



GREEN CITY italia

Working with Nature, Expoedilizia-Rome New Fair

European Green Cities

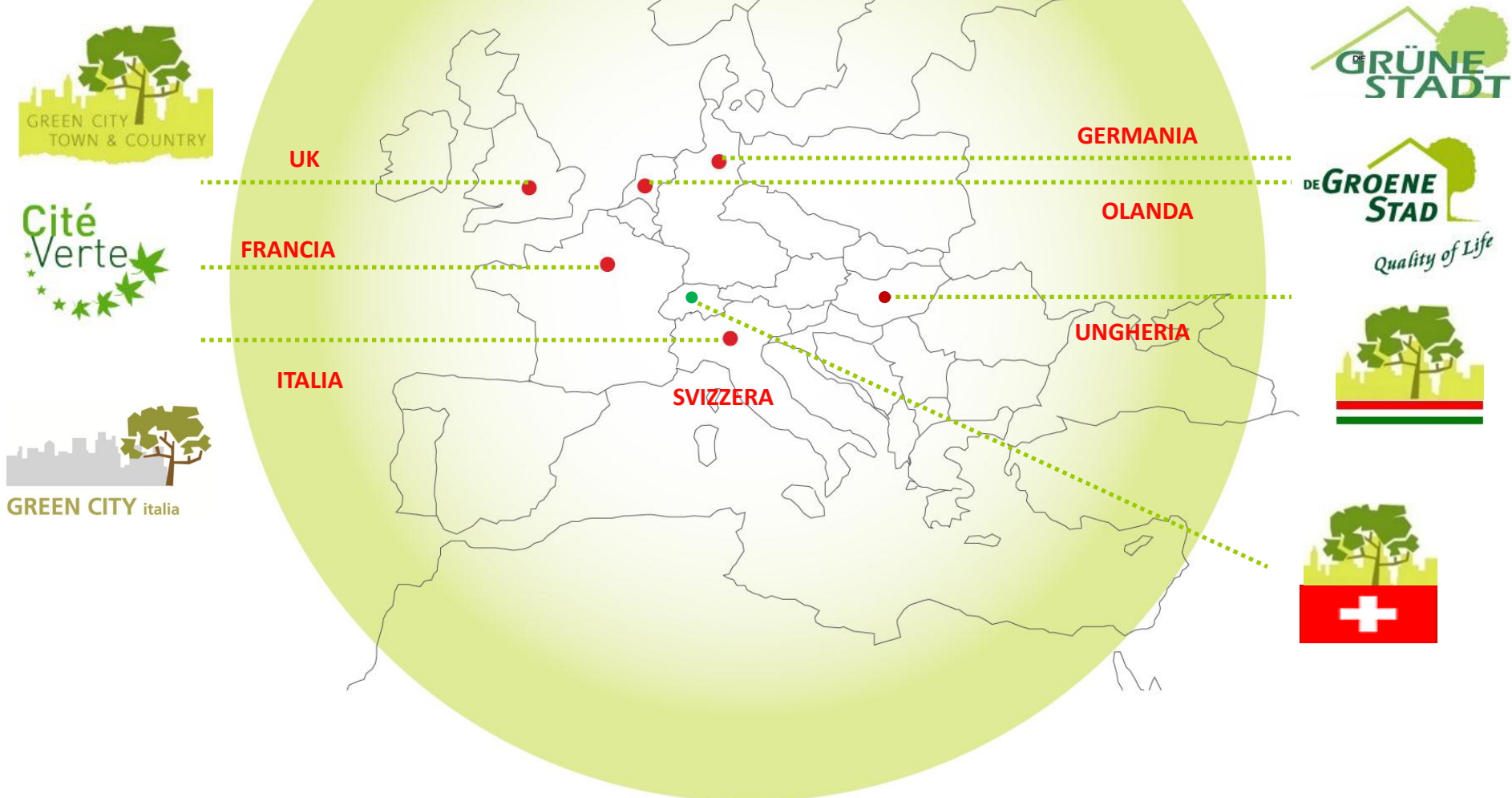
Osservatorio Internazionale: Le strategie delle Green Cities Europee

GREEN CITY ITALIA

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Comitato Scientifico GCI

Green City Italia, set up in 2010 is part of the **network of the European Green Cities** formed by national associations/networks promoting the «Green Approach» in the metropolitan and urban context» .





HOLLAND: 2002

-The first Dutch Green City now has 65 members including architects, landscape designers, planners, managers, financial institutions, etc.



GERMANY: 2003

-The German Green City has launched the competition "Green Playgrounds" to reward the most active municipalities in the field of sustainability and innovation



ENGLAND: 2006

-UK Green City supports initiatives for primary schools, such as "Growing School for Early years"



FRANCE: 2009

-The French Cité Verte promotes the competition "Les Victoires du Paysage", to improve the landscape and territorial planning



ITALY: 2009

-Green City Italia organized the first European Green City forum, on June 4th 2010



HUNGARY: 2010

SWISS: 2011

Green City Philosophy is based on the right balance between open green spaces and built up areas

«Promoting more, high quality green spaces has the potential to bring **enrichment across business and society**»

Green city Vision:

bring green in the very beginning of the **planning process** and put green space on an equal footing in buildings and infrastructure

A GREEN CARTA HAS BEEN PROMOTED BY GREEN CITY ITALIA TO THE CITIES; ADDRESSING THE CHALLENGE OF INTEGRATING GREEN THINKING IN THE URBAN PLANNING



**GREEN CARTA
& FIRST EUROPEAN GREEN CITY FORUM 4 / 06 / 2010
MILAN**

Signed in Milan on June 5th 2010, by all Green City partners , ELCA and Milan Municipality representatives



The Green *Charta* of Milan

1 The public space is a good for everybody and it should have the same importance as a private space. To achieve all the functions it is necessary that the green is equal to the red blue and grey. Because green has not only an aesthetic value but also economically, environmental and socially and it is to be used by all the citizens to enhance wellbeing. Urban green spaces will increasingly serve as an important reservoir for biodiversity.

2 Pedestrian and slow traffic areas allow better access to public spaces, contributing to a better perception of the quality of urban landscape.

3 Sustainable transport infrastructure in cities needs to use low carbon systems.

4 Green spaces, both public and private, that are well maintained lead to better cities, better lives and economic benefits. Green cities will help to enhance competitiveness and attract inward investment.

5 All the evidence shows that each healthy tree contributes to improving quality of life in cities: it produces oxygen, it buffers water during extreme rainfall, it absorbs CO₂ and it counteracts heat island effects.

6 Green roofs and roof gardens improve the energy efficiency of buildings and help to address the urban heat island effect.

A New Model _ Towards a Low Carbon Economy by 2020 to 2050:

- Innovative «GREEN URBAN DESIGN»
Integration between the city and the metropolitan area
- Improvement of URBAN QUALITY, contributing to meeting the 20/20/20 targets and behind
- Creation of PUBLIC and GREEN SPACE - public and private -
(quality of citizens life, participation)
- GREEN MOBILITY and INFRASTRUCTURES (slow and soft)
- HEALTH CITY: Mobility, Green Ring as «Salute in movimento»
- SMARTER URBANISM (technology to communicate the Landscape)
- GREEN RING as Environmental quality (Value of urban Green)



GREEN CITY VISION INTEGRATED IN SEAP:

- Strategy planning
- Land use planning (medium, long term actions by 2020)
- Integrated approach to municipal, residential, tertiary, transport, mobility measures
- Scaling up from city plans to metropolitan plans..

«**Green plans**» can improve the urban quality, contributing to meeting the 20/20/20 targets and behind

COVENANT OF MAYORS

As of today, **3565** Local Authorities committed to reduce CO₂ emissions on their territories by at least 20% by 2020

Together they represent
156 million inhabitants



What do Covenant Signatories commit to ?

- Go beyond EU energy and climate objectives: at least 20% CO₂ reduction by 2020
- Prepare a **Sustainable Energy Action Plan [SEAP]**
- Implement their Action Plan and report periodically on progress
- Involve citizens and other stakeholders
- Adapt city structures and allocate sufficient resources
- Encourage other cities to join

Green Smart plans /SEAPs
can be the basis for SMART CITIES
in order to plan and implement
SMART GREEN SOLUTIONS
at city and metropolitan level



ENERGY AND LANDSCAPE

GREEN BELTS/GREEN RING

GREEN MOBILITY

GREEN INFRASTRUCTURE

SMARTER URBANISM

GREEN SMART PLAN/SOLUTIONS

GREEN RING; GREEN BELTS

The ring brings the
Green Belts in the
« Ingranaggi »

Across urban &
metropolitan area
and behind:

URBAN QUALITY

Environmental & socio-
cultural & Urban
landscape Recovery

Multiplying the
benefits and the
green solutions

GREEN SMART PLAN IS:

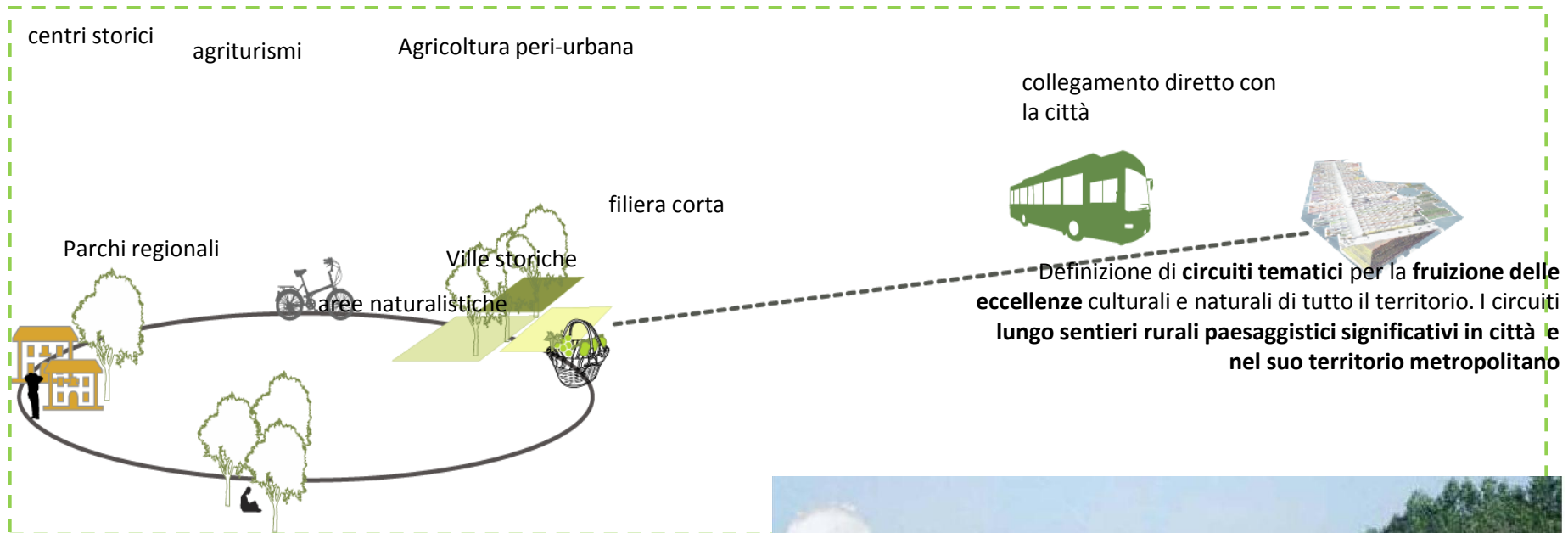
- GREEN RING
- GREEN BELTS
- GREEN INFRASTRUCTURES
- SMARTER URBANISM



GREEN MOBILITY

PER UNA MOBILITA' SOSTENIBILE LEGGERA

Il sistema costituito dal Green Ring e dagli Ingranaggi definisce **un modello di mobilità leggera** pensato lungo i percorsi e incentrato sui punti nodali/ingranaggi che saranno sviluppati come punti logistici sostenibili di snodo e aree sosta: una sorta di GREEN PIT STOP.



GREEN SMART PLAN IS:

- **CYCLE AND PEDESTRIAN PATHS (SLOW CITY)**
- **GREEN INFRASTRUCTURES (GREEN PIT STOP)**
- **HEALTH AND HAPPY CITY**



LANDSCAPE USE AND BENEFITS

Produce WELFARE

1

EDUCATE

2

Allow MOVEMENT

3

Create SOCIALITY

4

GREEN IN THE CITY



SMARTER URBANISM: IL PAESAGGIO COME INTERFACCIA

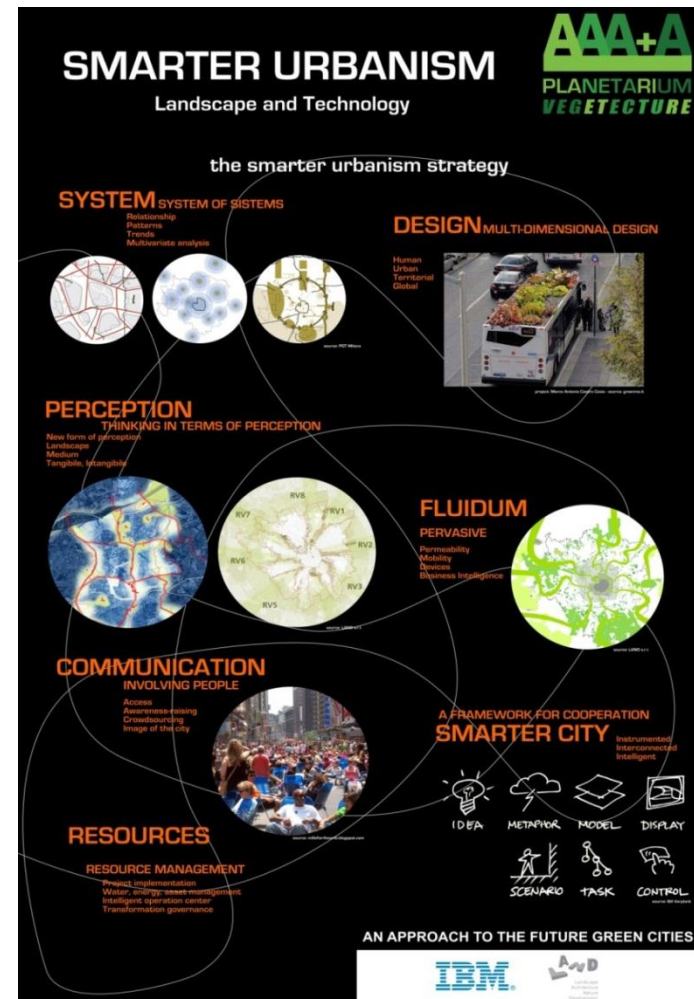
I percorsi di collaborazione che proponiamo fanno riferimento al **concetto di interfaccia**, inteso come punto di incontro e di accesso rispetto a temi e scale di applicazione differenti.

Tecnologie informatiche e pianificazione del paesaggio sono ambiti professionali caratterizzati da interessanti affinità, soprattutto quando i campi di applicazione sono il contesto urbano o i processi di trasformazione.



GREEN SMART PLAN IS:

- **TECHNOLOGY FOR INFORMATION AND COMMUNICATION**
- **INNOVATIVE COLLABORATION SYSTEM**
- **SUSTAINABLE RESOURCES USE**



GREEN CITY ITALIA: PROJECTS

PROJECTS/PROPOSALS

MILANO-Green Smart Plan

A REPLICABLE URBAN/METROPOLITAN MODEL

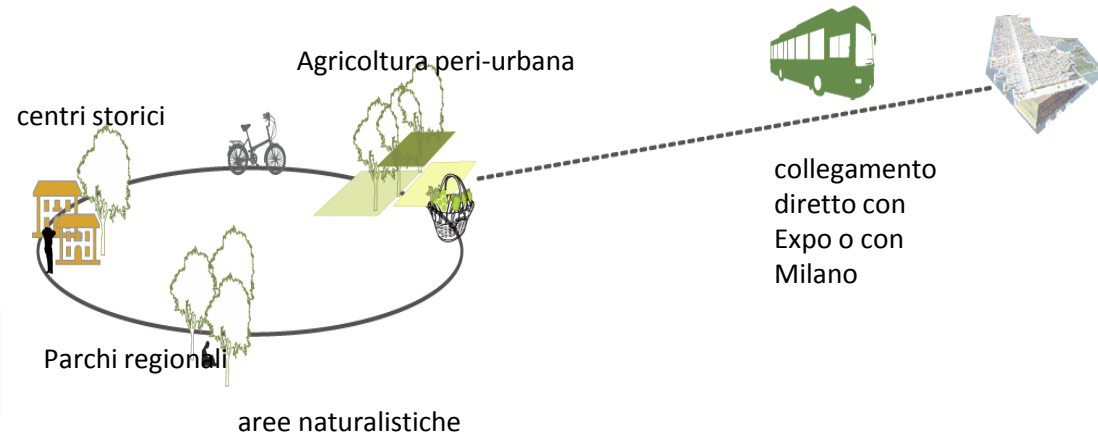
Green Ring, Green Belts, green mobility, green infrastructure, smarter urbanism..

EXPO 2015 AS BENCHMARK

Based on:

- Raggi Verdi, Ingranaggi, Ring, Metrobosco, Raggio verde Mi-Lu.
- European Green Strategy plans (Essen, Francoforte, etc.)

GREEN SMART PLAN RING, INGRANAGGI VERDI E SMARTER URBANISM



Comune di Milano, Palazzo Marino
***Milano Smart City* _ Audizione pubblica**
October 11, 2011

PROJECTS/PROPOSALS

Bosco del Respiro

Promoted in cooperation with the Ministry for the Environment, Land and Sea and Italian associations of public gardens Technicians and Directors: **Setting up trees in major Italian Cities** in cooperation with 25 municipalities (Rome, Milan et. al.)



PROJECTS/PROPOSALS

Lettere Verdi

Green City Italia, con la collaborazione di EN Space, presenta e promuove **alcune pubblicazioni sui temi paesaggio e del verde nelle nostre città**, elemento benefico dal punto di vista sociale, ambientale, culturale, estetico-paesaggistico ed economico.

A fine 2012 tutti i contributi, con interviste e video, saranno raccolti in **una pubblicazione Green City Italia**.

<http://www.greencity-italia.com/lettereverti>

<http://www.triennale.org>

CULTURAL ACTIVITIES



PROJECTS/PROPOSALS

Orticoltura Urbana

«Orto della Fede», 5 maggio 2011. Green City Italia ha promosso l'inaugurazione dell'**Orto della Fede** presso la Chiesa Protestante di Milano.

L'evento ideato e coordinato dalla Società «Orticola di Lombardia» si inserisce nell'ambito di un progetto di forme di **Orticoltura urbana** che mira a creare **un circuito sociale** che sviluppi e sostenga un processo dialettico e pratico mirato alla realizzazione di orti urbani sostenibili.

SOCIAL ACTIVITIES

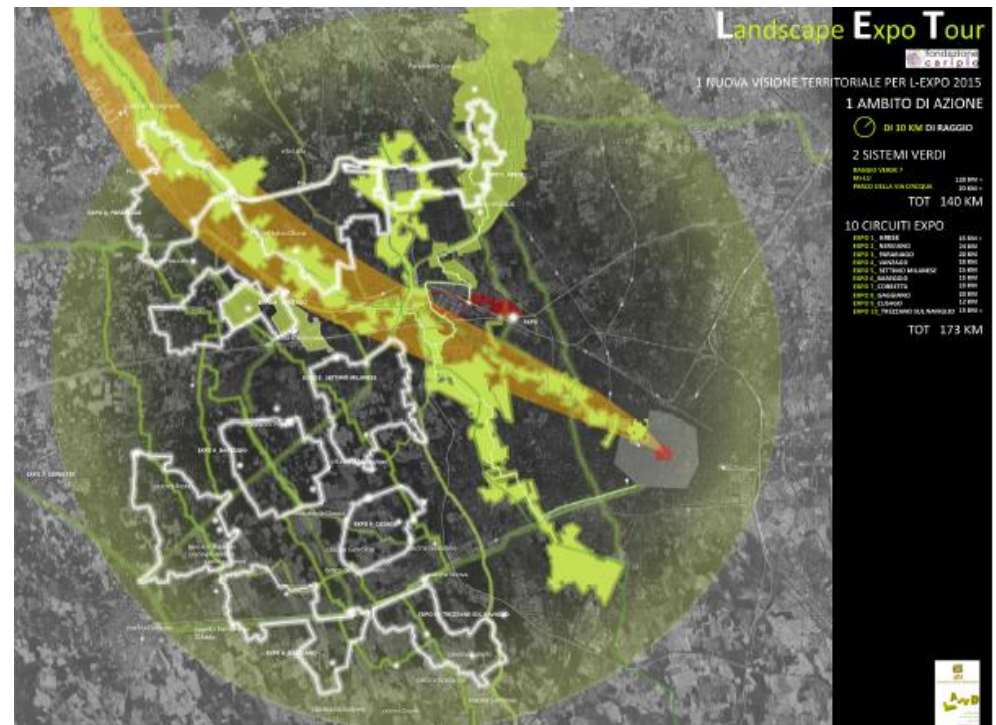


PROJECTS/PROPOSALS

Landscape Expo Tour

“LET - Landscape Expo Tour” e
Community Day Bovis Lend Lease,
settembre 2011.

Green City Italia promuove il progetto
“**LET - Landscape Expo Tour**”, dieci
circuiti per la valorizzazione territoriale
nei dintorni dell'area EXPO 2015 a
Milano: a settembre verrà attivato uno
dei **circuiti ciclo-pedonali**, in modo da
preparare la realizzazione dell'intero
progetto per l'anno 2015: **una nuova
idea di città.**



PROJECTS/PROPOSALS

AAA _ Mostre itineranti



Tecnologie informatiche e pianificazione del paesaggio sono ambiti professionali lontani e diversi che tuttavia hanno interessanti affinità, soprattutto quando i campi di applicazione sono il contesto urbano o i processi di trasformazione.

Queste connessioni suggeriscono opportunità di collaborazione tra attori diversi nelle quali ciascuno può portare il proprio contributo distintivo, sintetizzabile in proposte progettuali innovative dal punto di vista della fruizione degli spazi, dell'accesso a informazioni di valore e dell'uso delle risorse disponibili.

I percorsi di collaborazione che proponiamo fanno riferimento al concetto di interfaccia, inteso come punto di incontro e di accesso rispetto a temi e scale di applicazione differenti.

Information technologies and landscape design are two distant and different professional fields, however they have interesting similarities, especially when application areas are the urban context or transforming processes.

The represented connections suggest collaboration opportunities for different actors. Everyone could give its own distinctive contribution through project proposals, that will be innovative in different ways: use of space, access to valuable information, use of available resources.

The cooperation ways that we propose refer to the concept of interface, intended as a meeting and access point, between many issues and at different application scales.

AN APPROACH TO THE FUTURE GREEN CITIES

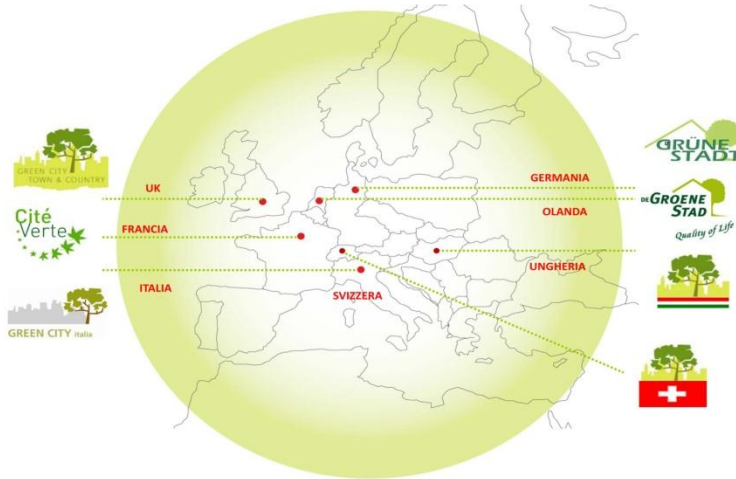


settembre - ottobre 2011

AAA +A, Agricoltura, Alimentazione, Architettura,
evento itinerante nel circuito delle grandi fiere internazionali, con Vegetecture e Planetarium:

- SANA, Bologna,
- FLORMART, Padova
- CERSAIE, Bologna
- MADE EXPO, Milano





HOLISTIC ENERGY&LANDSCAPE URBAN TRANSFORMATIONS

*Social, Economical and Environmental
viable*

GREEN CITY ITALIA. L'associazione Green City Italia è stata costituita il 19 luglio 2010 come libera associazione di fatto, apolitica e senza scopo di lucro.

L'associazione recepisce e sviluppa gli obiettivi delle omonime Associazioni e Fondazioni europee attive in Olanda, Germania, Gran Bretagna, Francia, Ungheria. In particolare ha l'obiettivo di diffondere la coscienza del notevole potenziale e valore del verde urbano per l'incremento del benessere della cittadinanza, nonché la capacità di valorizzare e affrontare, anche economicamente, le trasformazioni urbane.

Dal 2009 l'Associazione promuove attività sui temi della sostenibilità ambientale, in particolare con lo sviluppo di attività culturali, editoriali, progettuali e sociali.

GREEN CITY ITALIA had been founded like free, non-political and non-profit association in 2010, July the 19th.

Green City Italia implements and develops the objectives of the homonymous European associations and foundations active in the Netherlands, Germany, Great Britain, France, Hungary. In particular it aims to spread awareness of the significant potential and value of urban green spaces to increase the welfare of citizens, as well as the ability to enhance and affordable economical managing and urban transformations.

Starting from 2009, the Association promotes activities on the themes of environmental sustainability, in particular with the development of cultural activities, publishing, design and social.

PER UNA CITTA' SEMPRE PIU' VERDE



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