Governance of sport management: design of viable initiatives based on grassroots governance, co-design and co-management.

OR

The (Unexpected) Virtue of Ignorance

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This presentation is (or will ASK you to be):

Friendly

... (now you got it!!! ... is all about being friendly) ...
Things to keep in mind during this presentation 2:
The broad context: MEDELLIN

History - sephardi
Culture - Patriarchal - VERY hierarchical society - Conservative

Plus.. what you know (or have been told) about Medellin

... but:

2003 - Sergio Fajardo
Agenda of sustainability (sustainability) - Framework plan
Surf the wave:
- Sustainable city
- Smart city (0.1 & 0.2)
- The internet of everything
- Big data
Estructura Administrativa Municipio de Medellín

Alcalde

- Gobierno y Gestión de Sistemas
  - Comunicación Estratégica
  - Comunicaciones

- Evaluación y Control
  - Evaluación y Gobernanza
  - Aseguramiento y Acompañamiento

- Gerencia Corresponsables

- Gerencia Center

- Hacienda
  - General
  - Ingresos
  - Tesorería
  - Presupuesto y Gestión Financiera

- Forvalmed
  - APEV

- Juventud
  - Seguridad y Convivencia
  - Planeación de la Seguridad
  - Operativo de la Seguridad
  - Gobierno Local y Comunidades
  - Espacio Público

- Medio Ambiente
  - Gestión Ambiental
  - Recursos Naturales Renovables
  - Manejo de Desarrollo

- Movilidad
  - Movilidad
  - Seguridad Vial y Control
  - Legal
  - Técnica

- Desarrollo Económico
  - Gestión Empresarial y Financiera
  - Planificación Social y Económica
  - Planificación Territorial y Estrategia de Ciudad

- Gestión y Control Territorial
  - Control Urbanístico
  - Catastro
  - Servicios Públicos

- Secretaría Departamental Administrativa
  - Subsecretaría Subdirección
  - Ente descentralizado adscrito
  - Ente descentralizado vinculado
  - Ente descentralizado independiente
  - Gerencia

Somehow trying to be flat…
Org.: Culture Diagnostic
Top down
Hierarchical
Patriarchal
Power centred
Functional Management (public)
Theory X
Strong Identity

Values:
Inclusiveness
Equality
Efficiency
Tolerance
THE CHALLENGE: Design Indicators to measure the (social) impact of the NEW infrastructure (UVAs)

however... is not here where the magic happens...

Lower level of recursion

UVAs

is HERE!
The past of Medellin: South-american Games 2010

Distribution of the 20 UVAs in Medellin, around the city giving priority to Districts with vulnerable population –not free of conflict
The Concept UVA: Articulate Living Units

The UVAs are a new urban typology designed to be hubs and open spaces where dynamic of the local communities can be expressed.

The UVAs are (top-end) multipurpose scenarios for sport and cultural expression.

The UVAs are enabling spaces for the development of citizenship and social cohesion and entrepreneurship.

Are the tangible expression of an innovative management model with foundations on the development of social cohesion and the respect and value of life.

Each UVA is a different experience - from the definition of the concept, design, community involvement, appropriation and delivery of the portfolio of activities.
Building the UVA community

Pro PROJECT UVA

Communicate the UVA project to the Community

Co-creation of the imaginary

UVA Design

Validation by the community

Definition of name and use

Definition of the services portfolio -COM

social contract: agreement on coexistence and use rules

Call to engage and own the project - COM

BID public contract

DELIVERY

Use, appropriation and maintenance

Cultural, sports and social events program

Estrategia de formación ciudadana

Crear • Comunicar • Compartir • Cuidar
Imaginary Workshop
UVAs - Governance and cybernetic view

Result of co-evolution and co-creation (in their design and construction dialog/narratives)

UVAs are an organic response to cope with variety (both at local and higher levels of recursion - different offer of services/facilities through community focused design)

Self-Organising units (but not entirely)

Self-governing units (but no totally)

Autonomous (but not completely)

.. and yet, they are happy, and they are a GOOD ORGANISATION - the cat catch the mice!
Emerging questions:

- Can the 2 models coexist in harmony? … is that what we are observing here? - is the evidence of a natural transition taking place?

  (… so far “we - they - don't care about the colour of the cat as long as it catch the mice!”)

- Could it be valid to affirm that different organisational models and paradigms can apply - without conflict - at different levels of recursion - echelons? (e.g. traditional structures at the top and non-liner and adaptive at the bottom)
If so… which would be the implications? (possible link with complex and complicated)

- Can under these circumstances the bottom-up dynamic change the governance dynamic and the forms at the higher echelons/recursions levels?

  … if so… what should be the nature of a cybernetic intervention (REMEMBER: USERS JUST CAN SEE AND UNDERSTAND THE OMOTE FORM!!)

- What should be the URA form of the intervention to affect the higher recursions/echelons from strengthening the non-linear dynamics at the bottom?