

TITLE:

Theoretical and Practical Approach to Collective Awareness Platforms for Social Innovation: Phyrtual.org.

ABSTRACT:

Processes of collective awareness are central to the creation, development, implementation and diffusion of sustainable social Innovations aiming to impact processes, practices and ultimately societal behaviour. These complex processes pose multiple innovative challenges, amongst them, the challenge of "phyrtuality," i.e., the total integration of the physical (territorial) and virtual (online) dimensions of social innovation into unified conceptual, strategic and operational approaches. Phyrtual.org is a virtual social innovation environment created precisely with the aim of realising "phyrtuality" in social innovation and sustainability. Phyrtual's development has followed the understanding and requirements of processes of social learning and innovation, using technological opportunities such as social networks as they have become available. Many aspects of Phyrtual are essential to processes of collective awareness, for instance, micro-macro scoping, evolutionary empowerment and others.