



**La.Pi.S.**  
The 1<sup>st</sup> Smart cities, towns, rural  
and mountain villages international Congress



Smart strategies to mitigate causes and effects of climate  
change and reduce the environmental footprint

**RESTRUCTURA - 21 November 2024**  
Lingotto Exhibition Center - Oval Pavilion - Turin



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1 – Italian Cluster for Smart  
Communities



## Human-centered Smart Lands: innovation for sustainable urban and rural futures



THE 1<sup>ST</sup> SMART CITIES, TOWNS, RURAL AND MOUNTAIN VILLAGES INTERNATIONAL CONGRESS



The Italian Network of companies, research organization, public administration and cities to promote and implement innovative solutions for smarter Communities

**245 members**

**11 Italian Regions**

**100+ Cities**

**136 Companies & Research Organizations**

**1260+ involved players in 2023**



# A «human centered» approach

From hyper-technological and hyper-connected cities to **Communities that enable sustainable, fair, and innovative behaviours**

Change the **(positive) perception** of Communities

A new central role for **“Medium Sized” Cities**

A growing need for dialogue and **collaboration**



# Technology at the service of People

- Better **urban management** and decisional process
- Promoting **people engagement**
- Enhancement of existing services and development of **new services**
- More **integration** and **personalization**

# City **Needs** (directly taken from the field)

- Access to **competences** and **innovation governance**
- **Data** valorization and protection
- **Dialogue** opportunities among cities and with private players
- Vision and road-mapping competences to be more **attractive**





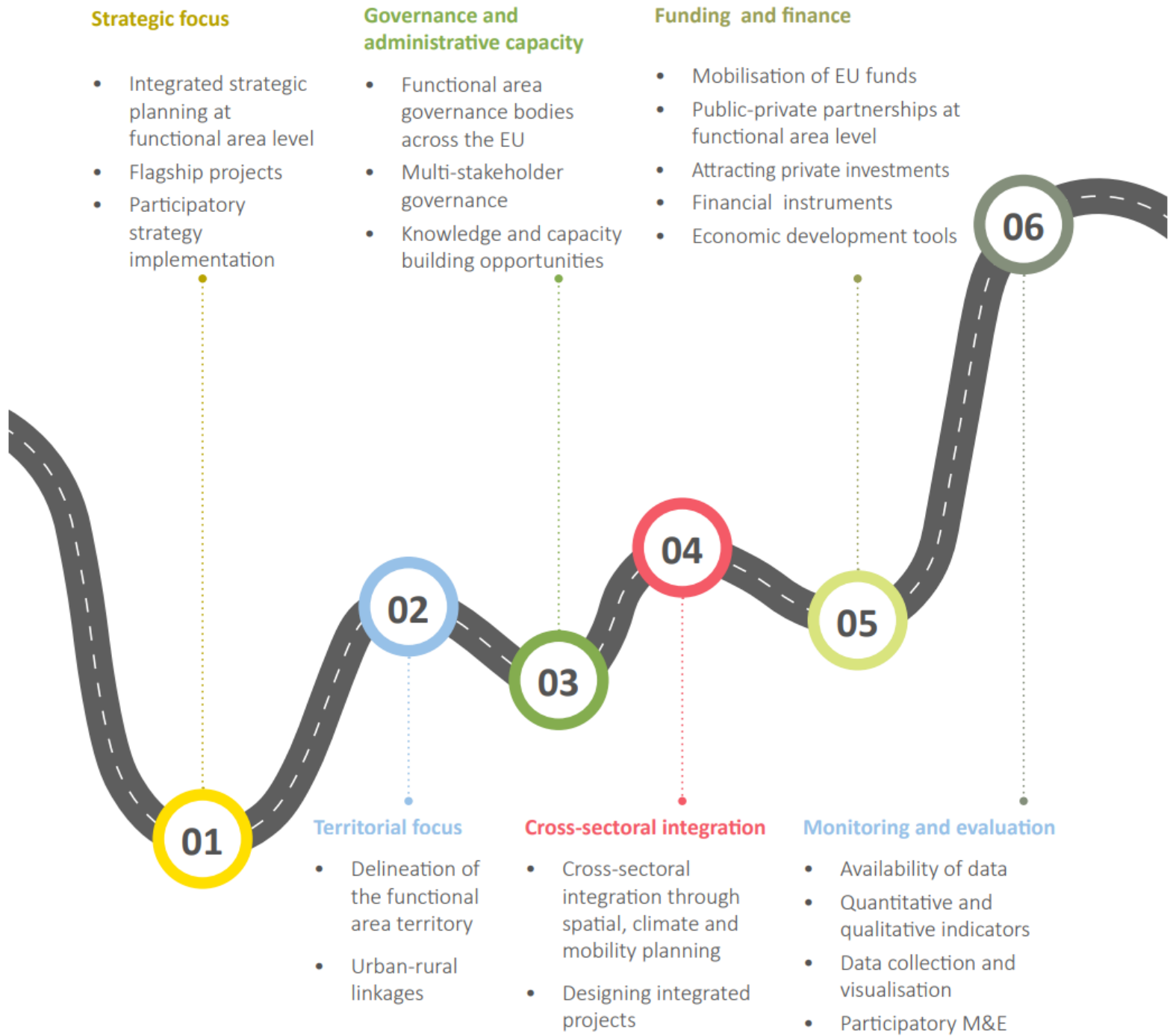
**Urban vs Rural development: collaboration and integration, the support of European Cohesion Policy**



**«EU Functional Areas» to improve governance, coordination, planning, and implementation processes across jurisdictional boundaries**

# Metodological ToolKit

- Designed to support governance bodies in advancing or initiating **cooperation** across **jurisdictional boundaries**
- It can support the development of **integrated strategies**, identifying flagship **projects**, improving participation, strengthening urban-rural linkages, promoting cross-sectoral integration, **mobilizing funding** and improving monitoring and evaluation processes at the functional area level







**Big Ideas for Small Towns and Urban – Rural Development**



The **Smart Communities Italian Cluster** launched the «City Platform» program to put ad Cities disposal a place where they can freely dialogue about innovation issues and opportunities

# 90+

## Cities involved in 2023-2024

### 33%+

Coming from Southern territories

## «City Platform»

promotes collaboration  
per enhance reuse  
and impact of innovation programs  
all around Italy





# TASK FORCE

## To support innovation process of Small Towns

# Main activities 2023-2024

## PROGRAMS

**PNRR FUNDS**  
NETWORK OF «DIGITAL FACILITATION» SERVICES

**DIGITAL GYM**  
INNOVATION COMPETENCES TO ENHANCE INNOVATION & DIGITALISATION

**DIGITAL GYM**  
DIGITAL FOLDER & DATA DISCOVERY (DASHBOARD)

**DIGITAL GYM**  
INNOVATION TUSDEAY

## MAIN OUTPUTS

**418\* Small Towns supported**

+150 days

**Promotion**

Web sites, newsletter, meeting

**3 territories**

Canavese, Langhe Roero e Val Sesia

**100+ Small Towns interviewed**

**interviewed**

1-to-1 dialogue

**50+ Digital Folders**

regarding **digital maturity level** of Local PA

(DMA EDIH model)

**12 Meetings**

on:

ICT Plan

Open Data & Digital Services

Cybersecurity

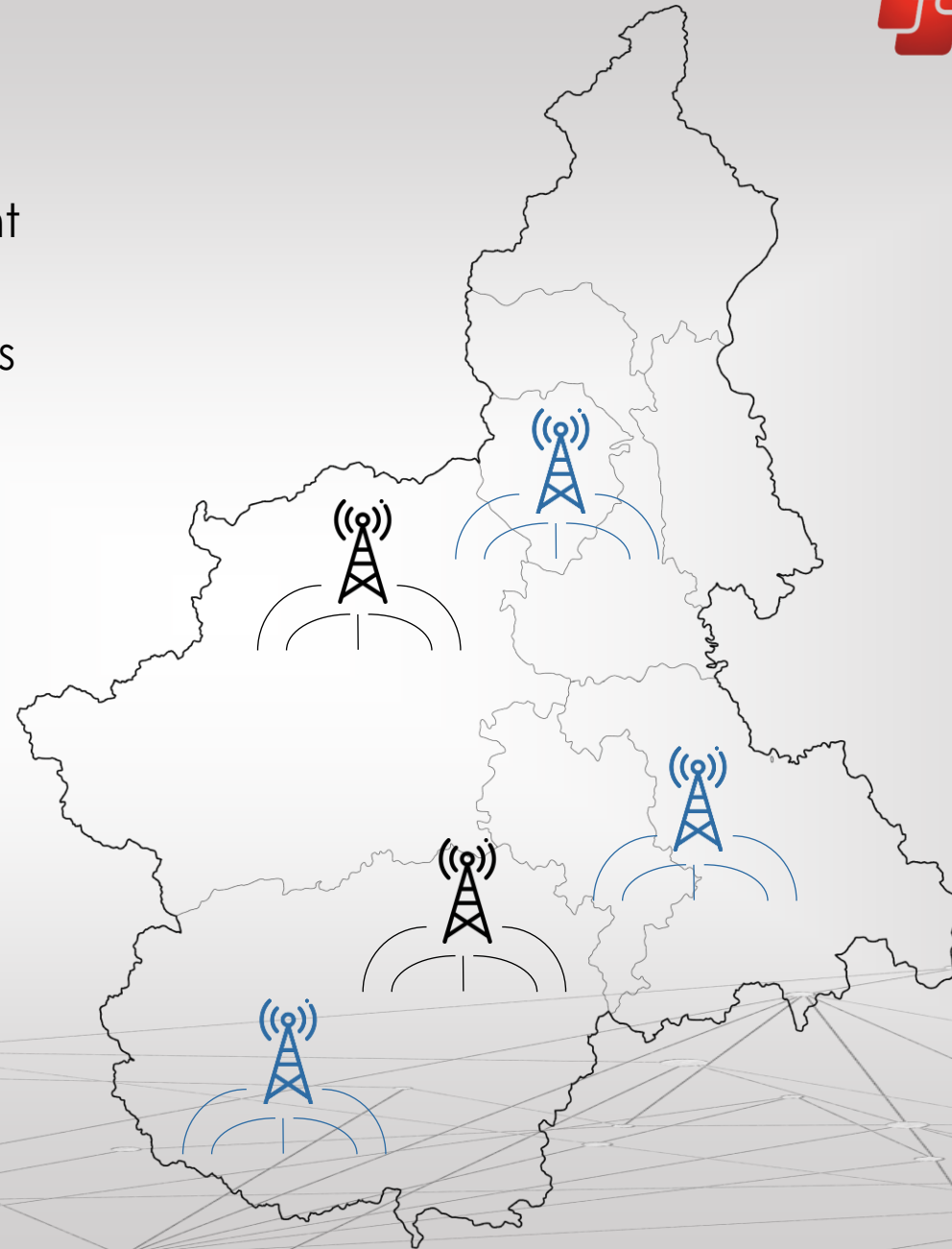
Digital Communication

# Hub & Spoke Model

Selection of local «**Antennas**» of different types (GAL, Gruppi Azione Locale, Unione Comuni,...) as repeaters towards **local nodes** (small towns with less than 5.000 inhabitants)

During 2025, together with the Piedmont Region, we will work to identify the best ways to deliver the project all along the territory.

Possible agreement between the Piedmont Region and **ANCI** for dataset sharing.



## Running HUBs



# CASE STUDIES



# «Food District» Alta Langa & Cebano

- Innovation Level



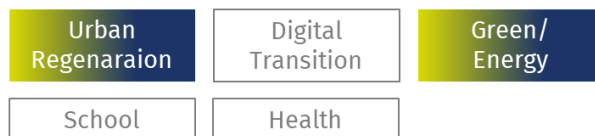
- Replicability Level



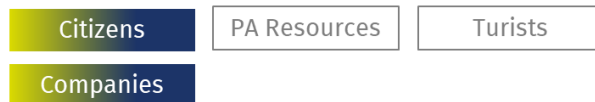
- Innovation Area



- Scope



- Target



**GOAL:** to create an economic policy tool aimed at supporting local agricultural and agri-food production systems, promoting the integration of activities characterized by territorial proximity, and safeguarding the rural landscape.

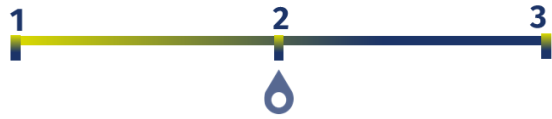
**CHALLENGE:** to design and implement a shared path to promote the productive capacities of businesses and local products through a strong and cohesive system that makes us competitive in the market.

With the recognition from the Piedmont Region is part of the Italian register of Food Districts, which allows us to apply for grants and access national and European funding opportunities.



# «No One Left Behind» Alta Langa

## • Innovation Level



## • Replicability Level



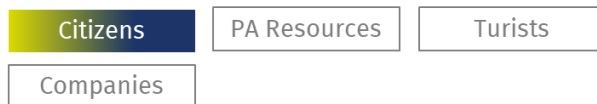
## • Innovation Area



## • Scope



## • Target



**GOAL:** to promote shared cultural and social growth among children, parents, educators, and teachers in the Alta Langa area, with the goal of building an Educating Community.

- Widespread educational environment (indoor, outdoor, and virtual).
- Empowerment of local community
- Strengthening the local educational context through the direct participation and civic activism of children.

**CHALLENGE:** to put together all the players operating in the Alta Langa area to build an Educating Community that allows children to reclaim their territory, with the aim at fostering cultural and social growth through collaboration between educators, parents, and children

# «Sinergie In Canavese» Green Community

- Innovation Level



- Replicability Level



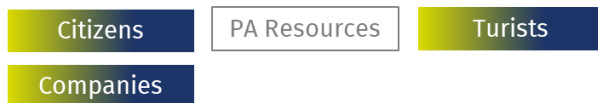
- Innovation Area



- Scope



- Target



**GOAL:** to concretely manage the **ecological and energy transition** of our territories in a medium-to-long-term perspective, addressing addresses all nine core areas of Green Communities, including renewable energy, water and forest resources, building efficiency, and the development of sustainability in tourism, mobility, and local production supply chains.

**CHALLENGE:** to manage a wide Governance including Unione Montana Valli Orco e Soana (as the lead and implementing entity) and the participating bodies represented by four other Mountain Unions – Gran Paradiso, Valle Sacra, Val Gallenca, and Alto Canavese – as well as the Municipality of Cuornè, for a total of 27 municipalities involved.

# «ProSol Senior» Casa della Salute

- Innovation Level



- Replicability Level



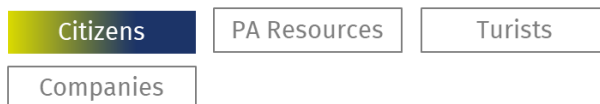
- Innovation Area



- Scope



- Target



**GOAL:** Develop **new socio-health services for elderly people** in the cross-border rural and mountain areas between France and Italy, experimenting innovative models for preventing the loss of autonomy and promoting the ability of individuals over 75 to remain in their own home

**CHALLENGE:** to deliver patient-centered care pathways, particularly in the phases before and after hospitalization, which is a significant factor in the loss of autonomy and to develop new models and services for the prevention of autonomy loss and the promotion of health in the context of chronic conditions among elderly individuals involved.

# Modena Digital & Smart City Plan

## Innovation Level



## Replicability Level



## Innovation Area

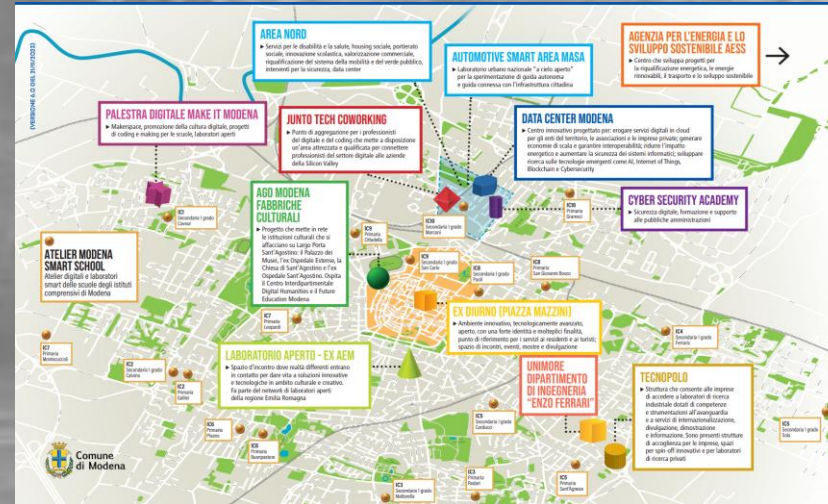
Mobility	Security	Government
Environment	Social	

## Scope

Urban Regeneration	Digital Transition	Green/Energy
School	Health	

## Target

Citizens	PA Resources	Tourists
Companies		



**GOAL:** Increase competitiveness and attractiveness by measuring the city on both the national and international levels and investing on multiple areas: smart mobility, security, digital services, smart schools,

**CHALLENGE:** to seek the balance between ethics and technological evolution for a better quality of life, for individual freedom, and for global sustainability.

# In conclusion: critical success factors for Human Centred Smart Lands

- High **engagement** of local players and of citizens
- Unique **strategy** and shared goals, to solve shared problems
- Certain and strong **governance**
- Small steps and (many) **concrete** projects
- Time to create **trust**
- Sharing **Knowledge (data & dashboard)** & Projects



# Thank you!



## **Associazione Cluster Tecnologico Nazionale sulle Tecnologie per le Smart Communities**

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 @cluster\_smart

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