

Urban social innovation, enabling technologies and capacity-building for the south of Italy towards Europe 2020.
From Reactioncity to FabCity: the sustainable strategy of the laboratory-city in Reggio Calabria

Consuelo NAVA*

Abstract

The debate on “Innovazione, occupazione e sostenibilità”, held by Euricse at the Economy Festival of Trento in May-June 2015, demonstrated how new scenarios of development and competitiveness are emerging within the current changed economic and social context. Design paths capable of simultaneously innovating and transferring the expertise needed for new approaches and strategies of social inclusion and cohesion find opportunities to implement the three-dimensions of sustainability - social, economic and environmental - in the new participatory governance policy. Urban social innovation and technologies enabling business creation, new, modern and more European, are effectively the resources in the hands of the new generations to steer the demand towards those stable “smart strategy” drivers through which local governments will have to implement European development policies towards 2020. New sectoral planning models, connected with the local development of territories and cities from a global perspective, recover “the creativity and know-how” able to reconnect communities with services and products, intended as primary needs for a broader life quality, through short-term direct tactics and shared actions for long-term change. The experience of urban social innovation projects in the south of Italy, in particular, regards the more pressing issue of employment for future communities in the concerned territories, within a scenario of population shrinkage and economic backwardness but also of further investments through the 2014-2020 EU funds planning. The opportunity to activate virtuous experiences capable of involving institutions, associations and communities triggers the process of change which is necessary in order to produce visions and change existing physical contexts, such as life and work places. This paper presents the above experiences through the “laboratory-city” strategy which, from the Reactioncity project to the FabCity actualization, interprets one of the possible responses to the issue of “social mobility” (Trento, 2015) as a tool to combat the North-South of Italy divide in terms of unequal opportunities and status amongst the new generations.

Keywords

Education policy, Output models, Sectoral Planning / Community asset, community enterprises, urban regeneration, urban policies

JEL Codes

I280, O210/ H44, L32

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1. The cultural scenario: the sustainable strategy of the "laboratory-city".

The strategy of the "laboratory-city", for environmentally and socially sensitive contexts, places at the centre of the issue the effectiveness of sustainable tactics in accelerating urban and social rehabilitation projects through the participation and collaboration of actors in the transformation of the city's physical and production spaces. A strategy capable of "activating" best practices through direct planning by "triggering the power of future" through actions, visions and reactions of active communities and "agents of change".

The collective city in its threefold sustainability dimension relies on the laboratory-city as a reference theoretical model. The hypothesis that the city is reconnected with the development of its communities and their spaces looks at a notion of "future city", which we describe as follows:

*"The laboratory-city therefore will have, for the "future" city to reinterpret the new alliance between contemporaneity, communication, aesthetics and environment, which is able to overcome the disjointedness of the "city by projects" and reconnect fabrics and citizens through information, energy and materials networks as well as of new behavioural statutes through its aptness to recycling architectures and contexts, perhaps asking people to recycle themselves too. The laboratory-city of the "future" city regains its relations as networks of places where action and planning meet in the spatial and human dimension so that for every type of segregation the city risks marginalization as much as for every type of regeneration it can activate new cohesion. Before being "smart" the laboratory-city is "reactive" and "proactive". It reacts to the impact of change on its social, economic and production structures by rediscovering the values of inhabiting a place in the sharing of informal repair practices as well as in contemporary urban strategies, by resolving any type of human, historical, social, political and economic conflict, knowing and integrating them into communal spaces, territories but also into the material cultures of the cities, by giving up revolutions for resolutions."*¹

In other words, "actions of urban acupuncture" are advocated, approaching the necessary tactics to instruct creative modes and processes of change, adopting reuse, recycling and regeneration as enabling technologies with particular attention to resource saving and their life cyclicity. A new collective and learning city, which similarly transfers information and resources flows maintaining the territories' ecological ambition, as we have elaborated, from K. Lynch's theories, into a new paradigm: "re-learning Ecocity".²

¹ See author's contribution contributo dell'autrice in NAVA C., "Future 1/1. The Laboratory-City: Recycle and Repair, in S. Marini "future_utopia"; Carte Blanche serie, Bruno ed, Venezia, 2015

² See K. Lynch in "Deperire_rifiuti e Spreco", Cuen, 1990, "The keyword for Lynch is learning (learning). In Good City Form he explicitly states that the best approach is to a "learning ecology", an ecology that takes into consideration the role of actors able to consciously change yourself and change the rules of the game. Ecosystem features notes, with diversity, interdependence, context, history, feedback, stability and cyclical process, we need to add features like the values, culture, knowledge, the change in progress (or decline), the invention, the ability to learn and the connection between inner and outer action experience ". And it is also for this reason that one of the worst types of waste include Lynch to lives and intelligences."

Such a physical and human dimension rediscovers the innovative nature of change in projects that “augment” creativity and urbanity in a “multiple hyper-metabolism” intended as objective as well as tool for the “selection of projects and strategies”, as postulated by M. Carta in his recent writings (M. Carta, B. Lino, 2015).³

In the case study projects for the city of Reggio Calabria (see paragraph 3), where reference is made to the issue of innovation as theorized by E. Manzini⁴ and of the co-production of new “scenarios of prosperity”, urban social innovation produces a “new system of meaning” by redeeming the sense of place through the ecology of time and recovering a new work culture in the value of human relations. This kind of innovation is also able to produce a new design culture, which is in turn able to identify and amplify the social values of innovation by making them tangible in order to draw new scenarios and guidelines.

The ability to transfer skills through capacity-building materialises in experiences based on the principle of “learning by making”. So, the coexistence of a scenario typical of a city as laboratory with training tailored to meet the specific experience and goals strategically characterizes this innovative practice, going beyond conventional educational paths where skills are acquired through learning. Posing a question of method, in her writings⁵ R. Raiteri highlights how: *“(…) always more this divide in the acquisition of practical, techno-scientific skills, which are directly aimed at a possibly immediate deployment on the market, must lead to review altogether the network of relations and the dislocation of all learning experiences which constitute a path towards professional skills”*.

Another key stance connected with the choice of the urban scene as favourable to actions of social innovation is illustrated by A. Lambertini when, discussing two of the six design actions towards “urban beauty”⁶, underlines the need for “working in proximity” and simultaneously “cultivating imagination”. The latter condition, moreover, translates in a political act when *“(…) The cultivation of imagination helps generate appropriate changes in the perception of reality and train one’s aesthetic sense. In many case it coincides with the unforeseen colonization of an urban scene in order to turn it into critical space, which thus translates into a political act. Some other times, it is put forward as an invitation to correct given perspectives, suggesting alternative readings and uses of slumberous voids and uncertain landscapes”*.

In such a condition and space, the moment time and value take on a new paradigm for the spaces receivers of the “new life”, sustainability finds its three dimensions. In that condition in which S. Marini reads the difference between content and container, in her theory of the “snail’s time”⁷, the best scenarios are found to apply technology

³ See *“L’iper-metabolismo è un paradigma dirompente (...) agisce scegliendo i cicli da riattivare prima di altri perché capace di alimentarne di nuovi, quelli da connettere per amplificare gli aspetti rigenerativi e quelli da recuperare dalle aporie dello sviluppo che ne hanno dimenticato il valore”* in M. Carta, B. Lino “Urban Hypermetabolism”, ed, Aracne, Roma, 2015

⁴ See E. Mazini In “Design, When Everybody Designs”, MIT press, 2015

⁵ See R. Raiteri in “Progettare i progettisti. Un paradigma della formazione contemporanea.” Quodlibet ed., Macerata, 2014, pag.118. The translation of the excerpt is by Giamila Quattrone

⁶ See A. Lambertini in “Urban Beauty” Luoghi prossimi e pratiche di resistenza estetica, Compositori ed., Bologna 2013 pag.10-11. The translation of the excerpt is by Giamila Quattrone

⁷ S. Marini, “Storie dall’Heritage. Il Tempo della Lumaca” in M. Carta, B. Lino “Urban Hypermetabolism”, ed, Aracne, Roma, 2015

and make it become “enabling”. Enabling technologies rehabilitate spaces, well before architecture and its function, through a sustainability that reactivates the social and economic dimension of the city, able to show visions, in “(...) *a return to the notion of space understood as material apt to accommodate latencies, waits and reserves*”.

Amongst enabling technologies, therefore, that take charge of transferring innovation and producing new economies and social networks are the “practice” of urban and architectural recycling, and the resilient transformation, which cannot prescind from the available resources and the abilities of those who put them back into the cycle according to a new aesthetic life and value system. The practice itself of recycling at a scale of “economical and productive geography” is able to break up the very same availability-resources-planning closed system which has often paralyzed the South of the world compared to the North, but has actually motivated its most creative minds through the evolution, innovation and invention of systems and processes useful to keep under control the ecological footprint of irreversible transformations of the built environment.

In other considerations, when becoming “capital” as argued by A. Gritti⁸, the same enabling technology of recycling could represent a rewarding strategy for the laboratory-city, resolving a condition of structural fragility (socially and economically) of our country, Italy: *“Today the intrinsic fragility of the industrial districts of Italy is documented by two patent paradoxes. On the one hand innovation, understood as “social construction”, has broken the delicate balance between collaboration and competition while crossing business and territorial borders. On the other hand the gradual abandonment and underutilization of production, residential and service infrastructure by those who have not got through the recession has fuelled the formation of a cumbersome sediment doomed to jeopardise the efficiency of territorial systems”*.

For this reason too the preferred scenario of the laboratory-city experimentation as strategy and method is represented by “the recycling of urban production spaces”, those environmentally and socially sustainable spaces that have lost meaning and value through productiveness and assign “in a short time, the request for success towards long-lasting change”⁹ to new community action and reaction.

2. The socio-economic scenario: The South of Italy¹⁰

Generally speaking, although with differences amongst the various regions, all over southern Italy, both in small centres and territorial cities, the issue of territorial cohesion and the future city is not seen as a challenge and European funds have been used to manage local consumption economies in the short term. A reversal of trend

⁸ A. Gritti, “il capitale del riciclo” in M. Carta, B. Lino “Urban Hypermetabolism”, ed, Aracne, Roma, 2015 pag.244. The translation of the excerpt is by Giamila Quattrone

⁹ C. Nava, Presentation of project ReActioncity, 2014

¹⁰ This is a revisitation and development of the text of the EU Dossier, G. Pittella, C. Nava, “Un Nuovo Mezzogiorno. Coesione sociale e strategie sostenibili da Sud per Europa 2020”, written by the author upon initiative of the group for the Progressist Alliance of Socialists and Democrats of the European Parliament, March 2014, and about the ongoing experience of technical consultancy for POR Calabria 2014-2020.

arrived during the past 2007-2013 planning phase from Apulia and certainly Basilicata.

Due to narrow visions more has been invested in territorial systems and businesses rather than territories and cities, as if products and their marketing could be indifferent to quality, modes and places of exchange and, so, not serve the cities and their populations; as if any kind of production and consumption could take place irrespective of the receivers and the environmental structures that should sustain their metabolism.

A lack of vision and, so, the failure of several possible strategies which have proved unable to activate development because founded on models of weak and inadequate innovation that is not connected to knowledge neither to the real economy.

For the South of Europe 2020 it is necessary to start from the new "social construction" challenge of every territorial city of the region and inland areas in order to re-establish links and opportunities.

Undoubtedly, in order to launch a new "policy" equally able to sustain responsibilities and results through the sustainable development of Southern Europe, it is not possible to methodologically prescind from making up for the delay by putting together an analysis of macroeconomic data (*income, cost of labour and its profitability*) with microeconomic data (*referred to virtuous economies based, for example, on small and medium enterprises, manufacturing, services*).

On the other hand, to think about the South of Italy for Europe, in Europe, means to take up the "glocal" challenge that contributes towards the internal and external development of those regions, through willingness to innovate and produce primary and secondary goods using the best resources available, those that can be hybridized and those that can be reconnoted within the cultural and production structures of local virtuous spinnerets (*the best possible use of enabling technologies in the smart strategy*).

The approach to social, environmental and economic sustainability, on the other hand, dictates on the Southern regions to give up one of the historical causes of the failure of the interventionist approach during the '70s-'80s and the subsequent distortions following structural industrial and wage crises. This means to give up the active role that the government has played, even under extraordinary circumstances, in order to give up the idea that Europe can always play that through special continuing support by means of the establishment of the Objective 1 Regions.

In the near future it is imperative to change outlook and pave the way for the next 2014-2020 European funds so that the South of Italy can, through the relevant measures, redefine its presence in Europe by investing in terms of "social innovation" and a new "jointly liable and sustainable federalism towards territorial development and cohesion". An investment based on immediate therapies for long term strategies which undoubtedly entail the construction of a new adequate institutional policy for the Regions.¹¹

Furthermore, the role that Southern regions play as a Mediterranean macro region able to make Europe less peripheral should reinforce the proposal "of a South of Italy

¹¹ The last national manifesto-appeal launched for a "self-supporting South" dates back to the document that the Fondazione Mezzogiorno Europa presented in 2012 to Head of State Napolitano calling for "a halt in special treatments and privileges" that seek «generic industrialization through as useless as expensive incentives».

active in the national and European growth”, as advocated by G. Pittella in his 2009 contribution to the studies of the Fondazione Italianeuropei.

From an environmental and cultural viewpoint for the Southern regions of Italy to be the South of Europe and the North of the Mediterranean projects a complex yet interesting vision in terms of development and cohesion, knowledge and best practice transfer. After all, the issue at stake is not to impose a political institution but a natural and objective physical and geographic datum that is able to motion positive exchanges amongst the various countries, beyond cultural, religious and structural differences. The idea that an economy and production of scale and the related shared climate can trigger new policy and governance mechanisms should sustain this geopolitical macro area even under circumstances of tension.

Certainly, this service of cooperation can be geographically provided only by the South of Italy and undoubtedly the Mediterranean is a key region for Europe. This would, in fact, broaden the involvement of Southern Regions in Euro Mediterranean affairs, currently limited to facing the issue of accepting immigrants as citizens or refugees. It would place at the centre of attention the human and social capital for the service provided by politics and economy.

As previously stated, Italy is the second country for import of available resources (29 billions) in the 2014-2020 Planning. Between Structural Funds and FAS (Funds for Underdeveloped Areas) a total funding of 111 billion Euros is expected for the 2014-2020 period. That amounts to 75% of the resources allocated for South Italy, while resources for the Centre-North are also increasing. 11 are the thematic objectives identified for the next planning phase, 3 the strategic options for the use of funds: South of Italy, cities, inland areas.

5% at least of the resources will be directly allocated to Municipalities; those that will conceive the most ambitious projects could receive up to a maximum of 40% of the resources. Because for the least developed regions, such as the South Italy, the EU has allocated 164,3 billion euros it is easy to see the sustainable approach to interventions and their being aimed at a new social cohesion.

The *objective/themes* are: 1. Research and innovation; 2. Information and communication technologies; 3. Competitiveness of the small and medium enterprises; 4. Transition towards a low-carbon economy; 5. Adaptation to climate change and risk prevention and management; 6. Environmental protection and resource efficiency; 7. Sustainable transportation; 8. Employment and support for workers’ mobility; 9. Social inclusion and fight against poverty; 10. Education, skills and continuing learning; 11. Institutional empowerment and public administration efficiency.

Evidently, European Structural Funds heavily focus, for the 2014-2020 mandate too, on green economy and urban strategies for the control of climate change and land take. But, in the regions of South Italy, those funds represent the last opportunity to make up for a condition of delay and decline through governance and the technologies for soil protection, protection from geological and seismic hazards, management of Sin brownfields (registered and not) reclamation, waste disposal, up to the creation of new green and blue economy enterprises.

The new 2014-2020 planning phase aims at achieving high integrated performances in terms of life quality and territory safety towards urban environmental quality; this is in connection with the new demographic geography of territories and their ability in local planning, through innovative tools of territorial sustainable management and new technologies for citizen participation (ICT).

In this sense, South Italy regions must be able to orient all activities that can intercept the economy of the new EU funds, adopting a “*double-speed policy*” approach. This has to be immediately done through structural interventions which, by planning and management, look at the safety of the territory in as something to be planned and not an emergency. And, therefore, launching environmental development policies based on the community/environmental wellbeing/social protection concept, which is embedded in sustainable, equitable and socially just practices local measures of governance and management. A new model of inclusion and social cohesion through innovation, but also a new smart strategy to implement projects through skills transfer and capacity building.

Certainly, South Italy regions should attempt to innovate the arrangement of spaces and human capital directly contributing to the objectives of Europe 2020 in the institutional architecture of administrations and operational bodies’ management boards as well as in industry and business.

The 2015 Svimez report on the economy of South Italy highlights how a “new geography of employment” affects youth employment, registering the most negative data of the last forty years¹². These data widen the gap with the EU, where the rate has increased by 0,8 points, to 69,2%. The so-called “generational gap” affects even young people with high levels of education, making it difficult for them to access the job market. Having to renounce young workers that, in terms of creativity and productivity, are therefore excluded from the opportunities presented by new models of job creation and competitiveness, in the South of Italy all innovation drivers face the prospect of being actuated extremely late. As a consequence, territorial policies of “capacity building” weaken in terms of know-how transfer useful to define new scenarios of territories’ and communities’ development. As per the new POR 2014-2020 document the Calabria Region can find the necessary integrated approach to its territorial development (section 4 of the document) in the priority actions relating to social inclusion (9), education and training (10) and institutional capacity (13), a type of participatory local development connected with urban sustainability but also with the specific needs of the poorest geographical areas or those with the highest discrimination or social exclusion risk.

Moreover, the RIS3 document “regional strategy for smart innovation and specialization”, identifies the valorisation of the productive base as fundamental objective, through the support for extra-regional innovation and projection. Amongst the areas of innovation features “the ICT and innovative tertiary sector”, which is certainly capable of generating a new job market in terms of social enterprise and

¹² See in the Svimez report “the overall growth shows in fact a drop of 148 thousand units (-2,9%) in employed people 15-34 years of age, with a further drop in middle age employed people (-162 thousand units, -1,6%), balanced by an increase of 398 thousand units of over 50 employed people (+5,9%). Particularly marked is the drop in youth employment in the South of Italy (-58 thousand units, -4,2%). Here there has been a decrease in employed people 35-49 years of age (-3,6%), while the numbers of over 50 employed people rises (109 thousand units, +6%)”, pag.34. The translation of this excerpt is by Giamila Quattrone

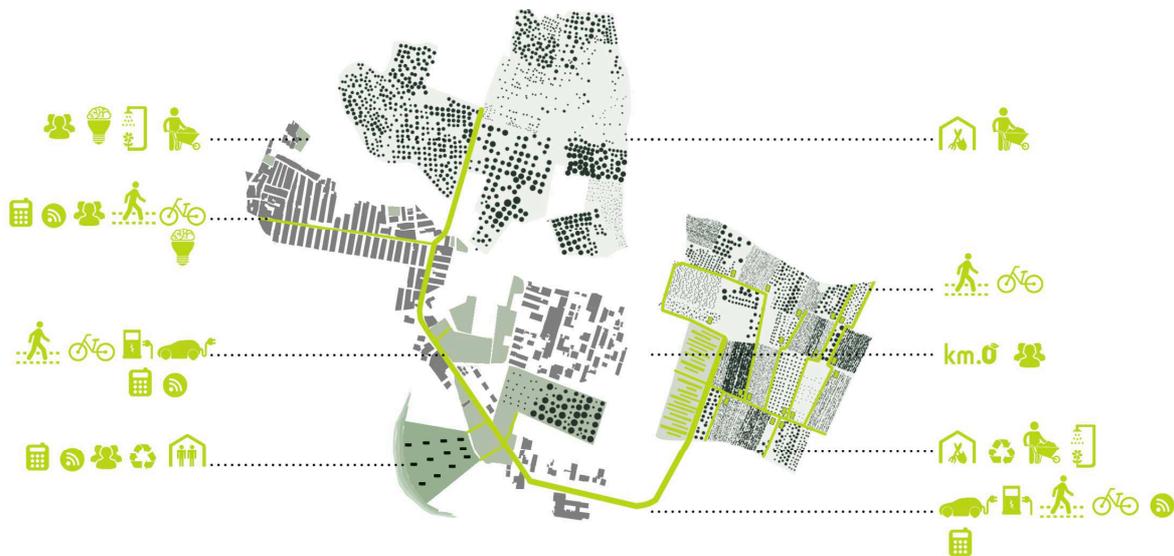
smart strategies, but also new production of goods and services in regenerated urban areas.¹³

Fig.1: Trasformation scenarios in Rosarno (visioning project and editing by C.D'Agostino)



¹³ See the POR Calabria 2014-2020 document, final version 7th August, 2015. Amongst the areas of innovation: Food Pprocessing, Green Building, Tourism and Culture, Logistics, Innovative Tertiary ICT, Environment and Natural Hazards, Life Sciences. On these thematic areas the POR Calabria towards Europe 2020 has been drafted.

Fig.2: Actions for a smart district in Rosarno (propose project and editing by C.D'Agostino)



Rosarno

Città Metropolitana di Reggio Calabria

Knowing the places

- ▶ Uno dei comuni a nord della piana di Gioia Tauro, geograficamente vanta una posizione strategica, in quanto importante scalo ferroviario e autostradale per l'ingresso via terra al porto di Gioia Tauro è identificata anche come area sensibile allo sviluppo industriale. Tuttavia i fatti che hanno interessato Rosarno negli ultimi anni l'hanno resa nota per ben altre questioni sociali ed errate pratiche economiche che ne hanno sciolto le identità culturali. Grazie ad un'economia a vocazione prettamente agricola che poteva garantire occupazione, tra gli ultimi anni del 1900 e i primi del 2000 Rosarno si trovò ad accogliere un gran numero di immigrati impegnati nei lavori in campagna. Nel 2010 le tensioni tra gli immigrati e gli abitanti locali scoppiarono in una vera e propria rivolta. Il problema del Junkspace in una cittadina come Rosarno è maggiormente legato a questioni di degrado sociale che porta alla ghettizzazione di alcuni luoghi e quartieri. La rigenerazione urbana e sociale e la ricerca della smartness si potrebbe concretizzare a Rosarno attraverso una più efficace qualificazione dello spazio pubblico che porti alla coesione sociale e ad una nuova affermazione ideologica del senso di accoglienza. Sensibilizzazione dei Rosarnesi e integrazione culturale degli immigrati diventano le parole chiave per la rigenerazione sociale e urbana rosarnese.

Actions for a smart district

smart economy, smart living

- Potenziare la competitività economica della cittadina tramite l'inserimento strategico di aree mercatali dedicate alla vendita dei prodotti a KM0
- Rilanciare l'economia agricola attraverso la promozione e la costituzione di consorzi agrari
- Acquisizione da parte del comune di aree in cui promuovere la nascita di orti urbani per favorire l'integrazione sociale ed economica degli immigrati

smart people, smart living

- Favorire la multiculturalità attraverso la promozione di eventi pubblici per le relazioni e forme di sharing culturale
- Sostenere e alimentare le attività di promozione culturale e informazione multilingue
- Incentivare i corsi di formazione culturale e civica degli immigrati per garantirne una più immediata integrazione nella cittadina

smart environment, smart living

- Costruzione di ricoveri energeticamente efficienti per gli immigrati
- Sistemi di raccolta e filtraggio delle acque per l'irrigazione degli orti
- Deimpermeabilizzazione dei suoli

smart governance, smart living

- Mantenere una governance trasparente e inclusiva
- Coinvolgere tutta la cittadinanza, rosarnesi e immigrati alla partecipazione della vita pubblica

3. Case study projects for the city of Reggio Calabria

The projects proposed for the metropolitan city of Reggio Calabria try out the method of the laboratory-city in terms of strategies of local political governance and new sustainable tactics to be made "permanent". They apply the previously illustrated theoretical principles to urban contexts by reactivating "a new network geography" of spaces that can no longer be identified as periphery or centre, but as places and communities of the collective city awaiting "redemption".

By building tactics through a network of self-supporting "makers" the "city making" exercise carried out by Associazione Pensando Meridiano¹⁴ has *de facto* represented the testing of the "laboratory-city" model and strategy. A new political dimension of "participation" as creative milieu in spaces/territories capable of pushing the ideational process from the ReActioncity project to the FaBCity actualization; a project of "geonomics" with the ambition of tackling the smart strategy of resilient and collective cities through actions that nurture the "social quality" of production and urban spaces, by provoking and shaping visions and reactions amongst the city dwellers.

But also with the ambition of representing that competitive economic context which fosters processes of social inclusion and cohesion (employment, new welfare, new job profiles etc.) where new "networks for innovation and change" are built while pursuing "mass wellbeing and individual potentialities".¹⁵

The *reaction-action*, which is the condition *sine qua non* for the generation of *visions* of urban social innovation in the projects conducted, involves and reactivates both the production ecosystem of the makers' skills and expertise and the socio-urban ecosystem of active citizens' practices, interested in envisioning, co-designing, creating and participating in the management of the common goods as calibres and multipliers of the quality of community life and sustainable urban development.

Besides, such paths, as described by L. Tricarico¹⁶, encourage the creation of two types of social enterprises concerned with urban regeneration policies. Community enterprises (community social enterprises or urban commons), *"these enterprises have demonstrated an ability to monitor communities and territories to tackle through own initiatives, acting as interface (or bridge) between local demand and national as well as local public policies. The activities proposed generate outcomes that are reflected in spatial, economic and social transformations, and promote social innovation in the use of the territory (Crosta, 2010) and the reuse of disused public buildings. In particular in metropolitan organizations the search for community assets has found in disused and underused spaces opportunities for the development of new "social skills" (...)*

¹⁴ The Associazione Pensando Meridiano, *Laboratorio permanente di cultura sostenibile, innovazione e coesione sociale*, was established in June 2013 in Reggio Calabria from an experience of urban design studios conducted at the Faculty of Architecture of Reggio Calabria. For further information visit www.pensandomeridiano.com

¹⁵ See W. Santagata in "Il governo della Cultura. Promuovere sviluppo ed equità sociale" ed. Mulino, Bologna, 2014

¹⁶ See Luca Tricarico, "Imprese di comunità nelle politiche di rigenerazione urbana: definire ed inquadrare il contesto italiano", *Working Paper Euricse*, n.68, 2014, pag.4. The translation of the excerpt is by Giamila Quattrone

3.1 ReActioncity

Urban social innovation: Actions, reactions, visions

ReActionCity is an urban social innovation project for the metropolitan city of Reggio Calabria¹⁷. The project is conceived with the aim to shape visions and strategies of social cohesion and urban development in close connection with the communities that inhabit landscapes and territories of South Italy, promoting “short term actions for long term change” through local projects. A way to share a vision of the city as a new, socially participated and sympathetic network topography, where spaces and communities become actors, in their places, of possible and sustainable forms of life, who understand it and project it onto the present and the future. A unique way of “making the city” by building social visions and an urban agenda of resolutions by means of “creative city” and “city making” proposals, informal actions and inclusive policies towards the urban and social regeneration of communal, public-private spaces of the city and the metropolitan communities of Reggio Calabria, and an overall quality of life within a sustainable economic fabric. In its evolution the project presents itself as a proactive model of “social innovation cities”, transferrable to local as well as extra-regional contexts that have similar characterises and ambitions¹⁸.

From the experience of the 2014 pilot project _ “Towards the Urban Agenda”

ReActionCity originates from its “2014 pilot project”, based on an idea of Consuelo Nava and Fabio Mollo, while the direction of the “making” is played by Associazione Pensando Meridiano. An experience of laboratory-city takes place in 2014 over a period of 15 days of training and cohesion (July-August). The goal is to activate an *action-vision* capable of putting forward an idea of new collective identity to the community through the communication of social and spatial innovation and with the participation of the hosts of temporary events - *social makers* – together with the actions, explorations and accounts of the *urban makers*.¹⁹ Actions take place in those “sensitive” places of the city that are deemed capable of regaining inclusion, in order to promote their ability to self-repair. Reactions are spurred in shared communal places and common goods under public-private management, disused areas or places waiting regeneration but already rehabilitated through bottom-up processes. A tactic to redeem places that are excluded from the social and spatial life, but also places resisting, by virtue of their cultural and natural potential (villages, suburbs, historic centres, production areas, civic buildings, streets) as well as virtuous activism of their communities.

The choice of sites for this initial experience takes into consideration the conflicting condition of communities, institutions and stakeholders, as much as the urban

¹⁷ Scientific director of the project is Consuelo Nava.

¹⁸ The ReActioncity city project is presented and disseminated in its various outputs in the official website www.reactioncity.com. Website and web communication are by Danilo Emo and Alessia Palermi (Pensando Meridiano)

¹⁹ Amongst the social makers are 12 organizations between associations, laboratories, and citizen groups active in the areas of culture, communication, social cooperation and legality. Amongst the urban makers are about 25 people under 35 between experts in city making, architects and planners but also film-makers and photogeaphers (see the related website section)

regeneration schemes or the urgency of giving them back to public fruition are concerned. In addition, the protagonists of experiences relevant in terms of life quality, services, work, solidarity networks, care and culture are involved.

The sites chosen are: 1. The Cecilia suburb in Gallico Marina; 2. The terraces of the Lido Comunale; 3/4. The Ex Ciapi and Ex Italcitrus areas in Catona; 5. The intermodal and mobility nodes around the Reggio Calabria Harbour; 6. The social street in a main artery of the city of Reggio Calabria (via D. Tripepi). The urban makers organise and coordinate the urban events. The action/reaction stories tackle the currently controversial issues of theatres, public childcare and wheelchair accessible spaces in Reggio Calabria. The *urban agenda*, drafted as a proposal of change towards a social construction of the city, comprises of documents of strategic planning and urban regeneration visions for the sites of ReActionCity²⁰; for the case study events described sustainable design schemes and urban recycling interventions are put forward. Other outputs include story-telling from "inside", that is done by the actors through the tools of social communication ²¹ and the photographic and video coverage of the single actions. A docufilm titled "ReActionCity 2014" has been produced to recount the pilot project, its laboratory-city strategy and protagonists²².

From the urban agenda to the "SMART CITY" permanent tactic

ReActioncity continues as an ongoing project open to new scenarios of reactions-actions, as shared planning process on the occasion of strategies and tactics for the city and the participation in initiatives and European competitions towards Europe 2020.

The tactic underlying the actions conducted during the pilot project constitutes the method for the project strategy; it therefore becomes applicable to any action that can be implemented by makers, producing sustainable visions and sympathetic development for the metropolitan city of Reggio Calabria. In this sense the ReActionCity method is always based on the city as laboratory, with moments of construction of visions of change and urban agenda, through the time:

- of work education/makers/actors training (CITY as INCLUSIVE POLITICAL FORM + CITY as VISION CHANGE)
- of work experience/short term actions and experiences (CITY as INFORMAL REPAIR CULTURE + FROM RC City to YOUR SHARED CITY)

The evolution of the pilot project and its tactic towards the "smart city" strategies for the metropolitan city of Reggio Calabria continues with actions aimed at the social cohesion, economically and environmentally sustainable development of its territories, the safety and life quality of its communities through the orientation practices of the "smart and sympathetic city". Any action relating to the project and the actualization

²⁰ See "schede progetto smart" in the website section "rc metropolitan city/documents" by Carmela D'Agostino and Giuseppe Mangano.

²¹ See "schede storytelling" in the website section "waiting city" by CortoCircuito Lab.

²² Direction and editing by Danilo Emo, Edoardo Lio, Fabio Montesano under the supervision of director Fabio Mollo.

of the interventions on the physical space as well as the human and economic resources will foster management models centred on project sustainability, low energy environmental technologies, urban, architectural and materials recycling practices, landscape regeneration and valorisation. Therefore, in order to promote various ways of being “smart” all ongoing actions of the ReActionCity project will strategically be conducted according to the inclusive model of the smart cities, that is according to the principles inherent in the proposed tactics of social actions/reactions:

- smart economy (competitiveness)
- smart people (human and social capital)
- smart governance (participation)
- smart mobility (transportation and ICT)
- smart environment (natural resources)
- smart living (life quality)

The ReActionCity project becomes a “permanent tactic of urban social innovation”, which envisions a new urbanism/humanism through the implementation of projects in social and economic contexts and the involvement of private and public promoters. ReActionCity is also a planning and actualization method of actions and objectives, a form of transparent, communication with communities and sites, face-to-face and virtually through the web and social networks.

Its ambition lies in generating innovation by bearing on the policies of change for collective cities and communities towards Europe 2020 and aiming at integrated socially and environmentally sustainable practices capable of accelerating economic development through social cohesion and inclusion.

The assessment of the social and environmental impact of the project

The 2014 pilot project had the purpose of building the social communication foundation of ReActionCity on the web and through territorial marketing. Following its evolution as “permanent tactic” the pilot project has been disseminated through various events where actions and strategies have been presented since the conclusion of the related Workexperience. Through the “sharing community” program, launched at the end of the laboratory-city with the docufilm and urban agenda documents, the dissemination of the ReActionCity project has taken place in the South of Italy, mainly Calabria and Sicily, through a calendar of events organized in collaboration with institutions, associations, schools, clubs, urban communities, groups of citizens, and in about nine months dissemination has involved the project actors in more than 50 events.²³ ReActioncity has been mentioned and awarded for its focus on sustainable urbanism and participation in the agenda of the metropolitan city, for the organization of the recycle workshops and the promotion of capacity building towards the creation of young social enterprises.

²³ See scheduled activities under the “dissemination” section of the website. Andrea Procopio e Luca Assumma (Pensando Meridiano) are in charge of territorial marketing and social communication.

The indicators of the positive social and cultural impact of the project are as follows:

1. The request for the dissemination of the outputs to a wide audience of citizens, educators, cultural operators, institution representatives, professionals, NGOs and associations for innovation and urban development.
2. The launching of further processes, actions, events and projects based on the ReActioncity model tactic and initiated by social makers who had participated in the laboratory-city project.
3. The request for participation in talks, communication projects and extra regional events on the themes of urban social innovation and policies for the metropolitan city.
4. The high number of national, European and non-European visitors to the project website and the high number of document downloads.
5. The participation of members of Associazione Pensando Meridiano, who directed the tactic, in seminars and regional as well as extra-regional events on the project themes.
6. The request from institutions and associations for the promotion and planning of other actions around the themes of social cohesion and inclusion, urban and social regeneration, city of knowledge, innovation, city making and social communication.
7. The dissemination of the project outcomes through scientific as well as more popular published outputs.
8. The activation of capacity building paths on the themes of development and innovation projects, and city making through seminars and courses for the young generation.

What emerges from the above is that the success registered from an “environmental performances” viewpoint, that concerns the enabling technologies applied within the laboratory-city (regeneration, recycling, smart technologies, etc.), has beneficially impacted the “performance of the proposal on the innovation targets” and viceversa. The scenario created by the ReActioncity project constitutes a favourable ex-ante condition that facilitates the activation of the following project, “FabCity”, by capitalizing on previously developed skills, abilities and experiences to create the most innovative forms of “social enterprise”. *As merges from the studies of G. J. Yu and S. Y. Rhee “in an attempt to attract strong environmental performance, companies try to facilitate coordination between functions and external stakeholders. Coordination skills and knowledge that are flowing through the networks of relationships are effective to replenish its capital, which plays a critical role in improving the performance of innovation within the company. Then, the innovative capacity of enterprises, developed through eco-sustainable activities, innovative performance of enterprises will be increased.”*²⁴

²⁴ See English text on page 7 by Gune Jea Yu and Seung_Yoon Rhee “Effect of R&D Collaboration with Research Organizations on Innovation: The Mediation Effect of Environmental Performance” in International Journal “Sustainability” 2015, 7, published: 28 august 2015

Fig.3: The urban event with ReActioncity in Reggio Calabria (editing by C.D'Agostino and urban makers)



Fig.4: Action #4 in Catona (rc)_ Urban Walk (propose project and editing by C.D'Agostino e G.Mangano)



Re-Azione: Urban walk

Catona (RC)

30.07.2014

Quella di Catona consiste in un'azione/reazione che propone una "urban walk", una camminata urbana per la periferia nord di Reggio Calabria caratterizzata da una grossa presenza di aree dismesse e degradate in particolare l'ex C.I.A.P.I., stabilimento industriale per la formazione professionale e l'ex Italcitrus, stabilimento per prodotti agrumari ed essenze.

Lo scopo della camminata è stato quello di coinvolgere gli abitanti del luogo a percorrere quei luoghi per riportare l'attenzione su queste aree, facendo emergere che circa il 30% del territorio a Catona è occupato da aree dismesse.

Durante la camminata gli urban makers hanno animato un dibattito con la cittadinanza, uno scambio di informazioni e di idee per fare emergere nuove proposte per un utilizzo alternativo di questi luoghi che sia in linea con i nuovi progetti europei e ricerche un nuovo rapporto tra il cittadino e il nuovo modello urbano. E' stato fondamentale riscoprire le potenzialità di queste aree e il loro possibile riuso a favore della collettività.

La camminata urbana è stata documentata dalle riprese degli urban makers Danilo Emo ed Edoardo Lio per la creazione di un cortometraggio.

Hanno coordinato gli **Urban makers**: Debora Cuscunà, Giuseppe Tripodi e Roberto Iero.

Con il contributo dei **Social makers**: Mediterranea teatro, Bluestones, Associazione culturale Nemesis.

Hanno partecipato alla camminata urbana i cittadini, e gli intervistati Luciana Rossi, Michela Marcaccio, Fabiano Palamara.

le visioni di Giuseppe Tripodi:

#1 una nuova configurazione per l'Italcitrus

*Note: temi trattati nelle tesi di D.Cuscunà e G.Tripodi

AGENDA URBANA PER LA CITTA' METROPOLITANA DI REGGIO CALABRIA

NUTRIRE IL PIANETA, ENERGIA PER LA VITA

- Inserimento orti urbani
- Riattivazione di spazi produttivi
- Promozione dei prodotti biologici e a KM 0

RIGENERAZIONE URBANA

- Rigenerazione di vecchie aree dismesse*
- Bonifica e rimozione dell'amianto*
- Interventi di riciclo architettonico

RIGENERAZIONE SOCIALE E CULTURALE

- Rigenerazione di produttività
- Riattivazione di nuove economie locali
- Rigenerazione degli spazi mercatali come luoghi di incontro e di scambio.

SOSTENIBILITA' E RICICLO

- Utilizzo di materiali riciclati e riciclabili
- Ri-utilizzo di materiali di scarto
- Utilizzo di tecnologie bioclimatiche compatibili con il luogo*
- Utilizzo di sistemi solari attivi per la produzione di energia elettrica (smart grid) e acqua calda sanitaria
- Sistemi di raccolta delle acque piovane.
- Utilizzo di sistemi di ventilazione naturale
- Progettazione di sistemi impiantistici mirati al risparmio energetico

VERSO UNA "SMART CITY"

- smart enviroment**: migliorare la qualità dell'ambiente e ridurre gli impatti ambientali attraverso la riqualificazione energetica del patrimonio edilizio esistente.
- smart living**: garantire la qualità dell'abitare
- smart economy**: garantire la competitività di Catona sul piano economico.
- smart governance**: promuovere la trasparenza delle procedure di governo garantendo l'inclusione e la partecipazione dei cittadini.

Fig.5: Trasformation scenarios in Catona (visioning project and editing by D.Cuscunà e G.Tripodi)



3.2 The *ReActioncity Challenging* tactic towards *ReActioncity Woman*

3.2.1 Management of sequestered and confiscated Mafia assets for the collective city

The whole Italian territory is characterised by a widespread presence of sequestered and confiscated organized crime assets. According to data of the ANBSC (based in Reggio Calabria) the country has a total of 12944 (11237 buildings, 1707 businesses). Calabria holds 14% of those (1811) and in particular, the sole province of Reggio Calabria has 1203 (286 under management, 639 already assigned, 133 not yet assigned, 37 no longer under management, 6 not confiscated, 67 businesses under management, 41 no longer under management)²⁵.

Local institutions such as Province, Council, Court and Antimafia Associations are involved in the transformation of these criticalities into local surplus value through the regulation of procedures and the concession of these assets to other subjects. Associations can play a role of facilitators within this scenario by contributing to governance and management best practice from an innovation perspective.

The *ReActionCity Challenging (RACC)* tactic promotes strategies and actions of “urban social innovation” on sequestered and confiscated Mafia assets, their management and rehabilitation as civic, economic and physical resources. An innovative strategy, that of “city making”, which is born as “operational challenge” in a place laden with sequestered `ndrangheta assets and needs new operational procedures as well as broad awareness that the *common good*, if of interest to the social capital, turns the latter into *collective capital*.

All actions ensuing from the tactic application attest the possibility of creating employment opportunities, promoting local development. In fact, RACC aims to:

- Support for the employment and social integration of “disadvantaged” categories/individuals, young people and people locally residing or domiciled who do not have access to spaces for start-ups, through the networking of subjects jointly developing and coordinating actions;
- Active participation of “disadvantaged” subjects to the social and economic life of the city (sharing economy);
- Growth and competitiveness, support for access to the job market through training, virtuous experiences, economic networks, micro-entrepreneurial activity (smart economy, smart people) towards the creation of a local network that promotes small and medium enterprises and multifaceted professional profiles.
- Transformation of the redeemed assets (sharing city) into: social enterprises, co-working incubators, fabLab, impact hubs, talent gardens, Cowo spots.

The RACC strategy aims to address existing and future requirements linked with sequestered assets, particularly in Reggio Calabria. Firstly, a physical/proprietary

²⁵ More informations: website ANBSC

requirement, that is to stop the decay of a high number of assets (buildings, businesses etc..) which, lying without users, experience a more accelerated structural and architectural obsolescence process; secondly an ethical/civic requirement, that is to re-establish legality in places/spaces, which the organized crime has taken away from the community, through effective actions and the involvement of social and solidarity networks in their management that can affirm them as legality strongholds; thirdly an administrative/procedural requirement, that is to make the concession and management of the assets themselves transparent.

Based on the idea that "urban civilisation is more contagious than anything else" the project puts forward a shared innovative action around the above mentioned themes, aiming to remove some of the obstacles to these assets management:

- a not yet completely effective administration (*smart governance*);
- the community reticence to fully understand the assets value, social and economic potential towards a new form of legality and a new *economy (smart people and economy)*;
- a civic upbringing as a tool to express feelings and actions of courageous testimony, where civic assets become "virtuous cases" with great testimonial and emulative power (smart living).

Activities, though localized in the assets directly tackled by the project, address more widely all those "sensitive" places and spaces in the metropolitan city which are capable of regaining an *inclusive urban political form* in order to promote their own *redemption abilities*, with the ultimate goal of putting *places taken by the organised crime away from the community* back at the centre of the urban sphere.

The proposed innovative actions include:

- transfer of knowledge and know-how through the "makers" networking: linking, thematic training and information (urban and co-working public events);
- mapping with the participation of stakeholders in visions/actions/planning: creation of the RACC mapping (useful to provide an open data platform accessible by the public)
- activation of innovative urban laboratories on the occasion of the asset physical and civic rehabilitation: tactics typical of the "open building site" (opening of the building to the public during renovation) and "recycle" (sustainable technologies)
- web and face-to-face communication and territorial marketing: dissemination, sharing community and viral communication (all along the process).

3.2.2 ReActioncity Woman

The ReActioncity Woman action was born out of a draft agreement between Reggio Calabria Province Administration (Equal Opportunities Councilwoman), Cooperativa Sole Insieme, Reggio Calabria Prison, Reggio Calabria Association of Industrialists,

Confcommercio Reggio Calabria, Associazione Agape, Reggio Calabria City Council, Associazione Pensando Meridiano (ReActioncity Reggio Calabria project)²⁶.

Object of the action is: the creation of a collaborative system of social, economic and development support for local enterprises, aimed to implement integrated territorial actions between public institutions, NGOs and associations of volunteers and social innovation planning "in support for the equal opportunities of women in difficulty and their social and civic integration through projects of which they are protagonists".

The *objective* identified is the setup of a Dressmaking Workshop, directed and run by the Sole Insieme women cooperative, hosted in a sequestered Mafia building in Reggio Calabria, to be socially and physically rehabilitated.

The action *directly aims at* integrating the various network subjects in order to promote joint and coordinated actions towards the support, social and work integration of the cooperative. The initiative addresses single mothers, women separated with underage children, as well as women who have suffered violence, abuses and in other difficult conditions, residing or domiciled in Reggio Calabria City.

It stimulates their active participation in the social and economic life of the city, their protagonism in the creation of shared spaces and activities for the cultural promotion of a civilised and democratic fabric which is attentive to gender and cultural differences.

More specifically, Associazione Pensando Meridiano, which is a laboratory of social cohesion and sustainable culture, has promoted the ReActionCity project within the above mentioned partnership. According to the tactical methodologies of social construction of the city the laboratory has planned a new action named "ReActionCity Woman", with the purpose of conducting and supervising the project activities in a socially inclusive and sustainable way. This has materialised by involving citizens, promoting employment and competitiveness, but also "smart government" by virtuously exchanging resources to achieve the project goals.

ReActioncity coordinates these actions according to the methodologies and tactics experimented initially in its pilot project and subsequently through ReActioncity Challenging.

In the light of the agreement with the partners Associazione Pensando Meridiano has helped with the construction design of the sequestered Mafia building as well as with the institutional communication, territorial marketing and social networking. Activities conducted within ReActioncity Woman have been self-funded for the production of goods and services and crowd-funded for the social communication and territorial marketing.

Defintion of the makers' types and role: "Linking and networking"

The makers have been protagonists of the "linking and networking" project activities through "calls" within the "sharing people" action (social inclusion).

²⁶ Project timing: the agreement was signed in December 2014 when the project promotion also started; the renovation works started in February 2015; the dressmaking workshop was opened in October 2015. Details on the project, its outputs and their dissemination can be found at www.reactioncity.com

a) With the *Linking* activity various types of “makers” have been selected:

- *Social makers*: associations, groups, laboratories, centres, etc. whose mission is to define the project aims

(amongst the promoters *Associazione Pensando Meridiano, Agape, Action Aid, Associazione Verdi Idee; Associazione Canta e Cammina; Teatro Mediterranea*)

- *Urban makers*: urban planners, urban designers, urban operators, film makers, innovators, subjects active in “city making”

(amongst the promoters *Associazione Pensando Meridiano, Cooperativa Sole Insieme, Reggio Calabria Prison*)

- *Testimonial makers*: individual, institutions and people, skilled in transferring ideas and initiatives, who facilitate and promote actions in the ways defined by Reactioncity, involving and sensitizing to acting other potentially interested subjects

(amongst the promoters *Reggio Calabria Province, City Council and Prison, Equal Opportunities Councilwoman, ReActioncity Project*)

- *Sponsor makers*: individual, institutions, business and entrepreneurial associations which have supported action during the various stages of the project by providing services, consumables, etc.

(amongst the promoters *Cooperativa Sole Insieme, Confindustria, Confcommercio, Reggio Calabria Province*)

b) The *networking* activity has played the role of linking up the various makers in the project actions and initiating a mapping in relation to 4 objectives/intelligences/activities of the ReActioncity Woman action for a smart and sympathetic metropolitan city of Reggio Calabria:

1> PROFESSIONAL INTEGRATION, growth and competitiveness, through training, virtuous experiences, economic networks, micro-entrepreneurial activity (*smart economy, smart people*)

2> WOMEN’S PROTAGONISMS, towards their individual promotion and social integration into the civic fabric, the promotion of women’s equal opportunities and life quality policies through initiatives, actions, testimonies, events and debates where the Sole Insieme cooperative has not only been the end user of the action but also the promoter and coordinator of the activities (*smart economy, smart people*)

3> BEST MANAGEMENT OF SEQUESTERED AND CONFISCATED ORGANIZED CRIME ASSETS and activities of OPEN BUILDING SITE&RECYCLE, through the adoption of a dedicated brand and parallel project with the aim of directing the proposal, organization, control and management of projects for the rehabilitation of assets in the metropolitan city of Reggio Calabria. The building granted to Sole Insieme is the first pilot for the experimentation of such a procedure and its integration into a strategic urban physical as well as economic dimension. Thanks to the work done by inmates of the Reggio Calabria Prison, the building’s rehabilitation constitutes a laboratory-building site animated by the Open Building Site & Recycle activities led by Associazione Pensando Meridiano. The schedule of the renovation has been conceived as to provide for breaks in the works during which the site has been left open to the community for tours, project presentations and social makers’ performances in order

to draw attention on a public interest initiative of high civic and urban value. Enabling technologies have been developed within a recycle laboratory and adopted in the Dressmaking Workshop by the urban makers (*smart economy, smart environment, smart people*).

4> ACTIVE CITIZENSHIP POLICIES, actions for the social construction of the city will be conducted through direct strategies and project communication with the aim of transferring practices to the communities that have an interest in the urban spaces where actions take place (*smart living, smart government*)

Action's values: "sharing economy" time and resources

The ReActioncity Woman action's values are all to be found in the variables/qualities "time and resources", in their relationship with a context of sensitive actors and conditions and, as such, more effective.

The timing of the action, from the project launching to the provision of the service, is exemplary. Around nine months of work have been connoted by a constant commitment of all makers on the ground and institutional support, which has taken up this innovative challenge. According to the recent practice of the "sharing economy" resources and time have become the ReActioncity Woman's capital which, together with the human capital, actualizes the inclusive entrepreneurial practice initially set as objective.

The ReActioncity Woman project, therefore, proposes the sharing economy model whereby promoters and makers exchange economies as human resources, material resources, time bank and activities specific to the project according to each actor's set mission. This increases the project economic value in its various phases on the basis of costs and benefits. A high positive relationship is established between social and economic impact of the project and its overall sustainability.

The resignification of "the economy of time" has entailed:

- Mapping of the makers' actions during the renovation of the building
- Scheduling of initiatives and actions for the sensitization to and the support for the project
- Institutional and web communication
- Tutoring and dissemination during the project.

A re-evaluation of "the economy of resources" through the model of goods and services sharing and exchange is also achieved.

The economic, monetizable activities conducted include:

- 1.** self-funding and identification of micro-economies to support the communication, coordination and implementation of actions for the ReActioncity project, the purchase of materials for the renovation works in addition to what self-allocated by the makers (see point 2)
- 2.** self-funding and crowdfunding by the makers to conduct the respective actions during the project implementation
- 3.** use of funds from the Sole Insieme cooperative's own budget to support the women according to the action program agreed.

Fig.6: Project of sequestered and confiscated organized crime for a Dressmaking Workshop, directed and run by the Sole Insieme women cooperative (the Open Building Site & Recycle activities led by Associazione Pensando Meridiano)



Fig.7: Sharing Economy – Resources and time, the success of Reactioncity woman in nine months (2014'december, 2014'february) Web communication - Editing by A.Procopio



DICEMBRE 2014

www.reactioncity.com

reACTIONCity women

CANTIERE EVENTO
RECYCLE bene sequestrato alle mafie (Reggio Calabria)

Firma del protocollo d'intesa per ReActionCity Women



FEBBRAIO 2015

www.reactioncity.com

reACTIONCity women

CANTIERE EVENTO
RECYCLE bene sequestrato alle mafie (Reggio Calabria)

Inizio dei lavori al bene sequestrato di Via Possidonea 53

Fig.7: Sharing Economy – Resources and time, the success of Reactioncity woman in nine months (2015'may, 2015'october) Web communication - Editing by A.Procopio



3.3 Innovation towards the social enterprise and actualization of the *FabCity*

3.3.1 Project objectives

"FabCity", *factory of innovation and creativity in the city*, is a container-space for a project of *social innovation, sustainability and employment towards young people inclusion*, which is located on the south outskirts of the metropolitan city of Reggio Calabria. In this case, the rehabilitation of a sequestered Mafia asset as the FabCity headquarters amplifies the social and economic impact of the operation, acting on the levels of legality and response of the specific area, but looking at its effects at a broader scale.²⁷

Furthermore, due to the state of physical and environmental decay of the building, surrounding areas and adjoining open spaces, the recycling and rehabilitation of the building dictates its sustainable environmental reclamation due to presence of an asbestos roof (4 tons), waste equipment and objects (videogame machines) left behind from previous uses.

Creating a "FabCity in the city centre", through outdoor and indoor actions, does not mean to introduce a social and economic activity of sole interest to the people who will run it in the neighbourhood, but to create a real model of "urban hub", an incubator of young people's innovation and creativity. Through the activation of training and information paths (smart model) the hub will constitute a permanent urban laboratory for those who provide services for initiatives of social and technological innovation as well as entrepreneurial creativity,

This is a project that aims to be competitive both on the national and euro-Mediterranean scene, as a dual response to the problem of the marginalization and exclusion of the younger generation of the South. Firstly, the project responds to the reason for the South's own delay in development and distance from all competitively developed regions. It addresses the issue of the "brain drain" or "youth employment", which impacts the education and training of the young generations by hindering the construction of a vision of possible future. Secondly, in Southern Italy and Reggio Calabria, where talents are lost or obscured by a longstanding *status-quo*, avoiding this to happen depends on the implementation of a series of targeted activities within an innovative context and an easily conveyable *concept*. The couples "*innovation-networking*" and "*redemption-recycle*" can, over a short period of time, fill the *gap* and help accelerate the socio-economic growth with the contribution of local, national and international subjects involved.

Various studies show, in fact, that the success of innovation projects and their consequent economic impact depend on a number of different actions, among which stand out the linking up of resources and competencies and the availability of physical spaces where, by taking advantage of scale and emulation, ideas can rely on services and expertise that speed up the actualization of the project while increasing the chances of its success.

Therefore, at an advanced stage of its mission FabCity will link up fragmentarily activated local initiatives through the creation of an *innovation ecosystem*, comprising

²⁷ Project launched in May 2015, with the concession contract for the sequestered building dating September 2015. Further information on the design can be found at www.pensandomeridiano.com under the tactic section "FabCity"

of hubs that can be multiplied by spaces and activity types, which can synergically embrace all innovative realities towards the achievement of a positive, enduring and sustainable economic effect.

Over the past few years a number of similar local, national and regional (Calabria - Sicily) initiatives have been activate upon initiative of associations and institutions such as centres, universities etc, which have invested in start-ups, collaborative and co-working experiences, and think-tanks on city making and cultural policies. Also recently conferences and seminars have been held on the themes of entrepreneurial innovation and competitiveness as well as the competitive, smart and digital city. That which is a still fragmented reality, not yet linked up on the web neither provided with dedicated spaces and places.

FabCity puts itself in as an appealing opportunity for young people, but also as an opportunity for the city to start processes of networking, rehabilitation of disused assets (including sequestered and confiscated ones) and launching of new activities.

3.3.2 Project actualization

FabCity is located in the Gebbione neighbourhood, on the south outskirts of Reggio Calabria, in an area of landscape and urban value close to the coastline, which has been selected for the design of the south linear park.

The neighbourhood is densely populated, social relations are mainly connected with schools and parish churches; retail activities of various types are also present. Given the presence of youth and sport meeting centres the neighbourhood is frequented by young residents and visitors.

The area is characterised by the presence of an important industrial area (via Padova) which have been incorporated seamlessly within the residential fabric, the Omeca machine workshops, a regional railway line with the Omeca train station (opposite the building to be rehabilitated), a quick connection with the Reggio Calabria airport. Furthermore, in the FabCity site, via Gebbione a Mare traversa Marino, a youth meeting place (la Casa dei Giovani di Attendiamoci Onlus) is located.

The ground floor area of the former factory building, which will become the new FabCity, is about 230 square metres in total (186 sqm on the ground floor + 44 sqm on the mezzanine floor).

The entrance area towards the city is about 80 sqm and the adjoining open air area towards the south linear park is about 153 sqm.

Promoters and End Users

The *project promoters* are members of Pensando Meridiano, permanent laboratory of sustainable culture, innovation and social cohesion, and members of ReBOOT, association for change and innovation. They were established in Reggio Calabria with the shared goal of promoting social and entrepreneurial activities for young people around the themes of innovation as a driver of change in the economic fabric of South Italy, according to processes of social inclusion and cohesion and collaborative development.

The two associations have been for years active in partnerships and collaborations in social and techno-digital innovation projects, informing and training young people under 35 and sensitizing communities on social inclusion and cohesion, sustainability and orientation towards competitiveness on the job market²⁸.

In particular, over the time the two associations have built, nationally and internationally, permanent and project-based partnerships with institutions, universities, research centres, associations, laboratories and SMEs around their missions and with a focus on the themes underlying FabCity.

The *project end users* are young people variously involved at different levels. A *first level*, where members of the two promoting associations are directly involved in the drafting of the proposal for the FabCity project. They are young people living between Calabria and Sicily, high school leavers and university graduates with a strong penchant for innovation activities on the cultural, social and economic front. They will be the “makers” committed to coordinate actions during the various phases of the project, based on their own specific abilities and expertise. A *second level*, where young people from the various areas of the province will be involved, individually or in groups, in initiatives and workshops through “city making” activities during the renovation of the sequestered building (see ReActioncity Challenging project). A *third level*, where the young will be in charge of goods and services after FabCity’s official opening, will run short and long term projects based on the *FabCity brand* to promote young people’s inclusion and training, and will provide consultancy to other similar local realities (young start-ups, SMEs, laboratories, etc.).

Activities, goods and services

The provision of goods and services responds to the demand of many young people in the South for continuing education, training, information and the participation in opportunities of development, innovation and employment as provided for by European, national and regional calls for applications.

The participants work in teams, studying the calls’ requirements and preparing all application materials. They do so through brainstorming, shared objectives definition, knowledge and ideas transfer, proposals definition and sharing, under the supervision of experts and upon suggestion of the workgroups, for each thematic area elected to generate services, goods and products.

The *reference topics* for the activities, goods and services of FabCity, which are related to innovative processes, strategies and tactics of co-design and city making, are:

- Social innovation and cohesion (City Making and Social Change)
- Sustainable innovation (energy efficiency and sustainable design)
- Urban innovation

²⁸ Amongst these initiatives are ReActioncity (urban social innovation), ErgoSud (cultural project for South Italy youth and innovation laboratory on European development and competitiveness policies, #RcStorming (Think Tank of start-ups and young people on technological and digital innovation, from talent to enterprise). The initiatives involved, between 2013 and 2015, around 200 people from Calabria and Sicily. In particular, all actors promoting FabCity are also involved in ReActioncity Woman, in the conversion of the sequestered mafia building into dressmaking workshop of the Sole Insieme cooperative.

- Competitive planning (in response to local, national, European calls and government funding schemes)
- Creative City and cultural innovation
- Smart city processes and projects
- FabLab and FabCity processes, activities and products
- Digital innovation processes, activities and products
- Know-how transfer between research and innovation
- Strategies and tactics transfer between innovation and territory
- Social communication and territorial marketing

The *activities and services offered* by FabCity will fall within the following 6 macro-areas: (1) Actions, (2) Training, (3) Creation of New Enterprises, (4) SMEs Competitiveness Growth, (5) Networking and Internationalization, (6) Production of Goods.

In detail:

(1) ACTIONS

- Projects and actions of city making
- Projects and actions of open building site and recycle
- Projects and actions of social communication
- Projects and information activities through urban laboratories

(2) TRAINING

- Up-to-date professional development
- Expertise and entrepreneurship training
- Training in *city making, sustainable and Energy Design, Business Administration*
- Organization of local, national and international events and congresses
- University orientation
- Employment and professional orientation

(3) CREATION OF NEW ENTERPRISES

- Incubation process
- Support service for *start-ups*
- Technological transfer
- Search for funding opportunities
- Search for innovative projects
- *Co-working* activities
- Creation of laboratories

(4) SMEs COMPETITIVENESS GROWTH

- European planning
- Innovation matching
- Creation of work groups
- Innovation support services: patenting, product design, feasibility studies, etc.
- Business support services: market analysis, traditional and digital marketing consultancy, etc.

(5) NETWORKING AND INTERNATIONALIZATION

- B2B events
- Business internationalization: international sectorial analysis, planning of overseas bases, help with access to international funding, monitoring of trade on extra-national markets
- Organization of temporary events and exhibitions
- setup of international *start-ups*
- setup of promotional and operational spaces for national and international bodies: Chambers of Commerce, Universities, Multinationals, Big Players, etc.

(6) PRODUCTION OF GOODS

- Digitally fabricated products
- Recycled design products
- Multimedia communication products
- Graphic communication products
- Prototypes

Technical feasibility aspects: a new social and production spinneret

“FabCity” is comparable to “a highly competitive and innovative social enterprise” as concerns the activities identified and the operational methods that will be adopted²⁹.

The *technical feasibility* of the initiative will depend on the success of the operations:

- Presentation of the construction design for FabCity, concession of the sequestered building by Reggio Calabria Court and stipulation of a tenancy agreement which will be initially free for a number of years necessary to recoup investment costs for its reclamation and renovation
- Renovation, recycling and reclamation of the warehouse structures and its surrounding spaces according to the tactic of the ReActioncity Challenging projects
- launching of “sharing economy” activities (financial and human resources and services exchange) in order to get back the necessary economies for the rehabilitation and management of the asset
- start-up with initial activities pre-scheduled for the promoting associations
- selection of competitive projects and programs for the recovery of funds and investments towards capital goods for the production of highly competitive services
- launching of the communication campaign in order to market the FabCity project as a “participatory foundation” (corporate name still to be confirmed), with the aim of promoting the project, conclude partnerships and organize subsequent promotion events. This legal entity is the new Italian model for the management of cultural and no-profit initiatives, which is possible to join by donating money, material or immaterial goods, expertise or services.

The *economic feasibility* of the initiative lies in the *sharing economy* model, which is necessary to recover the investment resources for the rehabilitation of the building through the following categories of works. In the rough calculation of expenses stand

²⁹ The skills and expertise needed for the creation of the FabCity social enterprise and the renovation and recycling design are provided by the professionals that operate within the promoting associations: Pensando Meridiano and ReBOOT.

out those related to the reclamation and renovation works and the consequent conversion of the building into a "laboratory", currently valued at 775,47 Euros by the land registry and classified as "warehouse". Total costs have been estimated at 80.000 Euros for the rehabilitation of the building and its conversion to a new use, in addition to territorial marketing and social communication activities, whose costs will be partly absorbed by spaces and equipment which were previously set up during the course of the ReActioncity projects.

Expected benefits: social innovation, sustainability and occupation

According to the project building schedule FabCity aims to:

- Support youth inclusion and integration into a competitive professional fabric through innovation and collaborative practices on "innovation and creativity".
- Support the competitiveness and economic development of the metropolitan city of Reggio Calabria in a socially and environmentally sustainable way.
- Introduce a locally and regionally relevant aggregation and innovation hub into a peripheral area.
- Reclaim a brownfield site and highly polluted (by asbestos) disused (sequestered) building.
- Resolve issues at the territorial scale by identifying innovative planning methods.
- Strengthen and valorise the local business system by building an international cooperation network.
- Create a locally based international network ensuring high quality standards.
- Contribute to the solution of European issues by taking part in European development projects (Horizon 2020).
- Increase the number of locally active SMEs and start-ups.
- Encourage the development of economies of scale and economies of purpose with cascading effects on the territory.
- Attract national and international capital in order to assist access to credit and the consequent launching of new entrepreneurial projects.
- Attract and encourage the return of highly qualified human resources.
- Increase the level of technological transfer.
- Increase the credibility and visibility of local production realities.
- Create highly qualified professional profiles.

Project phasing and timing

A phasing of the project is foreseen in order to make FabCity operation within at least 12 months of the ideation and presentation of the project.

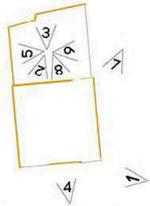
Phasing details:

>1 (April–September 2015); >2 (October 2015-February 2016); >3 (March 2016-April 2016); >4 (May 2016)

- >1_assessment of the feasibility of FabCity, identification of a suitable sequestered building, presentation of the FabCity construction design, concession of the building by Reggio Calabria Court, and stipulation of the agreement (April-September 2015).
- >2_start of the reclamation, recycling and renovation of the warehouse and adjoining spaces according to the *ReActioncity Challenging* tactic (on mafia sequestered and confiscated assets see www.pensandomeridano.com).
- >2_start of the "sharing economy" activities (financial and human resources and services exchange) in order to get back the necessary economies for the rehabilitation and management of the asset.
- >2_start of the communication phase with the purpose of marketing the FabCity project as a "participatory foundation", promoting it, concluding partnerships and organizing promotion events.
- >3_end of the renovation works and communication planning for the opening of FabCity.
- >4_opening of FabCity
- >4_start-up with initial activities pre-scheduled for the promoting associations.
- >4_ selection of competitive projects and programs for the recovery of funds and investments towards capital goods for the production of highly competitive services.

Fig.8: "FabCity", *factory of innovation and creativity in the city* _ the existing building (the rehabilitation of a sequestered Mafia asset)

FABCity
 PENSANDO
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FABCity
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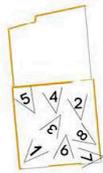


Fig.9: "FabCity", *factory of innovation and creativity in the city* – the project building (editing by Pensando Meridiano)

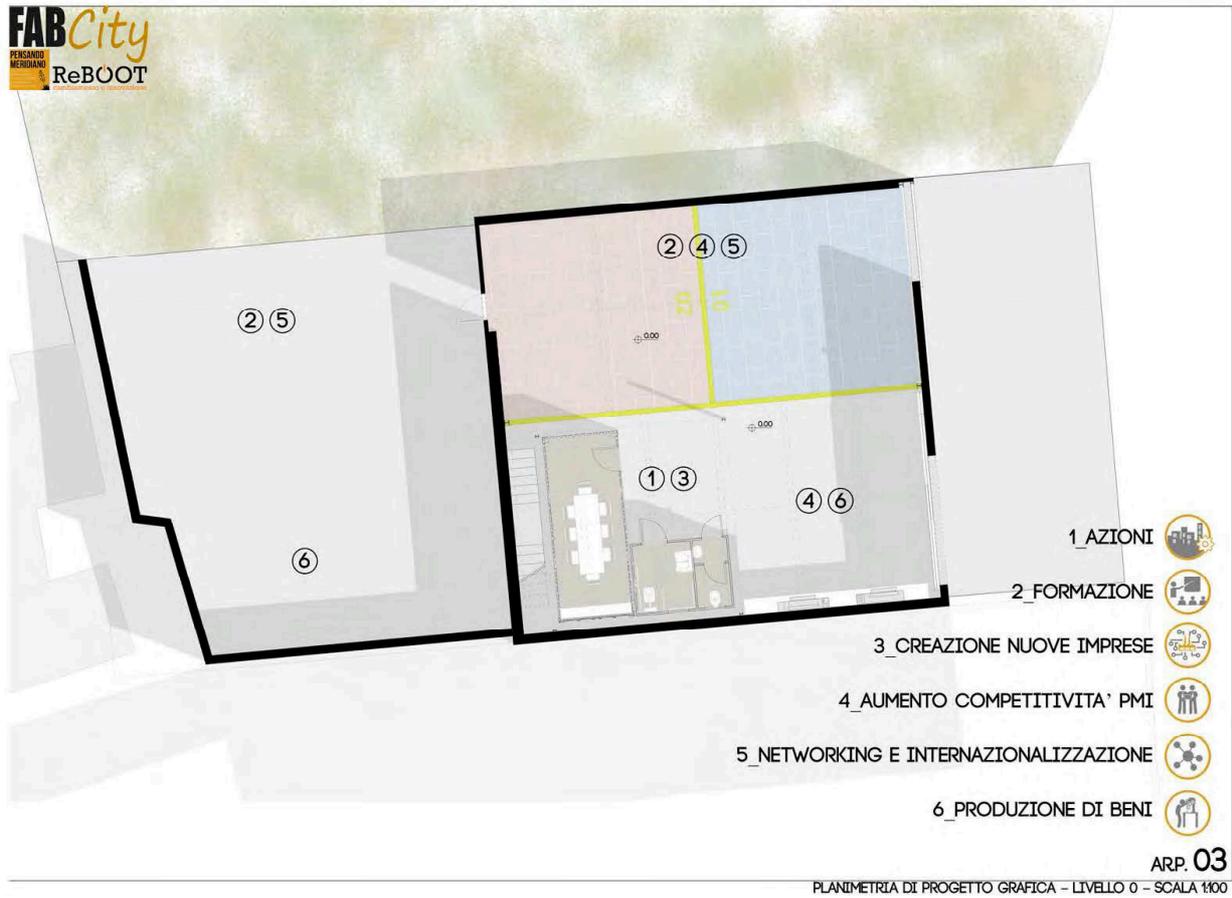
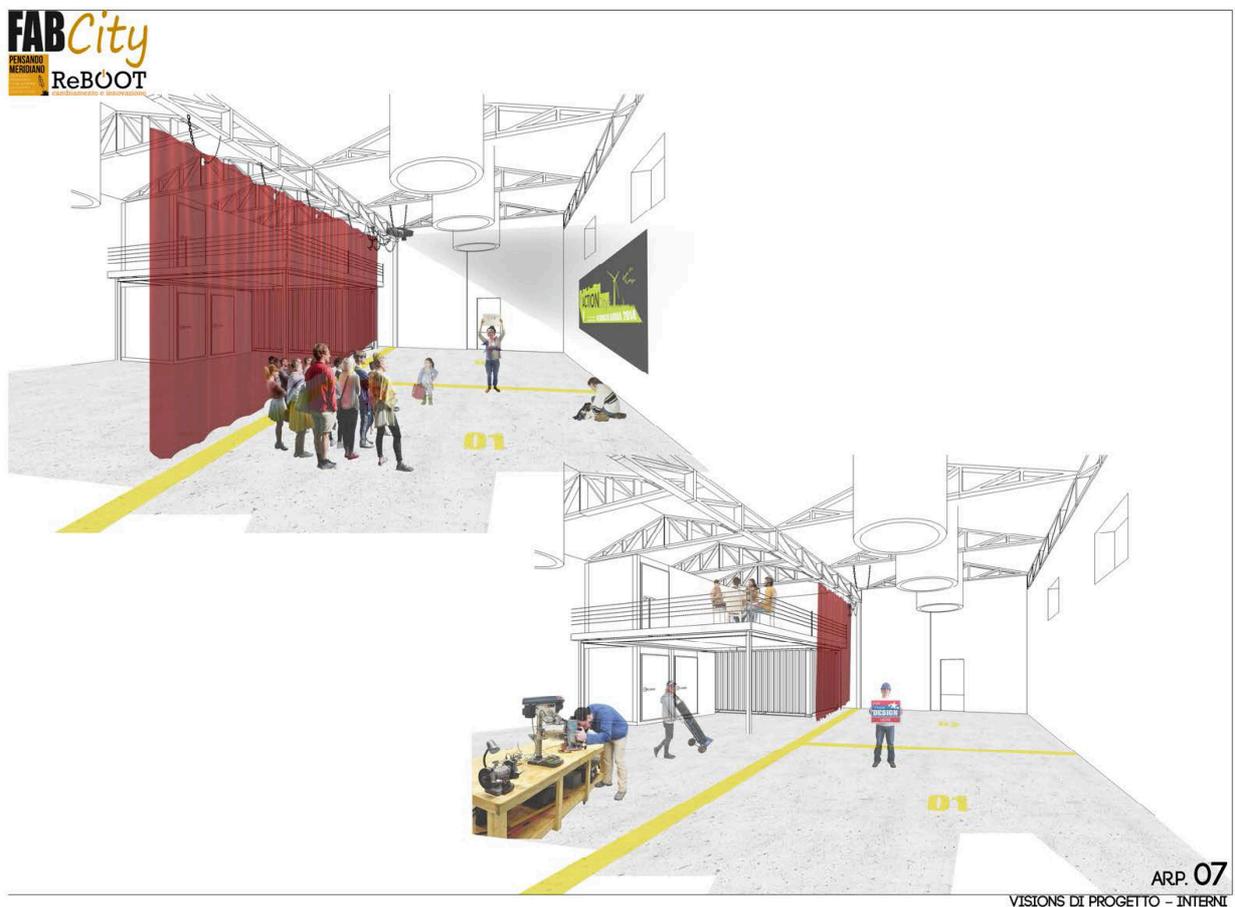


Fig.10: "FabCity", factory of innovation and creativity in the city – the urban and factory visioning (editing by Pensando Meridiano)



4. Conclusions

"Pre-vedo solo pensando di poter svolgere un'azione soggettivamente determinante; pre-vedo nella misura in cui penso di avere l'energia per realizzare il mio progetto"

[M. Cacciari, *Il potere che frena*, Adelphi ed, 2013]

"The laboratory-city becomes innovative methods when it translates into practice". This statement can conclude the paper, following a detailed illustration of how strategies and tactics of urban social innovation link together human, technological and urban capital in a new economic and social alliance aimed to change. The abilities of the promoters and agents of change for such scenarios find themselves to operate in a condition where community economic and social growth heavily rely on the urban structure of their territories. This entails that each project becomes the "start-up" path which is typical of any organization that aspires to transform its own actions into an innovative social and/or cultural enterprise. The three moves that can be exported from the ReActioncity – FabCity process can be defined as follows: 1. *Create the phenomenon*, by identifying projects-objectives of general public interest; 2. *Build the so-called "tool box" to activate capacity building processes*, by institutionalizing the path through methods and tactics capable of making the processes activated stable and continuing, in order not to weaken the social mission and innovative ambition; 3. *Create social enterprises*, by transforming the practices of change implemented through the Laboratory into new goods and services.

Assisted by the power of a self-informing system, the pervasive innovative nature of the projects actualised has been able to define limits, values and boundary conditions by self-regulating the proposals while the "city making" process was ongoing. A project of urban social innovation involving stakeholders and citizens becomes the space where generations of young people and women regain the ability to determine future and change, becomes itself resource of the strategy whose impact it assesses, shifting the moment of the instrumental reading of the performance indicators from the end of the process to the whole duration of it. Practices become "experience goods" and, therefore, take on a cultural value capable of modifying the proposals beyond the set goals. Finally, "the strategy as method", which informs new physical and economic scenarios, orients behaviours and innovates rules and operational skills. It generates and unveils visions, actions and reactions.

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Fig.1: Trasformation scenarios in Rosarno (visioning project and editing by Carmela D'Agostino)

Fig.2: Actions for a smart district in Rosarno (propose project and editing by Carmela D'Agostino)

Fig.3: The urban event with ReActioncity in Reggio Calabria (editing by Carmela D'Agostino and urban makers)

Fig.4: Action #4 in Catona (rc)_ Urban Walk (propose project and editing by Carmela D'Agostino e Gisueppe Mangano)

Fig.5: Trasformation scenarios in Catona (visioning project and editing by Deborah Cuscunà e Giuseppe Tripodi)

Fig.4: Action #4 in Catona (rc)_ Urban Walk (propose project and editing by Carmela D'Agostino e Giuseppe Mangano)

Fig.6: Project of sequestered and confiscated organized crime for a Dressmaking Workshop, directed and run by the Sole Insieme women cooperative (the Open Building Site & Recycle activities led by Associazione Pensando Meridiano)

Fig.7: Sharing Economy – Resources and time, the success of Reactioncity woman in nine months (2014'december, 2014'february, 2015 'May, 2015?October) Web communication - Editing by A.Procopio

Fig.8: "FabCity", *factory of innovation and creativity in the city* _ the existing building (the rehabilitation of a sequestered Mafia asset)

Fig.9: "FabCity", *factory of innovation and creativity in the city* – the project building (editing by Pensando Meridiano)

Fig.10: "FabCity", *factory of innovation and creativity in the city* – the urban and factory visioning (editing by Pensando Meridiano)

*More Informations about "FabCity"

The project promoters are members of Pensando Meridiano, permanent laboratory of sustainable culture, innovation and social cohesion, and members of ReBOOT, association for change and innovation with Consuelo Nava, Angelo Marra, Giuseppe Oppedisano (mentors), Giuseppe Mangano, Danilo Emo, Luca Assumma, Fabio Montesano, Andrea Procopio, Alessia Palermi (making and project)