Milan? L’innovation pour quoi faire?

Tommaso Vitale
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 œuvre

• 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:

**Innovation**
Innovation as a strategic lever to foster development and competitiveness of the local/regional economic system: in terms of policy making and financial resources Milan bets on
- innovative startups,
- incubators,
- FabLab,
- sharing economy

**Inclusion**
Social inclusion, through
- employment inclusion
- digital inclusion:
  thanks to the collaborative economy, Milan aims to create a more cohesive social fabric

**City Attractiveness**
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

8 new community gardens (34,000 sm)

900,000 € for freelancers “Tira su la Cler”
Milan Sharing city
Collaborative Finance in Milano

>F400.000 € for civic Crowdfunding

Fondazione Welfare Ambrosiano
Solidarity Social credit, microcredit

to help enterprises and associations financing their ideas with social impact
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**.
Le linee guida sulla “Sharing Economy” sono state approvate dal Comune di Milano nel Dicembre 2014.

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Comune di Milano, Assessorato alle Politiche per Lavoro, Sviluppo Economico, Università e Ricerca
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.

*Source: Infocamere, National Report, Italian Chamber of Commerce*
8 specialized incubators and accelerators

total investments of the Municipality valued **18 Million Euro**
Social Innovation and creation of enterprises

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.

FABRIQ:
an area of 700 sm for social start-ups
Social innovation: FabriQ

FabriQ operates along three axes:

- Incubation and acceleration
- Entrepreneurship training
- Active local involvement

SOCIAL IMPACT
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.
‘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**

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.

**HOW**

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.

**EXPECTED RESULTS**

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 Services**
  - Real-time demand response and energy optimisation, and micro-geographical information and visualisation.

- **Shared eMobility**
  - 62 eVs
  - 150 eBikes / 14 station
  - 6° charge points (20 rapid)
  - 125 parking bays
  - 10 eLogistics vehicles
  - 300

- **Smart Lamp Posts**

- **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 3: Map of social streets in Milan.

Source: http://www.socialstreet.it/
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 chaînes d'interactions capables de produire des effets relationnels de transformation.
« JOUER » LES LIENS RELATIONNELLEMENT ET PRODUIRE EFFETS D'ÉMULATION ET DE PRESSION

FAIRE DE L'INCLUSION UN OBJECTIF TRANSVERSAL
DISCONTINUITE’ DANS LA GOUVERNANCE
MAIS... QUOI DES INTERACTIONS VERTICALES?