

AUGMENTED (HUMAN) CAPITAL

Innovation through
Resilience, Response, and
Renewal in Milano





CONTENTS

ABSTRACT	4
EXPERIMENTING	6
ENGAGING	7
EXPANDING	8
EMPOWERING	10
ANNEX	12

ABSTRACT

The Milano of the future is sustainable, inclusive, and digitally advanced. The COVID-19 pandemic put this vision of a more equitable city to the test. Yet through Milano's innovative approaches, the City accelerated progress towards these goals during each stage of the management of the crisis: resilience, response, and renewal.



Resilience

Decisions preceding the pandemic laid the foundation for Milano to recover quickly. In 2019 the City launched an ambitious long-term agenda focused on environmental sustainability, social innovation and digital transformation. The threats of climate change spurred Milano to commit to planting 3 million trees across the metro area by 2030. Milano launched social innovation projects that were co-designed with the city's diverse communities to bridge its economic divide. Preparing for the future, Milano advanced its digital transformation agenda prioritizing investment in critical infrastructure and mobile services.

Response

As the pandemic brought daily life to a halt, Milano responded in real time, fast-tracking important projects and leapfrogging others. Milano's investment in its digital foundations ensured uninterrupted municipal services as the city went into lockdown and for the rollout of new strategic services during the crisis. In all emergency efforts, the City viewed citizens and companies as essential contributors to their successful deployment.

Renewal

The pandemic created an opportunity for Milano to look to the future and boldly reimagine the city on the other side. Milano has expanded its vision of a sustainable future to incorporate elements that are now critical components of the City's long-term recovery including public health, digital inclusion, economic prosperity, transportation, education and social services; and have accelerated progress towards these goals.

The City of Milano remained committed to innovation and its goal for a sustainable and equitable future before, during, and coming out of the crisis.



EXPERIMENTING

Milano's innovation culture is rooted in 4 key principles:

- 1 Ideas are everywhere
- 2 Understand citizen needs
- 3 Be data driven and technology enabled
- 4 Launch and iterate

These principles drive Milano's approach to innovation—including the concepts, processes, tools and governance models—and have enabled the City to reframe significant challenges into opportunities for innovation.

We see these principles in action in the City's experimental approach to reaching its sustainability goals. In order to achieve the ambitious goals outlined in the [City's 2030 Masterplan](#) and [Air Quality and Climate Plan \(AQCP\)](#), such as reducing Milano's carbon emissions by 45% by 2030 and turning Milano into a carbon neutral city by 2050, the City understood experimentation would be critical. Through the [ForestaMI](#) project, the City committed to planting 3 million trees across the metro area by 2030, representing a 30% increase in trees that will absorb an additional 5 million tons of Co2 a year and lower the city's temperature by 2 degrees Celsius. The programme uses data to maximise the impact of tree planting on the city's most vulnerable residents and ensure equity across communities. Tree plantings are targeted using data on land surface temperature, demographics, and access to green space to benefit the most vulnerable residents living in the hottest parts of the city. As of May 2020, 480,757 trees have been planted and plans are in place to plant an additional 220,000 in Milano's city center by 2030. Private donors and NGOs are funding this urban forestation through the ForestaMI Fund.

Milano was acknowledged as a global testbed for urban green innovation by C40's [Reinventing Cities](#) global competition, in which the City had 7 winning submissions in 2020. Among them is the L'Innesto project, which will be the first carbon neutral social housing project in Italy, demonstrating that cities can simultaneously advance environmental and social impact goals. Green space will cover 60% of the site including a tree nursery and an orchard, which will be used for numerous horticulture projects and will create local green jobs, spurring economic growth for the local community.

Milano also experiments in the process and design of policy, crowdsourcing ideas from its citizens, the private sector, NGOs and experts, and catalysing them to lead complementary initiatives. Through Milano's Circular Economy initiative, Milano spurred the creation of a suite of complementary initiatives led by external stakeholders to advance the City's goals focused on 3 policy areas: food, particularly the battle against food waste and short supply chains; sustainability in fashion; and resilience strategies. Through this programme, a quarter of Milano's school canteens donate leftover food, which equate to 150 tons of fresh meals per year. Milano also launched the Green Carpet Fashion Awards, an annual event that celebrates sustainable fashion and promotes locally produced products. To share these learnings internationally, Milano joined Ellen MacArthur Foundation's Circular Economy 100 network in 2019.



3 million

The City committed to planting 3 million trees across Milano's metro area by 2030



45%

The ForestaMI project will reduce Milano's carbon emissions by 45% by 2030



Instead of “returning to normal”, the City launched Milano 2020, a strategic plan to reopen the city and fast-track its ambitious sustainability goals as outlined in the City’s 2030 Masterplan.

The COVID-19 pandemic threatened Milano’s vision and the progress it had achieved but Milano understood the COVID-19 pandemic is a historic moment when cities can change course. Instead of “returning to normal,” the City launched *Milano 2020*, a strategic plan to reopen the city and fast-track its ambitious sustainability goals as outlined in the City’s 2030 Masterplan. A bold example of this is the Open Streets Plan, a scheme to reduce car use and reallocate street space from cars to cycling and walking to facilitate social distancing measures. As of May 2020, this involves the creation of low-cost temporary cycle lanes, new and widened pavements, reduced speed limits, and pedestrian and cyclist priority streets. Milano 2020 is an open document that all citizens can contribute to. Within 3 weeks of its launch, the City received more than 2,000 ideas from citizens.



35km

of Milano’s streets are being transformed with the introduction of new cycling and walking space

ENGAGING

Milano believes that meaningful change is achieved through genuine community engagement and ownership. In keeping with its innovation principles, Milano's approach to engagement involves supporting community members to identify the changes they want to see in their district and empowering them to catalyse and shape the City's policies and programmes.

Milano supports citizen driven innovation through a suite of programmes such as its Civic Crowdfunding Initiative that funds social impact projects and its social innovation incubator, FabriQ. The incubator provides economic incentives and services to start-ups with a high social impact. In 2019, the City launched a new call for applications to the incubator focused on challenges of Milano's peripheral neighbourhoods. FabriQ is jointly funded by the private sector which contributes 1 euro for every euro allocated by the Municipality. Crowdsourcing initiatives were also launched, such as the open call to collect and distribute the redesign of shops, bars and restaurants in order to adhere to COVID public safety law under the creative commons.

The City views the private sector as essential contributors to the successful creation, funding and rollout of large-scale projects. To become the European testbed for 5G and fast-track its rollout across Milano, the City established a task force with Vodafone to test 41 use cases—from the remote operation of robots to self-driving car experiments—that were crowdsourced from universities and companies. The taskforce streamlined the authorization process for antennas, allowing the metro area to be covered by 5G in 2019. Other tech companies have partnered with the City to form the Milano Digital Alliance, an ecosystem built to develop and donate digital projects to Milano. E.g. The *WhatsApp City chatbot*, the first in Europe, was developed by Facebook to speed-up interactions with the City and registered >120,000 exchanges the week following its launch.

This cross-sector collaboration was strengthened during the pandemic as demonstrated by Milano's emergency food aid programme. The programme is a collaboration between the Lombardy Food Bank, the Italian Red Cross and the City-owned Fruit and Vegetable General Market that provides food aid packages to the elderly and vulnerable via 10 food hubs. The City reached >20,300 people and >6,400 families and distributed almost 60 tons/week of food. In addition, the *Mutual Aid Fund* was launched to gather the financial support of private stakeholders for vulnerable citizens and SMEs.

The fund raised 800,000 euros the day it was launched and has now reached >15M euros.

Milano creates opportunities for citizens to suggest and shape policies, such as through the Pacts of Collaboration where citizens co-design urban regeneration initiatives for their community. To date, 44 pacts have been co-designed with communities. Meaningful citizen engagement requires listening to communities and iterating projects in response to their feedback, even when it does not align with the administration's goals. Milano demonstrated its commitment to citizen engagement when it chose to suspend its plan to reopen Milano's waterways, a 2018 priority of the Mayor. Following a participatory process in 2019, it was evident that there was insufficient support for the project and the administrators decided to discontinue and reallocate funding to other community projects.

Milano also engages with citizens on an informal level, such as through the Coffee with the Mayor programme, which consists of casual get-togethers with citizens scheduled in different neighbourhoods. As Milano reopens, the administration is engaging citizens through a widespread media campaign that urges people to respect the rules of the gradual reopening and instills a strong message of hope. The *One Step at a Time* campaign was launched on May 4 by the City's promotion agency, Milano & Partners, reaching 64M viewers on television and social media, and 1.3M viewers on YouTube.



41+

5G use cases are being tested in Milano, crowdsourced from universities and companies





One Step at a Time campaign

EXPANDING

Milano believes that cities thrive with the right multi-stakeholder leadership and by learning from one another. As such, Milano has forged strong partnerships and is an active member of many national, regional and international networks through which the City shares advice with peers, in-kind and financial support, capacity building tools to drive policy goals, and shares its experiences with the world.

Milano has received EU funding for a number of programmes, which support a suite of important local policies and programmes. These programmes are valued at approximately 40 million euros and managed by a dedicated EU Affairs Unit. At the national level, Milano participates in the Italian Urban Agenda and Sustainable Urban Development committees, managing projects that advance the country's Digital Agenda such as through beta testing national digital products, e.g. the IO App, and sharing code and digital expertise with other Italian cities. E.g. Milano shared its Digital Citizen Folder software code with other Italian cities, which Venice forked to create a citizen relationship management platform called DIME for which Venice won a national prize for digital innovation.

Milano is a member of a number of networks to promote the exchange of best practices across cities and the creation of cross-city projects in Europe. Milano co-founded the [Eurocities](#) network, in which it is currently active in 12 working groups; Digital Bridges, an international peer-to-peer learning initiative for city governments to share best practices among the world's most innovative global cities; and is an active member of the [City Coalition for Digital Rights](#). As a city determined to drive urban resilience, it is no surprise that Milano was selected to participate in the [Global Resilient Cities Network](#) managed by the Rockefeller Foundation. Milano's Chief Resilience Officer is drafting the City's new resilience strategy in partnership with its citizens through a series of deep-dive focus groups.

In recognition of Milano's leadership and commitment to implementing local strategies to tackle climate change and face the COVID-19 emergency, C40—a network of global cities committed to addressing climate change—appointed the Mayor of Milano as Chair of the [Global Mayors COVID-19 Recovery Task Force](#). The Task Force virtually convenes 40 Mayors and city leaders from 25 countries to equip them with knowledge and tools to design economic recovery plans that improve public health, reduce inequality and address the climate crisis. The Mayor of Milano is also the Vice Chair of the network.

Milano also attracts new talents, resources, funding and investments by hosting large-scale citywide educational events such as [Milano Digital Week](#), a festival that shares advances in technology and empowers citizens to think critically about its opportunities and challenges. Similarly, [STEM in the City](#) is a 3 day conference that promotes STEM careers to young girls. Both events were adapted to an online format in 2020 due to the pandemic increasing their reach: 120,000 people virtually attended Milano Digital Week; and 11,000 people tuned in to the STEM in the City opening session, an increase of 45% from 2019.

Through these efforts, Milano has been working hard to transform its outdated image as an industrial center to a forward thinking and global metropolis. Lasting recovery from the crisis demands collaboration between government, businesses and civil society to meet the ongoing challenges of the COVID-19 pandemic and the economic repercussions that will follow. By leveraging global partnerships and engaging all of the city's communities, Milano can prove to its residents and the world at large that a sustainable and inclusive city is not only possible but necessary. Milano is proud to have won the bid for the 2026 Winter Olympics when the City will be able to showcase its enduring commitment to a sustainable future to the world.

EMPOWERING

Milano empowers citizens to be agents of change at the individual level while also driving measurable progress towards the City's goal of a more sustainable, inclusive and digitally advanced future at a societal level. The City does this by focusing first and foremost on the needs of its citizens, making services accessible and user-friendly, and prioritizing their most vulnerable communities.

Milano launched a series of digital initiatives to place the City "in the pocket" of its citizens. These include a citywide interoperable plan that allows municipal services to be interconnected, scalable and open to third parties, and a municipal data lake that acts as a centralized repository for the City's data. This citywide infrastructure formed the foundation for the City to work quickly and collaboratively. E.g. The [Digital Citizen Folder](#) is a single point of access to all digital services and personal repository of citizens' documents. In 2019 the folder was accessed more than 2M times and digitally provided 67% of citizens certificates, which increased to 85% during COVID, eliminating the need to appear in person and saving 300,000 hours of citizens time each year. In doing so, Milano saved 45,000 kg of carbon emissions per year by reducing commutes to the Registry Office. Citizens requested the Digital Citizen Folder be available via mobile app so the City used a design sprint methodology to involve citizens in the design, prototyping and evaluation to launch the app in 2020.

The City's infrastructure upgrades came to bear in its online response during the pandemic, enabling it to quickly create and deploy new services, and house them in one location: the [Milano Help](#) platform. Recognizing the private and not-for-profit sectors were also launching critical services, Milano added them to the platform as well, offering citizens access to 162 emergency services, such as locating open grocery stores. To reach citizens where they are, the platform is accessible via a website, which was developed with local universities using open-source software and can be shared with other cities, as well as a hotline and WhatsApp chatbot. As of June 15, the hotline had processed 46,910 requests of which 12,463 (12.5%) were requests for direct assistance; and 51,649 vouchers for essential goods.

To empower its youth, Milano launched the WISH MI project to ensure the success of students in spite of challenges such as poverty and school segregation. In Milano, 10% of minors live in poverty and 11% dropout of school. WISH MI, funded

with a 5M euro grant from the EU's Urban Innovative Actions, brings together City departments, community organizations and educational institutions, to integrate policies and support the wellbeing of Milano's youth. During the pandemic, the Education Dept. continued to empower Milano's young children through #DistantimaVicini, maintaining relationships with 33,000 families and 3,000 early childhood educators online. The Education Dept. uploaded >15,000 pieces of educational content and received >26,000 comments and 33,000 interactions. Educators hosted 1,800 group calls per week, with dedicated access for children with disabilities.

The current crisis crystallized that Internet access is foundational to serving citizens, particularly in times of crisis. However, 20% of citizens across the Lombardy region do not have a home Internet connection. As Milano looks towards its renewal, the City has decided that access to broadband will become a citizen right. If honoured with the iCapital award, Milano will use the prize money to expand Internet access to ensure that all citizens are connected to the digital world. As the City moves towards renewal, Milano's ambitious goals are aimed to offer greater opportunities for the whole country. The economic engine of Italy and heart of the Lombardy region, the City's ability to innovate its way through the crisis, making sure that no one is left behind, will drive Italy's post-virus recovery strategy.



2 million+

In 2019, the Digital Citizen Folder was accessed more than 2 million times and digitally provided 67% of citizen's certificates



20%

of citizens across the Lombardy region do not have a home Internet connection



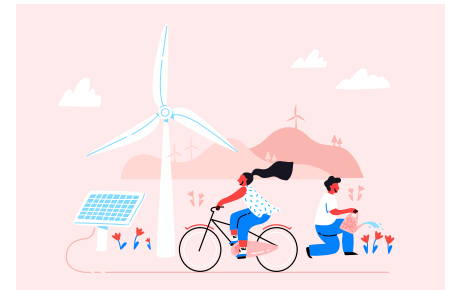
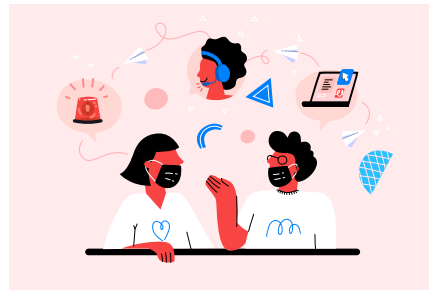


ANNEX

AUGMENTED (HUMAN) CAPITAL:

INNOVATION THROUGH RESILIENCE, RESPONSE, AND RENEWAL IN MILANO

The City of Milano remained committed to innovation and its goal for a sustainable and equitable future before, during, and coming out of the crisis. Through innovative approaches, the City accelerated progress towards these goals during each stage of the management of the crisis: resilience, response, and renewal.



Resilience

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Response

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Renewal

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General Press

"As Milan eases lockdown, mayor says 'people are ready' for green change" (2020, May 4)

– THOMSON REUTERS

"The angel of the north: Italy's second city shows up the rest of the country" (2020, Jan 18)

– THE ECONOMIST

"Italy's Recovery Will Be Driven By Milan" (2020, April 3)

– BLOOMBERG NEWS

EXPERIMENTING

City's 2030 Masterplan

STRATEGY DOCUMENT

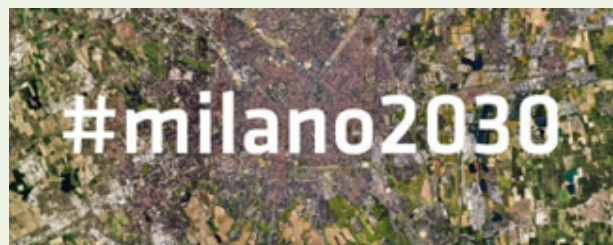
<https://www.comune.milano.it/documents/20126/69896953/Sintesi+PGT+Milano+2030+-+definitivo.pdf/9d5ad813-0ec2-b06b-c78f-de28b56279ca?t=1580902127082>

STRATEGY WEBSITE

<https://www.pgt.comune.milano.it/>

PRESS RELEASE

<https://www.pgt.comune.it/>
<https://www.comune.milano.it/-/consiglio-comunale.-approvato-il-piano-di-governo-del-territorio-per-milano-2030>



Air Quality and Climate Plan

STRATEGY WEBSITE

<https://www.comune.milano.it/piano-aria-clima>

PRESS

"Comune Milano lavora a Piano aria-clima" (2019, Sept 26), Ansa, Retrieved from:
https://www.ansa.it/lombardia/notizie/2019/09/26/comune-milano-lavora-a-piano-aria-clima_b52bdbbb-63a8-4d01-aa00-199f716433fe.html

ForestaMI Fund

PROJECT WEBSITE

<http://www.forestami.org/>

PRESS RELEASE

https://www.comune.milano.it/-/verde.-nasce-il-fondo-forestami-obiettivo-3-milioni-di-alberi-entro-il-2030_b52bdbbb-63a8-4d01-aa00-199f716433fe.html

PRESS

"Il piano di Milano per l'ambiente: tre milioni di alberi entro il 2030" (2019, Nov 22), La Repubblica, Retrieved from:
https://milano.repubblica.it/cronaca/2019/11/22/news/milano-verde_forestami_fondo_forestazione_urbana_3_milioni_di_alberi_entro_2030-241588665/



Mayor Sala, Deputy Mayor Maran, Prime Minister Conte and Triennale's Director Boeri planting a symbolic tree during the opening of the World Forum Urban Forest 2019.

Reinventing Cities

PROJECT DESCRIPTION

Milano is participating in the second edition of Reinventing Cities, the global competition created and supported by C40, which invites multidisciplinary teams of architects, planners, developers and all different urban actors to submit proposals to imagine a carbon neutral and resilient regeneration process for underutilized areas of the city. Milano participates in this second edition with 7 sites, including:

- Loreto
- Crescenzago
- Scalo Lambrate
- Palazzine Liberty
- Ex Macello
- Monti Sabini
- Nodo Bovisa

PRESS RELEASE

2019, Dec 4: <https://www.comune.milano.it/-/reinventing-cities>

2019, May 22: <https://www.comune.milano.it/-/reinventing-cities-i-progetti-vincitori-del-bando-di-c40>

REINVENTING CITIES WEBSITE

<https://www.c40reinventingcities.org/en/sites/sites-in-competition/filter-milan/>

(includes description of Milano's 7 project sites)

PRESS

"La Milano del futuro riparte da aree dismesse e piazze senza identità: da Loreto all'ex Macello per il bando C40"

(2019, Dec 4), La Repubblica, Retrieved from:

https://milano.repubblica.it/cronaca/2019/12/04/news/milano_reinventing_cities_bando_europa_loreto_palazzine_liberty_bovisa_lambrate-242578752/

"Milano | Reinventing Cities: selezionati i progetti finalisti per cinque siti milanesi" (2018, 27 July), Urban File, Retrieved from: <https://blog.urbanfile.org/2018/07/27/milano-reinventing-cities-selezionati-i-progetti-finalisti-per-cinque-siti-milanesi/>

Circular Milano

PROJECT DESCRIPTION

In 2019, the Municipality of Milano set a series of clear targets in order to speed up the transition to a circular economy. Targets are set at the micro and macro levels. The former

concerns the policies of companies, and the latter focuses on the citywide policies. Milano's goals include, among others:

- 20% reduction in greenhouse gas emissions by 2020 and a 45% reduction by 2030 through the use of renewable sources for energy production, reduction of energy consumption and electric transition of local public transport
- Limit the increase in urban temperature to within 2°C
- 70% recycling rate by 2030
- 42% increase in the population directly served by public transport in the next 10 years
- Become a carbon neutral city by 2050
- Reduce food waste by 50% by 2030

PARTNERSHIPS

In recognition of its Circular Economy programme, Milano was invited to join the Circular Economy 100 (CE100) network, operated by the Ellen MacArthur Foundation, in 2019. The Ellen MacArthur Foundation (<https://www.ellenmacarthurfoundation.org/>) works with business, government and academia to build a framework for an economy that is restorative and regenerative by design. Since its launch in 2010, the foundation has placed the circular economy on the agenda of global decision makers in business, government and academia.

PRESS RELEASE

"The CE100 network welcomes new Government & Cities member, City of Milan" (2019, May 30), Ellen MacArthur Foundation, Retrieved from:

<https://www.ellenmacarthurfoundation.org/news/the-circular-economy-100-welcomes-new-government-cities-member-city-of-milan>

PRESS

"Ambiente: economia circolare, Milano è la prima città in Italia" (2019, May 20), Affaritaliani.it, Retrieved from:

<https://www.affaritaliani.it/milano/ambiente-economia-circolare-milano-la-prima-citta-in-italia-605712.html>

"Circular cities in Italia: uno dei massimi esperti spiega a che punto siamo" (2020, Feb 12), Business Insider Italia, Retrieved from:

https://it.businessinsider.com/circular-cities-emanuele-bompan-economia-circolare-milano-e-trento/?refresh_ce

"L'Italia dell'economia circolare città per città"

(2019, May 27), Forbes, Retrieved from:

<https://forbes.it/2019/05/27/economia-circolare-milano-prima-citta-in-italia-per-uso-efficiente-delle-risorse-classifica-cesisp/>

Milano 2020

STRATEGY DOCUMENT

<https://www.comune.milano.it/documents/20126/95930101/Milano+2020+Adaptation+Strategy.pdf/a33c4b73-1aa7-d8eb-bf21-288aaaab51d7?t=15912039390>

STRATEGY WEBSITE

<https://www.comune.milano.it/aree-tematiche/partecipazione/milano-2020?fbclid=IwAR3r9JFc8JjPtWP4DhVzhxUFlrvz2BKEYcEsqKmd3iunelBleZ5jY-GpTc>

Open Streets Plan

STRATEGY WEBSITE

<https://www.comune.milano.it/documents/20126/7117896/Open+streets.pdf/d9be0547-1eb0-5abf-410b-a8ca97945136?t=1589195741171>

PRESS

“Milan announces ambitious scheme to reduce car use after lockdown” (2020, April 21), The Guardian, Retrieved from: <https://www.theguardian.com/world/2020/apr/21/milan-seeks-to-prevent-post-crisis-return-of-traffic-pollution>

“How the COVID-19 crisis inspired this major Italian city to transform its polluted streets - for good” (2020, April 24), World Economic Forum, Retrieved from: <https://www.weforum.org/agenda/2020/04/milan-covid-19-coronavirus-lockdown-reducing-car-use/>



Examples of new bike lanes and pedestrian spaces in Milan from the Open Street's strategy document.

ENGAGING

Civic Crowdfunding Initiative

PROJECT DESCRIPTION

The Civic Crowdfunding Initiative is an online platform that allows citizens to finance social impact projects. The Municipality selects projects through a call for proposals and publishes them on the crowdfunding platform, where citizens can choose their favorite project and support it through a cash donation. Initially launched in 2016, the project was relaunched in 2020 during Milano's response to the COVID-19 pandemic with funding from Pon Metro Milano (EU structural funds) with a focus on social innovation, peripheral neighborhoods and the City's post-COVID adaptation strategy. The Municipality matches private donations to projects by 60% (50% prior to 2020) with a total budget of 550,000 euros. Citizens can submit projects and support one another's ideas until 31 July 2020.

PROJECT WEBSITE

<https://economiaelavoro.comune.milano.it/progetti/crowdfunding-civico-seconda-edizione>

PROJECT AWARDS

The project won the FORUM PA 2017 award: 10x10= one hundred projects to change the PA, the CRESCO AWARD 2017 and was selected among the finalists of the international Innovation in Politics Awards (Vienna) in the "quality of life" category.

FabriQ

PROJECT DESCRIPTION

FabriQ is the first social innovation incubator of the City of Milano, offering economic incentives and assistance services to companies wishing to start or expand business projects with a high social impact. Since its launch in 2013, FabriQ has supported more than 60 startups. In 2019, Milano launched a new call for applications to the incubator focused on the challenges of the city's peripheral neighborhoods and accepted eight winning startups. FabriQ is jointly funded by the private sector which contributes 1 euro for every euro allocated by the Municipality.

PROJECT WEBSITE

<http://www.fabriq.eu/?lang=en>

PROJECT AWARDS

FabriQ was awarded the Innovation in Politics Award in the Jobs category in December 2019. There were 400 candidates, 80 finalists and 8 winners of the 8 categories, selected by a jury of more than 1000 European citizens. The Innovation in Politics Awards celebrate successful policies, implemented to strengthen, develop and inspire democratic politics: it celebrates Europe's most innovative political work.

Crowdsourcing design ideas for commercial redesign

PROJECT DESCRIPTION

As Milano moved towards reopening, the administration launched an open call to crowdsource ideas from the public regarding the redesign of commercial shops, bars, restaurants and co-working spaces in order to adhere to newly introduced public safety laws, such as social distancing. The open call is taking place through an inclusive and transparent process in which all proposals are being collected and published across a number of platforms, including City websites, social media and hackathons, to promote and foster public debate. The final output will be released with open licenses under the creative commons.

PRESS RELEASE

https://economiaelavoro.comune.milano.it/progetti/creativi-e-designer-ripensare-gli-spazi?fbclid=IwARIGORmOaXmsLKDxTZgH97M0NgyOoxepC49lt91BS5enH_ML1Lz5615hKJE

PRESS

"Artigiani e designer per #MilanoAiuta" (2020, June 9), La Repubblica, Retrieved from:<https://design.repubblica.it/2020/06/09/artigiani-e-designer-per-milanoaiuta/>

"Progetto riapertura" (2020, May 12), [Corriere della Sera](https://www.corriere.it), Retrieved from:<https://living.corriere.it/tendenze/extra/fase-due-riapertura-negozi-milano/>

"Milano, appello a designer, architetti e creativi: "Aiutateci a riorganizzare bar, ristoranti e uffici" (2020, May 2), La Repubblica, Retrieved from:https://rep.repubblica.it/pwa/locali/2020/05/02/news/milano_appello_a_designer_architetti_e_creativi_aiutateci_a_riorganizzare_bar_ristoranti_e_uffici_-255485696/



5G

PROJECT DESCRIPTION

The City of Milano and Vodafone partnered in 2018 to fast-track the rollout of 5G across the city and test over forty 5G use cases. The entire city was covered by the signal and the 5G network was made available to the public in 2019.

PROJECT WEBSITE

<https://www.vodafone5g.it/5G-a-milano.php?lang=EN>

PRESS

“Digital Milan: Life in the time of 5G” (2019, May 21), Vodafone, Retrieved from:

<https://www.vodafone.com/perspectives/blog/digital-milan-life-5g>

“Il 5G è attivo con Vodafone: la nostra prova a Milano” (2019, June 18), Corriere della Sera, Retrieved from:

https://www.corriere.it/tecnologia/cards/5g-attivo-vodafone-nostra-prova-milano/vodafone-accende-primi-5g-principale.shtml?refresh_ce-cp

Milano Digital Alliance

PROJECT DESCRIPTION

The Milano Digital Alliance is a group of digital champions working with the Municipality to make Milano one of the most innovative, connected and open cities in the world. Companies, startups and NGOs are invited to donate projects and be digital partners to the city government through a dedicated Request for Proposal programme. The main areas of cooperation include services and connectivity; artificial intelligence; training and CSR initiatives.

PRESS RELEASE

<https://www.comune.milano.it/-/innovazione.-tutte-le-opportunit%C3%A0-per-costruire-la-milanodigitale>

PRESS

“Milano, l’educazione digitale sbarca nei quartieri con Bip” (2019, Dec 17), WIRED, Retrieved from:

<https://www.wired.it/attualita/tech/2019/12/17/milano-educazione-digitale-bip/>

“Emergenza sanitaria e non solo: il Comune di Milano adesso risponde su WhatsApp” (2020, May 21), Il Sole 24 Ore, Retrieved from:

<https://www.ilsole24ore.com/art/emergenza-sanitaria-e-non-solo-comune-milano-adesso-risponde-whatsapp-ADwQV8R>

WHATSAPP CITY CHATBOT

Facilitated through the Milano Digital Alliance, the WhatsApp City chatbot was developed by Facebook for free to speed-up citizen interactions with the city administration via citizens’ preferred channel of communication, WhatsApp. The WhatsApp City chatbot is the first in Europe and the second launched by a city government globally. The chatbot registered more than 120,000 exchanges in less than a week following its launch.

Emergency Food Aid Programme

PROJECT DESCRIPTION

The emergency food aid programme is a collaboration between the Lombardy Food Bank, the Italian Red Cross and the City-owned Fruit and Vegetable General Market that provides food aid packages to the elderly and vulnerable via 10 food hubs. The City reached >20,300 people and >6,400 families and distributed almost 60 tons/week of food.

PROJECT WEBSITE

<http://www.foodpolicymilano.org/dispositivo-aiuto-alimentare/>

EXPLANATORY VIDEO

https://www.youtube.com/watch?time_continue=4&v=sfFkSQEdbro&feature=emb_logo

PRESS RELEASE

<https://www.comune.milano.it/-/coronavirus.-superate-le-15mila-persone-raggiunte-dagli-hub-temporanei-del-dispositivo-di-aiuto-alimentare>

VIDEO TO PROMOTE VOLUNTEERING

<https://www.youtube.com/watch?v=KZRPCtsLTNY>



Deputy Mayor Scavuzzo and Red Cross volunteers at one of the Food Hub that distributes food to fragile categories.

One Step at a time

PROJECT DESCRIPTION

The One Step at a Time campaign (“Un Passo Alla Volta”) was launched on May 4 by the City’s promotion agency, Milano & Partners, to ask Milano’s citizens to respect the gradual reopening and instill a strong message of hope in the city’s future. The campaign reached 64M viewers on national television and social media, and 1.3M viewers on YouTube.

CAMPAIGN VIDEO

<https://www.youtube.com/watch?v=LOHPAsD6DsQ/>



Clip from the One Step at a Time campaign video, featuring the singer, Ghali, in Piazza Duomo

EXPANDING

Eurocities

NETWORK DESCRIPTION

Milano co-founded Eurocities, a network of large European cities with the objective of strengthening the important role that local governments play in multi-level governance structures. It focuses on five areas of interest: Cities as drivers of quality jobs and sustainable growth; Inclusive, diverse and creative cities; Green, free-flowing and healthy cities; Smarter cities; Urban innovation and governance in cities. The association works on the basis of thematic Working Groups, including the Food Working Group presided over by the City of Milano. As such, Milano is active in the dissemination of food policies, the creation of European projects and advocacy at the European Commission.

NETWORK WEBSITE

<http://wsdomino.eurocities.eu/eurocities/home>

Digital Bridges

NETWORK DESCRIPTION

In 2016, Milano launched Digital Bridges, an international peer-to-peer learning initiative for city governments to share best practices among the world's most innovative global cities.

Global Resilient Cities Network

NETWORK DESCRIPTION

The Global Resilient Cities Network (GRCN) emerges from the 100 Resilient Cities Program with a unique reach, strength and legacy to understand and support the challenges of the ever-growing urban society. GRCN is the city-led organization that drives urban resilience action to protect vulnerable communities from climate change and other physical, social and economic urban adversities and challenges. With support from The Rockefeller Foundation and other funding partners, the Network supports cities and their Chief Resilience Officers in future-proofing their communities and developing critical infrastructure.

NETWORK WEBSITE

<https://www.rockpa.org/project/global-resilient-cities-network/>

Global Mayors COVID-19 Recovery Task Force (C40)

NETWORK DESCRIPTION

C40 mayors united to launch the Global Mayors COVID-19 Recovery Task Force to rebuild their cities and economies in a way that improves public health, reduces inequality and addresses the climate crisis. The Task Force will establish a common framework that all of C40's global membership can use to create a "new normal" for city economies; agree upon concrete measures they can put in place for recovery; how to communicate about the climate crisis in a post-COVID-19 world; and how can they influence stimulus packages and interventions to support the necessary transition to a more sustainable, low-carbon, inclusive and healthier economy for people and the planet. The task force is chaired by the Mayor of Milano and C40 Vice-Chair, Giuseppe Sala.

NETWORK WEBSITE

<https://www.c40.org/other/covid-task-force>



Global Mayors COVID-19 Recovery Task Force Zoom meeting, led by Mayor Sala

Milano Digital Week

PROJECT DESCRIPTION

Milano Digital Week is a week of events to promote digital culture, inclusion and sustainability at a global scale. In 2019, 85,000 people participated in more than 500 events including workshops, seminars, shows, interactive installations, debates, courses and more. These events were organized by the Municipality of Milan in partnership with more than 300 organizations including startups, universities, NGOs, foundations, museums, hospitals, banks, agencies and companies. 120,000 people virtually attended Milano Digital Week in 2020.

PROJECT WEBSITE

<https://www.milanodigitalweek.com/>

PRESS RELEASE

<https://www.comune.milano.it/-/milano-digital-week.-le-nuove-date-della-terza-edizione>

PRESS

“IL CAMBIAMENTO DIGITAL DI MILANO RACCONTATO DA ROBERTA COCCO” (2019, Dec. 5), WIRED, Retrieved from: <https://next.wired.it/wired-trends-2020/roberta-cocco-milano-digitale/>

“Hackerando Milano” (2017, Sept. 7), WIRED, Retrieved from: https://www.wired.it/attualita/politica/2017/09/07/intervista-cocco-assessore-digitale-milano/?refresh_ce=

STEM in the City

PROJECT DESCRIPTION

STEM in the City is produced by the Municipality of Milano in cooperation with leading players in both the public and private sectors and made possible through the support of the United Nations. The event aims to spread STEM (Science, Technology, Engineering and Mathematics) culture, and to close the gender gap in related careers and professions, clearing the field of cultural stereotypes.

PROJECT WEBSITE

<https://www.steminthecity.eu/>



Tweet by Mariya Gabriel, European Commissioner for Innovation, supporting the STEM in the City 2020 initiative in Milan.

EMPOWERING

Digital Citizen Folder App ("Fascicolo Digitale del Cittadino")

PROJECT DESCRIPTION

The Digital Citizen Folder is a single point of access to all digital services and a personal repository of citizens' documents enabling citizens to access their tax documents, pay for parking tickets and enroll children in kindergarten all via the same portal. The Digital Citizen Folder website was launched in 2019 and, in response to user feedback, an app was developed in 2020 using a design-sprint methodology. In 2019 the Folder had more than 2 million views and 67% of certificates were issued digitally.

PROJECT WEBSITE

<http://wsdomino.eurocities.eu/eurocities/home>

PRESS RELEASE

<https://www.comune.milano.it/-/milano-digital-week.-e-disponibile-l-app-del-fascicolo-del-cittadino>

Milano Help ("Milano Aiuta") Platform

PROJECT DESCRIPTION

The Milano Help ("Milano Aiuta") Platform is a catalog of services and innovation projects—launched by the City but including services offered by the public, private and not-for-profit sectors—to support citizens during the COVID-19 pandemic. The Milan Help Platform was designed to be easily accessible and is available via a website, phone hotline and WhatsApp.

PROJECT DESCRIPTION

The Milano Help website was developed in partnership with TraiLab Catholic University of Milano, Polytechnic of Milano - DaStU, APS and Super, the School of Applied Art of the Castello Sforzesco, and created using open-source software that can be shared with other cities. (<https://milanoaiuta-servizi.comune.milano.it/>)

PROJECT DESCRIPTION

The Milano Help Hotline is a service operated through the Customer Center that provides information and emergency assistance during the pandemic. As of April 17th, the 11,462 requests had been processed via the Hotline of which 6,965

(60.8%) were requests for direct assistance; and 18,721 vouchers for essential goods were processed within just 10 days (6/4-16/4). The Milano Help Hotline is supported by Samsung, who provides 130 "digital angels" to assist citizens over 65 with guidance on communications technologies to ensure they can stay connected with their families during the lockdown.

PROJECT DATA DASHBOARD

<https://analyticsplatform.comune.milano.it/anonymous/extensions/MilanoAiutaInCifre/MilanoAiutaInCifre.html>

SAMSUNG PRESS RELEASE

<https://news.samsung.com/it/grazie-a-samsung-arriva-l-assistenza-telefonica-per-i-servizi-online-del-comune-di-milano>

WISH MI (Wellbeing Integrated System of Milano)

PROJECT DESCRIPTION

Milano is addressing the urban challenges of child poverty, inequalities and segregation, by rethinking and integrating the local policies and strategies for the wellbeing of all children and young people. Through the WISH MI project (the Wellbeing Integrated System of Milano), the Municipality of Milano is working across its own departments and engaging a suite of implementation partners, including community-based organizations and higher education institutions, to rethink and integrate policies and strategies to support the wellbeing of Milano's children. The project includes the creation of a connective participatory digital platform and in-person community hubs where youth services will be co-designed with minors and their families. This project is funded through the EU's Urban Innovative Actions program with a 5 million Euro grant.

PROJECT WEBSITE

<https://www.uia-initiative.eu/en/uia-cities/milan-call4>

#DistantimaVicini

PROJECT DESCRIPTION

#DistantimaVicini is a distance learning initiative launched by the City to engage families and children (0-6 years old) who attended the municipal Early Childhood Education and Care Services during the city's shutdown during the COVID-19 pandemic. The City's Education Department uploaded >15,000 pieces of educational content and received >26,000 comments and 33,000 interactions. Educators hosted 1,800 group calls per week, with dedicated access for children with disabilities.

PRESS RELEASE

April 4, 2020: <https://www.comune.milano.it/-/educazione.-una-piattaforma-online-per-restare-in-contatto-con-genitori-e-bimbi-di-nidi-e-scuole-dell-infanzia>

PROMO VIDEO

<https://www.milanodigitalweek.com/distantimavicini-educare-a-distanza>

PRESS

"Il video del progetto di educazione a distanza del Comune di Milano" (2020, June 5), ANCI, Retrieved from: <http://www.anci.it/il-video-del-progetto-di-educazione-a-distanza-del-comune-di-milano/>

"Coronavirus, ecco come fare didattica a distanza con i bambini dell'asilo" (2020, March 27), Corriere Della Sera, Retrieved from:

<https://www.corriere.it/scuola/primaria/cards/coronavirus-ecco-come-fare-didattica-distanza-bambini-dell-asilo/milano.shtml>

