

OECD LEED International Conference

“The Social Economy in Central, East and South-East Europe: Emerging trends of social innovation and local development”

TRANSFORMATION SITES



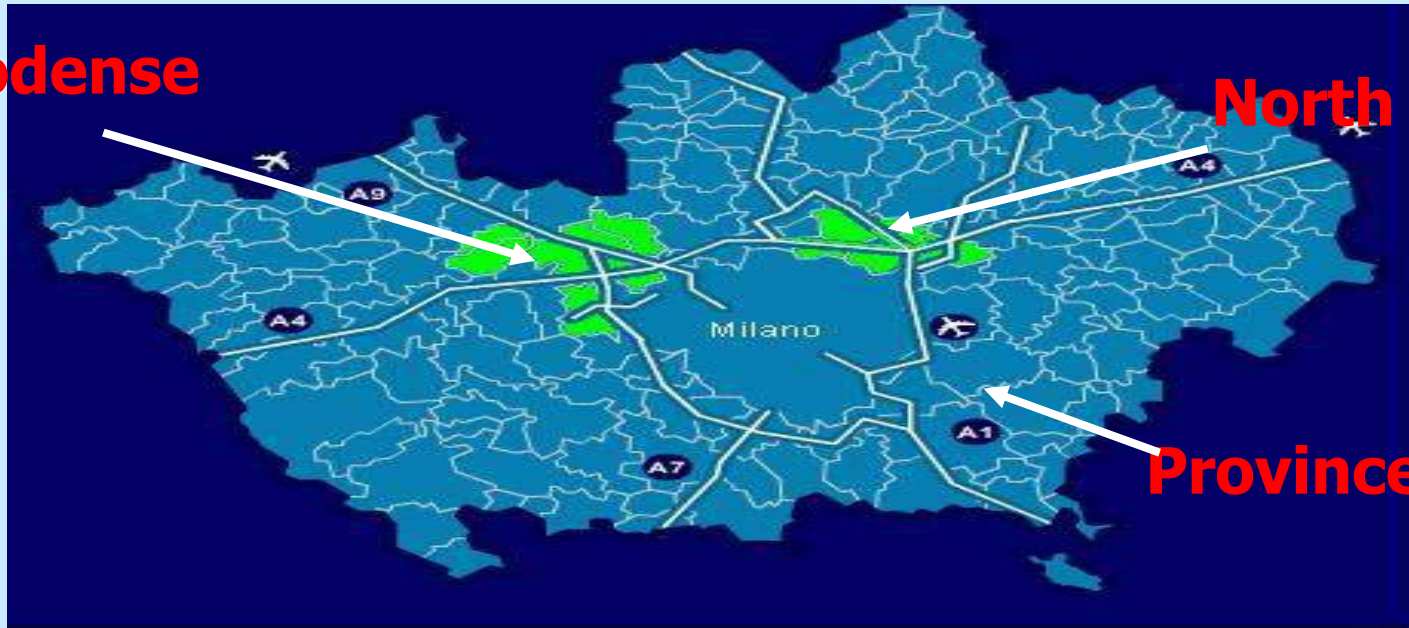
Renato Galliano – General Manager

Milano Metropoli Agenzia di Sviluppo SpA

Trento, Italy, 22-23 September 2005

Rhodense

North Milan

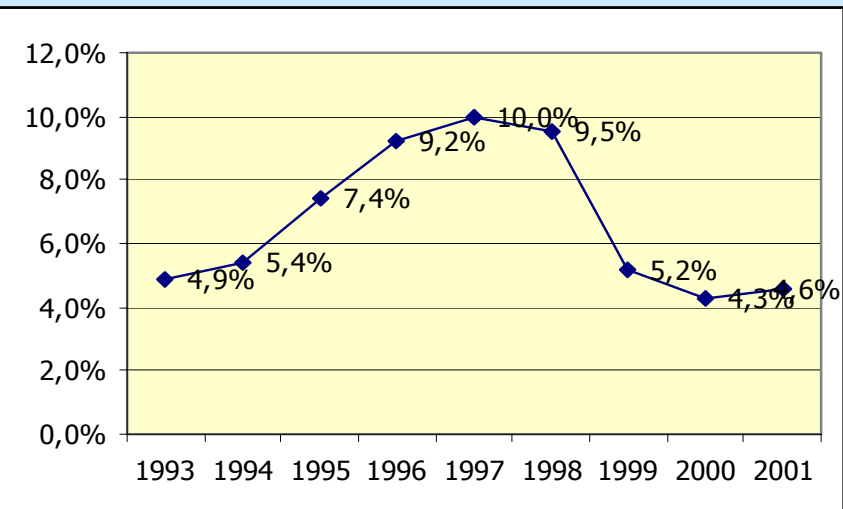


Province of Milan

SIMILAR BACKGROUND AND PROBLEMS

- **Crowded industrial areas**
- **Industrial crisis and relevant social, economic, environmental, and cultural effects**
- **Transition towards a new identity**

Unemployment rate in North Milan





NEW PLAYERS FOR URBAN REGENERATION



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**TO DRIVE THE TRANSITION TOWARDS A
SUSTAINABLE DEVELOPMENT, NEW OPPORTUNITIES
AND A NEW VISION FOR THE FUTURE**



NEW PLAYERS FOR URBAN REGENERATION

ECONOMIC

Focus on local vocations
and territorial added values.
The importance of
"TIME" factor

SOCIAL

Focus on social inclusion,
integration of disadvantaged,
long-term unemployed etc.
Enforcement of Local Identities

SUSTAINABLE DEVELOPMENT

ENVIRONMENTAL

Focus on the impacts of the
productive system in terms of:
Pollution, resources
consumption, energy saving

INSTITUTIONAL

Focus on a new local governance.
Logic of coordination and
permanent cooperation with all
the relevant players



MILANO METROPOLI DEVELOPMENT AGENCY

A "LAB" FOR SOCIAL REGENERATION



An innovative Resource Center for
Social Enterprises

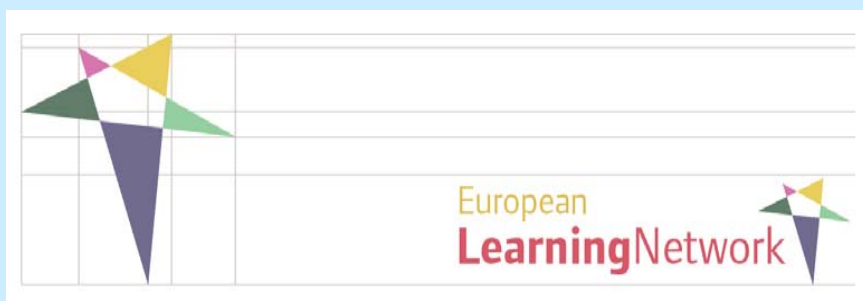


Complex urban regeneration
programs (national funding)
combining social promotion,
economic development
and community involvement



MILANO METROPOLI DEVELOPMENT AGENCY

A "LAB" FOR SOCIAL REGENERATION



An Interregg IIIC programme for sharing new methods of social regeneration in deprived urban areas



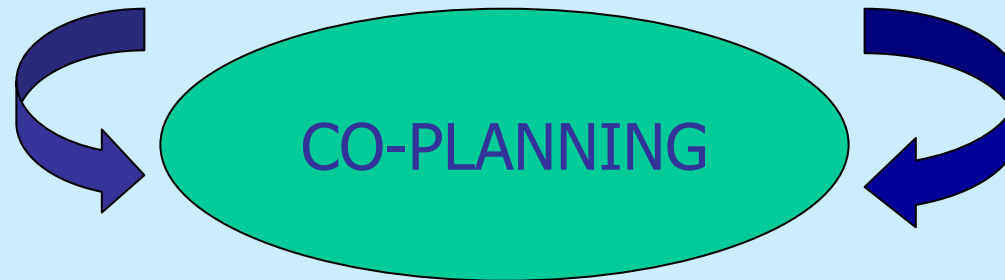
The first CSR show in the Milan Metropolitan Area, dedicated to citizens, companies and local authorities



THE RHODENSE AREA TOWARDS NEW GOVERNANCE PROCESSES

THE RHODENSE
THIRD SECTOR FORUM

LOCAL AUTHORITIES



THE "SOCIAL ZONE PLAN"

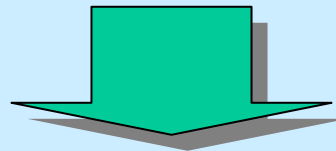
"SOCIAL VOUCHERS"
SYSTEM



MILAN METROPOLITAN AREA AND SOCIAL REGENERATION

SUCSESSES AND CHALLENGES

- **Co-responsibility processes/inclusive co-planning with local administrations**
- **Links between “public function” and “public vocation”**
- **Incisive actions of regional development agencies**



**Towards a new welfare community:
participative, integrated, more responsible**



MILAN METROPOLITAN AREA AND SOCIAL REGENERATION

SUCCESSSES AND CHALLENGES

PLURALITY OF ACTORS SHOULD BE FOSTERED:
ADDED VALUE vs GREATER COMPLEXITY

INVOLVEMENT OF CITIZENS AND SOCIAL PARTIES:
OVERCOMING CULTURAL BARRIERS

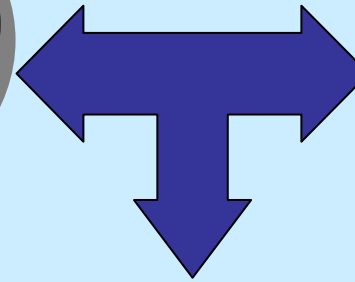
FINDING NEW SYNERGIES
IMPROVING RELATIONS BETWEEN THIRD SECTOR AND
FOR-PROFIT COMPANIES, TRADITIONAL/ETHIC INVESTORS,
TRADITIONAL COOPERATIVE SYSTEM



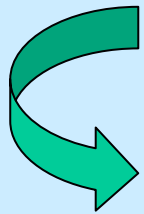
MILAN METROPOLITAN AREA AND SOCIAL REGENERATION NEXT STEP

Social and Traditional cooperatives
Associations and voluntary sector
Ethical and traditional investors
Foundations
Universities and research centers

Local public authorities



SOCIAL AND COOPERATIVE ECONOMY FORUM



Advocacy and lobbying activities
Information and confront with public authorities
Co-planning of policies and project making