



Interreg



Alpine Space



European Regional Development Fund

Creare valore dalle infrastrutture verdi della Città Metropolitana di Milano?

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EEA Report | No 01/2021
Nature-based solutions in Europe:
Policy, knowledge and practice for climate change
adaptation and disaster risk reduction

Quali ecosistemi, quali infrastrutture e quali benefici per creare quale valore?

Milano Porta Nuova
(EEA report 1/2021)

Naviglio Martesana
(2020)



Biophysical type (natural context)

Beneficiary type (Socio-economic context)



Cost of investment:

Gain from investment:

$$\frac{\text{Gain from investment} - \text{Cost of investment}}{\text{Cost of investment}} \times 100\% = \text{ROI}$$

bes
benessere
equo
sostenibile

W
Inclusive
Wealth

Come riconoscere i benefici?



Mitigating impacts of heat waves, droughts and heavy precipitation
Reducing the risk of floods and erosion

- Carbon sequestration
- Biodiversity conservation
- Improvement of air quality
- Water quality and quantity
- Local food provision
- Socio-cultural benefits (e.g. social interactions, recreation, health)
- Positive return on investment (e.g. energy savings, job creation, reduced health costs, increased property values)

Trade-offs: e.g. enhancement of allergens (pollen) and competition for space

Parks and urban forests

Urban trees

Urban NbS for water management

Greening the building envelope

Source: EEA.

E chi coinvolgere?

WE NEED YOU!



Una domanda in crescita?



Science of The Total Environment

Volume 756, 20 February 2021, 143984



Contact with blue-green spaces during the COVID-19 pandemic lockdown beneficial for mental health

Sarai Pouso ^{a, b, c, d}, Ángel Borja ^{a, b}, Lora E. Fleming ^c, Erik Gómez-Baggethun ^{d, e}, Mathew P. White ^{f, g}, María C. Uyarra ^a

Article

Access and Use of Green Areas during the COVID-19 Pandemic: Green Infrastructure Management in the “New Normal”

Yuta Uchiyama ^h and Ryo Kohsaka ^{*i}



Search NatureScot



22 December 2020

Visits to urban greenspace soared during the Covid-19 pandemic, demonstrating the importance of green infrastructure for health and wellbeing.

At just one site, Fernbrae Meadows in South Lanarkshire, visitor numbers rose from 14,947 in June 2019 to 95,697 in July 2020 - an incredible increase of 640%

The value of public green spaces in times of Covid-19

Did your public green space use change with Covid-19?
Are there places that you prefer within the public green spaces that you visit? And why?
Do you share your public green spaces activities on social media?

We're curious

We would be grateful if you would like to take this survey and, in so doing, to contribute with your spatial local knowledge in improving current spatial planning theories and practices.

Take the survey!



Lido BAM, Milano Porta Nuova, estate 2020

Come creare valore dalle infrastrutture verdi?



VAIA Cube imperfetto



Compass - Martesana - Alla scoperta dell'antica arte del Tai Chi nei parchi della Martesana

Carugate | Cernusco Sul Naviglio | Martesana | Melzo | Sport

Alla scoperta dell'antica arte del Tai Chi nei parchi della Martesana

Su tutto il territorio, prove gratuite di Tai Chi promosse dall'associazione "Le Radici e le Ali", per ritrovare l'equilibrio tra mente e corpo

Di Redazione - 9 Settembre 2019

BAM BAM Biblioteca degli Alberi Milano






Adotta un albero

€250.00

I tuoi benefit:

- Email di conferma e ringraziamento.
- Certificato digitale di adozione con scheda botanica.
- Informazioni sull'assorbimento annuale medio di CO2
- Se non sei ancora BAMFRIEND, potrai riscattare gratis la tua membership
- Il tuo albero verrà identificato con una targhetta installata entro un mese dall'adozione
- Alla fine dell'anno riceverai un aggiornamento sullo stato di crescita del tuo albero e manutenzioni relative
- Priorità sulla ri-adozione del tuo albero

Albero

Quali *business model* per le infrastrutture verdi della Città Metropolitana?

Business model: creare valori condivisi (CSV)?

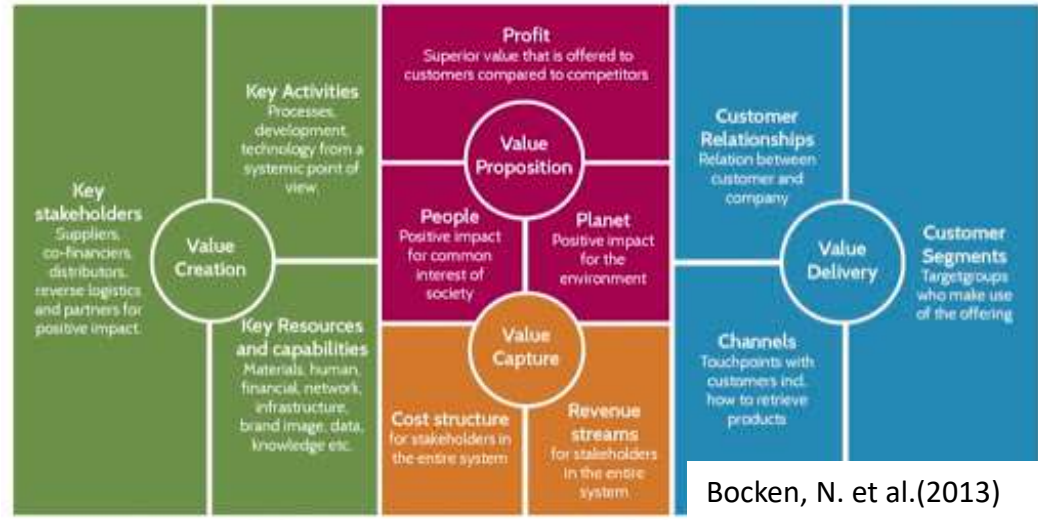
The three levels of CSV



ENABLE LOCAL CLUSTER DEVELOPMENT
 Activate supply chain to enable growth and productivity

REDEFINE PRODUCTIVITY IN THE VALUE CHAIN
 Improve resource efficiency and reduce cost of operations and its impacts

RECREATE PRODUCTS AND MARKETS
 Grow revenue through new or improved products and services to address social issues



Porter, M., Kramer M. (2011)
 Pfitzer, M. (2013)

Bocken, N. et al.(2013)

MAJOR INNOVATION TYPES	ENVIRONMENTAL			SOCIAL			ECONOMICAL		
	MAXIMIZE MATERIAL AND ENERGY EFFICIENCY	CLOSING RESOURCE LOOPS	SUBSTITUTE WITH RENEWABLES AND NATURAL PROCESSES	DELIVER FUNCTIONALITY RATHER THAN OWNERSHIP	ADOPT A STEWARDSHIP ROLE	ENCOURAGE SUFFICIENCY	REPURPOSE FOR SOCIETY/ ENVIRONMENT	INCLUSIVE VALUE CREATION	DEVELOP SCALE UP SOLUTIONS
INNOVATION THAT FITS THE PATTERNS	Low-carbon manufacturing	Circular economy, closed loop	Move from non-renewable to renewable energy sources	Product-oriented PSS – maintenance, extended warranty	Biodiversity protection	Consumer education, communication	Not for profit	Collaborative approaches (sourcing, production, lobbying)	Incubators and entrepreneur-support models
	Lean manufacturing	Cradle-2-Cradle	Solar- and wind-power-based energy innovations	Use oriented PSS – Rental, lease, shared	Consumer care – promote consumer health and well-being	Demand management	Hybrid businesses, social enterprise (for profit)	Peer-to-peer sharing	Open innovation
	Additive manufacturing	Industrial symbiosis	Zero-emissions initiative	Result-oriented PSS – Pay per use	Ethical trade (fair trade)	Slow fashion	Alternative ownership: co-operative, mutual, collectives	Inclusive innovation	Patent/slow capital
	Low-carbon solutions	Reuse, recycle, remanufacture	Slow manufacturing		Choice editing by retailers	Product Longevity	Social and biodiversity regeneration initiatives	Base of pyramid (BoP) solutions	Impact investing/ capital
	Dematerialization (of products/ packaging)	Take back management			Radical transparency about environmental/ societal impacts	Premium branding/ limited availability			Crowdfunding/ sourcing
	Increased functionality					Frugal business			Peer-to-peer lending

Adattamento da:
 Bocken, N., et al.
 (2014)

Grazie per l'attenzione!



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