



MUNICIPALITY OF
MILAN
Urban Economy and
Employment

Milan strategy for Smart City:

technologies enabling economic boost and social inclusion

Smart City Expo and World Congress

Barcelona, Nov. 2019



1. SMART CITY STRATEGY: context, roadmap & vision

2. FOCUS ON LA SCUOLA DEI QUARTIERI PROJECT



3. FOCUS ON SHARING CITIES PROJECT

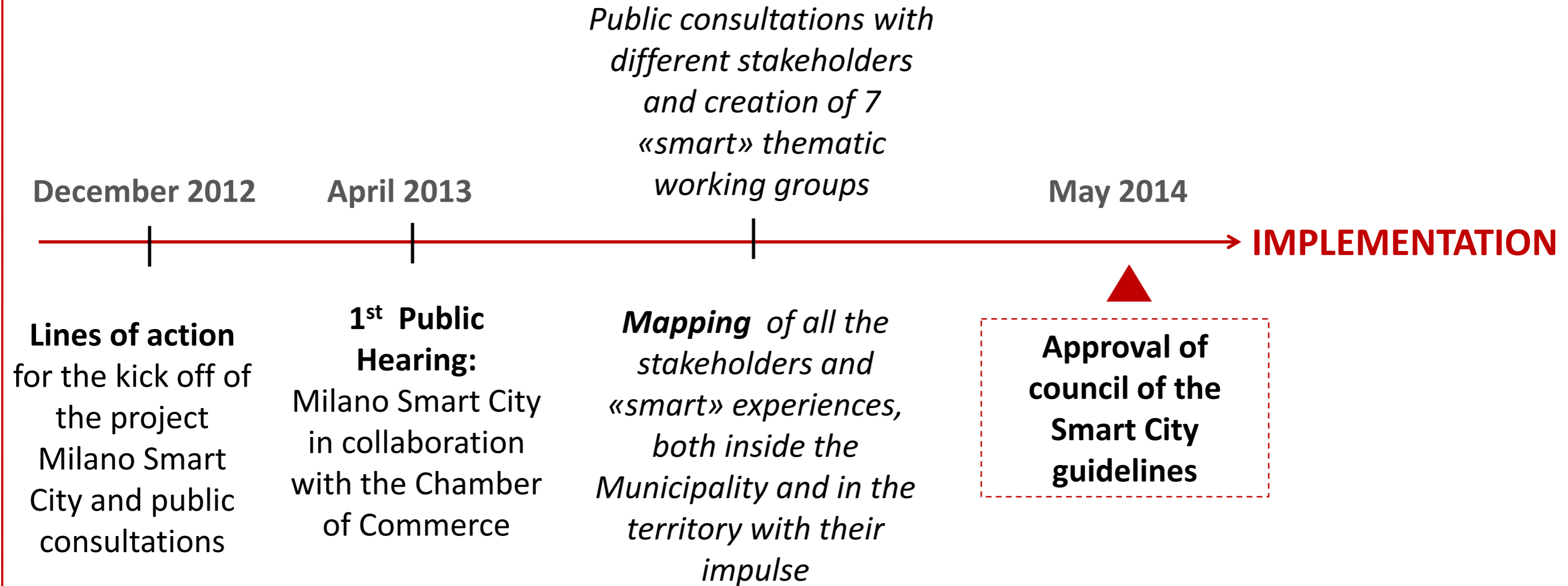
► Summary statistics

- Population: about 1,400,000 inhabitants; + 3.5% 2010 vs 2016
- Metropolitan area + 3,200,000 inhabitants (one of the most densely populated areas in Europe); + 1,9% 2010 vs 2016
- Under 14: 13.8%; between 15 and 64: 63.8%, over 65: 22.5%;
- Foreigners: 8%, more numerous among young people (about 25%).

► Economy and labour

- Milan produces about 12% of the national GDP (ref. 2016)
- GDP per capita: 46,000 euros (average Italy 25,000);
- 300.000 companies (50% services, 25% trade); double national average
- Vocations: Agri-food, finance, manufacturing, life sciences, cultural and creative industries;
- Tourists 12 million in 2017 (vs. 5 million in 2000)
- 4th city in EU/15th in the world - Real Estate Investments
- Employed 70.7% in 2016 (+ 12% compared to the Italian average);





7 pillars of the guidelines of Milano Smart City



The efforts of the city are aimed at the disposal of innovation and technology to:

- ✓ *paths of economic growth,*
- ✓ *inclusion and access to services,*
- ✓ *improvements of citizens' quality of life,*
- ✓ *equal distribution of resources, even technological and everyday life support ones.*

Through investments and projects that are developed inside and outside the city, the innovation shall constitute on the territory a concrete **spur for the inclusion**.

The method: an Integrated Action Plan in permanent beta

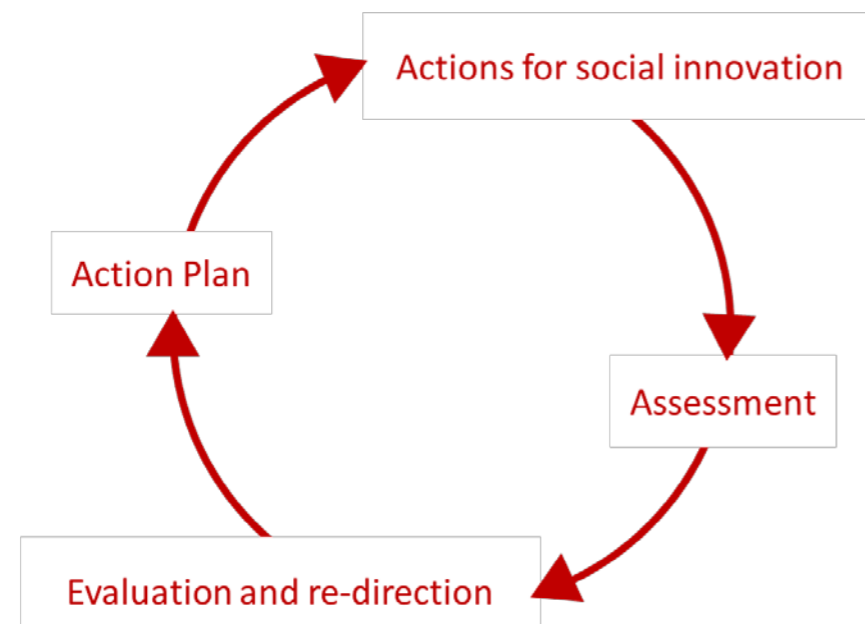
STRATEGY IS NOT A LENGTHY ACTION PLAN. IT IS THE EVOLUTION OF A CENTRAL IDEA THROUGH CONTINUALLY CHANGING CIRCUMSTANCES.

Jack Welch



Starting from 2011, the Municipality of Milan has implemented a series of activities to **combine** the **development of INNOVATION and social INCLUSION** of the most fragile segments of the city.

This strategy is **constantly updated** to interpret new trends and seize new opportunities through past experiences and international exchanges



The actions: Municipality of Milan towards inclusive innovation

A series of activities, since 2011 aims to combine the development of innovation and new urban economies and the social inclusion of the most fragile segments of the city.

5 LINES OF ACTION



HYBRID
ENTERPRISES
& URBAN
REGENERATION



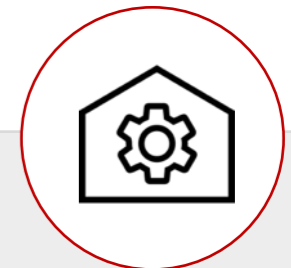
SHARING &
COLLABORATIVE
ECONOMY



STARTUP
& KNOWLEDGE
INTENSIVE
ECONOMY



NEW CRAFT
& URBAN
MANUFACTURING



SMART CITY
& SMART
CITIZENS

OPEN AGRI – UIA FESR

Experimenting innovative urban agriculture districts
Milan lead partner with 16 total local partners
€ 6,246,000 total project budget (80% EU)
€ 3,040,000 contribution to Milan Municipality as lead

3 CROSS SECTORAL ACTIONS

PARTICIPATORY PLANNING
How to design policies?

IMPACT MEASUREMENT
How to evaluate policies?

IMPACT FINANCE
How to finance policies?



Hybrid Enterprises & urban regeneration

Hybrid Enterprises & urban regeneration

Bottom-up hybrid enterprises are mixing profit and nonprofit forms creating social impact by combining fields like trade, agriculture, food, volunteering, art and culture.

They use technology as a mean to increase efficiency and collaboration and are active stakeholders in urban regeneration processes.

The city of Milan supports hybrid enterprises as a driver for social cohesion





Hybrid Enterprises & urban regeneration



MUNICIPAL POLICIES : MILESTONES AND RESOURCES

The Municipality is maturing experience in supporting hybrid forms of entrepreneurship for urban regeneration. The new financed actions will be supporting new companies with a social impact at the peripheries.

2013 > 2018

POLICIES FOR NEW HYBRID ECONOMIES

Microcredit, reuse of public buildings, social enterprise funding etc.

2016

BASE MILANO

Ex Ansaldo industry space regenerated to become a Cultural Hub open to events, coworking spaces and creativity initiatives.

2016 > 2017

CIVIC CROWDFUNDING

First in Italy for social impact civic projects.
50% budget crowdfunding + 50%
Public administration

2017 > 2019

OPEN AGRI PROJECT

Experimentation of an urban agriculture district in the south area of Milan

2019 > 2022

INCLUSIVE INNOVATION – SCUOLA DEI QUARTIERI

Support for hybrid enterprises with a social impact in the periphery





Hybrid Enterprises & urban regeneration



BASE - CULTURAL HUB:

- 12,000 TOTALS SQM REGENERATED
- Public-private partnership with a total of approx. €10,000.000 contribution.
- € 60,000 per year concession fee until 2033
- 50 events realized Over 500,000 participants at events

1° CIVIC CROWDFUNDING IN ITALY

- 54 candidate projects
- 16 winning projects reached the goal out of 18
- 60% projects presented by profit companies - 40% non-profit
- € 656,549 financing collected in total
- € 323,413 Milan Municipality co-financing

SUPPORT TO HYBRID ENTERPRISES

75 projects (from 2013-17)

€ 4,5 million euros financed by the Milan Municipality of + 305 new jobs created

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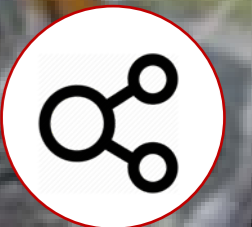


Sharing & Collaborative Economy

« The Sharing City is an ecosystem where the different actors are solution holders in a virtuous process of co-design, co-development and co-management of practices, spaces, goods and services. »

To make Milan a Sharing City it is therefore necessary to map, enhance, connect and eventually regulate those territorial initiatives linked to the sharing and collaboration economy »

Guide Lines «Milano Sharing City»





Sharing & Collaborative Economy



SHARING ECONOMY Register:

74 operators
44 experts

SHARING ECONOMY Platforms:

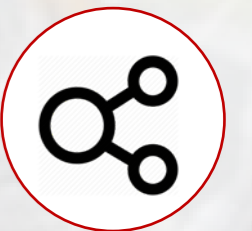
+ 30% of Italian sharing economy platforms are based in Milan

COWORKING Register:

- ✓ 65 coworking spaces in the Qualified List
- ✓ 201 coworkers (contribution from Administration)
- ✓ 95% funded spaces still active since 2012

VEHICLE SHARING:

- ✓ 4,650 shared bicycles in 280 BikeMI stations
- ✓ from 2017 free floating system bicycles - 2 operators OfO/Mobike
- ✓ + 19.500 Bike sharing daily rentals on average in total
- ✓ 1,000 average daily rentals through 5 scooter sharing operators
- ✓ +14,400 average daily rentals through 6 car sharing operators
- ✓ 29 Digital island with electric cars recharging + connectivity





Startup & knowledge intensive economy

“ Generating work, especially for young people, must be Milan's obsession. In the coming years, the city must invest in new strategic clusters and create innovative entrepreneurship, favoring synergy with the system of universities, research centers, the world of culture and the third sector “

DCC 27 / 2016, “Programmatic lines related to projects and actions to be carried out during the mandate”





Startup & knowledge intensive economy

MUNICIPAL POLICIES : MILESTONES AND RESOURCES

The Municipality collaborates with universities, entrepreneurs' organisations and the Chamber of Commerce in supporting innovative start-ups. The goal of the new actions is to experiment with innovative services and increase social impact in the peripheries.

2013 > today

POLICIES FOR STARTUPS

Support for incubators and accelerators, partnership with Entrepreneurs' organisations and Chamber of Commerce

2014

FABRIQ, SOCIAL STARTUP INCUBATOR

Opening of the first incubator for social start-ups, grant for starting up activities.

2016

INTERNATIONAL EXCHANGES

Agreement with the Cities of Amsterdam and New York City for study visits and soft landing

2017

SCALING UP NETWORK

Joining the "Scale" European network to support the growth of start-ups

2019

SOCIAL IMPACT STARTUPS IN PERIPHERIES

Support for startups and experimentation of innovative services





Startup & knowledge intensive economy

LOMBARDY

2,300 innovative startups out of 8,000 in Italy
1st region for innovative enterprises

MILAN

1,400 innovative startups
1st city in Italy

CITY OF MILAN FINANCING INNOVATIVE START UPS/ENTERPRISES

491 new companies set up with calls for tenders

FABRIQ - SOCIAL IMPACT STARTUP INCUBATOR

from 2014-17

+ 373,000 euros in grants by the Municipality of Milan

21 projects / startups incubated

+ 100 new jobs created

2018/19 new Public Procurement "FABRIQ QUARTO" on KPI/Social Impact

2019/2020 New edition "FABRIQ QUARTO 2019"

START UP INTERNATIONAL EXCHANGE PROJECTS – 2016 till now

2 bootcamps

7 Italian manufacturing startups involved

7 Dutch fashion startup involved

15 cities into SCALE network

1 startupcityalliance.eu web exchange portal





New Craft & Urban Manufacturing

New Craft & Urban Manufacturing

Milan wishes to become an enabling ecosystem for the birth, establishment and growth of companies operating in the field of digital manufacturing and new crafts.

To create new jobs, regenerate the suburbs and promote social cohesion

Manifattura Milano Guidelines





New Craft & Urban Manufacturing

MUNICIPAL POLICIES : MILESTONES AND RESOURCES

In 2017 the Municipality of Milan launched the "Manifattura Milano" Action Plan for the development of new crafts and digital manufacturing in the city. The new measures support investments of manufacturing enterprises in the suburbs.

2013 > today

POLICIES FOR FABLABS E MAKERSPACES

Investment support, collaboration for educational projects and creation of an official register

2016 > 2017

ACTION PLAN CODESIGN

Participatory process and co-design sessions with more than 50 stakeholders

2016 > 2020

LAUNCH OF MANIFATTURA MILANO PLAN

6 intervention directions for the development of new craftsmanship and digital manufacturing

2017

OPENING OF MILANO LUISS HUB

New space in Private-Public Partnership for makers and students

2018 > 2021

Manifattura CAMP

Creation of a platform matching all players in the development of manufacturing 4.0: PMI, fablab & makers, universities & research centers





New Craft & Urban Manufacturing



MANUFACTURE IN MILAN (metropolitan area)

36.000 manufacturing companies

330.000 jobs

13.000 craftsmen employed in manufacturing

25% of overall city sale revenues

FABLAB

12 Fablab financed

12 Fablab enrolled in the Qualified Register

100% of the financed spaces still open

MILAN LUISS HUB for Makers & Students

Opened in 2017

710 square meters redeveloped

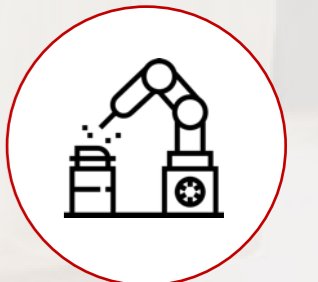
547.000 contribution from the Municipality of Milan

2.500.000 private investor contribution

3 education center with about 60 seats total

1 Fablab

1 Business accelerator with 80 workstations



Manifattura Milano Camp

manifatturaMilano



2018 & 2019

Manifattura Camp experience
at Milano Luiss Hub



Industria 4.0

Startup, progetti di ricerca, imprese con servizi ad alto contenuto tecnologico



Piccole Medie imprese

PMI che innovano i processi produttivi combinando saper fare e nuove tecnologie



Makers e artigiani digitali

Fablab, laboratori, coworking artigiani, designer 4.0, autoproduttori con esperienze da condividere

Sabato 16 marzo 2019

MANIFATTURA MILANO CAMP & OFFICIAL ARDUINO DAY

Vieni a conoscere la manifattura del futuro



Manifattura Milano Camp – Results

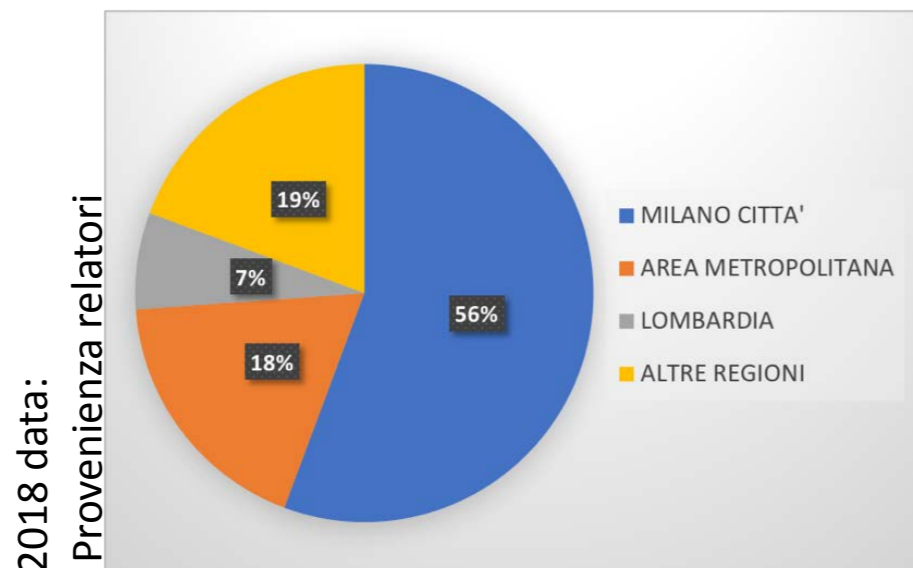
Networking Event for operators dealing with new manufacturing 4.0 and digital artcrafts.

Programme builded through open calls

- ▶ TOT Numbers:
- ✓ 130 organizations
- ✓ 167 speakers
- ✓ + 15 demonstrators
- ✓ +800 people registered
- ✓ 5 rooms working in parallel
- ✓ 6 / 7 hours of activity per Camp (2018/ 2019)



March 17th 2018 @Milano Luiss Hub



Hints of Manifattura Milano Camp 2018/2019





Smart city & Smart citizens

Becoming a smart city means innovating tangible and intangible infrastructures, behavioral habits, regeneration and planning processes of urban spaces and generally rethinking ways of producing economics, of dialoguing and managing complexity.

A smart city does not only cultivate only its technological component, but must combine economic development and social cohesion, innovation, training, research and participation.





Smart city & Smart citizens

OPEN WI-FI

46.000 average connections per day
Access points



OPEN DATA SET

More than 331 open data sets for citizens and businesses

PLATFORM E015

606 subscriptions

INTERACTIVE TOTEM WAYFINDING

94 totems equipped with beacons and NFC sensors to provide information on tourism and mobility

«SHARING CITIES» PROJECT HORIZON 2020

25.000 sqm private and public buildings energy redevelopment

14 new BIKE MI stations and 150 new bikes

10 mobility areas for electric charging








60 new electric vehicles in sharing

190 smart parking stalls

11 electric vehicles for goods logistics



STATE OF THE ART - Policy

Fields Policy	Environment 	Economic development 	Mobility 	Security 	Smart social Inclusion 	Digital Services/ smart PA 	Energy 
programmatic instruments/ targets	<ul style="list-style-type: none"> Milano Resilient City Declaration towards zero waste(Network C40): recycling rate at 70% by 2030 Plan for the Management of the territory (PGT): public soil consumption at 70% by 2030 Program of urban forestation : 3 million trees by 2030 Food Policy: priority for the sustainability of the Milanese food system Protocol of understanding “Milan towards zero waste!” To promote the recovery and distribution of food surpluses PGT: constitution of Parco Metropolitano (Metropolitan Park which links Parco Sud e Parco Nord; art.10 environmental sustainability and resilience Plan for flood risk management (PGRA) «Paesaggi Futuri» (Future Landscapes) AQST «Milan rural metropolis» (Milano Metropoli rurale) 	<ul style="list-style-type: none"> Guidelines Milano Sharing City Barcelona declaration: a positive and intelligent challenge to the big platforms Alliance «Decent Work» Agreement with Ellen Mac Arthur Foundation Convention with Camera della Moda Program Manifattura 4.0 MI Start Up Plan for neighborhoods (Piano Quartieri) AdP train stations (Scali Ferroviari) Urban districts for Commerce (Distretti Urbani del Commercio , DUC) 	<p>Urban Plan for sustainable mobility (PUMS):</p> <ul style="list-style-type: none"> -8% modal share of motorized individual vehicles as of 2024 -18% polluting emissions (CO2 and equivalents) by 2024 -11% number of vehicles circulating for 1000 inhabitants by 2024 -25% traffic by 2030 +142% population reached by public transport s by 2030 	<ul style="list-style-type: none"> Memorandum of Understanding contrasting the Phishing Memorandum of Understanding to potentiate security in particularly risky working environments Memorandum of Understanding to prevent and contrast extortion phenomena Memorandum of Understanding for the full application of laws in the fields of drug addiction and contrast of phenomena linked to other forms of dependency and child distress Memorandum of Understanding to prevents attempts of infiltration by the organized crime 	<ul style="list-style-type: none"> White Book social Innovation Action Plan Social Innovation Card for social services Experimental Vademecum for the regulation of relations between educational / school services, social services and judicial authority for the protection of girls and children PGT: encouraging the building of social structures 	<p>Unique Planning Document (DUP):</p> <ul style="list-style-type: none"> Improve citizens’ access to services using technological and managerial innovations Develop information systems and enabling infrastructures Develop integrated and interoperable systems for an effective and efficient management of the information assets of the Municipality of Milan 	<ul style="list-style-type: none"> Action Plan for Sustainable Energy (PAES): reduce by 20% gas emissions by 2020 PGT: improve energetic efficiency of buildings

Milan confirms as the most advanced Italian city, which tries to use in a broad scope the instruments of urban intelligence so as to promote and manage the development in sustainable forms (Source ICityRate 2018)





1. SMART CITY STRATEGY: context, roadmap & vision

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La Scuola dei Quartieri

Municipality of Milan

Smart City Expo World Congress | Barcelona, 19-21 November 2019

Milano



La **Scuola dei Quartieri** (*“the School of the Suburbs”*) is a project realized with the support of the **Multi-fund National Operational Program Metropolitan Cities 2014-2020 (PON METRO)**.

PON Metro gave the opportunity to the Municipality of Milan, with approximately **EUR 4 Million**, to answer locally to the challenge of re-design and co-design new services in decayed areas with the goal of improving living conditions and social inclusion.



WHAT IS IT, AND WHAT IS IT FOR?

LA SCUOLA DEI QUARTIERI
IS A PROJECT OF THE MUNICIPALITY OF MILAN

The School has **two objectives:**

- > **to give birth to projects and services,** designed and implemented by the citizens, to improve the life of the suburbs
- > **To change the peripheries of the city,** enhancing the energy, the creativity and the resourcefulness of the inhabitants



WHY A "SCHOOL"?

BECAUSE **KNOWLEDGE IS**
THE MOST IMPORTANT **SOCIAL LIFT**

Scuola dei Quartieri is inspired by
the tradition of the
Civic Schools of Milan

Since the early 1800s, in times of great change,
the municipality has invested
in **education and training**
to allow citizens to work, to be autonomous and
to participate in the life of the community

Today the competence of the future
is **knowing how to design**



WHY "OF THE SUBURBS"?

BECAUSE LOOKING FROM CLOSE
THE **PROBLEMS** AND THE **OPPORTUNITIES**
IT IS POSSIBLE TO EXPERIMENT
THE **BEST SOLUTIONS**

The suburbs themselves will "*do school*",
inspiring and supporting the birth of projects

If the **suburbs** improve,
the whole **city** improves

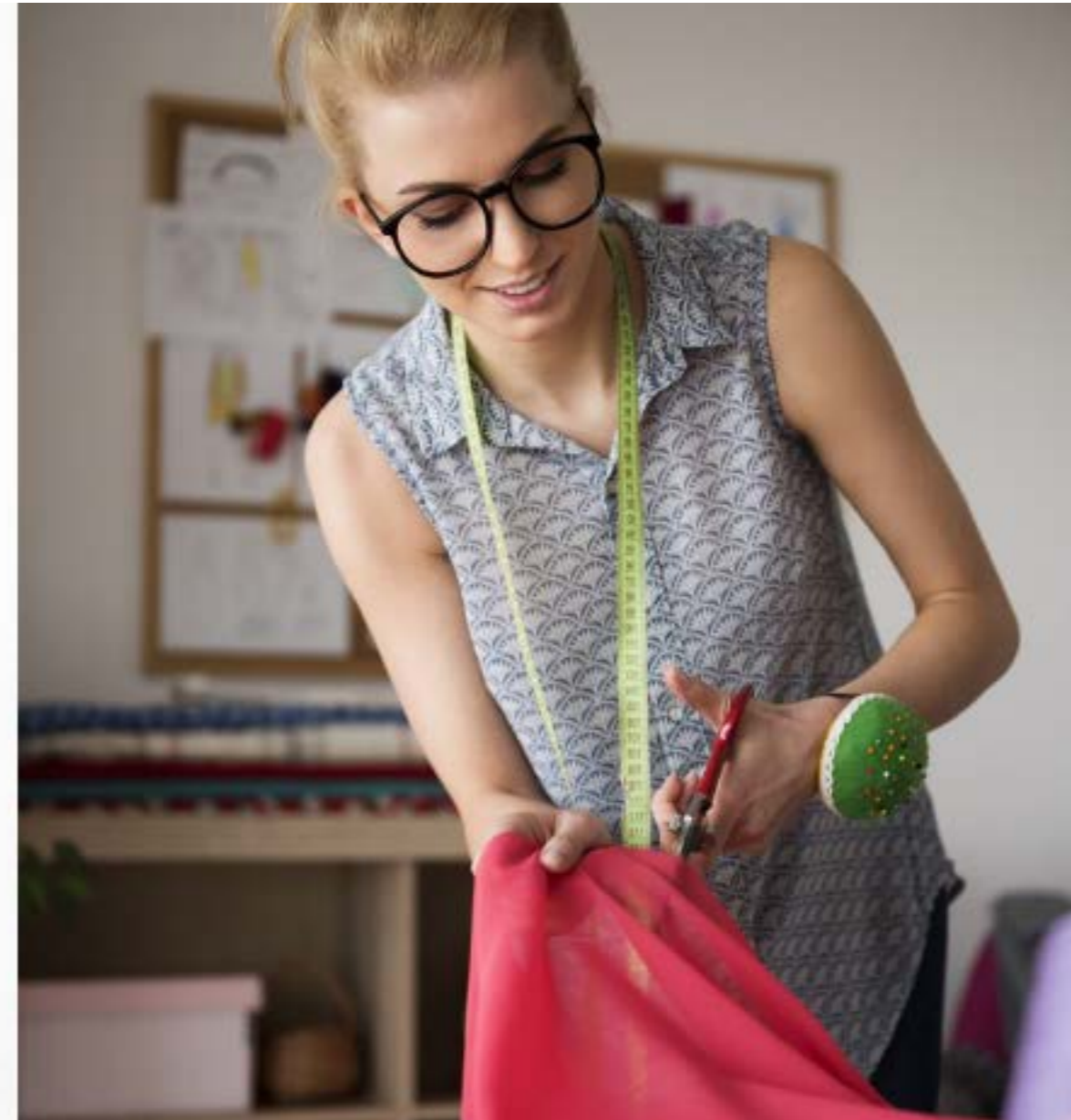


WHAT DO YOU LEARN?

Scuola dei Quartieri transmits **knowledge** **And practical tools** to transform the ideas, the needs and the desires into concrete, lasting and sustainable projects. For example:

- > Services for the people and neighbourhood
- > Sports, social and cultural activities
- > Reuse of abandoned spaces
- > Collaborative services and mutual aid
- > Circular economy, craftsmanship, manufacturing

A **useful** project for the **neighborhood** can become a **job** , a **business** , a **life project**



HOW DOES IT WORK?

SCUOLA DEI QUARTIERI IS **PUBLIC,**
FREE AND OPEN TO EVERYONE

There is no **age** limit and no **academic title** is required to access

It has no classrooms and takes place in the actual **places where people live and work**: in the social spaces, in public places, in offices, in the back rooms...



TO WHOM IT IS ADDRESSED?

TO INDIVIDUALS OR GROUPS OF PEOPLE WHO WANT TO DELIVER SOMETHING NEW FOR THE SUBURB: A **PROJECT**, A **SERVICE** OR A **SOCIAL ENTERPRISE**

The activities of the School are designed for:

1. Those who **want to commit** and are seeking for the right idea
2. Those who have **an idea** but do not know where to start
3. Those who have a **project ready to start** and want to take action implementing it



1. THOSE WHO SEEK FOR THE RIGHT IDEA

... and want to commit for their community,
can participate in **open meetings** and **workshops**
to discuss the problems, the characteristics and
vocations of the suburb

What was there and what is there now?

What is missing and what could be there?

*How transforming a problem turning it
into an opportunity?*



2. THOSE WHO HAVE AN IDEA

... or even an intuition or a desire and don't know even where to start, can participate in the **basic laboratories** to learn how to design

How is a "good idea" made?

How to create a "social impact" enterprise?

Who can help me?



3. THOSE WHO HAVE A PROJECT READY TO START

... and want to take action, can follow a free 10-week advanced training course held by experts in social entrepreneurship

How to move from theory into practice?

What are the necessary tools?

How is a social "business plan" made?

Where to find the money to start?



WHAT HAPPENS AFTER THE TRAINING?

At the end of the advanced training course , the most deserving participants can be selected to receive:

- > a "project grant" up to a maximum of € 25,000 to co-finance the first year of activity
- > **customized advisory service** in all phases, from the start to the conclusion

All participants will receive a certificate stating the skills learned, and receive support to continue the activity



A SCHOOL MADE BY THOSE WHO LIVE AND WORK IN THE SUBURBS

The Municipalities , associations , committees , artisans , shop-keepers and active citizens can collaborate with the School in many ways:

- > **pointing out** needs, experiences, stories or activities in progress
- > **hosting** lectures, workshops or meetings in their own premises
- > becoming **supporters** or teachers
- > **helping new projects** to start and grow over time



HOW TO PARTICIPATE?

The **public** presentations and discussion **meetings** in the suburbs are open access.
It is possible to participate alone or in group.

The **basic laboratories** to learn how to plan are accessible **on reservation**.
You can also participate alone, and probably meet fellow travelers.

To participate in the **advanced training courses** lasting 10 weeks, you must be a group (minimum 2 people), have a project idea and **pass a selection**.
The Municipality of Milan will publish a call for tenders every 6 months

To receive a **project grant** up to for 25,000 euros and **support services**, you need to follow the entire advanced training path and have a useful, feasible and concrete project besides being motivated and ready to start



SOME NUMBERS

3 years duration

4 target areas

3 calls for advanced training and for economic support

60 groups will participate in the advanced training and can receive contributions

40 new organizations are about to be born, financed and accompanied

+ 5,000 people to be involved in the activities

€ 1,000,000 to finance the "project grants"

€ 1,200,000 to finance new companies with a social impact (Lorenteggio area only)



WHERE ARE WE NOW?

During the first months of activity, the school has already involved **+ 800** people

The **first call for proposals** (June - September 2019) selected the first 20 ideas.

20 proposing **groups** are attending advanced training. The best projects will be financed and will start in **February 2020**

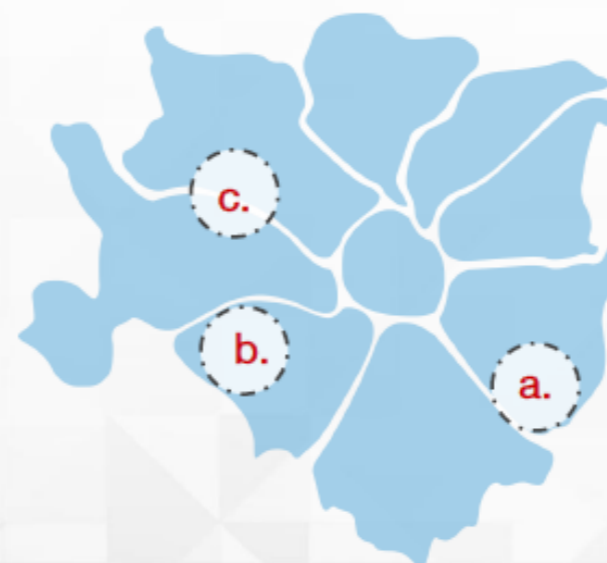
In **november 2019** the second cycle of meetings and workshops will start.

..



At the moment, Scuola dei Quartieri is attended in three areas in the city of Milan:

- a.** Corvetto, Chiaravalle, Rogoredo
- b.** Lorenteggio, Giambellino
- c.** San Siro, Selinunte, Gallarate



WHO IS CARRYING IT ON?

La Scuola dei Quartieri is a project of the **Department of Labor and Productive Activities** of the Municipality of Milan with the support of the **Pon Metro Milan 2014-2020**

The School is realized in collaboration with a network of **organizations specialized** in community development and in supporting the entrepreneurship and social innovation, selected with a public tender:

Avanzi
Comunità del Giambellino
Consorzio CGM
Dynamoscopio
Fondazione Politecnico di Milano

Make a Cube³
Kilowatt
PerMicro
Politecnico di Milano
Spazio Aperto Servizi

Agenda



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SHARINGCITIES

BUILDING SMART CITIES TOGETHER

Sharing Cities

Clara Callegaris

Smart City Unit

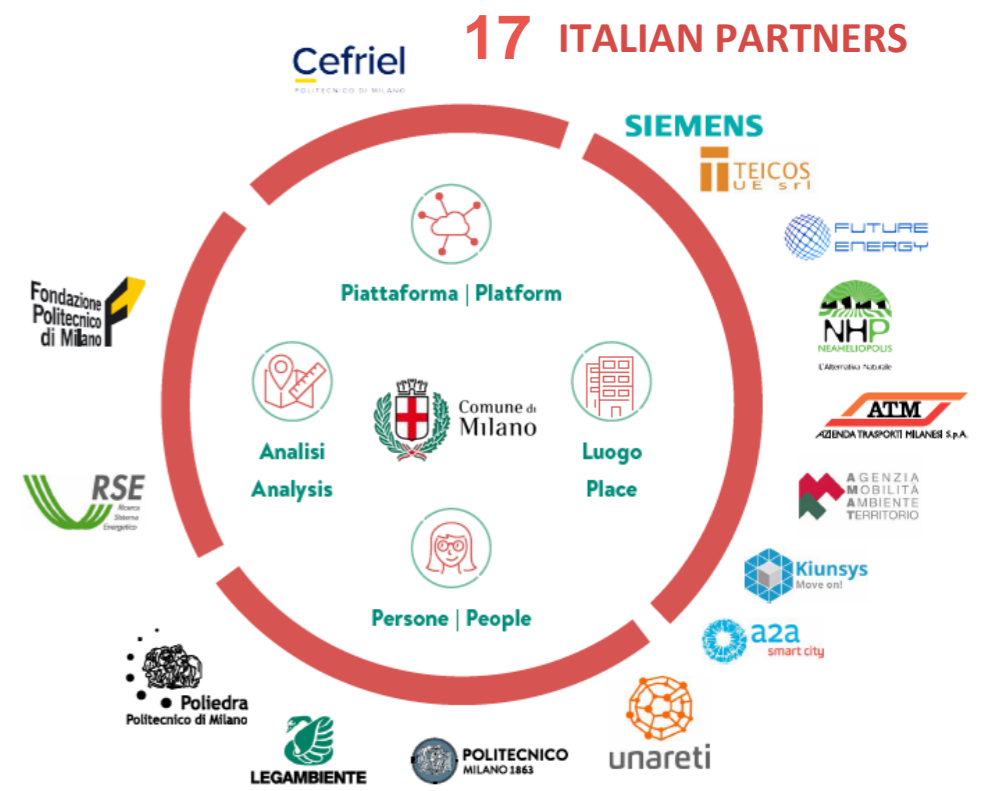
Urban Economy and Employment Directorate



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement N° 691895

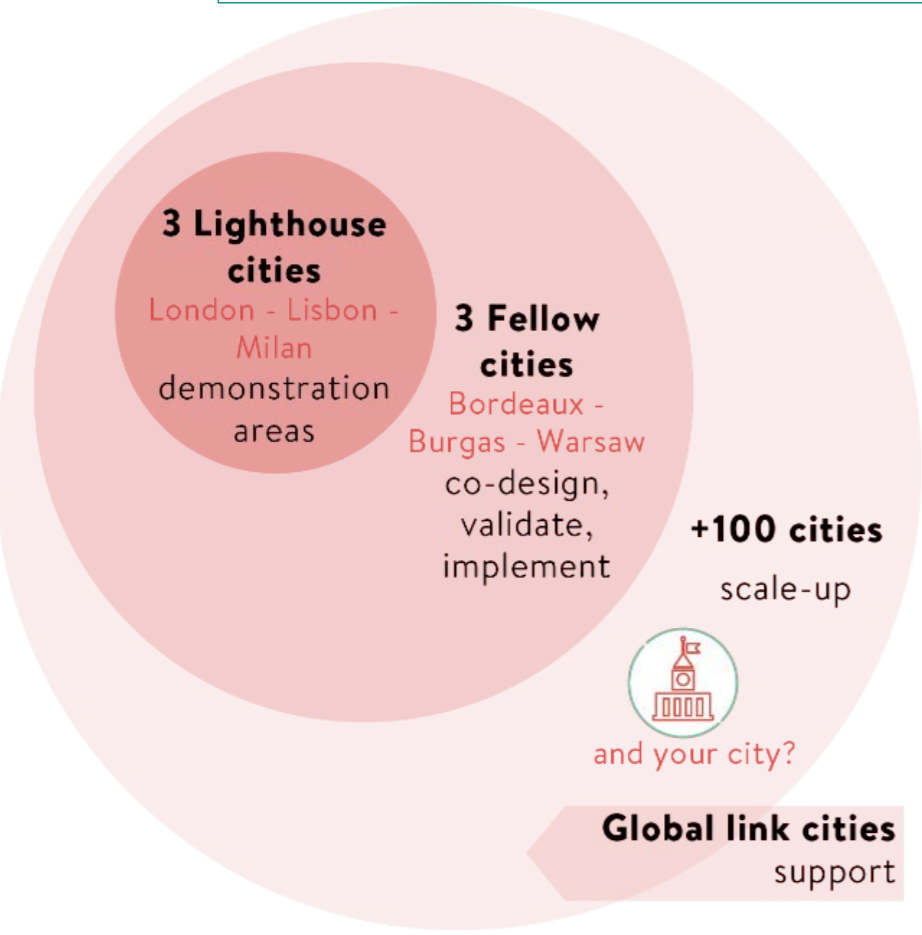
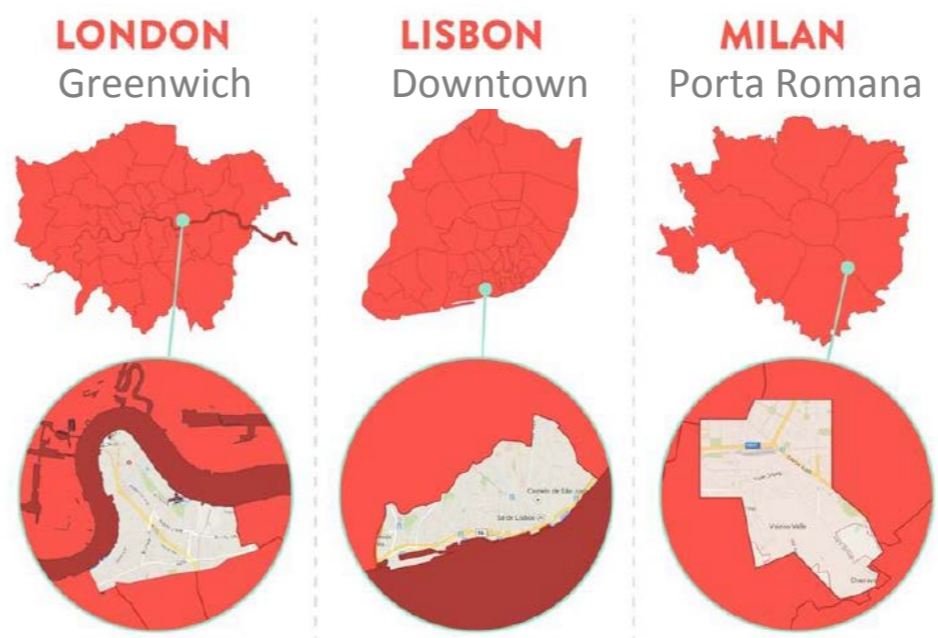
35 PARTNERS from **cities, industry representatives, NGOs and academia**

TOT BUDGET 24 MILLION €



ITALIAN CONSORTIUM BUDGET 8,6 MILLION €

Sharing Cities aims at creating NEARLY-ZERO EMISSION DISTRICTS



Innovative solutions for **PLACE**

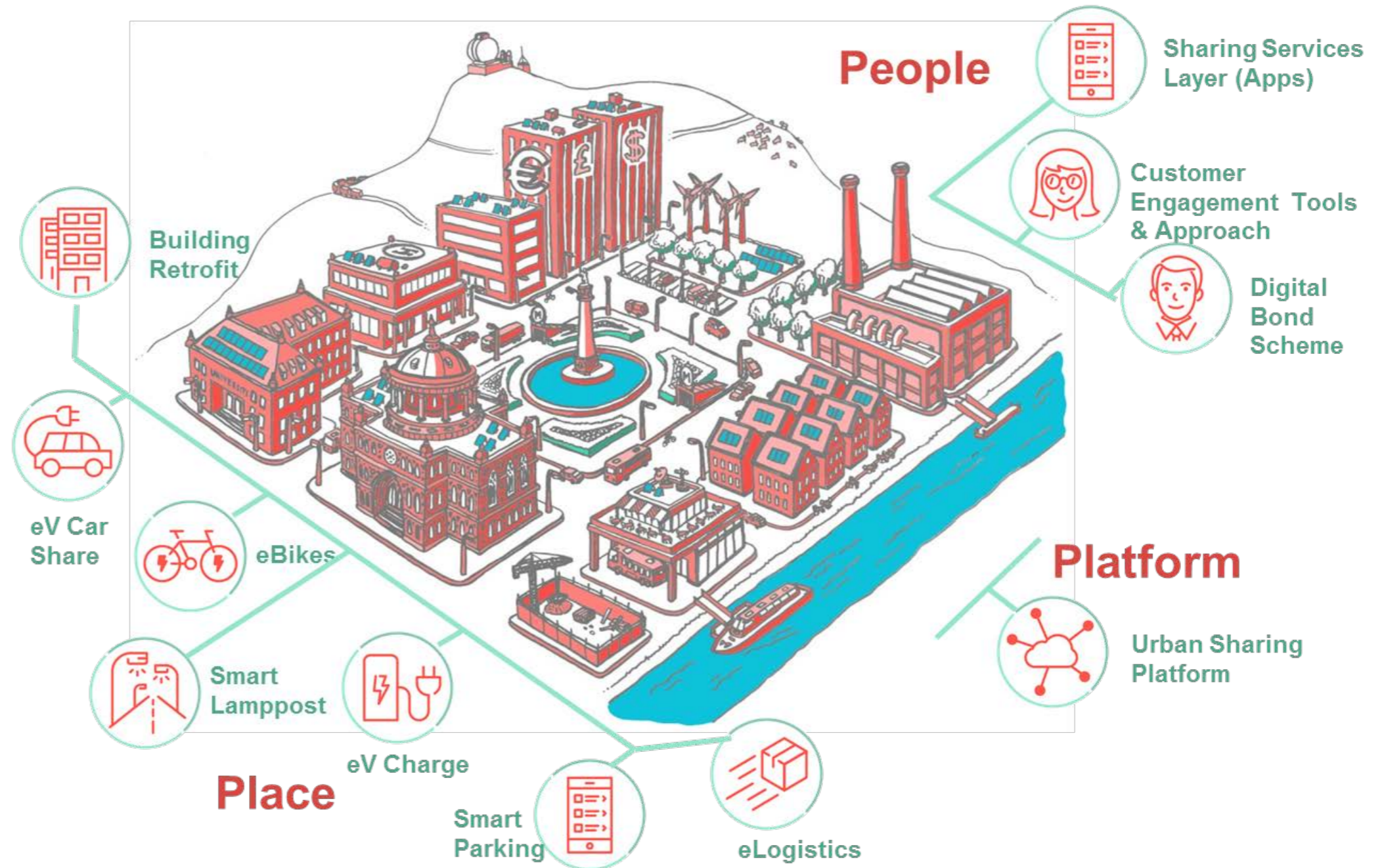
Infrastructure solutions for: low-energy districts, e-mobility, retrofitting of buildings, installation of sustainable energy management systems and smart lamp posts.

PEOPLE

User-centric smart city services co-designed with citizens.

PLATFORM

Urban sharing platform based on open data.



Sharing Cities:

Building smart cities together

LISBON

Population:
2,942,097



LONDON

Population:
8,787,892



MILAN

Population:
3,136,077



BURGAS

Population:
202,766



BORDEAUX

Population:
957,383

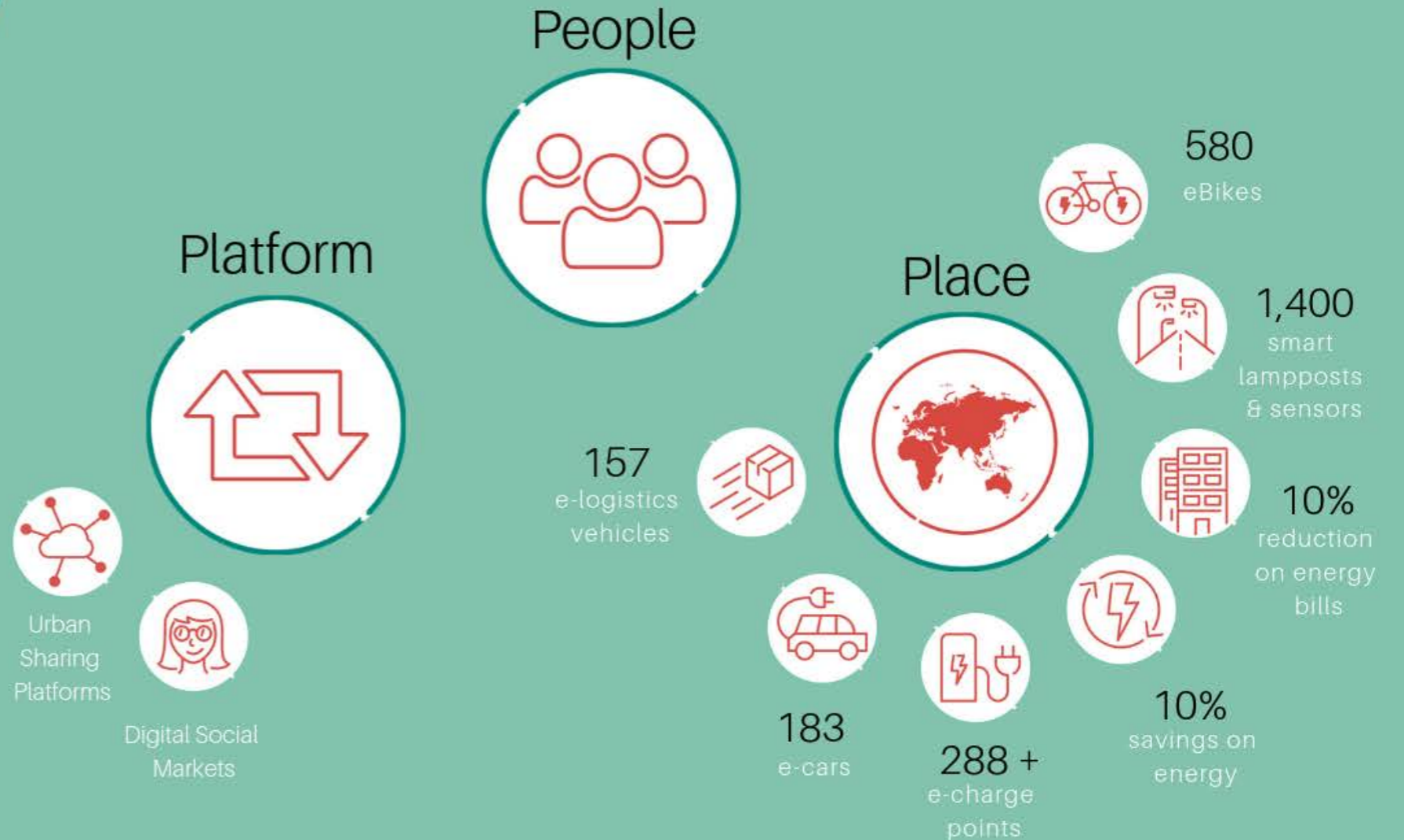


WARSAW

Population:
1,775,933



SHARINGCITIES



Sharing Milan: Building smart cities together



SHARINGCITIES

People



Digital Social Market launched February 2019



150 eBikes with child seats

Platform



Urban Sharing Platform

Place



28 sensors installed on 20 lampposts



262 apartments retrofitted by June 2019

11 e-logistics vehicles



9 e-logistics charge points



72 e-cars for car sharing



60 e-car charge points



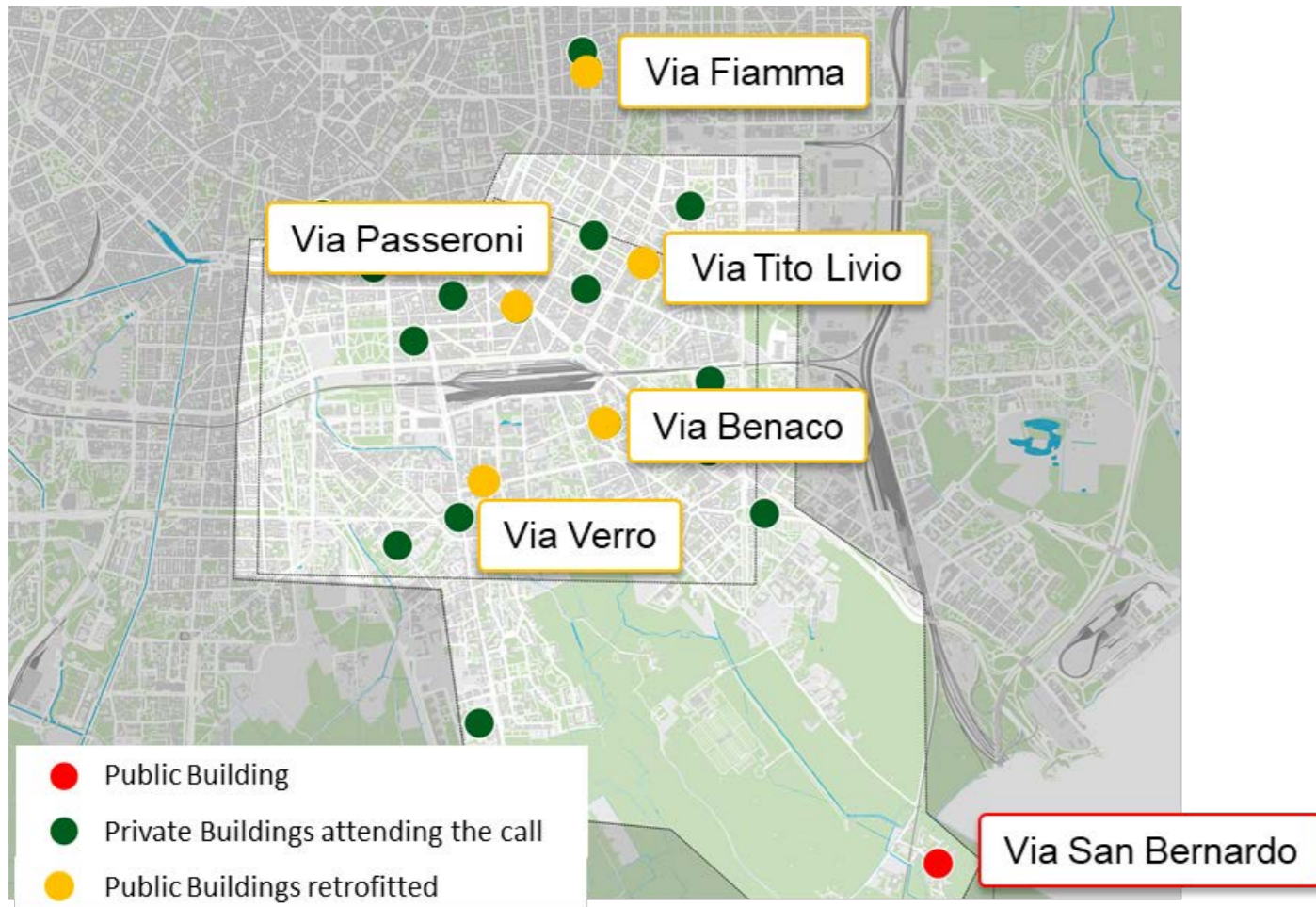
125 parking sensors installed by June 2019

Building Retrofit



PROJECT GOALS

- 1) Refurbishment of 24.000 smq of private residential building and 5.000 of public residential buildings
- 2) Sensors and SEMS for monitoring and managing energy consumption



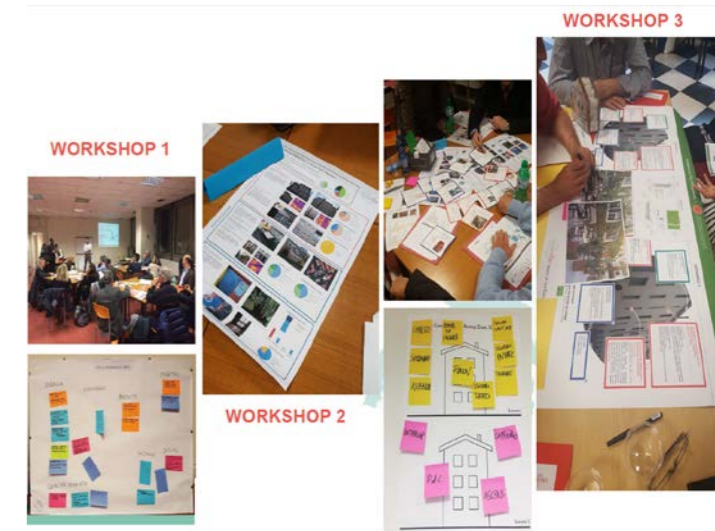
PRIVATE BUILDING PASSERONI

Retrofitted

- Via Tito Livio: 28 apt. (2.000 smq)
- Via Fiamma: 15 apt. (3.300 smq)
- Via Verro: 36 apt. (3.900 smq)
- Via Passeroni: 46 apt. (6.300 smq)
- Via Benaco: 137 apt. (8.800 smq)

On going

- Via San Bernardo: 66 apt (5.000 smq)

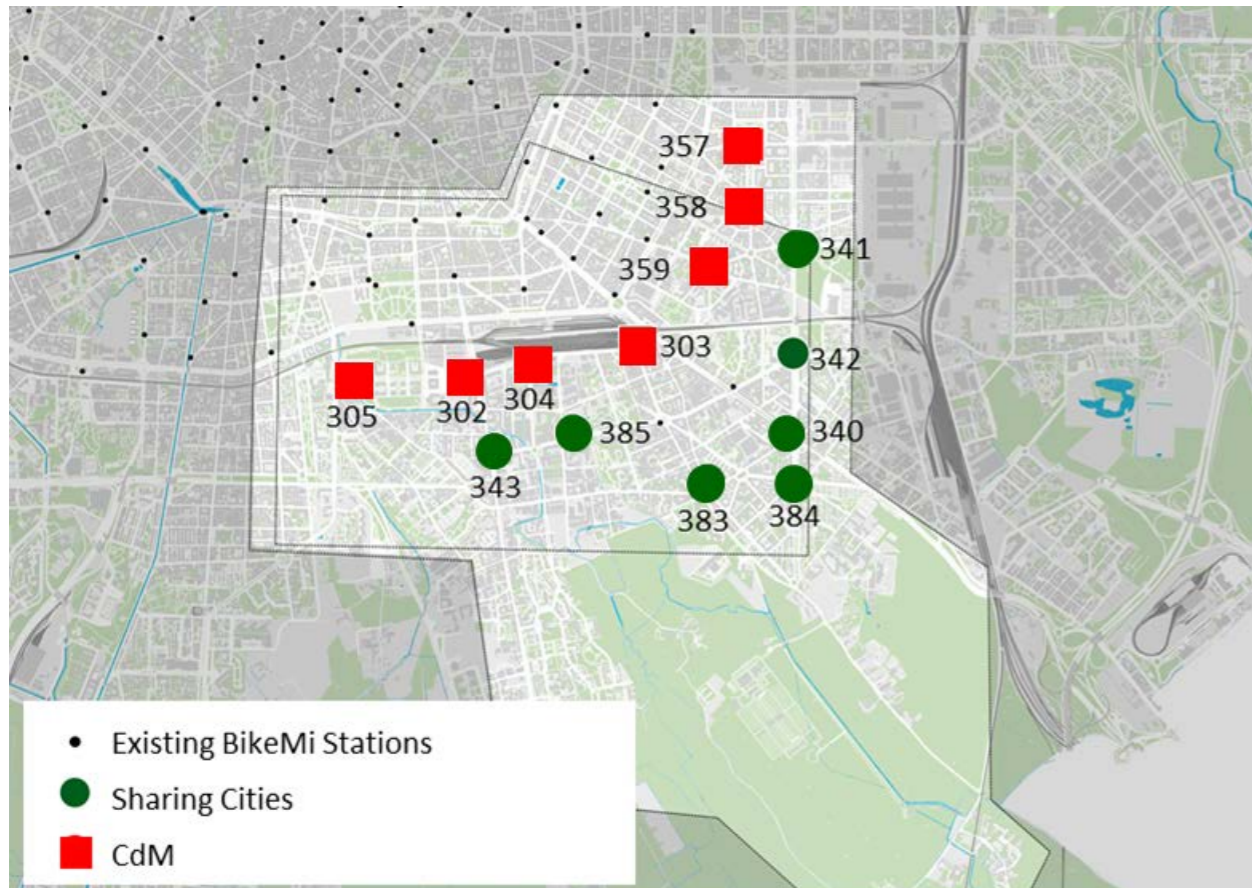


e-bike sharing



PROJECT GOALS

- 1) 150 new e-bikes for bike sharing with child seats
- 2) 7 new project bike sharing stations + 7 financed by CdM
- 3) User and operator based relocation system



BIKE SHARING STATION PIAZZA ANGILBERTO

Funded by Sharing Cities

- 340 Corvetto-Polesine
- 341 Cuoco – Monte Cimone
- 342 Bologna
- 343 Ortles-Ripamonti
- 383 piazza Angilberto
- 384 piazzale Gabriele Rosa
- 385 Ortles-Orobia.

Funded by City of Milan

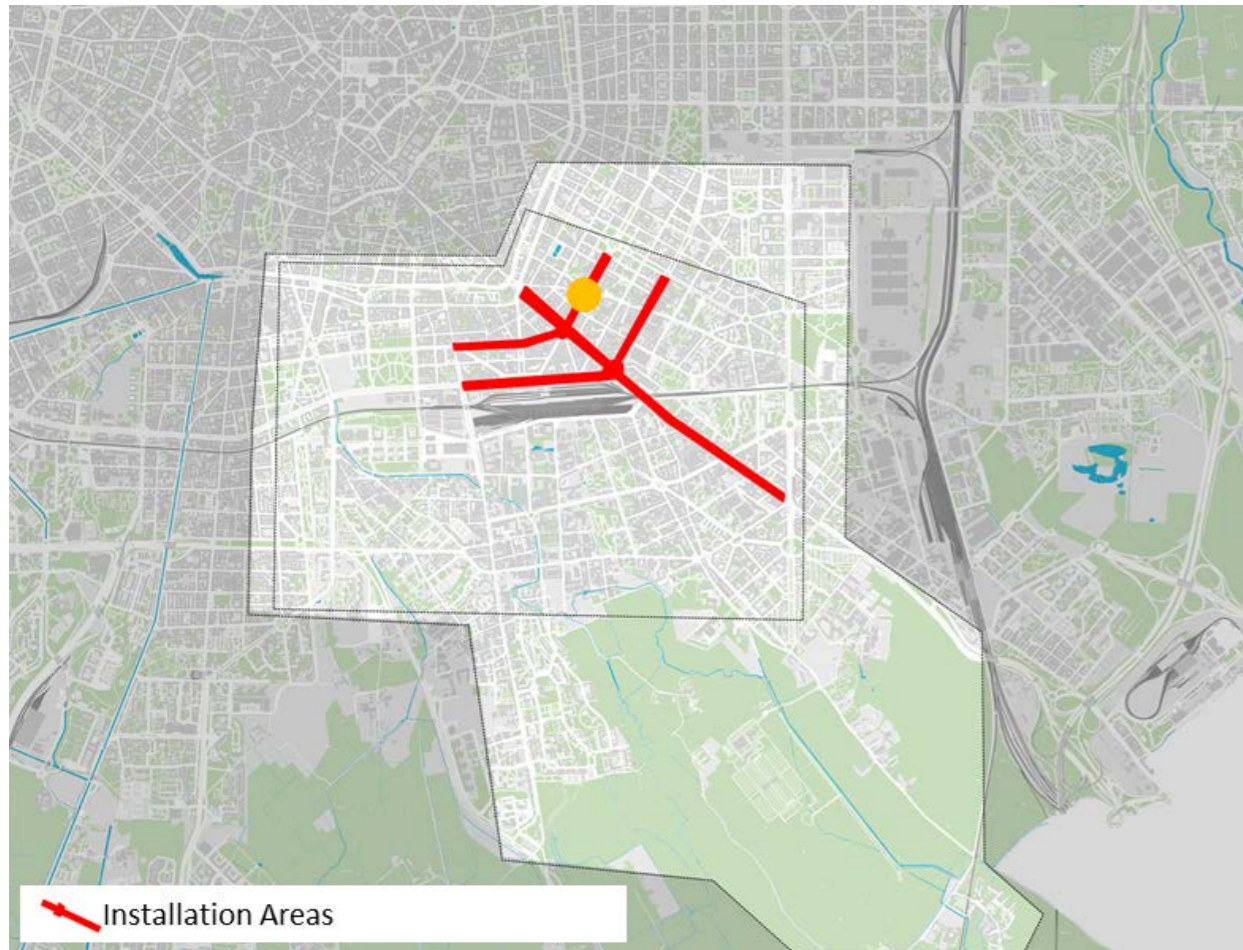
- 302 De Angeli - Ripamonti
- 303 Benaco - Brembo
- 304 Adamello - Lorenzini - Prada
- 305 Spadolini - Centro Leoni
- 357 Ciceri Visconti - Martini,
- 358 Insubria – Sebino
- 359 Tertullino - Dicembre

Smart Parking



PROJECT GOALS

175 parking places with sensors (for logistics, disabled people, no-parking areas, Mobility Areas)



SMART PARKING SENSOR – BUS STOP
VIA LAZZARO PAPI

Results so far

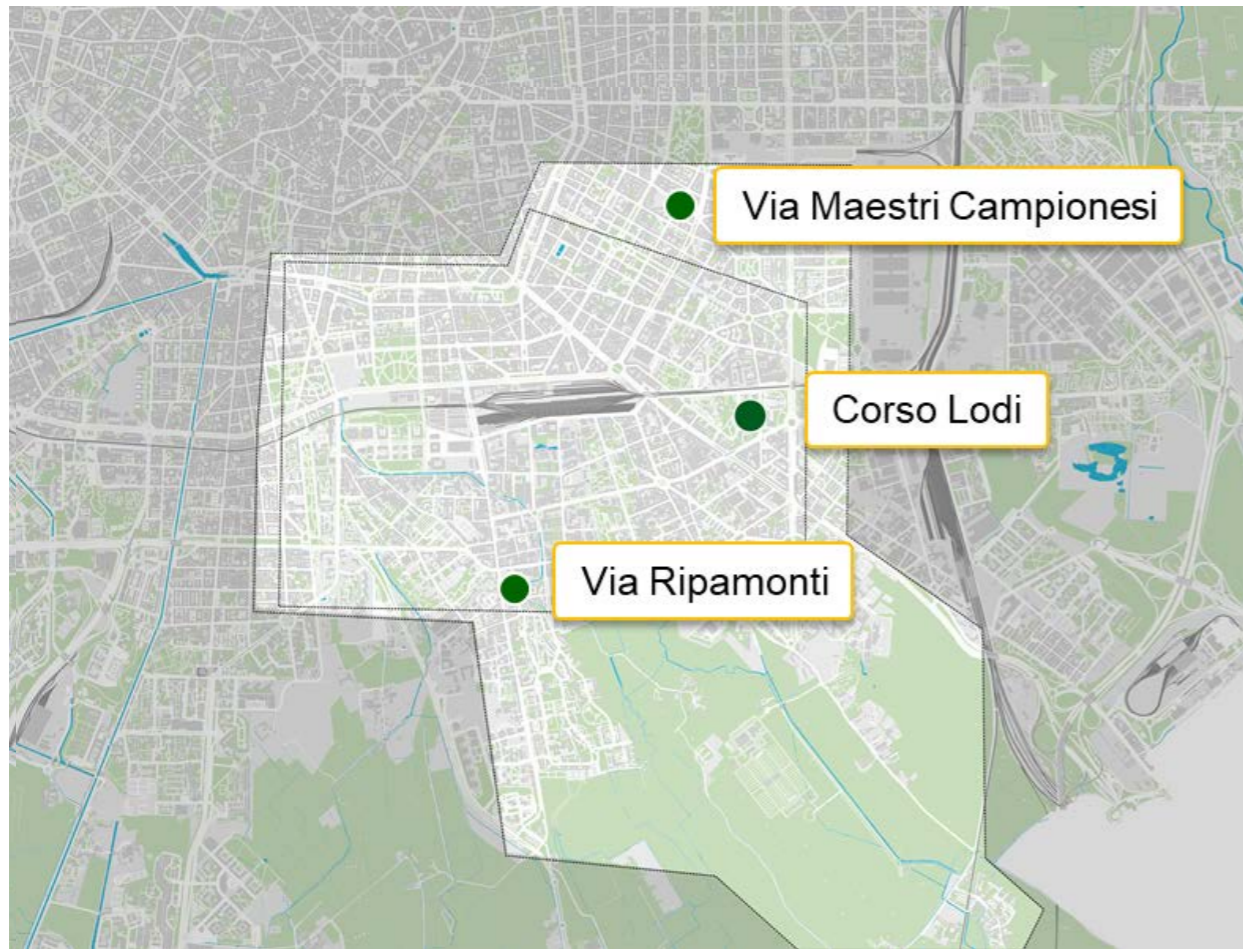
- 75 parking sensors installed
- Interactive web view for monitoring parking slots
- 100 sensors to be installed in the mobility areas are in standby

e-logistics



PROJECT GOALS

- 1) 11 new e-vehicles for the logistics, 1 charging point
- 2) Optimization system



Results so far

- 9 eVans
- 2 Cargobikes
- 11 charging points installed



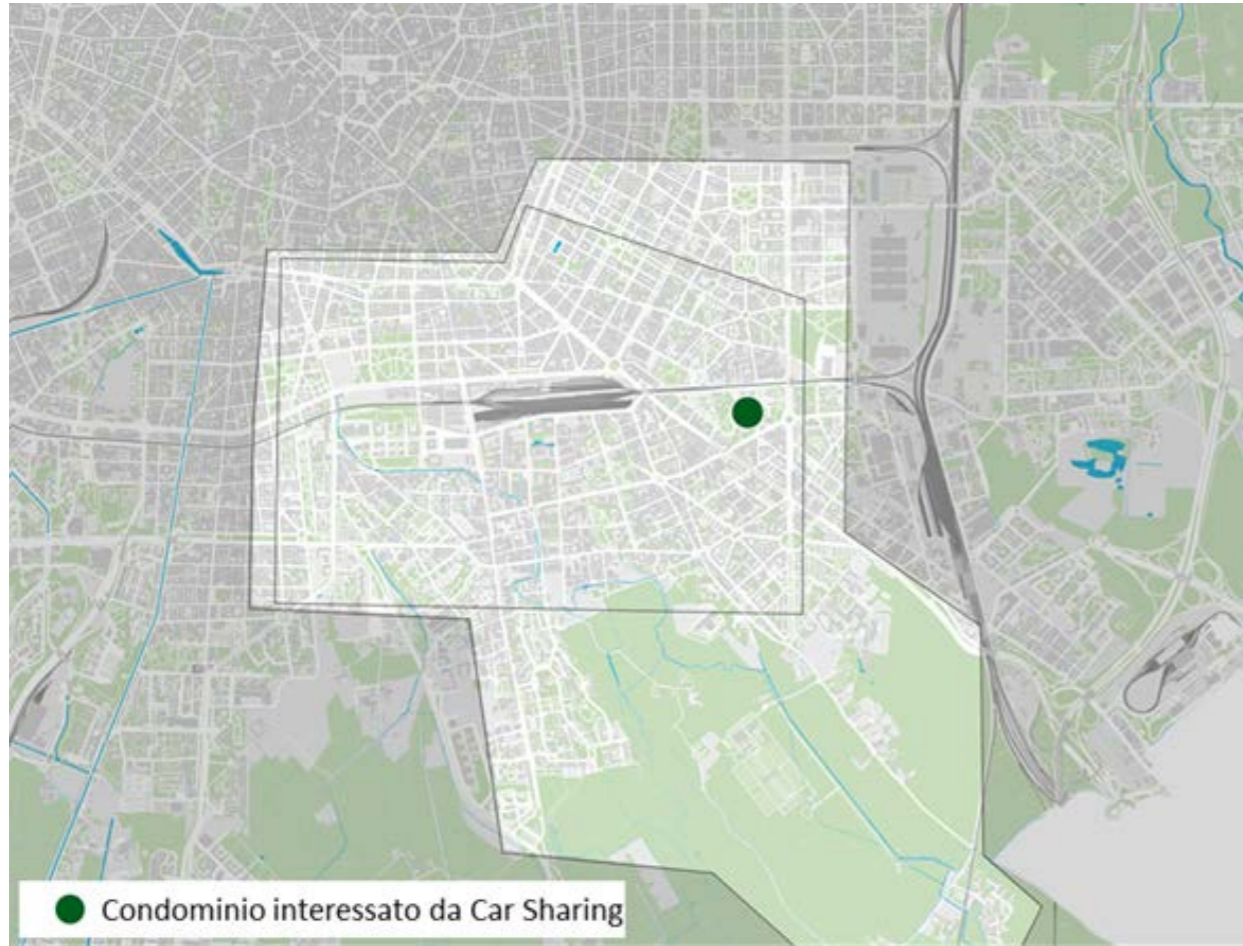
E-LOGISTIC CHARGING POINT
VIA MAESTRI CAMPIONESI

e-car sharing



PROJECT GOALS

- 1) Enhancement of the e-car sharing offer in the area thanks to the recharging points offer
- 2) 2 e-vehicles for condominium car sharing
- 3) User and operator based relocation system



CONDOMINIUM CAR SHARING
VIA BACCHIGLIONE

Condominium:
via Bacchiglione, 21

Results

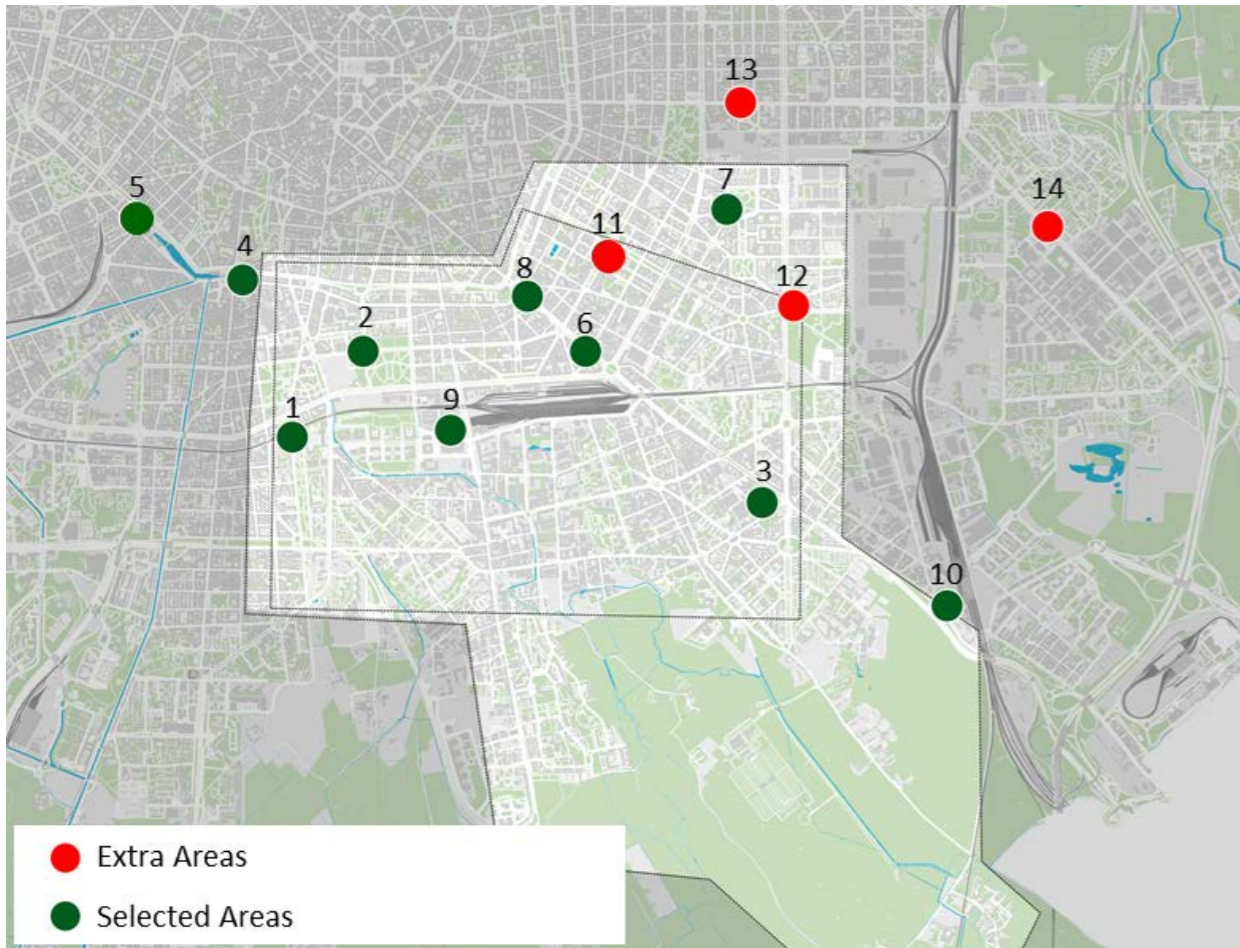
- charging points installed
- 2 eCars in place
- 50 registered users
- New charging points inside the building area under evaluation

Charging Points



PROJECT GOALS

10 recharging stations with 60 recharging points (20 fast) integrated into Mobility areas



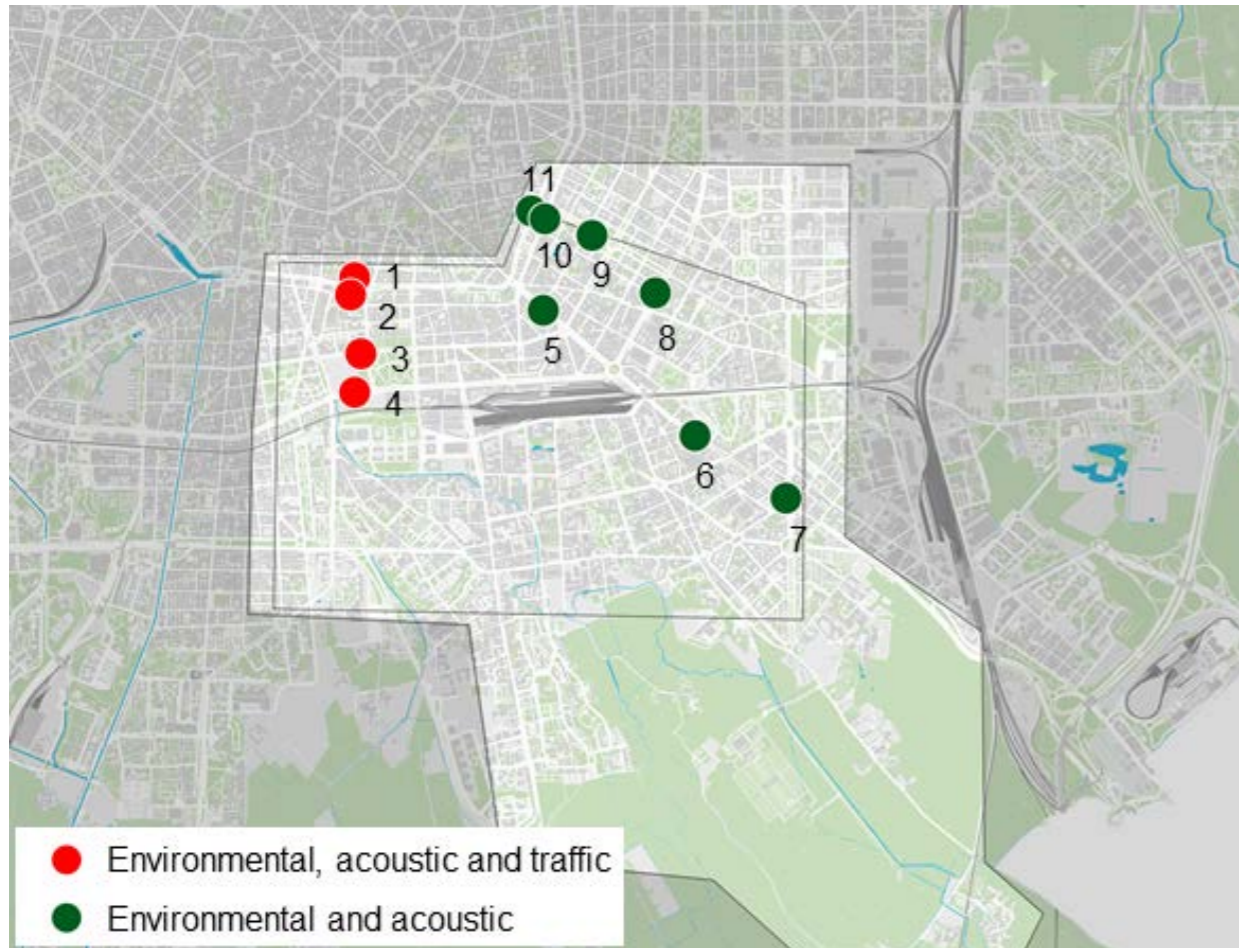
- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> 1) Aicardo 2) Bocconi 3) Corvetto 4) Darsena 5) Darsena-Cantore 6) Lodi 7) Martini 8) Porta Romana 9) Ripamonti 10) Rogoredo | <ul style="list-style-type: none"> 11) Libia 12) Cuoco 13) Grandi 14) Mecenate |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|

Smart Lamppost



PROJECT GOALS

From Humble to LED to Smart Lampposts (WiFi antennas, Environmental monitoring, Monitor traffic flows and speeds) for 20 lampposts
Lorawan network in the project area



SMART LAMP POST – CORSO LODI

Environmental, acoustic and traffic sensors:

- 1) Viale Beatrice d'Este
- 2) Viale Bligny
- 3) Viale Sarfatti
- 4) Viale Toscana

Environmental and acoustic sensors:

- 5) Corso Lodi (center)
- 6) Corso Lodi (periphery)
- 7) Piazzale Corvetto
- 8) Viale Umbria
- 9) Viale Lazio
- 10) Viale Monte Nero
- 11) Viale Emilio Caldara

Smart City Lab & Symbiosis

Smart City Lab

- Energy Class: A1
- Functions: Start-up incubator · Coworking · Offices of the Public Administration
- Dimensions: total area – 4.000 sqm · Internal area – 1.600 sqm · Public Square – 1.000 sqm · Parking spaces – 530 sqm · Green spaces – 1.000 sqm



SYMBIOSIS DISTRICT – PIAZZA ADRIANO OLIVETTI

Symbiosis District

- Leed “Core & Shell” at Gold level (50% of energy locally produces, 50% from renewable sources)
- Mobility: shared e-vehicles veicoli (10 e-cars, 15 e-bikes), charging points (5), bike parking
- Lighting: LED lampposts, walking paths with LED
- Community: public square, Wi-Fi, charging points for smartphone and tablet
- Greening: trees, garden

SharingMi

SharingMi is a community that reward positive behaviours

Downloading the greenApes app and selecting Milan, it is possible to access a community of people who share ideas, concrete actions, tips for a more sustainable lifestyle.

The points earned are redeemable in prizes and discounts, offered by the activities participating in the project.

Results so far

Signups 1.350 | Stories shared 4.460 | 'Clap' sent 17.3500

SHARE YOUR DAILY SUSTAINABLE BEHAVIOURS:



I'm going to the office by bike

For my lunch break: I've eliminated plastic dishes and bottles

I usually close water when I brush my teeth

I've planted herbs on my terrace



Diventa un cittadino sostenibile
Fare parte di SharingMi è semplice e gratuito. Registrandoti alla piattaforma potrai accedere alla community di persone che si stanno impegnando per migliorare Milano. L'applicazione ti aiuterà ad ottenere punti che potrai riscattare in premi per avere scelto uno stile di vita più eco-sostenibile.

Premia i tuoi clienti
Se sei titolare di un'attività che offre prodotti o servizi eco-sostenibili a Milano, iscriviti a SharingMi per essere visibile ad una comunità di persone che stanno facendo cose incredibili per migliorare Milano.

Diventa partner
Anche le aziende possono usare la piattaforma, proponendo sfide per i cittadini, o ai propri dipendenti. È un modo per connettersi con un pubblico più ampio raccontando il proprio impegno e azioni per ridurre l'impatto ambientale.

A Milano guadagni premi per le tue azioni sostenibili
Powered by greenApes - l'app che ha a cuore il pianeta - guadagnerai punti che potrai usare per riscattare eco-premi e sconti.

Who plays

- **Citizens and groups** (Social Street area Porta Romana-Vettabbia, amici Cuccagna, associations...)
- **Local shops:** 12 in Milan, 14 e-commerce
- **Business partner:** Fa' la cosa giusta, Legambiente, Cascina Cuccagna, PuntoCom, Milano Bike City, PinBike, T-12, Giacimenti Urbani, Area Porta Romana, Fastweb, Siemens, ...



Thank you!



**MUNICIPALITY OF
MILAN**
Urban Economy and
Employment

Comune di Milano

Urban Economy and Employment Directorate

Project Unit Economic Innovation and Sustain to Enterprise

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