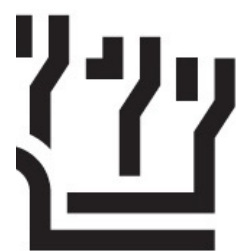


maggio 2014

guide lines

milano smart
city



Milano

Making a **Smart City** out of a city is a complex process involving deep-rooted **innovation** with regard to: tangible and intangible infrastructures, the lifestyles of citizens; the regeneration and design of public spaces, strategies and tools to develop the economy and the handling of complexities. It requires a rethinking of policies and actions in order to create a community able to **live and compete in a globalized world**, also in terms of the changing rhythms of life and work in the “glocal” city. Many different players are part of this process: from **large multinationals** to **social enterprises**, from **small and medium businesses** to **universities**, from **research centres** to the world of **associations**. Public institutions, especially local ones, can play their central role in facilitating, connecting and coordinating. Public administration on its own cannot transform a city into a smart city, but it does have the task of **creating a favourable environment** where the best and blue chip players within its area work successfully towards common and shared goals.

The underlying vision of this document is therefore one in which **a smart city not only cultivates its technological component, but also combines: economic development and social inclusion, innovation and training, research and participation**, and, at the same time, acquires all the tools necessary to provide the strategic framework, the internal coordination and the synergy, bringing together the different players. Being part of the network of major European and worldwide cities is both a **political priority** and a **strategic goal** which involves turning Milan and its metropolitan area into a Smart City.

In order to help trigger a virtuous circle, enhance existing synergies, meet the City's many needs and effectively listen to and allow for active citizenship, the **City of Milan** and the **Milan Chamber of Commerce** signed a protocol. Following a public-public partnership model, they agreed to build and share a Milano Smart City strategy with all the stakeholders and to foster **a framework of governance suitable for a smart city**. This, particularly in view of the forthcoming establishment of the Metropolitan City.

To this end both organizations decided to organize an event entitled **Public Hearing: towards Milano Smart City** on April 19, 2013.

The hearing was the first ever urban forum on the subject, promoted by the City Authorities. Its purpose was the involvement of the main players for the city's development in the creation of a system of governance.

This led to a **process of consultations**, which concluded in March this year, to network institutions, individuals, universities and the third sector in the setting up of thematic working groups in line with the pillars of Smart Cities: Smart Economy, Smart Living, Smart Environment, Smart Mobility, Smart People. To these, one extra was added specific to Milan, regarding Expo 2015.

In parallel with the above process, an **audit, comparison and analysis of 'smart' topics** already present in the Comune di Milano Draft Plans was carried out, to encompass already established targets in these guidelines. In addition, a mapping of the "smartest" projects already in place, whatever their stages of progress, was also carried out in all the Departments, so that they could be taken into consideration in the development of these guidelines.

A further step was the **mapping of stakeholders** in order to identify potential promoters interested in the implementation of the smart process who could not only contribute with ideas and research, but also with funds and, therefore, invest in the construction of Milano Smart City.

The underlying intention is the **enhancement of the best of the city**, namely: research, particularly represented by the Universities and their students, the local economy – taking into account the rich fabric of SME's - the cultural and creative industries sector, including the prolific fields of fashion and design, as well as the social fabric of its neighbourhoods, so different in size and distinctive features, making Milan an attractive city also from the point of view of social inclusion and town planning.

It should be underlined that the springboard for the development of a smart city already exists in **Digital Milan**, consisting in infrastructures and services including: a **dense fibre optic networks, wi-fi hot spots, digital areas, portals** and **open data**, among other things. All these have the ultimate aim of creating a more attractive, welcoming, resilient, flexible, changing city, and complement policies already in place such as **big data analysis, city time structure plans**, and so on.

The above process was essential to have a complete overview and understanding of the **smart process** which partly underpinned some of the actions already undertaken or planned by the Comune di Milano and by Milan society as a whole and has allowed us to identify and outline the **guidelines for Milano Smart City**.

guidelines



Here are the **guidelines**:

	GLOBAL CITY NATIONAL AND EUROPEAN LAB		LAB FOR SUSTAINABLE URBAN MOBILITY
LAB FOR ENVIRONMENTAL AND ENERGY POLICIES		LAB FOR SOCIAL INCLUSION AND DIVERSITY	
	LAB OF WELL- BEING IN THE CITY		LAB FOR DECLUTTERING AND SIMPLIFYING PUBLIC ADMINISTRATION
MILANO SMART CITY GUIDELINES		INCUBATOR FOR BUSINESS MODELS	

1. global city, national and european lab



Milano Smart City is a **European** and **international** city, a hub of **economic, social and cultural networks** which are truly global. In order to be a pilot for smart, green and inclusive urban policies, Milan must be both inward and outward-looking.

Milan was and is a **strategic bridge between North and South**, a city of the Mediterranean area and a crossing place, and will host the 2015 Universal Exposition “Feeding the Planet, Energy for Life.” Through EU Projects, exchange with other cities and international cooperation Milan will transfer and acquire know-how and best practices. It is a challenge set for Milan in 2016 and Europe 2020.



MILAN ACTIVELY PARTICIPATES IN MAJOR INTERNATIONAL, EUROPEAN AND NATIONAL SMART CITIES NETWORKS WHICH PROMOTE ON-GOING COMPARISON OF SMART PRACTICES

MILAN CARRIES OUT SMART PROJECTS IN PARTNERSHIP WITH EUROPEAN CITIES, ENTERPRISES AND UNIVERSITIES TO ENSURE AN EFFECTIVE REPLICATION AND SUSTAINABILITY OF POLICIES INITIATED BY THE EUROPEAN UNION.

2. Lab for sustainable urban mobility



Milano Smart City is committed to a systemic and coordinated management of urban mobility, which means **reorganizing the transport demand effectively**, improving the use of public transport services and providing better short-term and long-term parking systems. The city wants to enhance liveability by promoting all forms of sustainable mobility where getting around the city becomes a pleasure, a moment of conscious choice with no waste nor waiting and with a reduced environmental impact. Mobility is smart if it leads to a **better quality of life** through **effective, accessible and intelligent tools** aimed at the optimization of resources for all citizens, tourists and city users.

2

MILAN AIMS TO BECOME THE LEADING CITY IN THE TESTING OF CAR SHARING AND PEER2PEER MOBILITY, PROMOTING COMPETITION AND INCREASING ACCESS TO ENABLING PLATFORMS. TO SOFTEN THE EFFECT OF PRIVATE URBAN MOBILITY

MILAN HAS IMPLEMENTED PEDESTRIANIZATION TRAFFIC CALMING AND EASY-ACCESS, REAL-TIME MOBILITY INFORMATION IN ORDER TO SOFTEN THE EFFECT OF PRIVATE URBAN MOBILITY

3. Lab for environmental and energy policies



Milano Smart City strives towards **improving the quality of the environment**, which means improving the quality of life of its citizens. Caring for our surroundings means **curbing pollution**, improving **energy efficiency** in buildings and **public lighting**, achieving better **waste management** and implementing a **citywide smart grid** for energy management.

Energy issues are at the heart of a smart city where scarce resources, such as water, must be conserved and maintained.

3

MILAN IS IN THE RUNNING TO BE THE EUROPEAN LEADER IN THE MANAGEMENT OF URBAN WASTE, THE GOAL BEING TO HAVE THE HIGHEST RATE OF RECYCLING AMONG CITIES WITH MORE THAN 1 MILLION INHABITANTS

MILAN PROMOTES ENERGY EFFICIENCY PROJECTS AND REDUCTION OF CO2 EMISSIONS BY INTEGRATING INTELLIGENT BUILDINGS, INNOVATIVE PUBLIC LIGHTING AND SMART METERING

4. Lab for social inclusion and diversity



Smart City is a city where each citizen is unique and **where all kinds of “intelligences” and all diversities create value**. This requires that everyone contributes as an aware citizen.

Therefore it is important to encourage **smart policies focused on older people, children, young people, people with disabilities, migrants** and the **most vulnerable** in order to ensure steadfast equal opportunities, eliminating barriers and discrimination based on race, ethnicity, religion, nationality, gender, sexual orientation, age, disability or health condition.

4

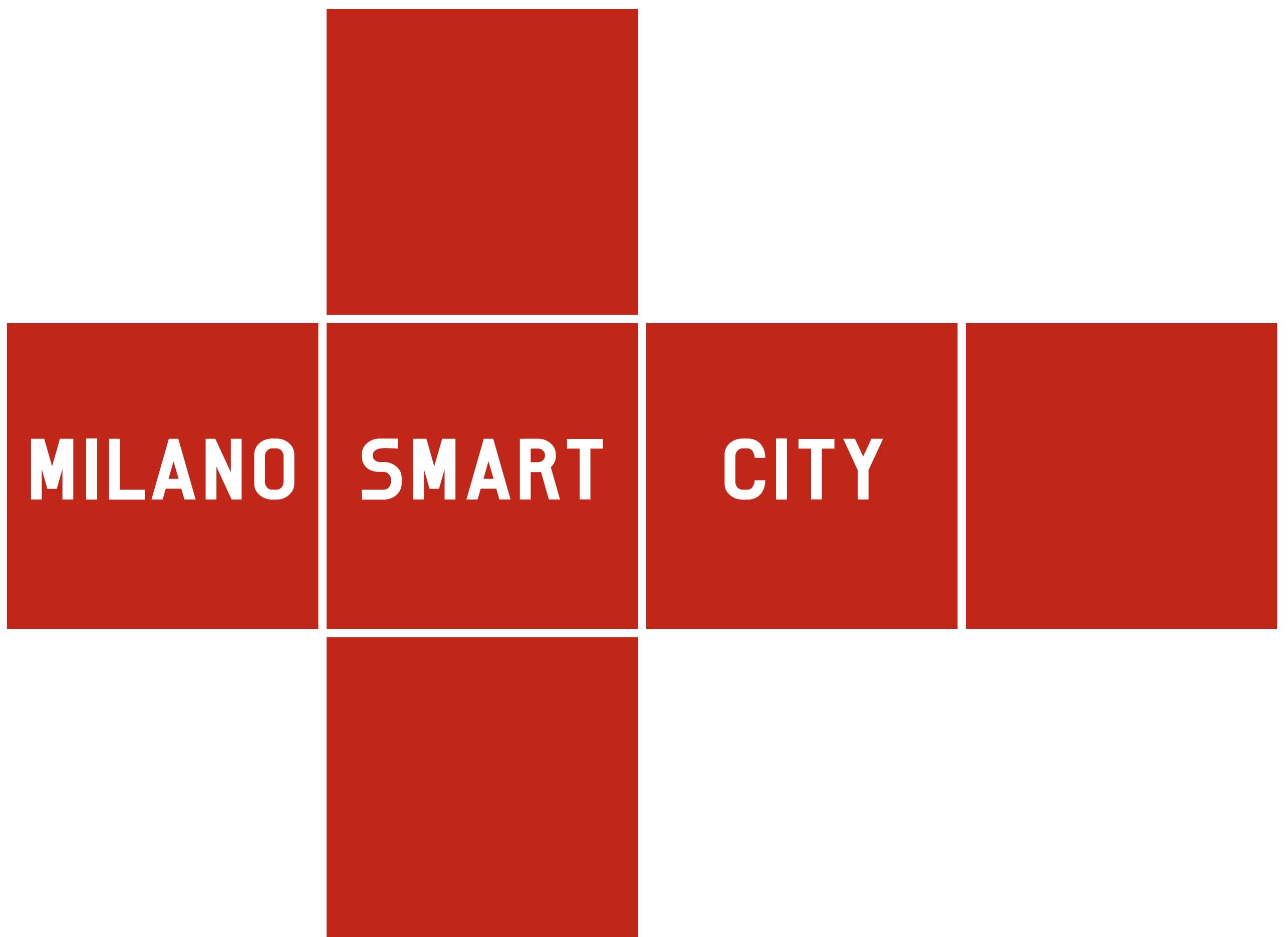
MILAN FOSTERS IN ALL ITS NEIGHBORHOODS, UP TO THE LEVEL OF HOUSING UNITS, A NETWORK OF RELATIONSHIPS SUPPORTED BY TECHNOLOGIES, TO IMPROVE ACTIVE PARTICIPATION AND MONITOR THE NEEDS OF EVEN THE MOST MARGINALIZED MEMBERS OF SOCIETY

MILAN PROMOTES NEW FORMS OF COMMUNITY AND LOCAL WELFARE, THROUGH THE USE OF NEW TOOLS SUPPORTING AND PROMOTING SHARED SERVICES AND SOCIAL INTERACTION

4. Lab for social inclusion and diversity



An inclusive and smart city can also be achieved through the use of **new technologies** able to foster the **social realignment between public and private resources**; to **enhance existing informal networks and cooperation** between the different stakeholders; to devise new ways of supporting and promoting **multiculturalism**; to ensure the availability of **new forms of homecare** and to give a voice to people otherwise considered “weak”.



5. Lab of well-being in the city



Milano Smart City will not exist without **smart citizens**: citizens who are active, aware and involved in the city's public life. To achieve this, **lifelong learning** is needed to overcome the **digital divide**, to impart the **culture of well-being**, the **respect and improvement of the public facilities and of the environment**. Policies for well-being means the citizen benefits fully from both the home environment and the public spaces. Milano Smart City is aiming towards the **participatory management of green areas** and public places, involving stakeholders in the promotion of well-being, spreading digital culture and new forms of interaction. At the same time Milano Smart City encourages the spread of innovative tools even in the places of day-to-day living.

5

MILAN WANTS TO BE AT THE SPEARHEAD IN THE TESTING OF POLICIES WHICH MAKE HOME LIFE EASIER TO MEET THE NEEDS OF AN AGING POPULATION AND WEAKER SECTIONS OF SOCIETY IN GENERAL

MILAN IS RE-DESIGNING URBAN SPACE AND PARKS TO GET FULL RECREATIONAL ENJOYMENT AND TRUE MULTIFUNCTIONALITY FOR RESIDENTS, CITY USERS AND TOURISTS

6. Lab for decluttering and simplifying public administration



Milano Smart City wants to facilitate the relationship between public bodies or services and private citizens through **streamlining administrative measures** and **simplifying bureaucracy**.

It supports projects which facilitate **immediate, transparent and easy access to information and institutional data** (open data and open services), making the underlying administrative processes more visible and putting the citizen first, so they don't waste their time and they are helped, satisfied and informed.

6

MILAN IS OPENING UP THE ADMINISTRATION, ITS ORGANIZATION, ITS OPERATIONS AND ACTIONS AND KEEPING THE CITIZENS FULLY INFORMED AND UP-TO-DATE

MILAN IS USING TECHNOLOGY AS A LEVERAGE TO BROADEN ACCESS TO SERVICES AND UPGRADE WORK EFFECTIVENESS, THROUGH THE IMPLEMENTATION OF AN INFORMATION SYSTEM SUITABLE FOR THE DEVELOPMENT OF ONLINE SERVICES

1. incubator for business models



Milano Smart City wants to encourage monitorable, interlinked, cooperative projects, designed together with the stakeholders starting from the outset, in order **to ensure project objectives and a coordinated approach**, thereby encouraging **new public-public and public-private partnerships**. Not only does it want to exploit all the **growth opportunities offered by EXPO**, both before and after the event, but also the high performance of the surrounding area (fashion, design, biomedical and social innovation). Milano Smart City wants to **stimulate productivity and added value**, starting from **universities, research centres** and deep-rooted **creativity**.



MILAN UNDERLINES ITS ROLE AS THE ITALIAN CAPITAL OF STARTUPS BY REDUCING BUREAUCRACY AND SIMPLIFYING AUTHORIZATION AND SANCTIONATORY PROCEDURES

MILAN IS PINNING THE FRUITION AND GROWTH OF NEW BUSINESSES, AND IN PARTICULAR SHARING ECONOMY, TOURISM AND EVENTS MANAGEMENT, ON THE FORTHCOMING EVENT OF EXPO 2015

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