

FROM SMART CITY TO SMART CITIZENS, HOW TO DO IT?

An empirical case study of mediated and "disintermediated" participatory citizenship.

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The paper presents the results of an ethnographic observation conducted within the project of active citizenship called *IRENCollabora*.

Iren is an Italian multiutility (electricity, energy, water and waste services), it operates for different territories and the public administrations.

Iren has recently taken measures to involve citizens in "improving the quality of their services" through the provision of local committees. The committees are composed of stakeholders representative of the territory. In order to expand participation Iren has launched the online platform *IRENCollabora* for the widespread involvement of "common" citizens.

IRENCollabora is therefore a mixed format of territorial involvement. It consists in an online consultation, open to all citizens (based on the model of "disintermediated" participatory online citizenship), flanked by a model of deliberation "mediated" by a group of civil society representatives. The combination of these two instruments is specific — and therefore precious in analytical terms — of the case study that the paper intends to present analytically.

I will discuss the issue of "*hybrid*" *community*: In recent years has emerged the concept of "community of proximity", which now includes not only the persons belonging to the same territorial or social condition, but all those who work for the global resolution of a problem thanks to the network and the 2.0 ecosystems. "Hybrid" means the union/tension between online and offline identities and online and offline decision-making practices (mediated and "disintermediated" at the same time).

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