purposes of public tenders; control the distribution of money, including the PNRR

Enter the Third Sector

Organize plans and initiatives; raise the likelihood of receiving funding through tenders; collaborate with other ETS to carry out related projects and/or take part in tenders

Companies

Understand possibilities for Philanthropy and/or Corporate Volunteering; quantify and qualify the ETS potentially targeted for sale at privileged conditions (e.g. of digital solutions and services)

Fundation

Identify themes and needs; set the contents and objectives of the tenders; manage the process of choosing and controlling initiatives

Private sectores

Recognize chances for volunteering, employment, and philanthropy

People in need

Know who to contact for information and to obtain practical and/or economic support

Press

Have a reliable and updated source of facts and data to obtain news and analyze phenomena

Thanks!

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