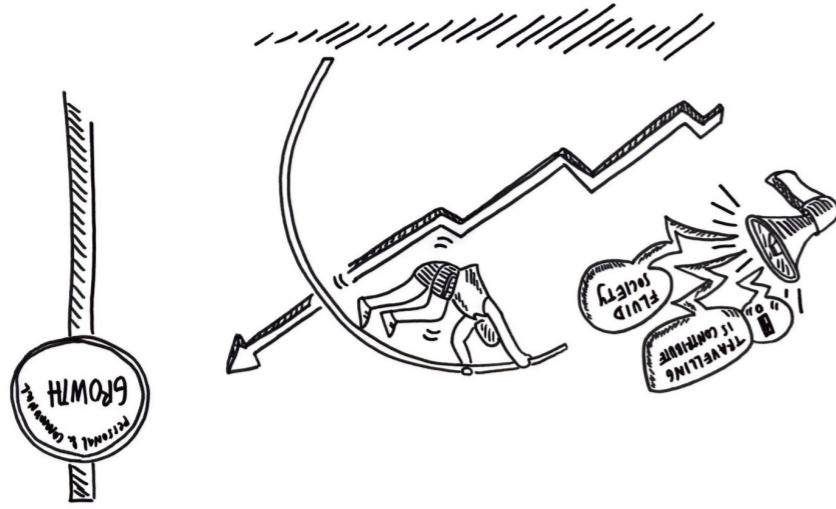


European ecosystem of 2030. The Social Mobility Europe 2030 interaction vision is 'Bees-Pollination'; describing *how* the design aims to deliver value to the communities and citizens. The design intervention will serve as the bees to the

'I want mobile citizens to be recognised as a transnational resource of Europe 2030 that bridges the globalisation and regionalisation phenomena by introducing a new culture of short-term social engagement that exploits social mobility to the advantage of disconnected stable communities;'

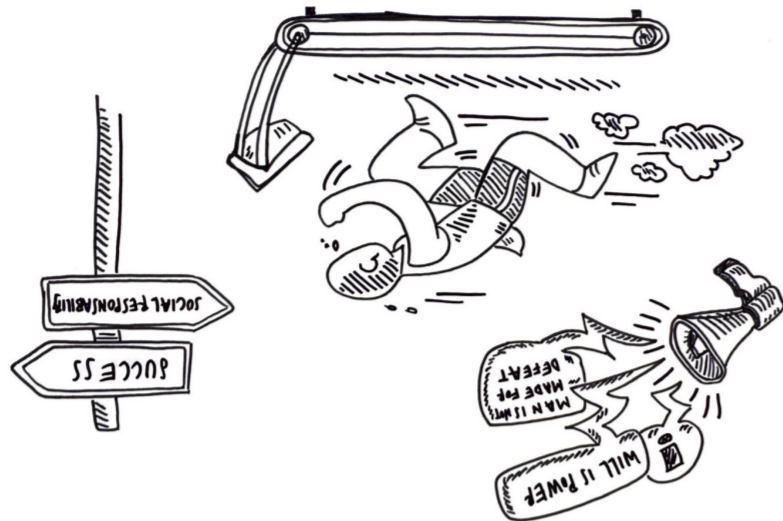
Mission Statement The mission statement describes the position of the designer in relation to the future context emerged from the Social Mobility Model (represented inside). It emphasises the role of social mobility in supporting unpopular realities addressing the possibility of using it as a powerful tool for inclusion and unity.

It is possible to align individuals' and societal growth channeling the flow of the future context

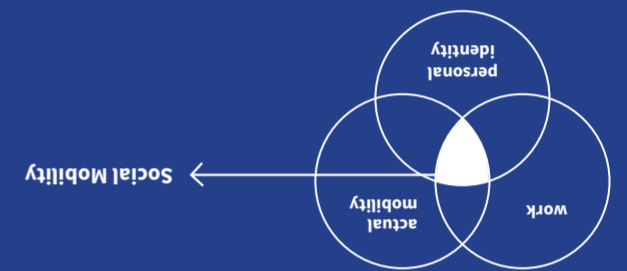


Expression of Social Mobility as intended in the future design

It is often believed that what is good for the individual is bad for the society, and viceversa



Expression of Social Mobility as described in the future practice



Looking at mobility beyond individuals geographical movements only, this project explores the social, symbolic, economical and personal dimensions of mobility. Defining Social Mobility as the intersection between different forms of work, mobility and personal identity.

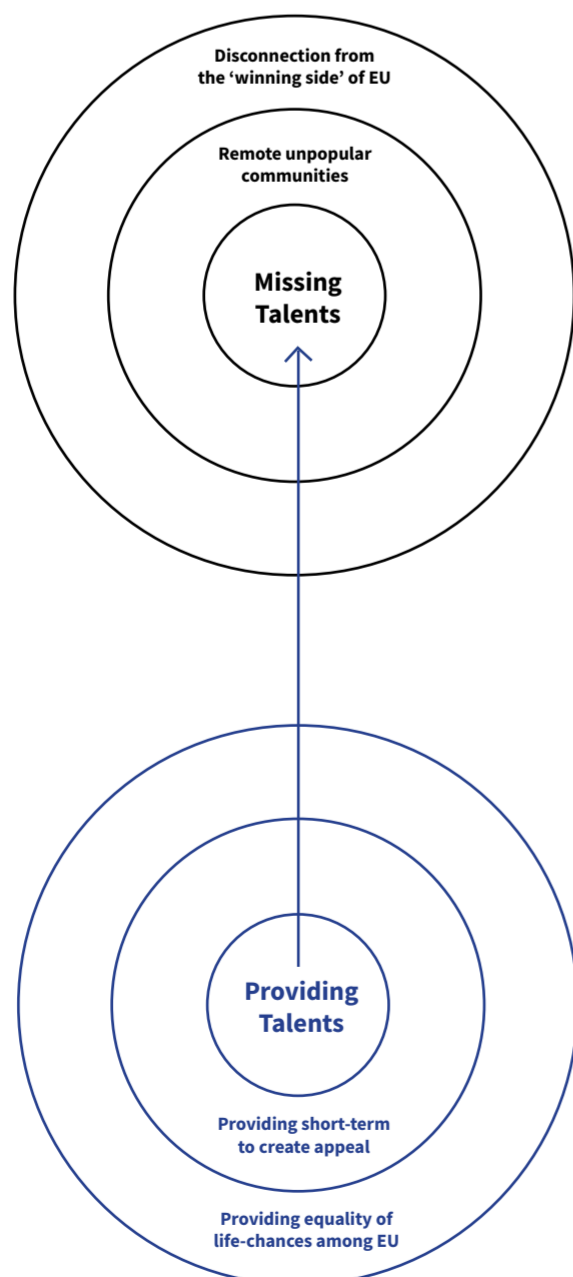
What is Social Mobility?

From the Mobile Citizens Perspective

The fast-paced of the world forces people to constantly chase the next opportunity the world has to offer. Citizens find themselves having to make decisions either to pursue their individual success, or to commit locally for civic participation, a decision between leaving or staying. Challenging the common idea that what is good for the individual is bad for the society by introducing the new culture of Social Mobility it is possible for the future design to align individuals and societal growth by promoting the idea that being mobile doesn't mean leaving social responsibilities behind but will stress out how travelling per se can be a form of contribution to society.

What are the new values exchanged?

The design proposes a transformation of the format of a long-term commitment into a new culture promoting short-term engagement. Moreover, the remote and disconnected communities targeted through the statement will be incentivated to step away from their isolated condition in order to join the network of a European ecosystem of communities. Communities are like organisms and they need specific skills, talents and therefore people to survive and thrive.

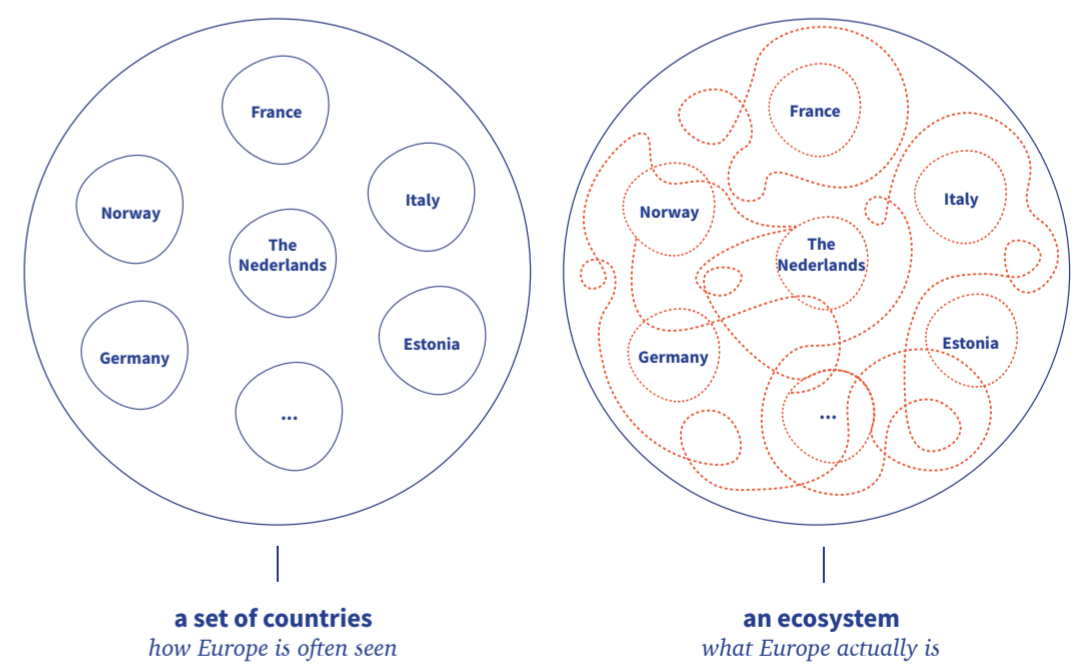


Like a social HR for cities, GLEU provides the talents where needed offering short-term experiences in remote and unpopular communities. There citizens can both contribute and learn. GLEU aims at providing equality of life chances across the Union member states, recognising mobile citizens as the transnational talents merging the transnational and local realities.

A service to help accepting and exploiting the new culture of Social Mobility 2030

GLEU: The Glocal European Mobility Network

It is often believed that what is good for the individual is bad for the society, and viceversa. GLEU aligns individual and societal growth by channeling the new flow of the future.



Mobility is becoming a crucial factor to define contemporary social life. It has changed the relationship between government and economy, public and private, work and life, shaping a world that promotes unconstrained movements of people, products, consumption and working subjects. The fundamental redefinition of established social, political and economic structures and relations resulted in emergent mobile practices, relations and on a language of mobility that strongly influences modernity.

In recent studies, researchers are exploring the increasingly deeper connection between specific forms of mobility and distribution of life-chances. Mobility is becoming strictly linked to issues as social inequality, rights

and democracy, and therefore intrinsically political. Governments are looking at mobility as a chance for economic growth, social inclusion and development.

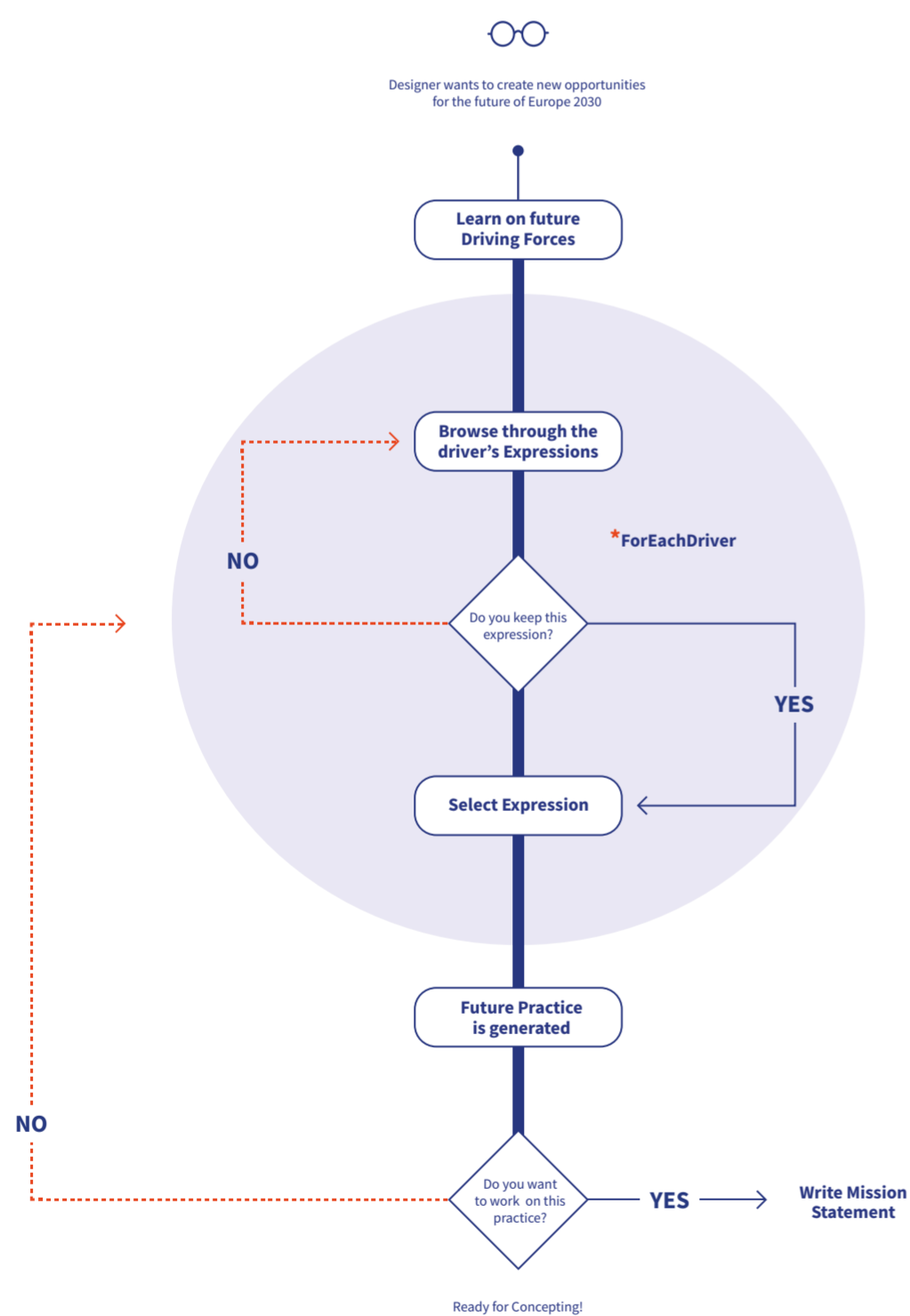
With an explorative approach, this project focuses on providing an innovative framework to be used as a tool to understand and upgrade the future expressions of Social Mobility in the context of Europe 2030. The model proposed aims to help designers, policy makers and public administrations reframe and create solutions for the future, inclusive to the new cultures emerging and defining modernity. The model value is disclosed through the service 'GLEU: the Glocal European Mobility Network' developed with the use of the model.

A web tool to help reframe and create the future

The Social Mobility Model / a design tool for **imagining innovation.**



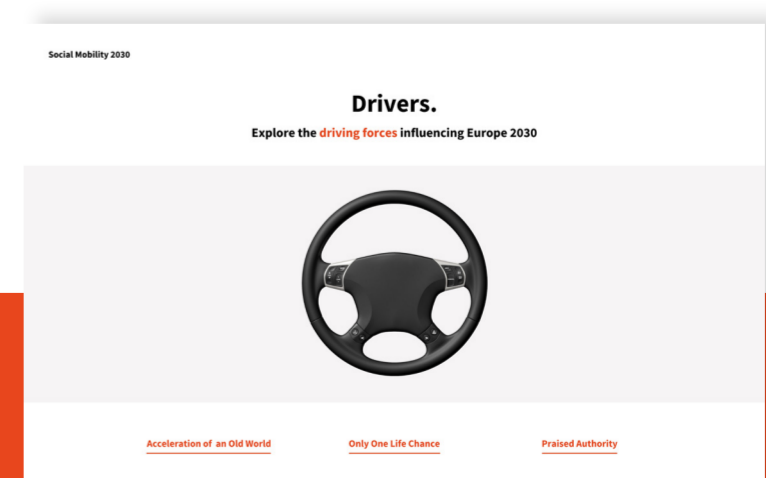
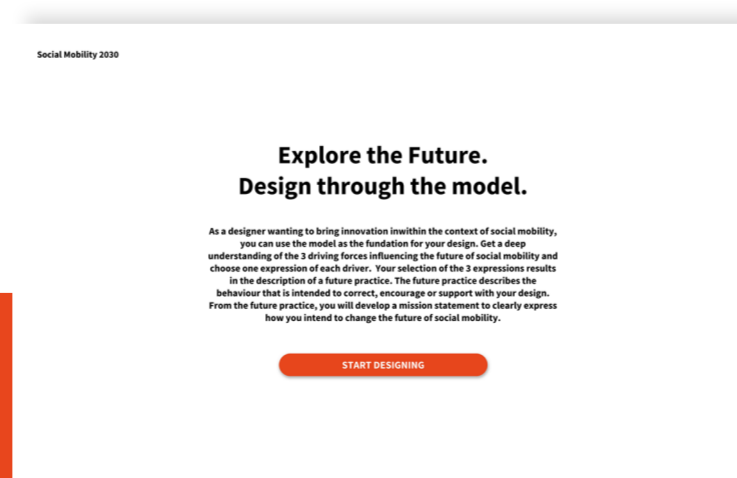
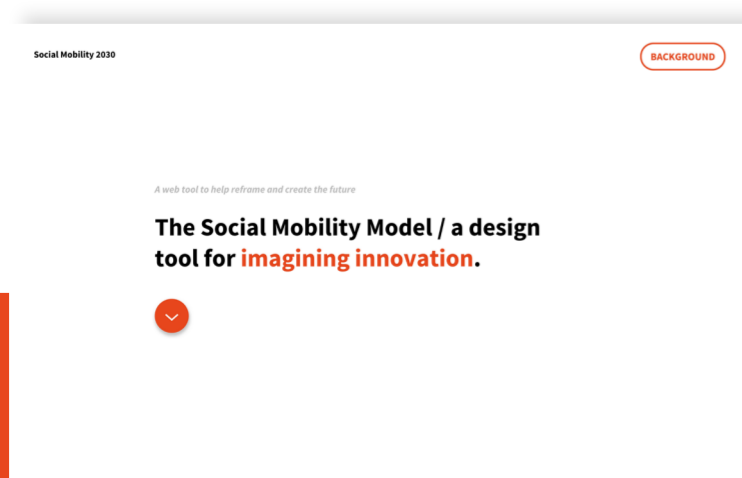
As a designer wanting to bring innovation within the context of social mobility, you can use the model as the foundation for your design. 3 driving forces influence the future of social mobility giving expressions to different behaviours. Your selection of the 3 expressions results in the description of a future practice. The future practice describes the behaviour that is intended to correct, encourage or support with your design. From the future practice, you will develop a mission statement to clearly express how you intend to change the future of social mobility.



Future practice developed into GLEU

Double-Edged Mobility

Citizens are developing transnational identities. This will result in citizens that identify more and more with their cities, rather than with their countries, citizens that go per se *glocal*. Increasingly more mobile citizens will develop an attachment to different locations in Europe but nationalities and national policies will prevent them from actually feeling part of the social structure of such places. Their unique journeys and identities will not feel represented and this will cause distress in the perception of their own mobility.



For additional information on the functioning of the model and its content, please refer to the Social Mobility EU 2030 thesis report by **Costanza Milano** at the TUDelft Repository.