

Reggio Emilia collaborative city: from neighbourhoods to urban dimension

June 23 2021







QUA QUARTIERE BENE COMUNE (the city as a common good) Collaboration within neighbourhoods

Quartiere bene comune, what is it?

Quartiere, Bene Comune is a **collaborative city** project, a city where the relationship between the administration and the community is based on sharing the goals, programmes and projects required to achieve them, starting from the neighbourhood as a place with a sense of identity and belonging.

The collaboration model between Municipality and Community is based on an agreement where everyone involved is co-responsible for the resulting innovation and improvements decided together.

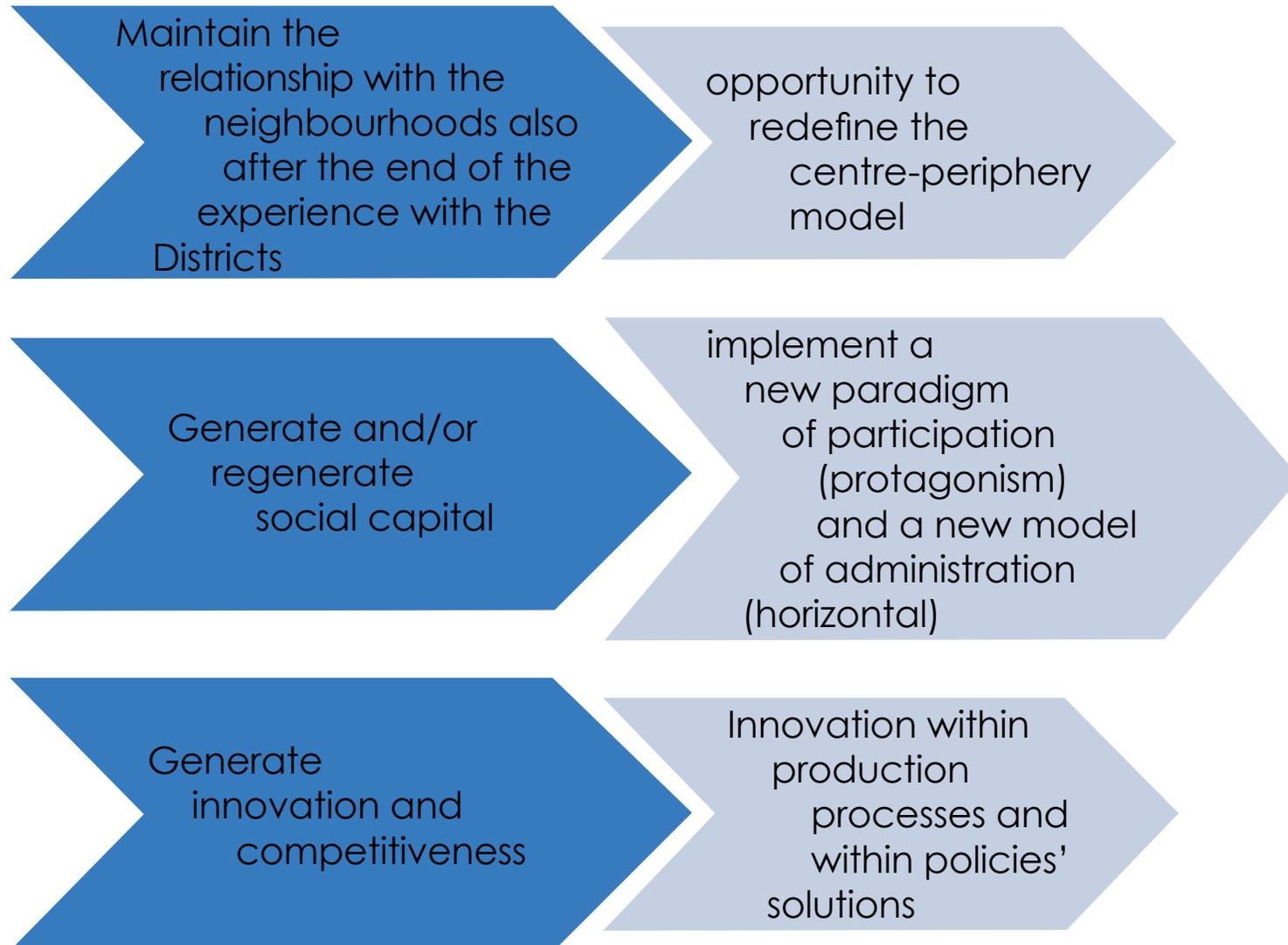
The goal is to build a more sustainable **city** that works as a **common good**.



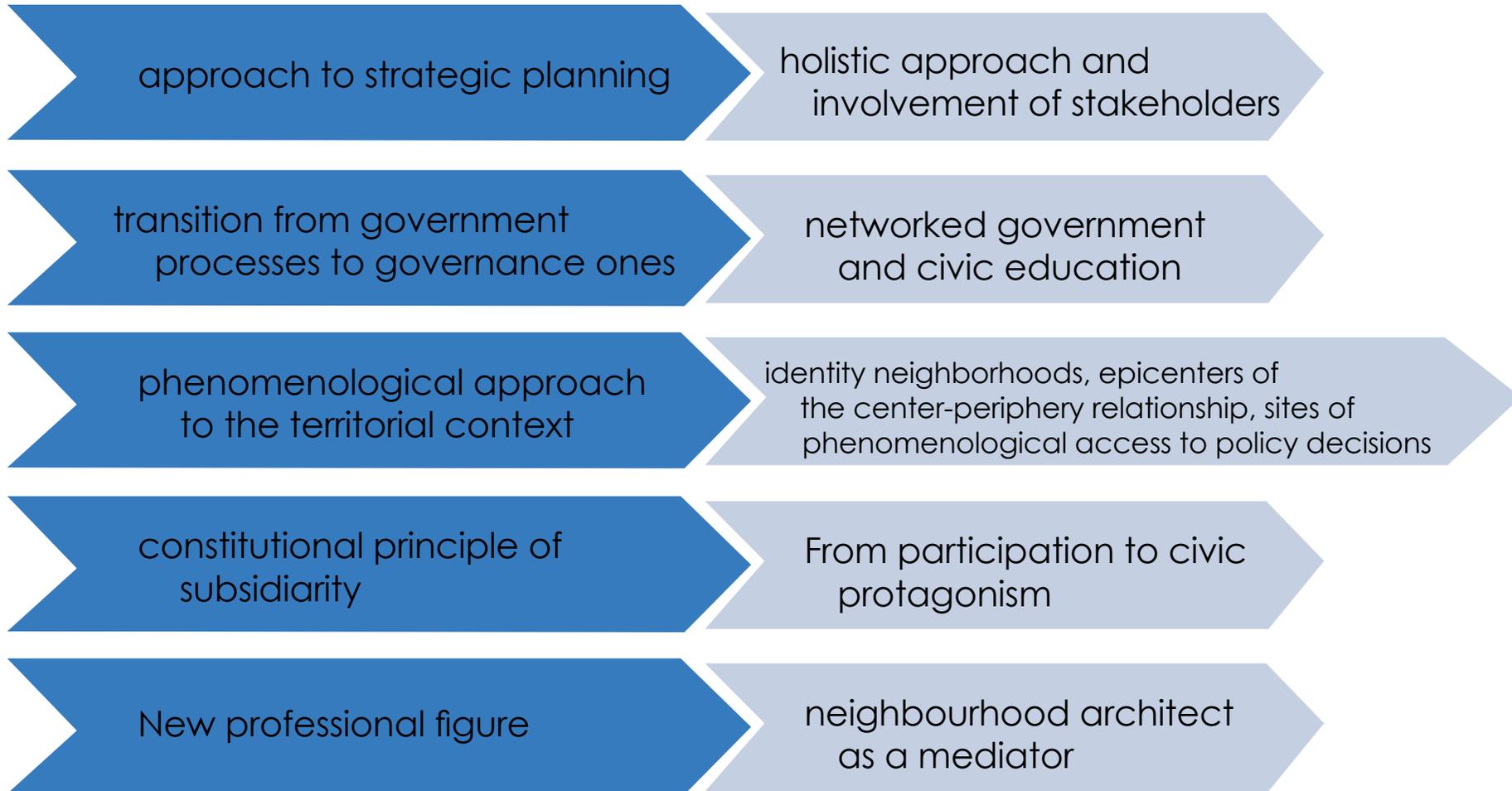
www.comune.re.it/siamoqua



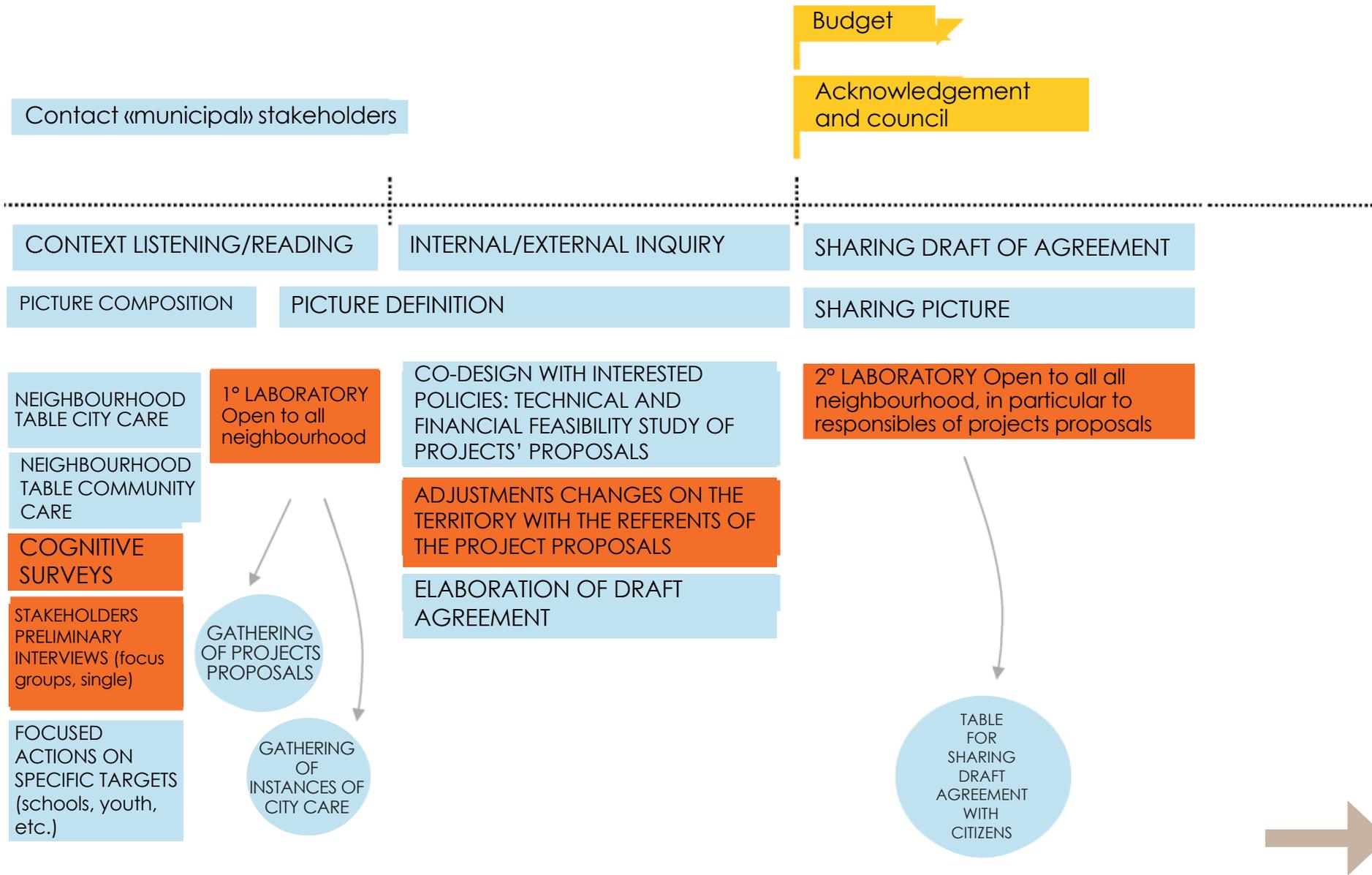
Goals



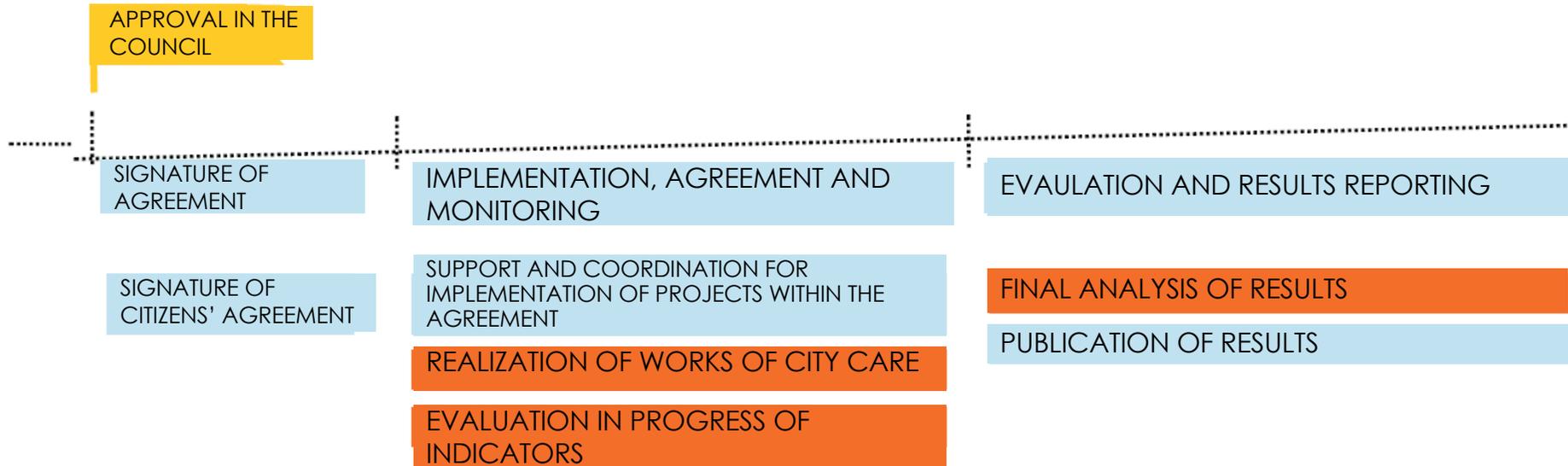
Features



The process



The process



Outcomes of participation and prominence 2014-2019



1540
participants

- 0,8% citizens
- 36,4% association

784
signatories

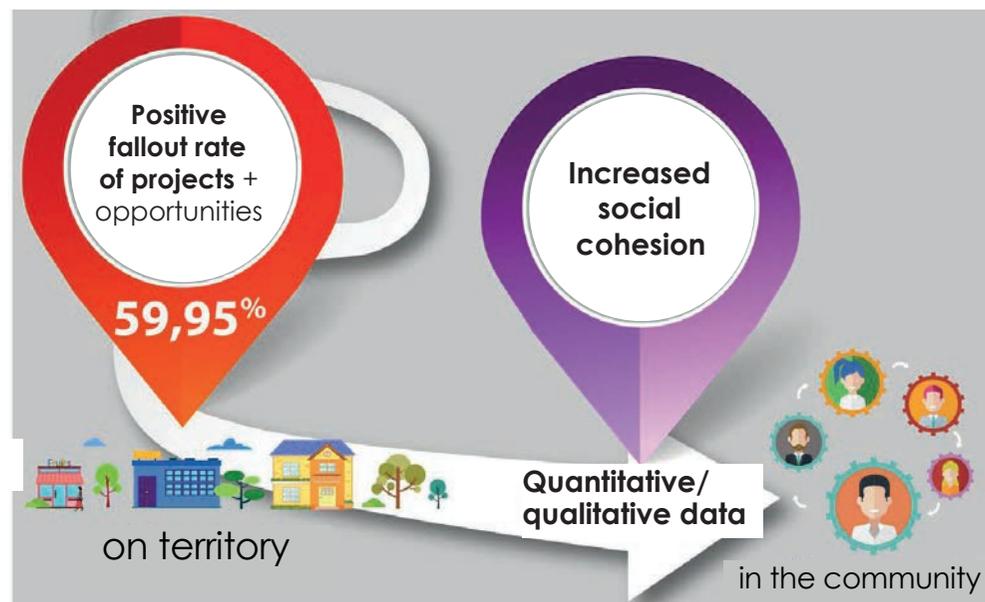
- 42% citizens
- 55% associations
- 3% economic activities

27 agreements signed

163 developed projects

2694 involved volunteers

- 30.685 volunteering hours
- 13.763 involved people

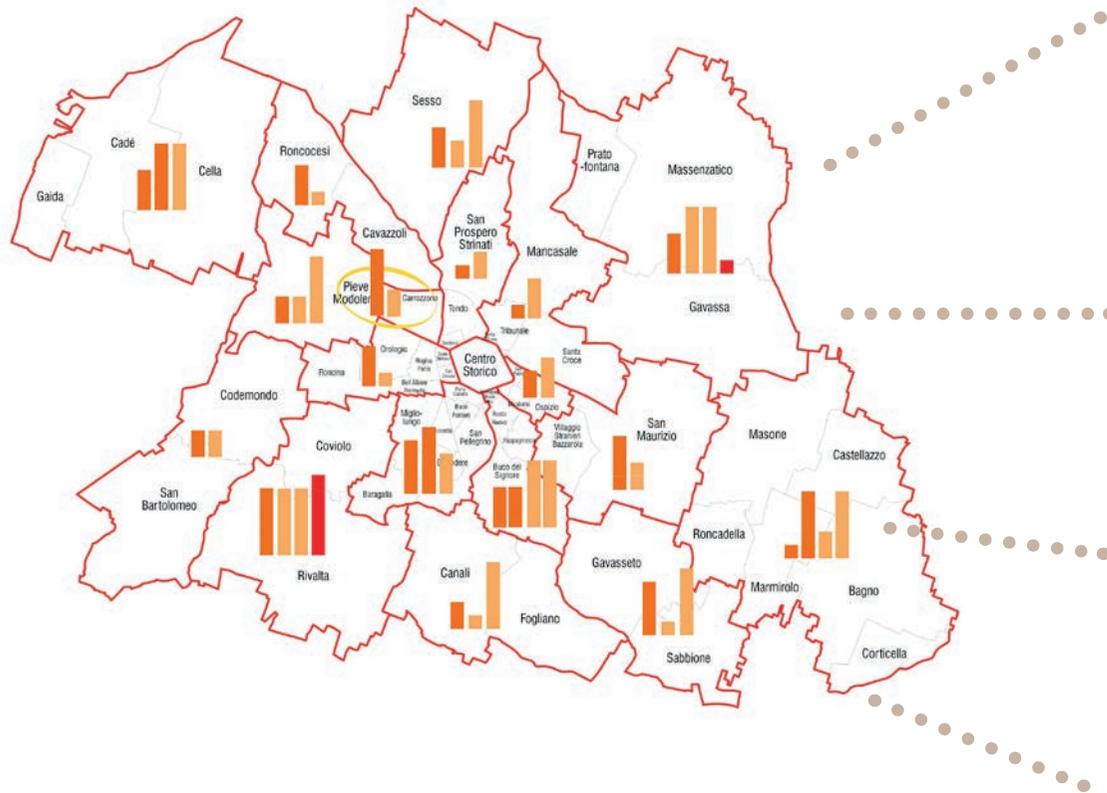


Type of projects



- Urban regeneration of buildings, public spaces, green areas
- Sustainable and alternative mobility, networks and connections
- Environment, renewable energies, landscape
- Education, sociality, services
- Integration and welfare
- Digital

Territorial distribution of projects



CITY CARE

Concentrated in areas of low population density, in the outer neighbourhoods to the compact city

SUSTAINABLE MOBILITY

Priority increases with distance from the centre, in correlation with lower frequency of LPT and less presence of bike paths

COMMUNITY CARE

The priority increases as the distance from the centre increases

URBAN REGENERATION

Concentrated in the compact city and in the SOUTH and NORTHWEST fractions

Online surveys



II season 2021-2024

5

sections

50

questions

15

minutes to
reply



maggio 2020



gennaio-febbraio 2021 - in corso

1. who are you?
2. how are you and how are people dear to you?
3. how do you live the house and the neighborhood?
4. the challenges for neighborhood life?
5. how do you inform yourself?

<https://www.comune.re.it/reggioemiliacomeva>

1. the challenges of the future?
2. the city and the changing climate?
3. urban mobility, space public, proximity services?
4. the rural landscape?
5. social housing, living sustainable?

<https://www.comune.re.it/reggioemiliacometimmagini>

Listening in the neighborhoods

II season 2021-2024

The focus group

When November 2020 - March 2021

Focus group 34 meetings

Purpose of the meetings: re-opening the dialogue with neighborhoods and districts of the city. Exchange on needs, problems, challenges of neighbourhoods and sharing of first projects' hypothesis



Topics to work on 2020 - 2024



PROXIMITY

**Case di quartiere
(neighbourhood homes):**
transforming community
centres into community hubs

SUSTAINABILITY

Spaces and community networks:

Support for neighbourhood
associations to support the
construction/enhancement of
social networks.

Greenway and parkway:

green paths, wellness, stories
and memories, landscape,
nature in the city

Public spaces and parks as common goods:

places to animate and return
to social fruition

The city council of neighbourhoods

The neighbourhood as a place of co-design



Reggio Emilia Collaborative city

QUA_QUARTIERE BENE COMUNE

Neighbourhood agreement

Collaboration public (Municipality) and private (community) to realize social innovation projects generated with participatory processes, co-design and shared management.

>>Co-production of solutions to needs

CONSULTE DI QUARTIERE

Bodies of territorial participation

Alignment in neighbourhood needs in the definition of tools for planning and implementing public policies.

>>Representation

The city council of neighbourhoods

Participating bodies for co-design



CITY COUNCIL OF NEIGHBOURHOODS

MEMBERS OF ALL AREA COUNCILS

Chaired by the Mayor of Reggio Emilia.
It meets every 6 months to share about progress of citizens public policies.

8 AREA'S COUNCILS

NEIGHBOURHOOD COMMITTEE + one representative for associated reality that has signed the Neighbourhood Agreement. Appointment of the **president**.

FUNCTIONS:

- Advisory board proactive toward neighbourhood's needs
- Reference body for dialogue with Administration

55 NEIGHBORHOOD COMMITTEES

Elected by residents on the basis of lists of volunteer citizens of the 55 neighbourhoods to:

Represent the neighbourhood in the area's councils
Be the basis for listening for area's councils

S. Pietro Cloisters Open Lab as urban collaborative hub

From collaboratory to laboratory - objectives



- Collect the interest of the actors (associations, companies, informal aggregations, individual citizens) who want to contribute with skills, ideas, points of view to the development of the Open Laboratory of the Cloisters of St. Peter;
- Bring out the forms of aggregation and community around the themes of personal services and social innovation;
- Analyze Italian and foreign case studies on the Open Laboratory theme.

Open Innovation: from the company to the urban policy

“The conscious use of both incoming and outgoing knowledge flows, respectively, to accelerate the internal innovation process and to expand markets for the external use of innovation” Henry Chesbrough, 2006



Open Innovation for the company

- Access to innovations developed externally
- The company acts as a 'recombinator' of external and internal knowledge
- The company deliberately manages the flows from the inside towards the outside



Open Innovation as a lever of urban policy

- Develop ecosystem to support creativity
- Develop subjects that play the role of 'recombinator' of external and internal knowledge
- Participation of communities of reference

Adopted methodology



- Analysis of relevant scientific literature and industry reports
- Benchmark analysis: 60 cases analyzed (national and international)
- Smaller sample analysis on which to conduct an exploratory multiple case study
- Interviews with privileged witnesses and experts

Open Lab



Collaborative Economy Incubator

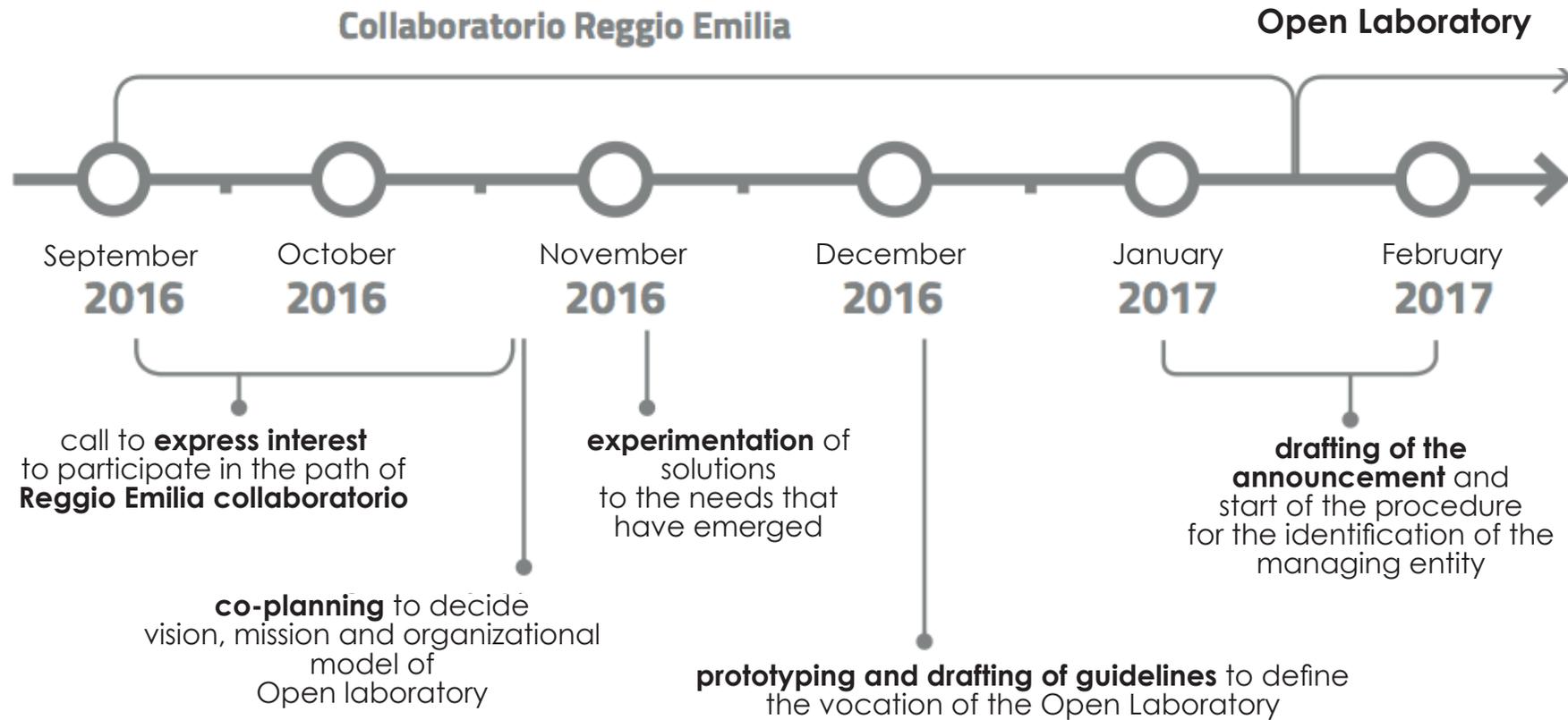
Made to produce new ideas, businesses, technologies, institutions, talents with a common matrix:

collaboration

Output mode

DNA of procuded outputs

Timing



web site: co-reggioemilia.commoning.city

PHASE 1 //Listening (September - October 2016)

Launch of the «Collaboratorio»

Event of presentation to the city // 13 September 2016 – S. Pietro Cloisters with citizens, city institutions and representatives of the project partners (Municipality of Reggio Emilia, Emilia-Romagna Region, LUISS LabGov, University of Modena and Reggio Emilia)

Expression of interest // September 2016

Goals: to build the co-design community of the Open Laboratory, to define together the merit (objectives and activities) and the method (organizational profiles and approaches).

Results: **66 participants** (single and organisations) + structured interviews with city's stakeholders.

Thematic workshops

4 workshop of information, study and comparison with the thematic communities of Reggio Emilia at the Civic Museums.

Goal: bring out the themes, the values, the indications of approach of preeminent interest for the Open Laboratory.



PHASE 2 //Co planning (November 2016)

Goal: define in collaboration with the community involved in the previous step the following aspects:

- **the relational assumptions of the Open Laboratory, in particular:**
 - understand the connections with existing realities in order to build synergies
 - systematize the needs, desires and willingness to get involved on the part of all the actors who have expressed their interest
 - encourage the aggregation and combination of skills to promote the creation of a co-operating community
- **the assets of activity, specifically:**
 - collaborate on the definition of the Laboratory's identity
 - ideas and projects to make the Laboratory a reservoir for research, development and experimentation of personal services and collaborative projects
 - the governance model of the Laboratory.

8-9 November //Centro Loris Malaguzzi >> collaborative planning or co-design with community involved in the manifestation

PHASE 3 // Prototyping (December-January 2016)



- **Who:** Subjects belonging to different types of urban actors (public, private, civic, social, cognitive)
- **What:** Thematic working groups for the prototyping and experimental hypothesis of actions and practices of social innovation, collaborative economy, generation and regeneration of common goods to build a different model of production of social, economic and public value.

PHASE 4 // Guidelines (2017)

Elaboration and drafting of functional guidelines for the definition of the vocation and services of the Open Laboratory;

4 PLANNING HYPOTHESES OF ACTIVITIES OF THE OPEN LABORATORY

1. Constitution of a cultural and creative enterprise / The Cloisters of Knowledge

Target

- students passionate about art, design and web, freelancers who see art as an additional component of their profession and services offered;
- actual artists and people simply passionate about the subject.

Aims

- respond to needs related to professionalizing training;
- comparison between professionals;
- experimentation;
- integration between new technologies and the arts;
- availability of spaces for exhibitions and cultural initiatives of various kinds;
- find synergies between artists and other professionals;
- promoting the culture of “beauty”; spreading art among people who, due to their education and/or economic condition, are unable to enjoy it to the full.

PHASE 4 // Guidelines (2017)

2. Place to foster cooperativism and community entrepreneurship / Neighbourhood Café

Target

- Professionals and organizations working in the welfare sector;
- people with disabilities or other types of fragility;
- people with difficulties in reconciling work with care time to devote to the family (i.e. children, elderly relatives, people with disabilities);
- unemployed people (either just out of training or unemployed due to job loss);
- pensioners;
- immigrants.

Aims

- find answers to the need to produce solutions based on cooperation to create value starting from common goods; learn about services already existing in the area to facilitate daily life;
- cross the availability of skills and time of people who have them with the needs of other people (time and skills bank style);
- rebuild neighbourhood relationships in neighbourhoods and individual apartment buildings;
- encourage the socialization of the most fragile people;
- innovate the services offered by their company;
- training on wellness and lifestyle;
- rethink some personal services in a public/private way, also on a neighbourhood scale.



PHASE 4 //Guidelines (2017)

3. Dissemination of cooperative and collaborative learning pedagogy / Open Urban School of “collaborative and cooperative learning“

Target

- students of schools of all levels
- pensioners
- unemployed people;
- freelancers;
- immigrants.

Aims

- respond to the needs of insertion and orientation to the world of work;
- enhance the knowledge and experience of retirees;
- support in the management of children;
- transferring skills to the community, with a view to Lifelong Learning;
- transfer know-how and skills;
- overcome curricular flattening;
- develop relationships; foster contact with businesses.



PHASE 4 //Guidelines (2017)



4. Collaborative governance models

Target

- administrations and local authorities
- companies and private entities
- research centers
- associations
- Formal and informal groups of innovators in various sectors

Aims

- to become a reference point for the ecosystem of local innovators
- to generate synergies among those who already work in the area
- generate new social enterprises from local actors
- To favour, coordinate and promote dialogue among local actors active in order to generate networks and create a system.
- relate to similar realities at national and international level

PHASE 4 //THE CALL FOR THE MANAGING ENTITY

Public Call **with Competitive Dialogue**

>> Contract providing for the choice of contractor and awarding of contracts **after dialogue between the contracting authority and economic operators**

>> Contracting authorities shall indicate in the tender notice **their needs and requirements.**

>> Only economic operators selected by the contracting authority **are eligible to participate** in the dialogue and initiate the dialogue to define solutions.

>>At the end of the dialogue, the bids and solutions put forward and specified during the dialogue phase **are analyzed.** The contract is awarded solely on the basis of the criterion of the tender offering the best value for money, identified on the basis of objective criteria.



Recovery and enhancement of cultural heritage

2.700.000 euro

1.750.000 RER (80%)

950.000 CRE (20%)

Constitution of the Open Laboratory

1.250.000 euro

1.000.000 RER (80%)

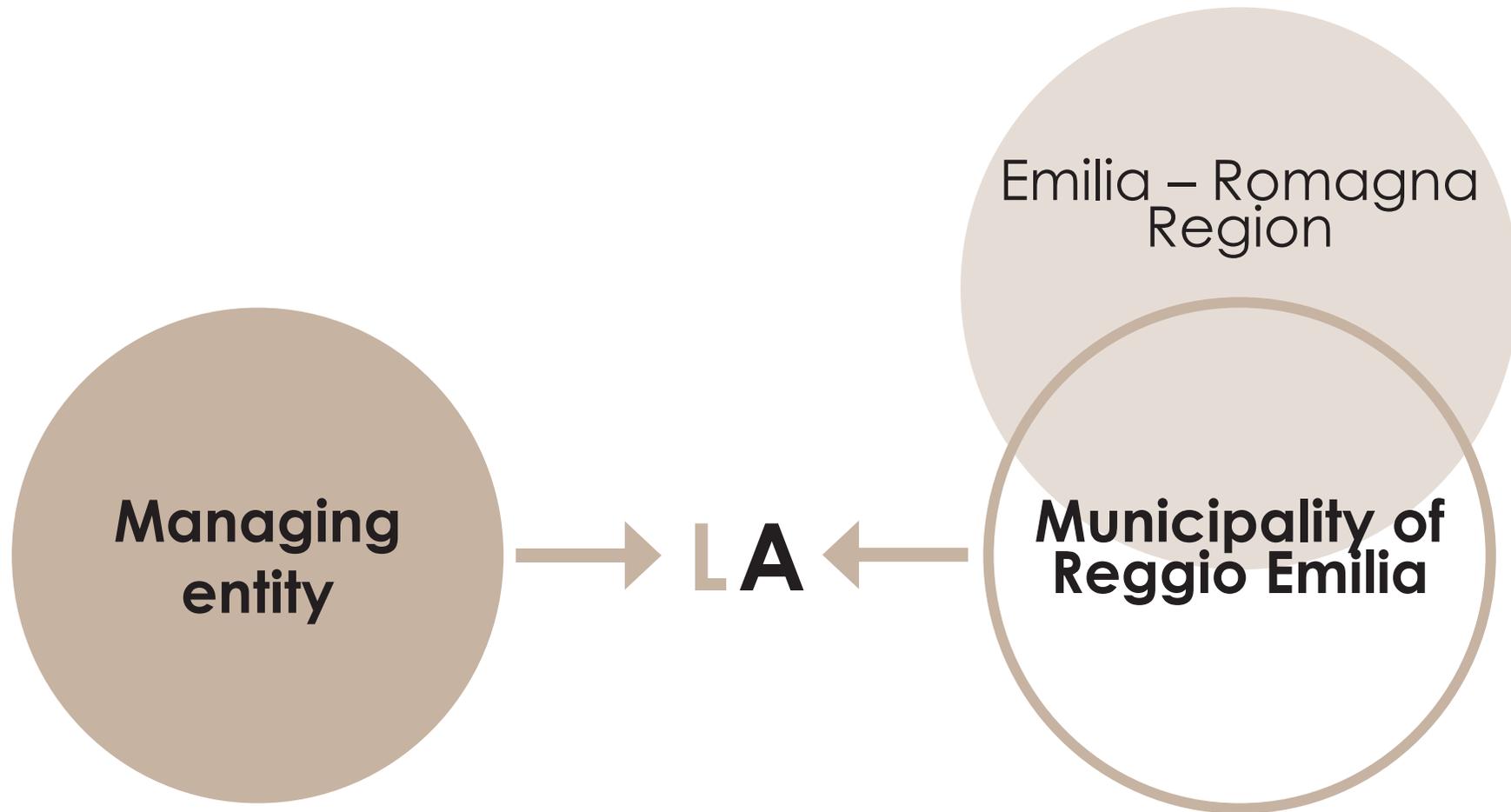
250.000 CRE (20%)

Strategic marketing and integrated promotion

312.500 euro

250.000 RER (80%)

62.500 CRE (20%)



Organigram



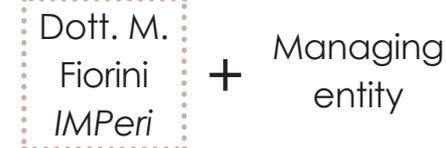
Executive committee



Control room (Open laboratory)



Scientific Committee (Monumental Complex)



Working group (Open laboratory)



Working group (Monumental Complex)



Communication



**Municipality of
Reggio Emilia**

LA

**Managing
entity**



**Requalified space
800 mq**



**Technological equipment
Software
furniture
187.500 euro**

**Management of the spaces
for 8 years**



Co-financing of 20%



Activity Services for 8 years

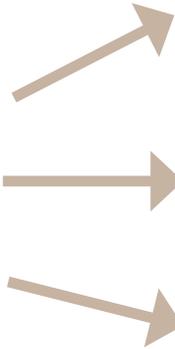


Open Laboratory



Key instrument for the development and diffusion of the Reggio Emilia model of social innovation.

Goals



Create and spread the distinctive values of the Reggio Emilia model (sensemaking)

Building the strategic governance system of local social innovation

Foster the development of the local ecosystem and its participation in national and international networks

Originate critical thinking and innovative ideas

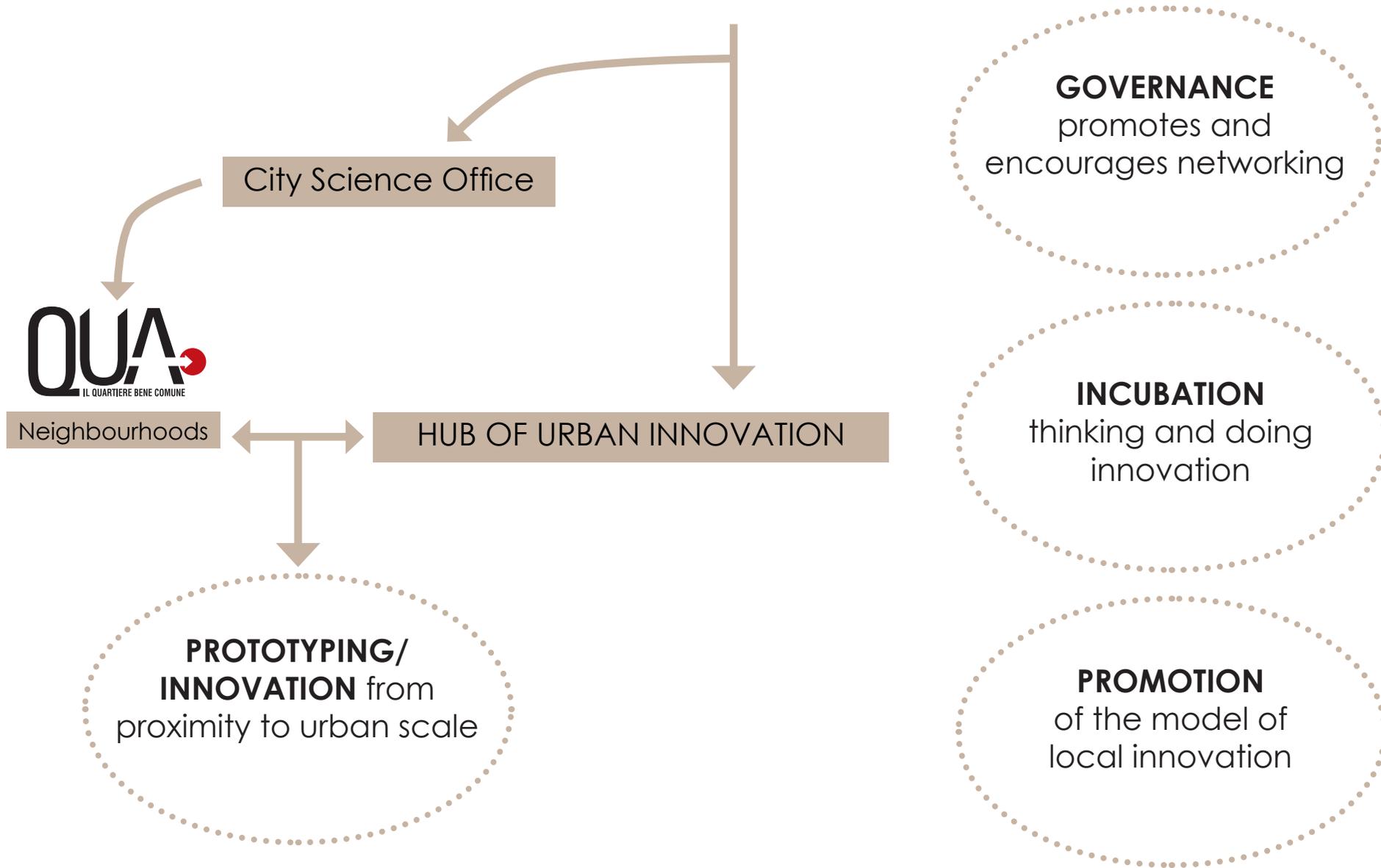
Co-design and implement products and services

Generate work and enhance talent

Apply, teach and disseminate open innovation

Innovating public administration ideas, policies, processes, and skills

Open laboratory for the city



Open laboratory for the city



**PROTOTYPING/
INNOVATION** from
proximity to urban
scale

The Open Laboratory is the place where proximity solutions to specific needs can become “non-standard” solutions also for other contexts and at urban level.

INCUBATION
thinking and
doing innovation

The Open Laboratory is the space where research on social innovation and the creation of the preconditions for it to take place coexist.

GOVERNANCE
promotes
and encourages
networking

The Open Laboratory facilitates and supports the birth and development of collaborations and synergies among local actors - public and private - working in the field of social innovation.

PROMOTION
of the model of
local innovation

The Open Lab acts the role of sensemaker and promotes, disseminates and enhances the thinking and culture of social innovation at all levels.

Thank you for watching