

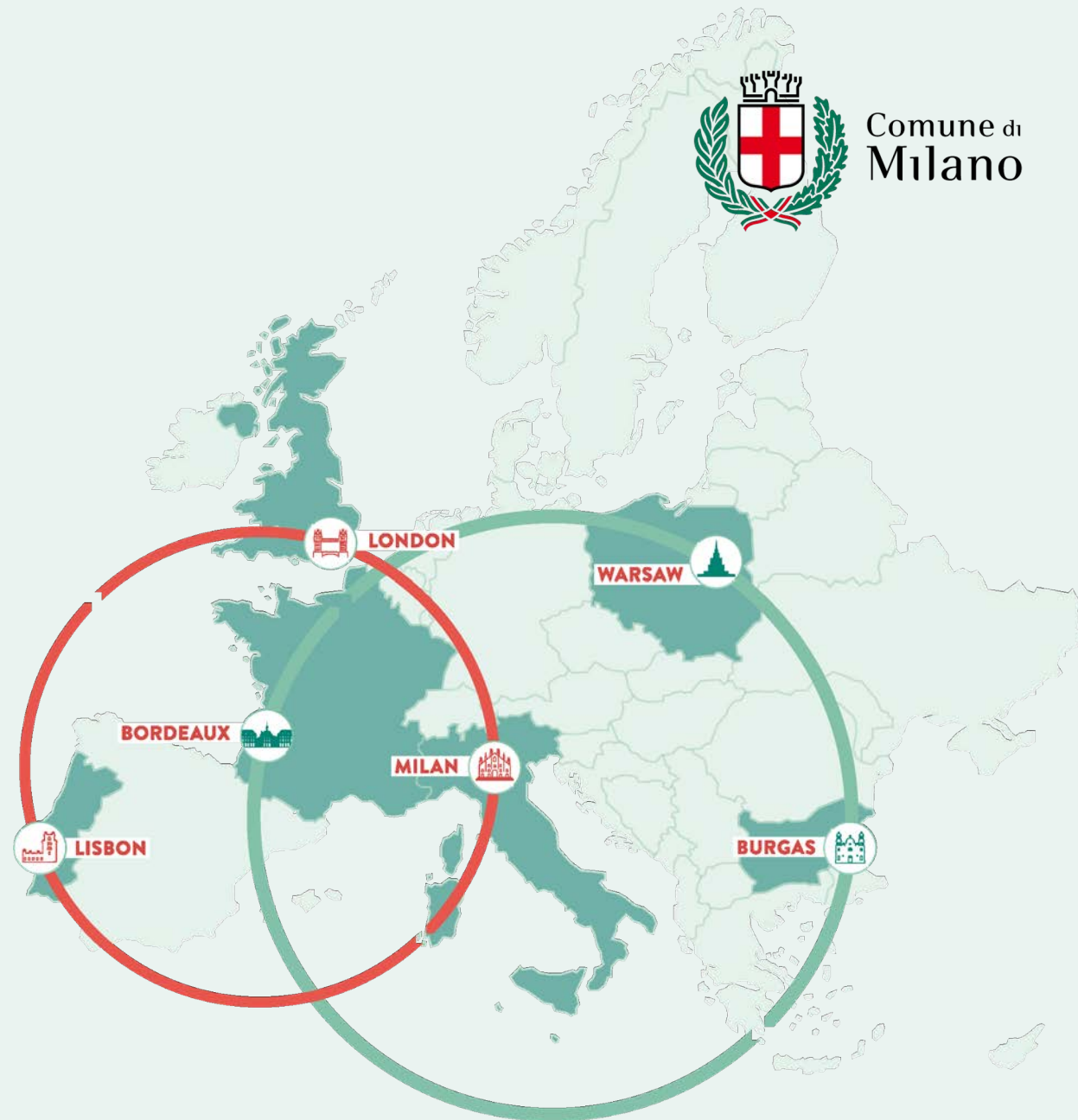


EXPLORING SHARING CITIES

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Comune di
Milano



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research and innovation programme
under Grant Agreement N° 691895



Cross-cutting Unit of Municipality of Milan

Mission: create vision and identify priorities for Milan smart city, coordinate different municipality departments in smart city projects and activities

Main activities

- Start-up promotion and incubation
- Digital Manufacturing
- **Smart District promotion**

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**SMART CITY
& SMART
CITIZENS**



**SHARING &
COLLABORATIVE
ECONOMY**



**NEW CRAFT
& URBAN
MANUFACTURING**



**HYBRID
ENTERPRISES
& URBAN
REGENERATION**



**START UP &
KNOWLEDGE
INTENSIVE
ECONOMY**







Funding programme:

H2020 LIGHTHOUSE Smart Cities and Communities

Duration: 2016-2021 (4 + 2 monitoraggio)

Coordinator: Greater London Authority

Lighthouse Cities: Lisbon - London - Milan

Fellow Cities: Bordeaux - Burgas - Warsaw

Overall

24 M€

35 Partner

Milan

8,6 M€

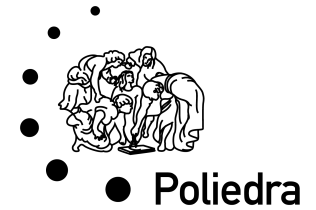
17 Partner

(Cities, private companies, NGOs, research centres, universities)





Comune di
Milano



SHARINGCITIES PEOPLE-PLACE-PLATFORM

PEOPLE

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

PLATFORM

Urban sharing platform based on open data.

PLACE

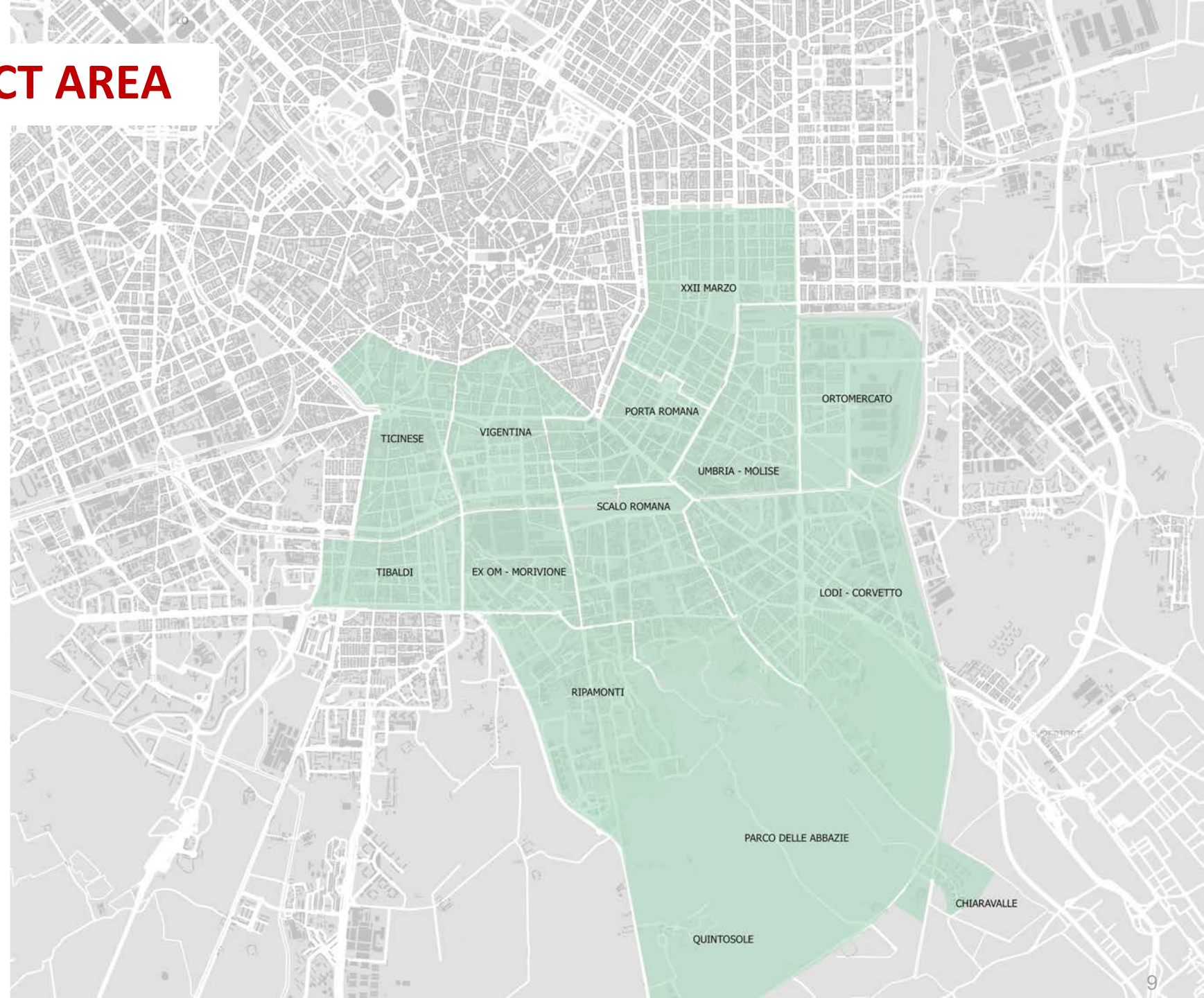
Infrastructure solutions for: low-energy districts, e-mobility, retrofitting of buildings, installation of sustainable energy management systems and smart lamp posts.



- Former industrial areas
- 70% of real estate asset in G or F energy classes
- Not connect mobility

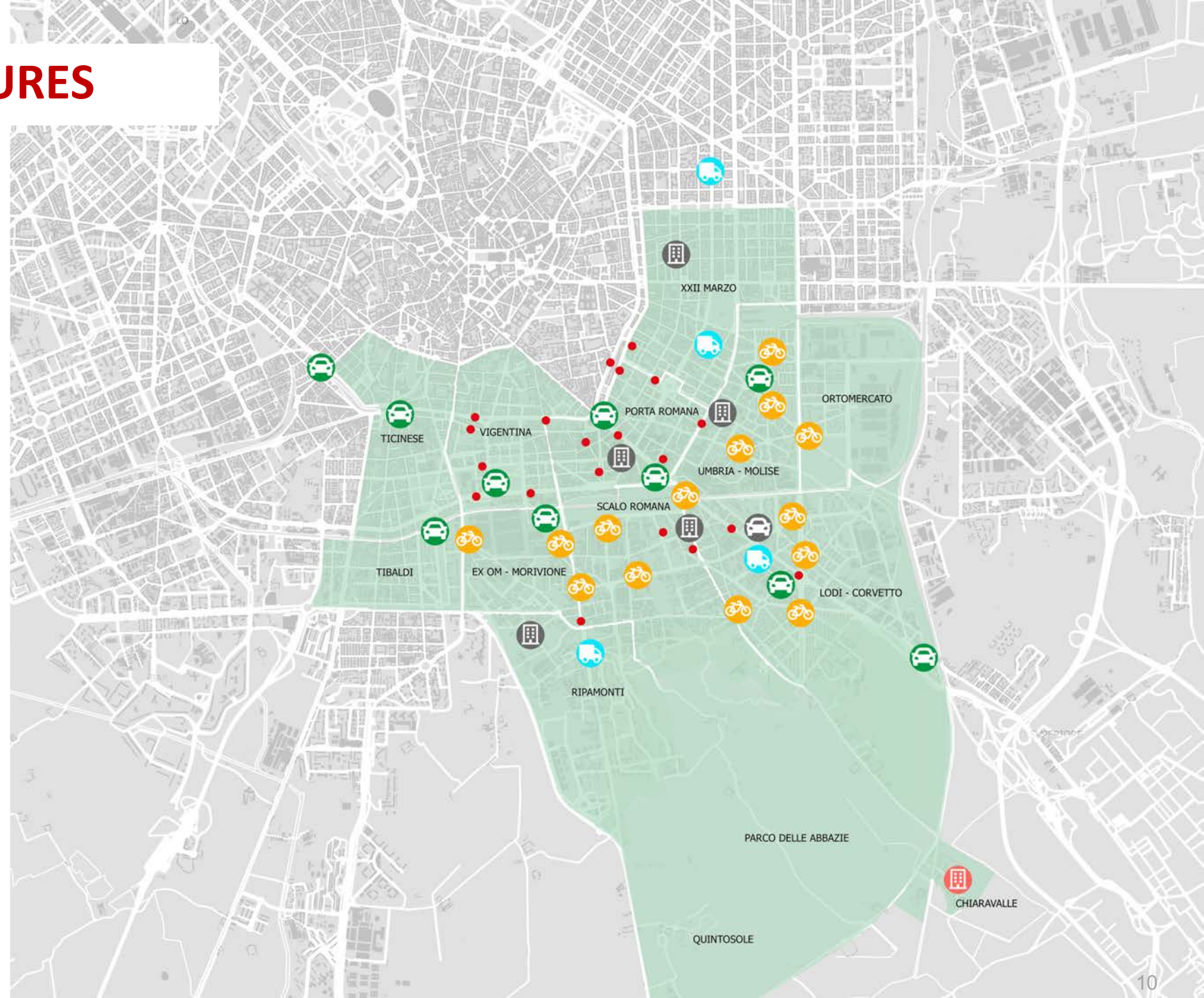
SPECIFIC GOALS

- Energy consumption reduction
- Enhance accessibility
- Boost intermodality
- Facilitate open data access
- Attract public-private investments



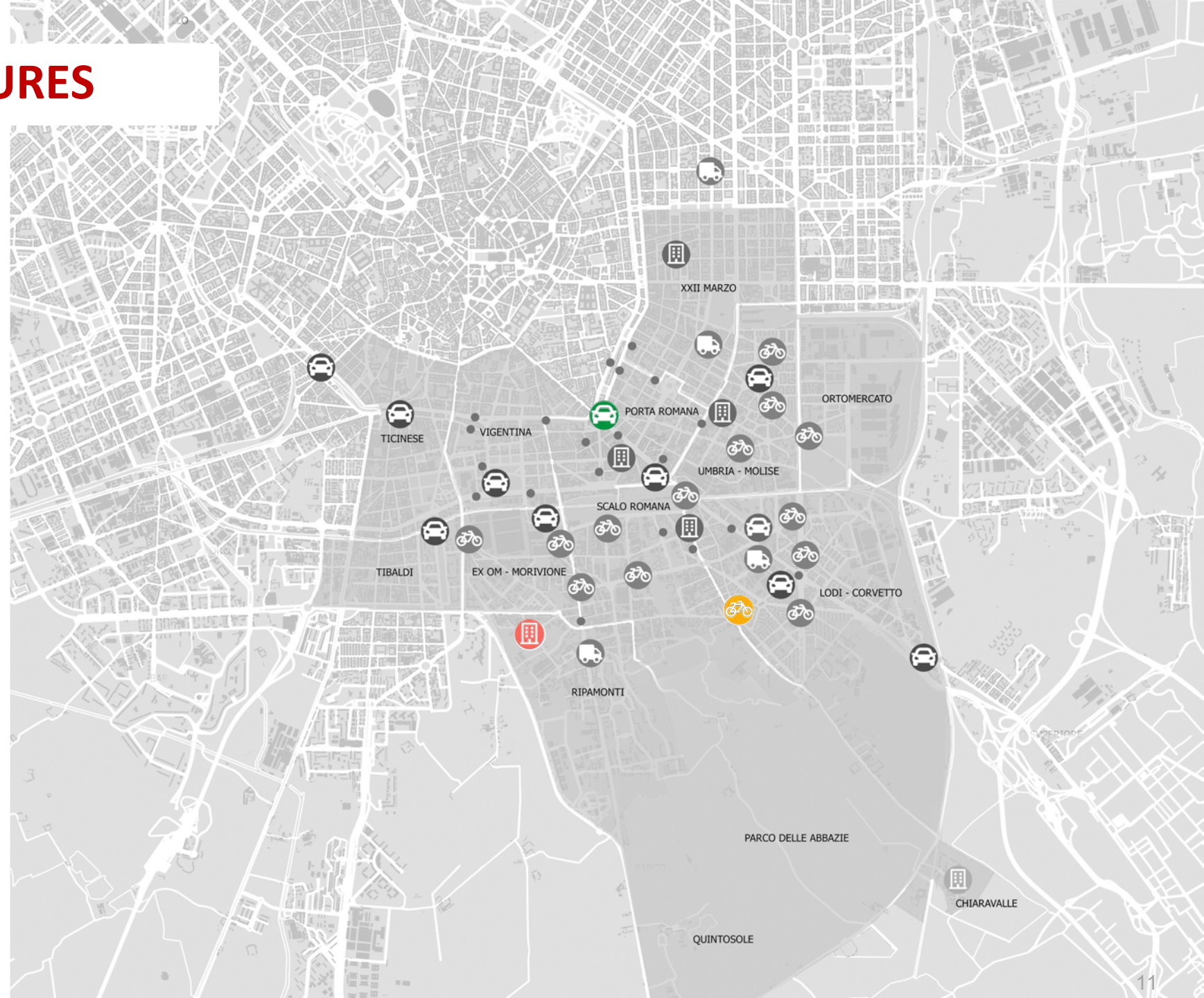
SHARINGCITIES THE MEASURES

- Multi-tenants private buildings
- Social Housing
- Bike sharing
- Mobility Areas
- Community car sharing
- E-logistics
- Smart lampposts



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ITALY [ENEA, 2016]

55% of real estate stock older than 40 years (75% in Metropolitan Areas)

Energy class

- **56%** in **G** - 2% in **A**
- 95% of Social housing need retrofit interventions

MILAN [AMAT /RSE, 2015]

In metropolitan area building stock is responsible for:

- **50% of CO₂ emissions**
- **25% of pollutant (average)**

In the city, 3.000 gasoline heat power systems (illegal from 2023)





CO-DESIGN PROCESS

WORKSHOP 1



WORKSHOP 2



WORKSHOP 3



BUILDING RETROFIT

5 multi-tenants private residential buildings

Challenge

Majority of owners necessary

Strict Deadline

Deep retrofit

Favourable conditions


European contribution

Financial tools

Innovation

Codesign process

Impact

5 ed., 2-3 en. classes (cons. -50%), -470 tCO₂/y (23.500 )

EUROPE

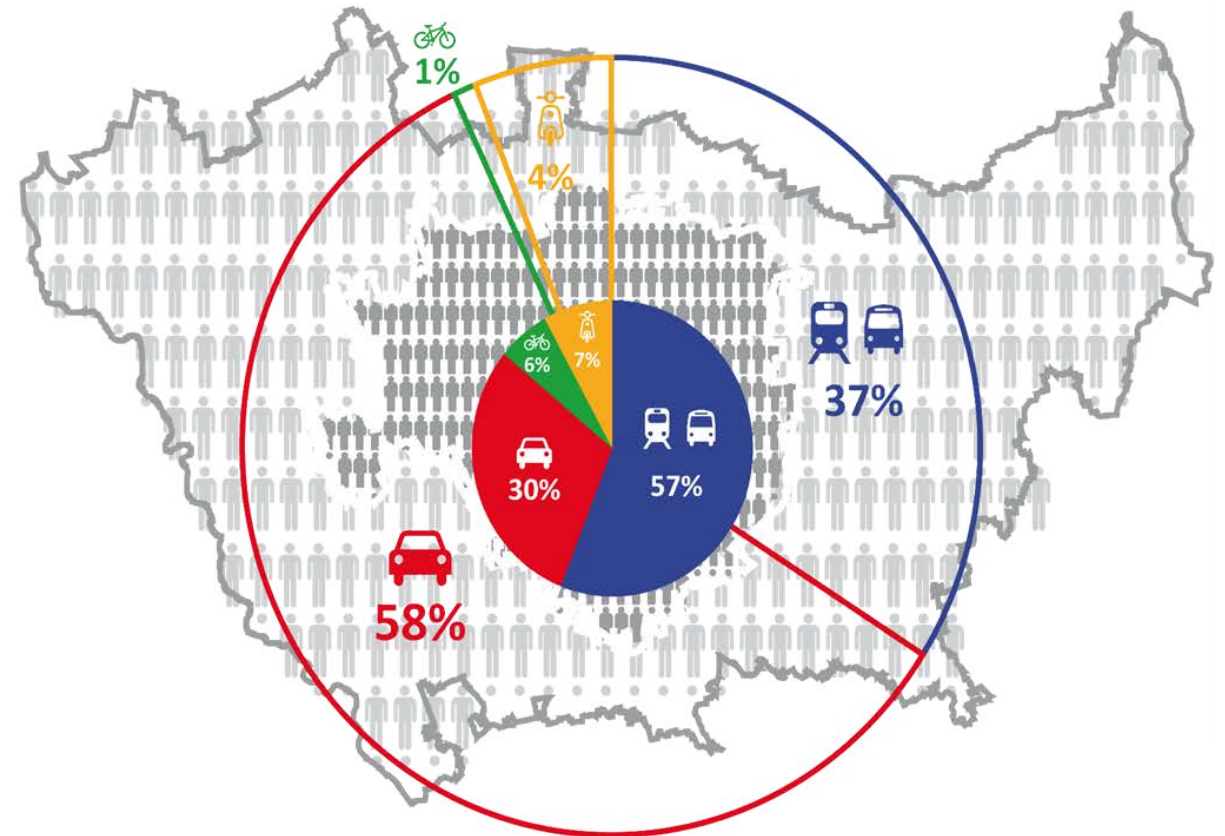
30%+ CO₂ emissions related to transport sector (15% to private motorized mobility)

ITALY

- 60% of daily trips by car is < 5 km [Isfort]
- 600+ cars/1.000 inhabitants

MILAN

500+ cars/1.000 inhabitants
1M commuters arriving every day by car





BIKE SHARING

14 stations and 150 e-bike with child seat

Challenge

Connection with peripheral area

Boost the **modal-shift**

Make the service more **accessible**

Favourable conditions

Long term BikeMi **experience**


Increase of **bike popularity**

Innovation

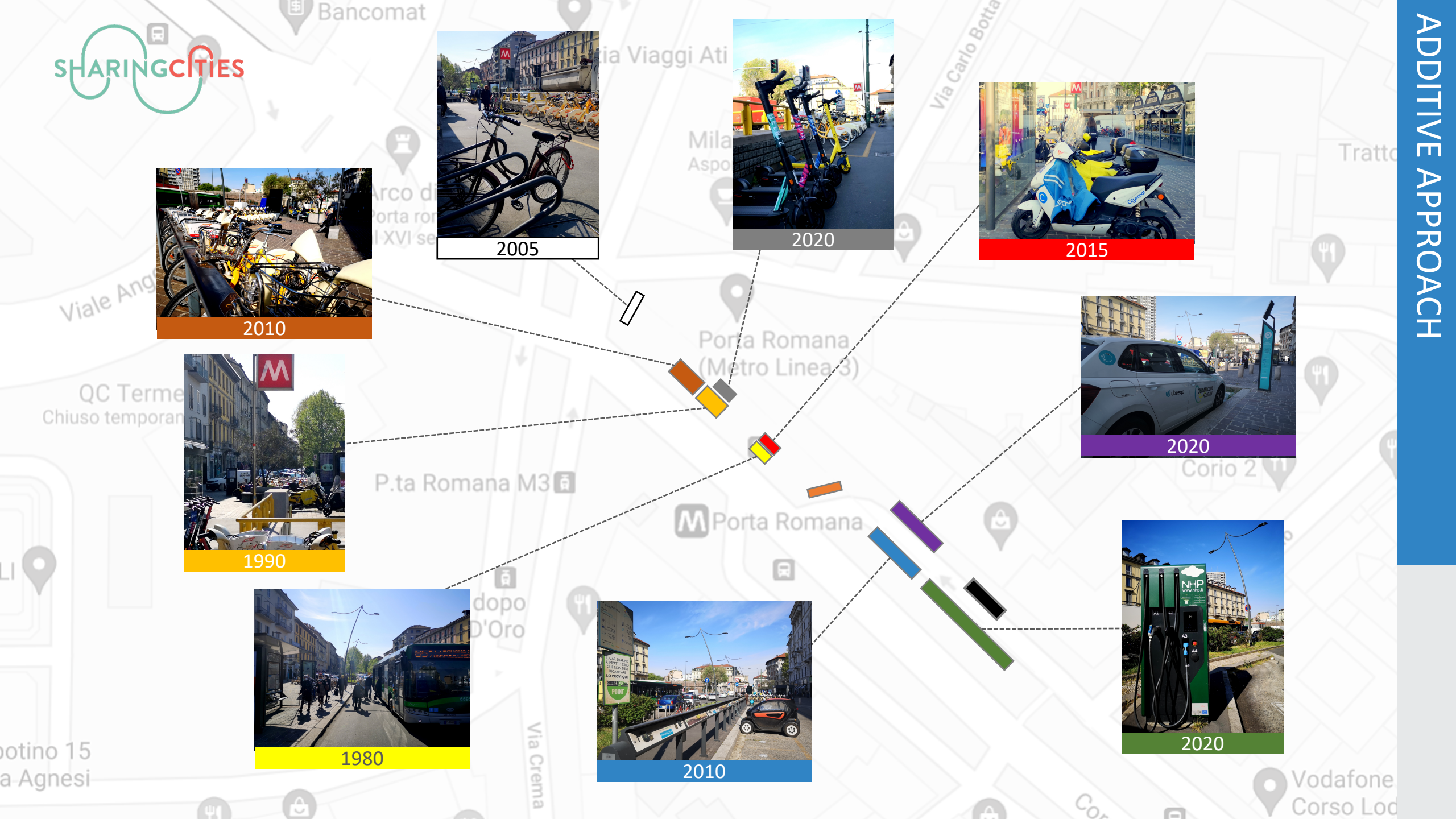
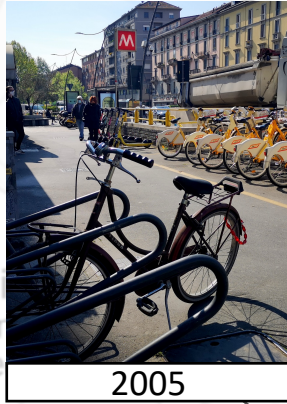
150 e-bike **with child seats**

Data collection and dashboard

Impact

84.000 km/y travelled in 2019 (2 times )





LESSON LEARNED

1

TECHNOLOGY ACTUALLY HELPS,
BUT ALONE IS NOT ENOUGH



LESSON LEARNED

2

DON'T DO (ALWAYS) BY YOUR OWN:
LET PRIVATE SECTOR TO SHARE



LESSON
LEARNED

3

CoDESIGN HELPS BUT CANNOT BE A MANTRA:
DOING WITH, NOT FOR

**IF I HAD ASKED MY
CUSTOMERS WHAT
THEY WANTED, THEY
WOULD HAVE SAID A
FASTER HORSE.**

- Henry Ford



LESSON LEARNED

4

BEHAVIOURAL CHANGE NEEDS
STRONG POLICIES AND DIFFICULT CHOICES



LESSON
LEARNED

5

“ONE FITS ALL” SOLUTIONS ARE GREAT
BUT UNFORTUNATELY DO NOT EXIST

For every complex
problem there is an
answer that is clear,
simple, and wrong.



H. L. Mencken
American journalist
(1880-1956)

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