

Sharing Cities Summit

Qualities of positive platforms,
promotion programmes and labour



**MUNICIPALITY OF
MILAN**
Urban Economy and
Employment

CITY OF MILAN SHOWCASE

Foto: Chiara Conti

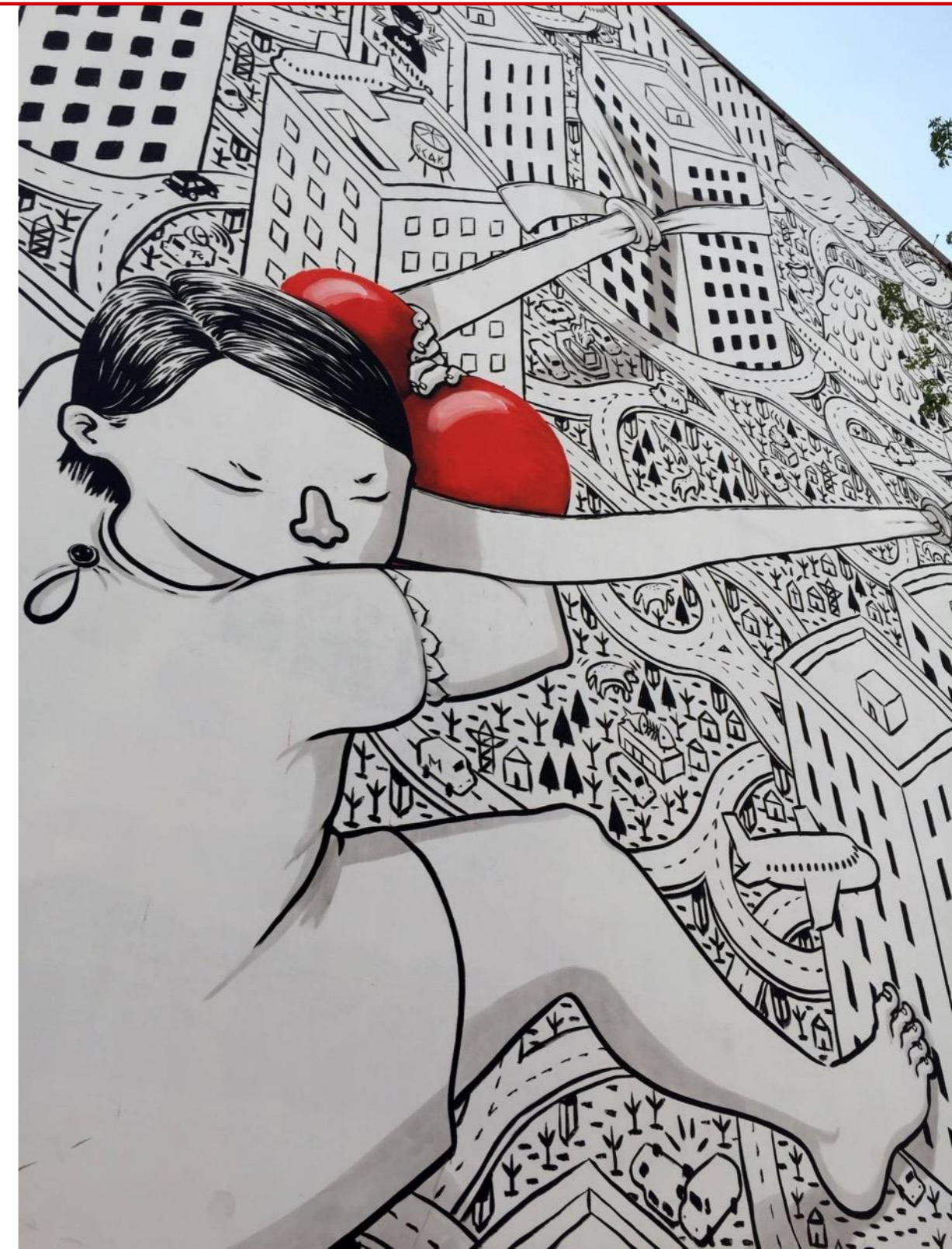
The context – Milan

▶ Statistics summary

- Population: approx. 1,400,000 inhabitants;
- Metropolitan area: over 3,200,000 inhabitants (one of Europe's most densely populated areas);
- Under 14: 13.8%; between 15 and 64: 63.8%, over 65: 22.5%;
- Non-nationals: 8%, (around 25% in younger age group).

▶ Economy and labour

- Milan produces about 10% of the national GDP
- GDP per capita: €46,000 (Italian average €25,000);
- 300,000 companies, 50% services, 25% trade;
- Sectors: Agri-food, finance, manufacturing, life sciences, cultural and creative industries;
- 68.4% in employment (10% above Italian average);
- Unemployed 7.5% (Italian average 11%); 18.6% youth unemployment (28.4% Italian average).



The problem: a city at different paces



RUNNING AHEAD

The city recovered from the crisis thanks to innovation, growing tourism and investments



STAYING BEHIND

But polarization between different parts of the city and society is likely to increase

The problem: a city at different paces

▶ CITY CENTRE AND “NEW CITY CENTRES”

- Local added value + 1.1%
- Number of companies + 1.5% (double the national average)
- Exports + 4% (back to pre-crisis levels)
- Third level students + 13%
- Tourists 3 million (+ 13.1%)

▶ OUTLYING URBAN DECAY

- 20,000 families on income support
- 20,000 minors in poverty
- single parent family average income € 4,800
- one minor in 20 risks being a school dropout
- 70,000 NEET



RUNNING AHEAD

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STAYING BEHIND

But the polarization between different parts of the city and society is likely to increase

The method: an Integrated Action Plan in permanent beta

STRATEGY IS NOT A
LENGTHY ACTION PLAN.
IT IS THE EVOLUTION OF
A CENTRAL IDEA
THROUGH CONTINUALLY
CHANGING
CIRCUMSTANCES.

Jack Welch



Starting from 2011, the Municipality of Milan has implemented a series of actions **combining the development of innovation and social inclusion** of the city's most vulnerable groups.

This strategy is **constantly updated** to take on new trends and seize new opportunities using past experience and international exchange.

Promoters and stakeholders

▶ Milan Municipality Urban Economy and Employment Directorate

- Coordinates the city's economic development areas: training and employment policies, trade and production, innovation and business support;
- The Action Plan is carried out in collaboration with other Council departments, in-house agencies and participating foundations.

▶ Main stakeholders involved

- 11 universities and research centres
- Chamber of Commerce
- Trade Union and business representatives
- Lombardy Region for EU Funds
- Companies and NGOs registered in official lists of the Municipality
- (es. Sharing economy, fablab, coworking etc.)
- Independent experts and community leaders



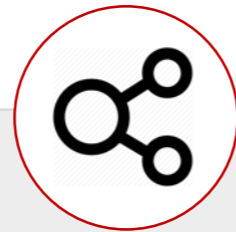
The actions: Municipality of Milan towards inclusive innovation

A series of actions, since 2011 aims to combine the development of innovation and new urban economies and the social inclusion of the city's most vulnerable groups.

5 LINES OF ACTION



HYBRID
ENTERPRISES
& URBAN
REGENERATION



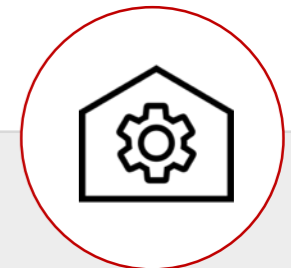
SHARING &
COLLABORATIVE
ECONOMY



STARTUPS
& KNOWLEDGE
INTENSIVE
ECONOMY



NEW CRAFTS
& URBAN
MANUFACTURING



SMART CITY
& SMART
CITIZENS

3 CROSS SECTORAL ACTIONS

PARTICIPATORY PLANNING
How to design policies?



IMPACT MEASUREMENT
How to evaluate policies?



IMPACT FINANCE
How to finance policies?





Sharing & Collaborative Economy

« The Sharing City is an ecosystem where the different players are solution holders in a virtuous process of co-design, co-development and co-management of practices, spaces, goods and services. »

To make Milan a Sharing City it is therefore necessary to map, enhance, connect and eventually regulate those territorial initiatives linked to the sharing and collaboration economy »

Guide Lines «Milano Sharing City»





Sharing & Collaborative Economy



SHARING ECONOMY Register:

75 operators

44 advisors

SHARING ECONOMY Platforms:

+ 30% of Italian sharing economy platforms are based in Milan

COWORKING Register:

70 spaces in the Approved List

Financed:

- 201 coworkers
- 45 coworking spaces
- 92% funded spaces still active

VEHICLE SHARING:

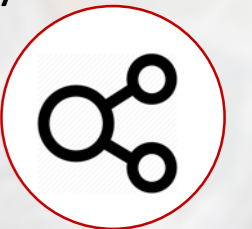
4,650 shared bicycles at 280 BikeMI stations

+ 11,700 BikeMI daily sharing rental average

since 2017 free floating system bicycles - 2 operators (OfO/Mobike)

+14,400 daily rental average through 6 car sharing operators

30 Digital island for electric car recharging + connectivity





Sharing & Collaborative Economy



STRENGTHS

- ✓ *The Sharing economy is establishing well in Europe and in Italy, especially in cities*
- ✓ *New business models can lead to economic growth and increased social capital*
- ✓ *Milan is Italy's top city for numbers of users and businesses within the sharing economy*
- ✓ *Some social enterprises and bottom-up civic projects use collaborative methods and technologies*



WEAKNESSES

- The rise of large sharing platforms creates risks of:*
- ✓ *Market distortion and unfair competition*
 - ✓ *Tax inequity and new monopolies*
 - ✓ *Potential negative impact on local development*

POLICY CHALLENGE

- *What regulations and synergies can be implemented for and with large sharing economy platforms by local authorities?*
- *What are the conceivable urban policies to advance new practices and collaborative skills within local businesses and third sector organizations?*



Sharing & Collaborative Economy

MUNICIPAL POLICIES : MILESTONES AND RESOURCES

The Municipality of Milan was the first authority in Italy to support sharing economy. Today there is strong growth in the sector. New actions will aim at increasing the impact of the sharing economy in outlying areas of the city.

2013 > 2017

POLICIES FOR COWORKING

Support for investments, vouchers for workers, support for the opening of coworking spaces in outlying areas

2014

MILANO SHARING CITY

Guidelines for the Sharing Economy development in Milano

2016 > 2018

POLICIES IMPLEMENTATION

Advisor and operator register, social and training projects in collaboration with large platforms, opening of CoHub, a public hub dedicated to sharing economy

2016 > 2018

CROWDFUNDING

Community engagement in public decision making, increasing investment for social impact projects, collecting private funds on a crowdfunding platform.

2018 > 2021

SHARING ECONOMY IN OUTLYING AREAS

Training, networking and capacity building for companies with a social impact operating in the outskirts.

WE ARE HERE



Civic Crowdfunding

“To encourage the creation and strengthening of economic models of collaboration and sharing, the City of Milan aims to develop a specific action plan for Milan Sharing City to: (...) provide appropriate infrastructures, such as physical and virtual spaces for dialogue and exchange; provide tools for strategic support for organization and social interaction purposes; (...) set up a City digital crowdfunding platform for all”

Guide Lines «Milano Sharing City»





Sharing & Collaborative Economy



GOALS

- testing new ways for social impact project financing;
- co-funding development: public + private funds;
- supporting NGOs developing new fundraising models;
- supporting investments and economic development;
- promoting active citizenship in public decision making process.

PARTNERS & IMPLEMENTERS

Eppela crowdfunding platform;
City of Milan – Department of Social Policy.

CITY OF MILAN FUNDS

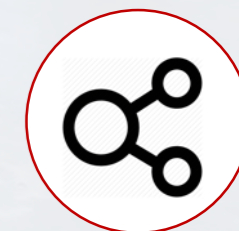
€323,413

PRIVATE FUNDS

€ 333,136

INNOVATIVE SOCIAL IMPACT PROJECTS

16 social impact projects co-funded in 9 months;
89% of proposals approved;
Donors: 1492 citizens + 154 private businesses | NGOs;
Physical public spaces | platform services | cultural events.





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Thank you!

Comune di Milano

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Foto: Chiara Conti