EFL EUROPEAN FEDERATION FOR LIVING

EFL Spring Conference 2024

Social and Digital Dimensions of Affordable Housing in Europe

MAY 15—17, 2024 | TURIN AND MILAN, ITALY

HOSTED BY

PLANET smart city

WITH

REDO

FHS

IN COLLABORATION WITH

Fondazione Compagnia di San Paolo

CCA

Register for the conference

The Conference Venue:
Planet Smart City
c.so Stati Uniti 45 – 10129, Turin

HOTEL RECOMMENDATIONS:

Hotel NH Torino Centro
c.so Vittorio Emanuele II 104 – 10121, Turin

Art Hotel Boston
Via Massena, 70 – 10128, Turin

Best Western Plus Hotel Genova
Via Paolo Sacchi 14/B - 10128 - Turin

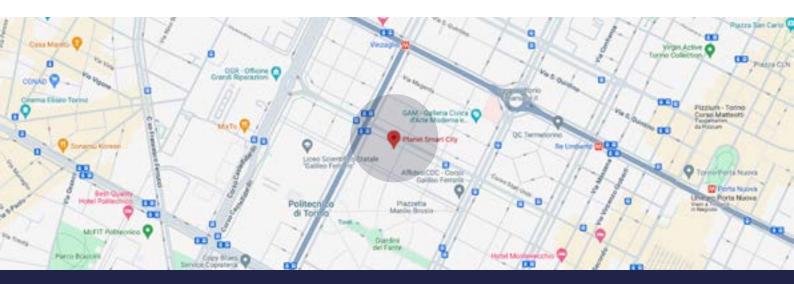**HOW TO REACH THE CONFERENCE VENUE:**

From Turin Airport
Bus 268 to Porta Susa Station, 15 min walk
to Planet Smart City. Or Flibco Bus from the
airport.

From Milan Airport Malpensa
Flibco bus to Turin Porta Susa Station, 15 min
walk to Planet Smart City.

From Milan Airport Linate
Take bus or metro to Milan Central Station.
From there high speed train to Turin.
Alternative: Flix Bus.

**Deadline for the
Registration:
May 1st 2024**

Watch the Invitation Movie here

Contact Information:

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WEDNESDAY 15 MAY 2024

19:00   **DRINKS AND BITES HOSTED BY FONDAZIONE COMPAGNIA DI SAN PAOLO**
Location: Collegio Carlo Alberto
in Piazza V. Albarello, 8
Opening by Marzia Sica, People Goal Manager,
Fondazione Compagnia di San Paolo

Welcome Speech by Prof. Mohamed El Sioufi,
Chairman at Planet Smart City Scientific Committee

THURSDAY 16 MAY 2024

08:30   **WELCOME COFFEE**

09:00   **OPENING ADDRESSES**
Ben Pluijmers, Chairman at EFL
Pietro Putetto, CEO at Planet Smart City Advisory
Paolo Mazzoleni, Deputy Mayor for Urban Planning of the City of Turin
Prof. Stefano Corgnati,
Rector at Polytechnic University of Turin

09:30   **Succeeding at Failure**
Ian Wright, Disruptors Innovation Network
Ian will explore the world of housing through an innovation lens sharing insights into how some of the biggest companies worldwide learn from failure and how this can help social housing leaders build better businesses

10:00   **Discussant: Fiona Dunkin**,
Policy Manager at Clúid Housing

10:10   Q&A with Slido

10:20   **Urban Development, Regeneration, Placemaking in Turin and Milan**
The experience of Turin – Paolo Mazzoleni, Deputy Mayor for Urban Planning of the City of Turin
The Piazze Aperte program in Milan - Demetrio Scopellitti, Director of Urban Planning and Public Space at AMAT Milan

10:50   **Opportunity, Autonomy, Inclusion**
Marzia Sica, People Goal Manager,
Fondazione Compagnia di San Paolo

11:00   **COFFEE BREAK**

11:30   **Workshops :**
1. Learning from Failures & Innovation (Ian Wright)
2. How could Placemaking make better housing projects? (Francesca Spigarolo, Valentina Zaro - FHS)
3. Artificial Intelligence (Alex Marchesini, Planet Smart City)
4. Social Roles & Digital Transformation (Elena Fabris - Planet Smart City)

12:40   **Plenary Fedback Workshops**

13:00   **LUNCH BREAK AND TOUR OF THE COMPETENCE CENTER**

14:00   **Digital and Social dimensions in social housing projects in Milan**
by Andrea Palisca (Planet Smart City), Andrea Vecci (REDO Sgr), Giordana Ferri (FHS)

14:30   **General Assembly
(for EFL Members and Associates)**
Chaired by Ben Pluijmers

15:15   **Topic Group Updates**
Topic Group "Social Domain"
(John Stevens)
Topic Group Finance & Investments
(Hendrik Cornehl)
Topic Group "Age-Friendly Living"
(Sarah Mitton)

16:00   **COFFEE BREAK**

16:15   **Technology on your body, in your pocket or in your home? Putting Older People in Control**
Prof. Malcolm Fisk, Professor of Ageing and the Lifecourse, University of Central Lancashire

16:40   Q&A and audience discussion

16:50   Short break before the site visit

17:00   **Turin Field Visit:** FIAT- Lingotto Building, Affordable housing for labourers

19:30   **Dinner** (Osteria del FIAT - Via Giulio Biglieri, 2)

Competence Center of Planet Smart City

FRIDAY 17 MAY 2024

09:00 **DEPARTURE BY BUS TO MILAN FROM PLANET SMART CITY OFFICES**

10:30 **Field Visit 1 Milan**
Quartiere Giardino District
Cesano Boscone, 1975

11:30 **TRANSFER TO MEREZZATE SMART DISTRICT**

11:50 **Topic Group Updates (2)**
Topic Group "Construction "
(Fabien Lasserre, Thomas Schulte)

Topic Group Digitisation/EDG
(Oliver Falk Becker, Roman Riebow)

Sustainabilty Report Ritterwald
(Ad Hereijgers)

12:20 **Digital Building Logbooks to accelerate the decarbonization of the EU housing stock**
Horizon Europe project DEMO-Blog.
Prof. Dr. Ir. Henk Visscher, Director at *TU Delft Urban Energy Institute UEI* (+ Q&A)

12:35 **Field Visit 2 Milan**
Redo Merezzate Smart District

13:30 **BUFFET LUNCH AT COMMON LIVING SPACE, REDO MEREZZATE SMART DISTRICT**

14:15 Parting words

Transfer to Central Station Milan – Connection to main airports (Linate, Malpensa, Orio al Serio)

Bus will return to Turin for those not staying in Milan.

Quartiere Giardino, Milano

REDO Merezzate, Milano

Stefano Corgnati is **Rector of the Polytechnic University of Turin.** He graduated with honors in mechanical engineering, holds a PhD in Energetics and is a full professor of Technical Environmental Physics at the Energy Department "Galileo Ferraris" (Tebe research group) of the Polytechnic University of Turin. A former member of the Board of Directors, he was vice rector to Research until 2021, then confirmed with responsibility for Internal Policies. He has also administrative experience as mayor of the municipality of Livorno Ferraris (VC) for two terms, from 2013 to 2023.

Fiona Dunkin is **Policy Manager with Clúid Housing,** a social housing provider, where she has worked for almost 4 years. Prior to this, Fiona worked in policy and communications in other housing/non-for-profit organisations, including Co-operative Housing Ireland and ALONE. Her educational background is in social justice, social policy and housing policy.

Mohamed El Sioufi is an **International Urban Development Advisor** with over 45 years of experience in the Arab States, Africa, Asia, the Pacific and Caribbean regions. For 20 years he was a Senior Advisor at UN-Habitat providing policy, technical and capacity development advice. As coordinator of the Housing and Slum Upgrading Branch, he developed the Global Housing Strategy. He also developed the "Participatory Slum Upgrading Programme" that focuses on resilient informal settlement upgrading; it commenced in 2002, and is currently operational in 40 in African, Caribbean and Pacific countries. He developed post crisis cross-sectoral integrated capacity building and urban rehabilitation and resilience programmes based on hazard risk analyses, in Afghanistan, DR Congo, Lebanon, Liberia, Libya, Somalia, Sri Lanka, Sudan, and others. He Chairs Planet Smart Cities Scientific Committee.

Elena Fabris is **Head of Community Development at Planet Smart City**, where she leads a multidisciplinary team of 16 professionals including community managers, sociologists, psychologists, anthropologists, in Planet Smart City's three countries of intervention (Brazil, Italy, India). Elena holds a degree in Political Science with a specialization in Sociology of Organizations and has more than 20 years of experience in leading processes of change and social innovation for the creation of social impact, particularly in the realm of urban regeneration interventions. Within Planet Smart City, her role is to oversee the continuous updating of the innovative model of development and social inclusion for the Smart City, developed by her team, and applied by Planet in each community context in which it operates. In particular, she coordinates the development of innovative and technological tools to support participatory and collaborative horizontal governance processes.

Giordana Ferri, Architect and Executive Director of FHS, is in charge of developing new concept plans for affordable and collaborative housing. Giordana Ferri funded the Master course Social and Collaborative Housing at Politecnico di Milano, which she co-directed from 2012 to 2017, and has been teaching in different courses at the Politecnico di Milano Design Faculty. Recently, she has been focusing on service design for residential projects and on experimental programs where residents actively participate in planning and managing communal spaces. Her books and articles are published both at national and international levels. In 2017 she curated the exhibition New Urban Body experiences of urban generation at the Triennale di Milano. The exhibition was replicated in Rome, Palermo, Genoa and Turin and it received the Compasso d'Oro Index mention in 2018. Since 2020 she is president of the Italian National Committee for Social Housing.

Malcolm Fisk is **Professor of Ageing and the Lifecourse at the University of Central Lancashire.** He carries responsibility for co-ordinating the university's activities around active ageing - taking account of health equity and the configuration of support services. He is internationally known as an expert in digital health - having published widely (over 140 publications including 5 books) and spoken (over 200 presentations often as a keynote) at fora from Portugal and Luxembourg to Taiwan and Australia. Malcolm has had leading roles in European research consortia addressing telehealth, ICT, ageing, and standards. Following on from expert advisory work for national and international health authorities, he has undertaken multiple service evaluations for telecare / telehealth. He was a member of the UTOPIA team led by King's College London on 'Using Telecare for Older People in Adult Social Care, is now part of of the International Society of Telemedicine and eHealth; and has helped inform the development of international best practice standards. He is also a Fellow of the Chartered Institute of Housing, UK. Malcolm's book on 'Defensible Telehealth' will be published by Palgrave Macmillan this year (2024).

Alex Marchesini is **Chief Digital Strategy Officer at Planet Smart City.** He has 20 years of experience in Digital Strategy and Cloud Services and proven leadership in technology and digital transformation. He holds a degree in Electrical Engineering from the University of Bologna and an MBA from the Imperial College Business School in London. Before joining Planet, he held various roles at OpenWave, Taleo and Oracle, where he was Senior Director, Cloud SaaS Engineering for more than ten years.

Paolo Mazzoleni is an architect, a graduate of Politecnico di Milano with a PhD in Architecture. Partner and founder of BEMaa, **Deputy Mayor for Urban Planning of the City of Turin**, adjunct professor of Planning at the Politecnico di Milano, Social and Collaborative Housing and a member of the coordination of the Riformare Milano project. As a critic and researcher he deals with contemporary urban residence, conducting analysis and consulting for public and private entities. From 2009 to 2015 he was a member of the Municipal Landscape Commission of the City of Milan, which he has chaired since 2012. Since October 2021, he has been city planning councillor of the City of Turin with responsibility for the General Regulatory Plan, Conventional Executive Plans, private housing, urban furniture and public space design, database and new cartography, coordination of major projects and major infrastructure in the transport sector.

Andrea Palisca is **Head of Product at Planet Smart City in Turin,** where he also serves as product owner for IoT (Internet of Things) energy management solutions. He has more than 20 years of experience in Product Management in the realm of wireless technologies, consumer electronics, SaaS and IoT platforms. Andrea holds a bachelor's degree in computer engineering from the University of Rochester in the United States, where he earned a master's degree in computer architecture and communications. After his education, he worked between the US and the UK at Motorola, Palm, HP, and Nook, responsible for hardware and software product development, B2B and B2C. He served as product director at Twilio, working on the development of cloud API solutions for communications. Within Planet Smart City's Digital Unit, he is responsible for developing a digital platform that connects residents and operators in the district, effectively improving the living experience.

Pietro Putetto is **engineer and co-founder of Politecna Europa**, an architecture and engineering firm that was established following several years of project experience in Italy and abroad. With an international and multidisciplinary team of more than 120 professionals, the company boasts a rich portfolio of expertise in public and private projects. In 2022, Politecna Europa was acquired by Planet Smart City, contributing to the creation of Italy's first Competence Centre dedicated to real estate innovation, offering strategic models that integrate Proptech and ESG in the real estate development process. Within the Planet 2Smart City Group, Pietro Putetto serves as Chief Executive Officer for Planet Advisory, the business unit that provides support to third-party developers who wish to revitalize existing real estate with the integration of smart technologies, digital services and social innovation solutions, or apply these strategies to new projects.

Demetrio Scopelliti is an architect who loves cities and believes in urban design as a tool for innovation and change. Currently, he is **Director of Urban Planning and Public Space at the City of Milan's Agency for Mobility, Environment and Territory (AMAT).** Since 2016, he has been Advisor to the Deputy Mayor for Urban Planning, coordinating projects and programs, such as the Milano 2030 City Plan, the Railway Yards Masterplan, the C40's Reinventing Cities competition, the Strade Aperte and Piazze Aperte tactical urbanism programs with Bloomberg Associates and GDCI-Nacto. At the beginning of his career, \Demetrio worked for five years as an Urban Designer at Arup. He is the co-author of the report Cities Alive, Towards a Walking World.

Marzia Sica has been working in **Fondazione Compagnia di San Paolo since 1999.** At present, she is head of the goal "People", one of the three units (Culture, People, Planet) of Compagnia di San Paolo. Specifically, she coordinates interventions dealing with social housing and urban regeneration, active labour and inclusion policies for vulnerable people, education, social role of communities to contrast poverty, youth empowerment, migration and international cooperation. Marzia has a long experience in the definition and management of complex and multidimensional programmes in the welfare and education sector and worked for foundations, international organisations (UNDP, European Commission), NGOs, civil society organisations. During her life she has lived and worked in Europe and in other countries for a long period.

Andrea Vecci is **Impact, Sustainability and Communication Manager at REDO sgr.** Always passionate about social and socio-economic topics and with a long experience in social housing, Andrea Vecci joined Redo in April 2020. He is responsible for sustainability, social and environmental impacts and communication. He is in charge of the Annual Impact Report, B Corp and GRESB certifications, and the alignment of the first Italian real estate funds classified as SFDR Art.9 to the European Taxonomy of Sustainable Investments. He supports the Project Management team in the development of innovative solutions for the realization of the first Carbon Neutral Areas in Milan. He also is the curator of the Meanwhile Uses for the assets included in important urban regeneration projects. While studying Biology at the University of Milan, he founded a social cooperative dealing with circular economy and job placement for disadvantaged people. In 2003 he launched the first private social housing project in Italy, in Milan. He is Ambassador for the European Climate Pact.

Bianca Anna Viarizzo is **project coordinator at Fondazione Sviluppo e Crescita CRT.** Her coordinating responsibilities include leading the "Urban and Social Regeneration" project area and working with national and international organisations on monitoring and impact assessment. These include Social Value Italia, Social Impact Agenda and the Philea - Funders' Forum Sustainable Cities. Fondazione Sviluppo e Crescita CRT is a non-profit organisation founded on the initiative of Fondazione CRT. It contributes to the development of Piedmont and Valle d'Aosta through social impact investing in the fields of Social Housing, urban and social regeneration and innovation.

Prof. Dr. Ir Henk Visscher is **Director of the TU Delft Urban Energy Institute.** He is full Professor of Housing Quality and Process Innovation at Delft University of Technology in the department Management in the Built Environment of the Faculty of Architecture and the Built Environment. He is specialised in programmes and policies for the Energy Transition in the Housing Stock and has initiatied and coordinated many National and European research projects. He has published many articles in scientific journals and has been supervisor of more than 30 PhD students.

Ian Wright is the **Founder and CEO of the Disruptive Innovators Network**, a forum he established in 2018 for leaders wanting to understand and respond to disruption threats and take advantage of innovation opportunities. He has worked at senior executive level as a Deputy Chief Executive/Director for the last 20 years, most recently at HouseMark the UK social housing sectors data and business improvement organisation. In his work he has developed close partnerships with the likes of Apple, Google, Microsoft, Amazon, John Lewis, IKEA, Telefonica, AO.com and BT to name a few. He led on the establishment of the social housing sectors first crowd funded start up accelerator, Evolve. An innovative programme involving 18 social housing providers which attracted over 80 submissions from start-ups across the world wanting to develop solutions for social housing. He is currently retained by a number of the largest Housing providers helping them build capacity and capability in the innovation space.