

Milan? L'innovation pour quoi faire?

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La gauche dans l'héritage de la droite

- Facteur de succès: effondrement politique de la droite
 - Interlude: “Mains propres” était-elle une discontinuité?
- Contraints: faire ou ne pas faire? mise en oeuvre
- Modalité d'intégration: chaines d'échange longues, et denses

La gauche dans l'héritage de la droite

- Objectif: créer des emploi pour la classe moyenne
- Identité politique: complémentarité et pas substitution
- Modalité d'intégration: chaines de rituels d'interaction

EXPO in Città has been a broad calendar of events that run during the period of Expo 2015, based on a **crowdsourcing platform** working with all the players entitled to promote and/or organize an event.

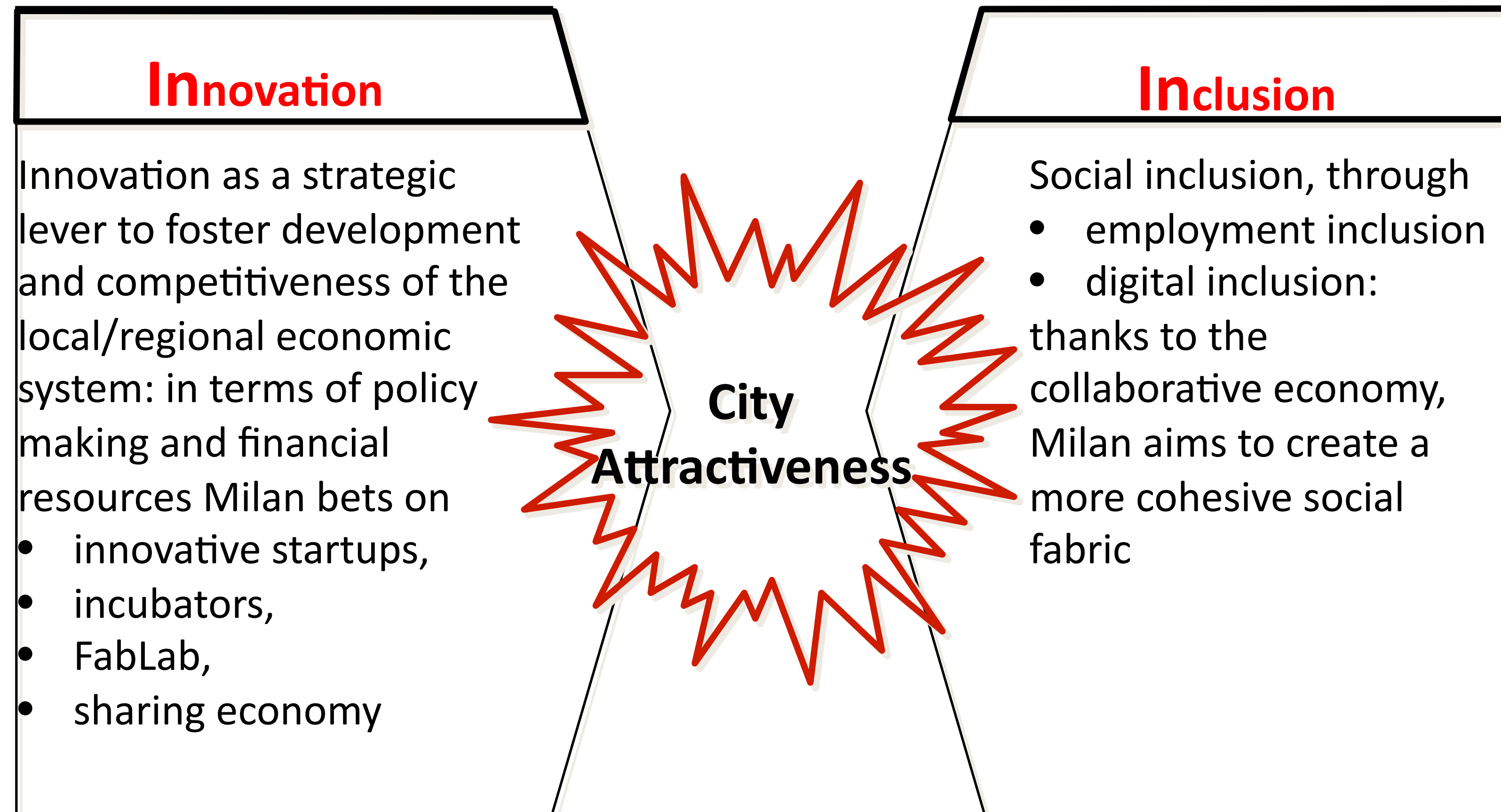
34.683 events published

8.293 of the events
have taken place during
the first month of EXPO



VISION - "Milano-IN" policy

Milano-IN policy frame is based on the following pillars:



Milan Sharing city

Shared Creativity in Milan



Makerspace

+

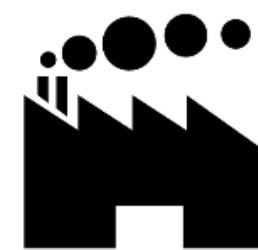
Fablab



49 Co-working spaces



**Incubator for
makers “D’Azeglio»**
starting in 2016



**6.000 sm
creativity:**

renovation of space at
“**BASE**”, former
Ansaldo factory



FabriQ incubator
#socinn



Use and re-use of spaces in Milan



More than **22.000 sm** of
spaces managed by
Associations, start up,
citizens



900.000 €
for freelancers
“Tira su la Cler”

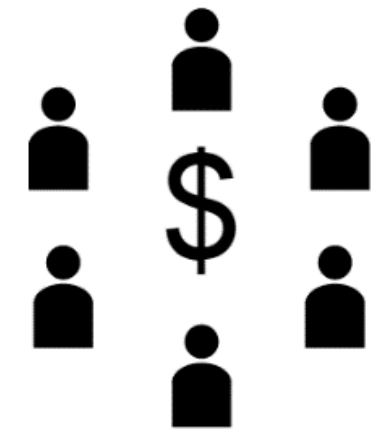


8 new
community gardens
(34.000 sm)



Milan Sharing city

Collaborative Finance in Milano



**>400.000 € for
civic Crowdfunding**

to help enterprises and associations
financing their ideas
with social impact



**Fondazione
Welfare Ambrosiano**

Solidarity Social credit,
microcredit



Milan Smart City: participatory process and the 7 guidelines

- **Connection between citizens and the City**
- **Residents participation and sharing economy**
- **Connection by means of transport**
- **Connection through infrastructures: energy/transport/information**
- **Expo 2015: connection between urban and rural areas**

More **Innovative**, thanks to its network of start-ups, incubators and accelerators;

More **Inclusive**, thanks to the attention paid to social innovation;

More **Attractive** and responsive to the needs of citizens and city users:

More **Green and Sustainable**.

LAB FOR
SOCIAL
INCLUSION
AND DIVERSITY

LAB FOR
ENVIRONMENTAL
AND ENERGY
POLICIES

LAB FOR
SUSTAINABLE
URBAN
MOBILITY

LAB OF WELL-
BEING IN THE
CITY

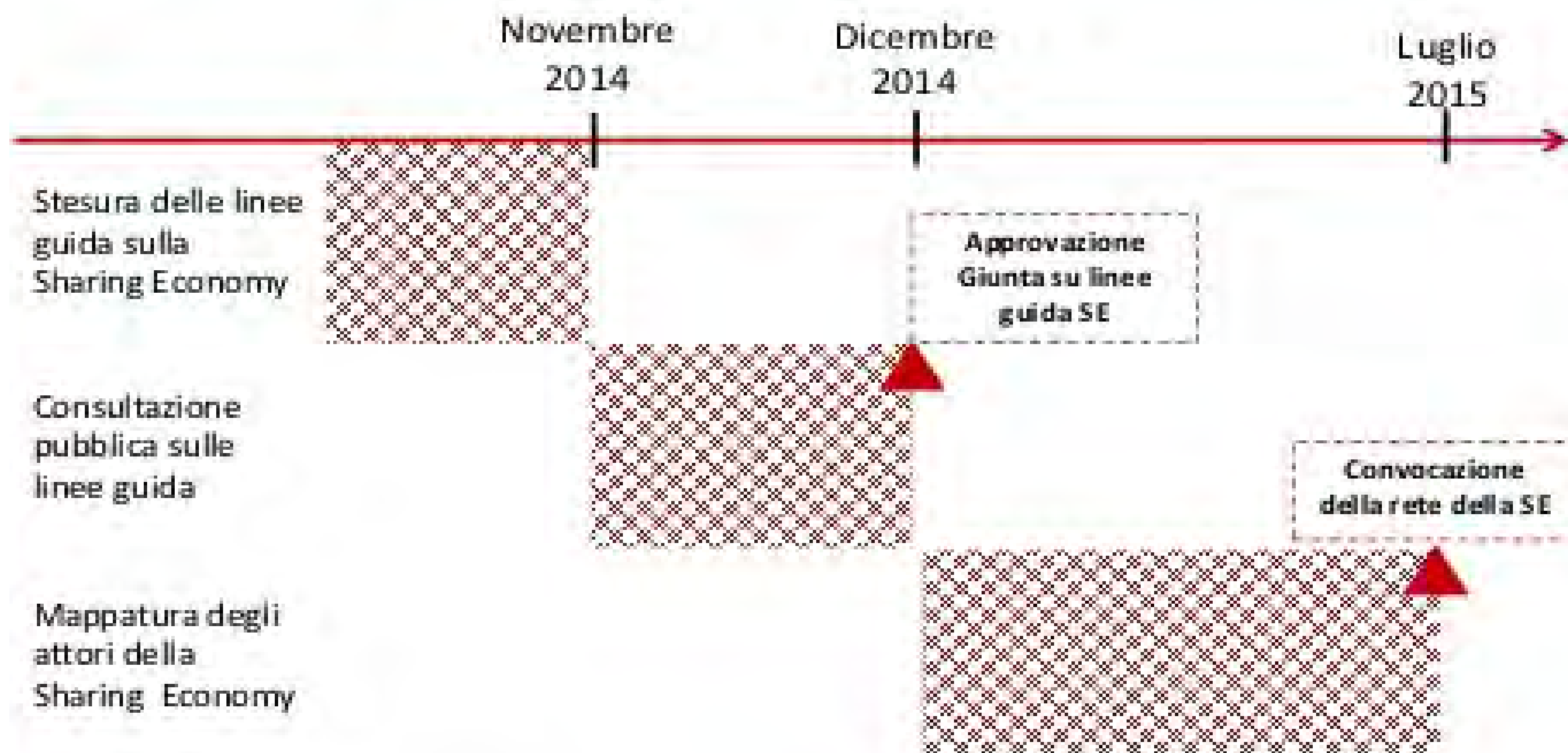
INCUBATOR
FOR BUSINESS
MODELS

LAB FOR
DECLUTTERING
AND
SIMPLIFYING
PUBLIC
ADMINISTRATION

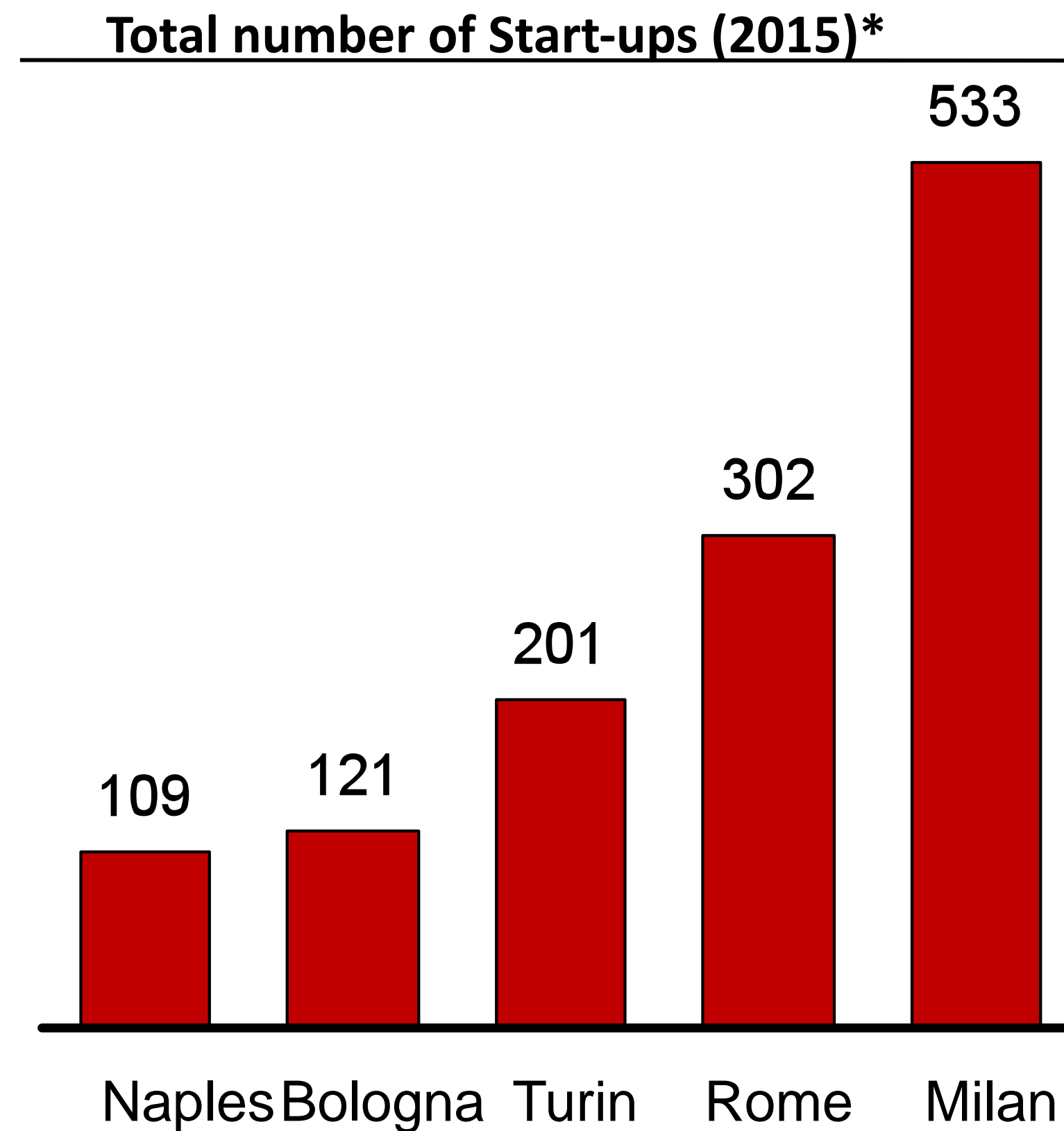
GLOBAL CITY
NATIONAL AND
EUROPEAN LAB



Le linee guida sulla “Sharing Economy” sono state approvate dal Comune di Milano nel Dicembre 2014



Milan **start-up landscape** is the **most flourishing** of Italy, with around **503 companies** surveyed -among those many with social vocation- over 3711 total Italian start-ups.



*Souce: Infocamere, National Report, Italian Chamber of Commerce



8 specialized incubators and accelerators

total investments of the Municipality valued **18 Million Euro**

Polihub

start up district and incubators for
ICT / web / high tech in
partnership with
Politechnic of Milan

Fabriq

start ups in the field of social
innovation

BASE (former “Ansaldo”)

CCIs incubator

Via d’Azeglio

incubator / accelerator for Makers

Arte e Messaggio (“Art and message”)

training center and incubator for
the sector
of graphics and illustration

Quarenghi Center

specialized in dress making

Speed Mi up

specialized in management, in
partnership with the
Chamber of Commerce and
Bocconi University

Lodi Technological Park

specialized in agro-food and
innovation
i.e.: orange fiber (Fabric from
orange /citrus garbage wastes



Social Innovation and creation of enterprises



FABRIQ:

**an area of 700 sm for
social start-ups**

FabriQ is a business incubator for the transformation of ideas into concrete projects intended to host young entrepreneurial start-ups whose activities have a social impact.

- **1st Call FabriQ: 6 companies, 25 employees;**
- **2nd call on 3 themes:**

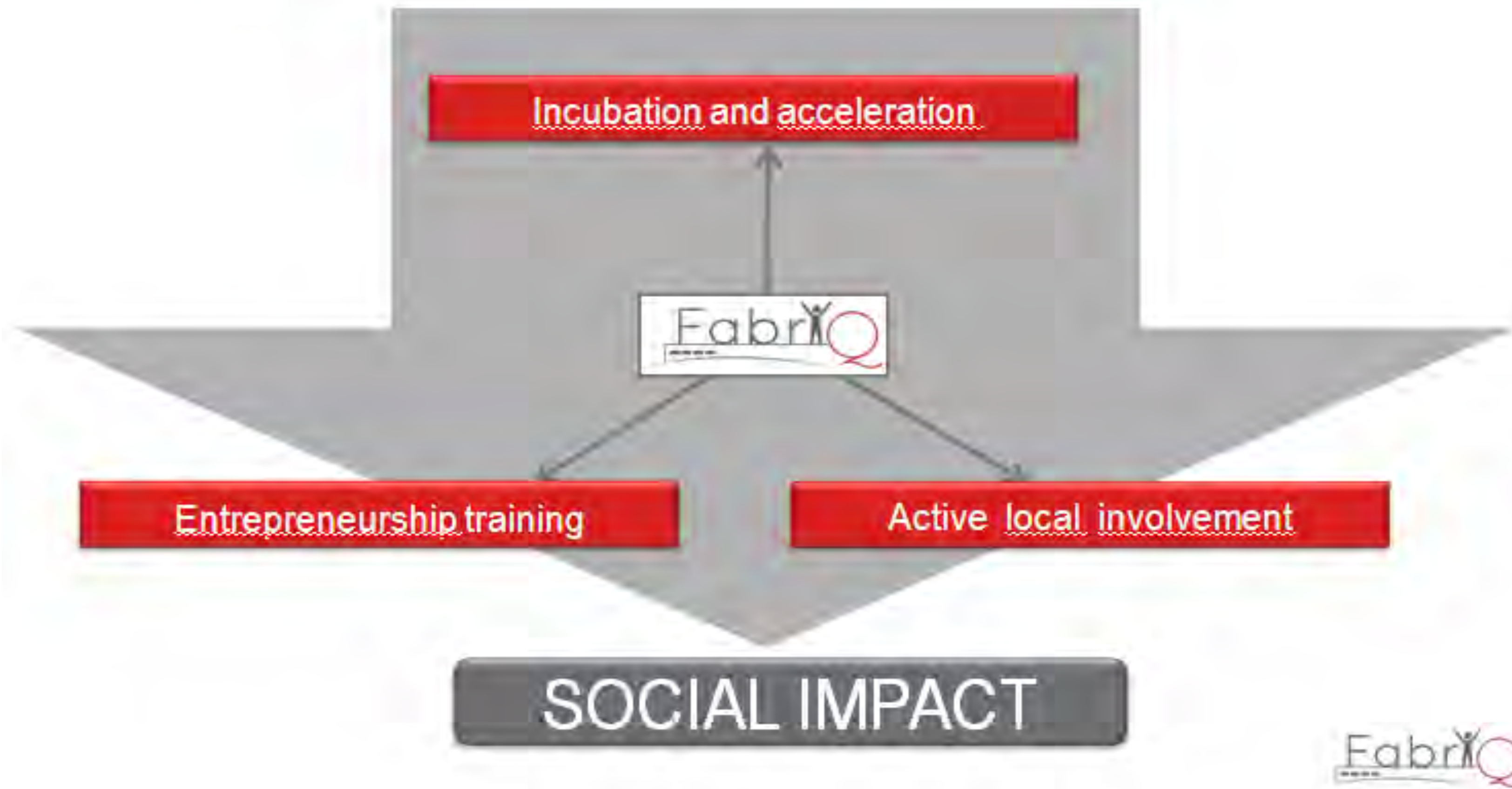
Smart City, Accessible City and Sharing economy

- ✓ **85 applications received, 7 winners (May 2015) with a grant up to 20,000 Euros.**



Social innovation: FabriQ

FabriQ operates along three axes:



The City of Milan is the first municipality in Italy that promotes a crowdfunding platform dedicated to projects with high social impact in the city. This initiative is part of a collaboration between two different departments of the Municipality






Objectives:

- To experiment innovative ways to finance projects of public interest;
- To promote the pooling of public and private resources
- to support projects with high social impact on the Milan's territory, with possible repercussions on the metropolitan dimension;
- To promote the active participation of citizens in Municipality's decisions, through:
 - transparency/openness of the process of selection and fundraising
 - the accessible information on the development of the projects, and their impact on the community.

The « SHARING CITIES» Project

‘**Sharing Cities**’ programme aims to take a **digital first and data driven approach** to overcome some of the key environmental challenges facing Cities: Carbon emissions from buildings and transport and air quality

 KEY STRATEGIC FACTOR	 HOW	 EXPECTED RESULTS
Citizen engagement is at the heart of the project involving the co design of services by residents and a digital bond scheme to ensure their take-up	The integration of these issues and interventions will happen using data from a wide range of sensors and sources, across a platform to better enable their management	Through the integration of different measures and thanks to the ICT ecosystem new smart services will be provided and it will be possible for citizens to access to a series of information on their behaviours and to change them virtuously in order to produce environmental impact



25 million euros of which **Milan** receives
8,5% - 2.1 million euros



In Porta Romana district:












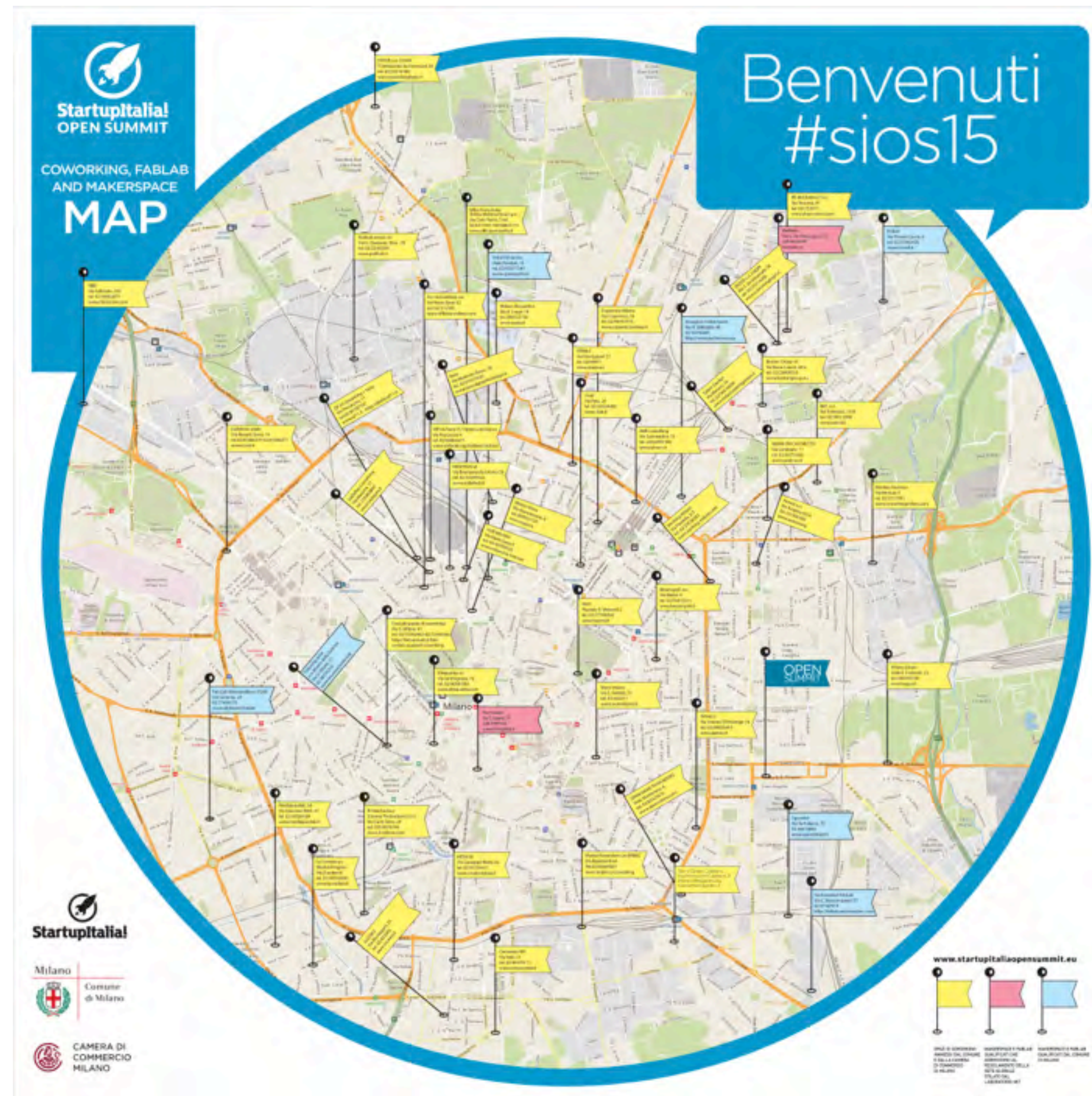
	Citizen Engagement	Collaborative activities to catalogue current practices across cities, enhance and exploit. Co-creation of sharing services for relevant measures with active citizen participation
	Building Retrofit	300 private housing homes, 5 mixed owner blocks, public building via S. Bernardo
	Sustainable Energy Management Serv.	Real-time demand response and energy optimisation, and micro-geographical information and visualisation
	Shared eMobility	
	eV Car Sharing	62 eVs
	eBike Sharing	150 eBikes / 14 station
	EV Charging	6° charge points (20 rapid)
	Smart Parking	125 parking bays
	eLogistics	10 eLogistics vehicles
	Smart Lamp Posts	300
	Urban Sharing Platform	Development of a common open standard reference architecture and urban sharing platform for exploitation beyond the core cities «designed by three, mean for many»



Figure 2: Co-working spaces in Milan



Source: www.startupitaliaopensummit.eu

LIEUX D'ÉCOUTE ET DE COLLABORATION

CONFIANCE

PAS DE « RAYON » : « L'ACTION COMMUNAUTAIRE » – CO-HUB

PROGRESSIVITÉ DE LA VISIBILITÉ – COLLABORATIVE WEEK

CERTIFICATION

QUELLE STRATÉGIE D'INTÉGRATION?

**CHAÎNES DE RITUELS D'INTERACTION
POUR INFLUENCE MUTUELLE ENTRE INTERVENTIONS
INDÉPENDANTES ET DIFFÉRENTES**

VARIÉTÉ?

**LA VARIÉTÉ D'INSTRUMENTS N'A PAS ÉTÉ MIS EN
ŒUVRE PAR JUXTAPOSITIONS,
MAIS À TRAVERS
DES CHÂÎNES D'INTERACTIONS
CAPABLES DE PRODUIRE DES
EFFETS RELATIONNELS DE TRANSFORMATION.**

**« JOUER » LES LIENS
RELATIONNELLEMENT ET PRODUIRE
EFFETS D'ÉMULATION ET DE PRESSION**

X

**FAIRE DE L'INCLUSION
UN OBJECTIF TRANSVERSAL**

DISCONTINUITÉ' DANS LA GOUVERNANCE

MAIS...

**QUOI DES INTERACTIONS
VERTICALES?**