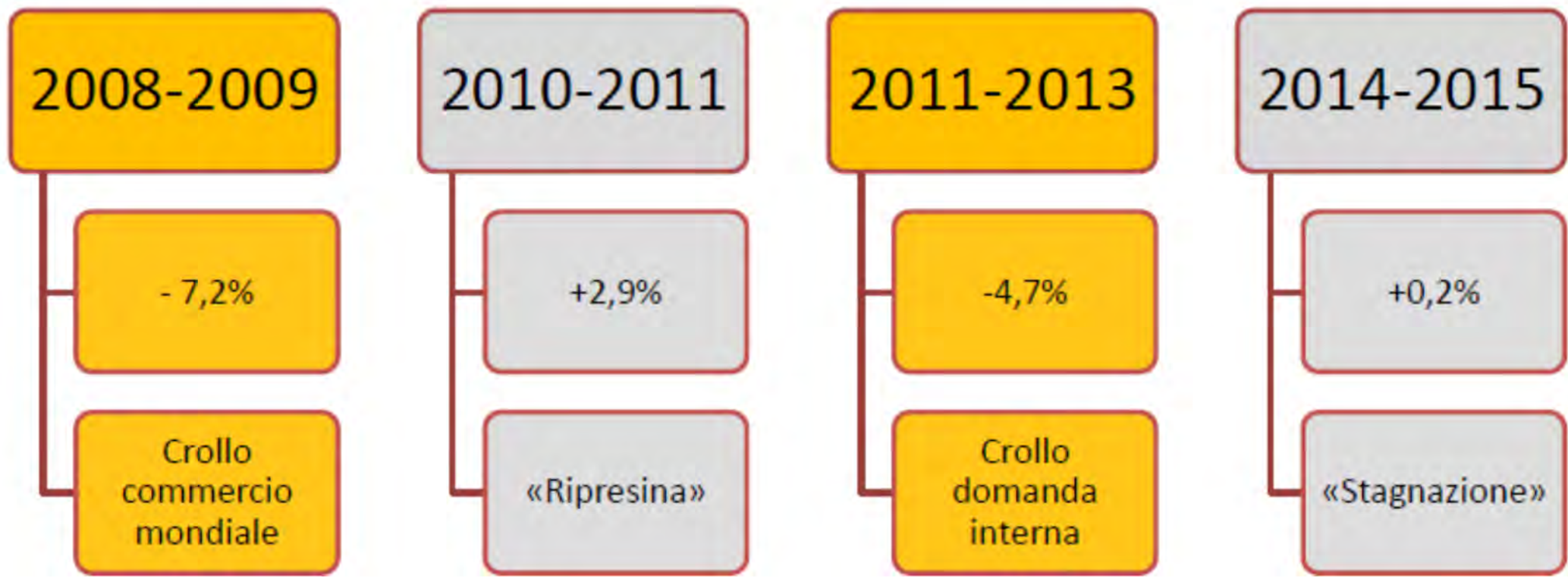


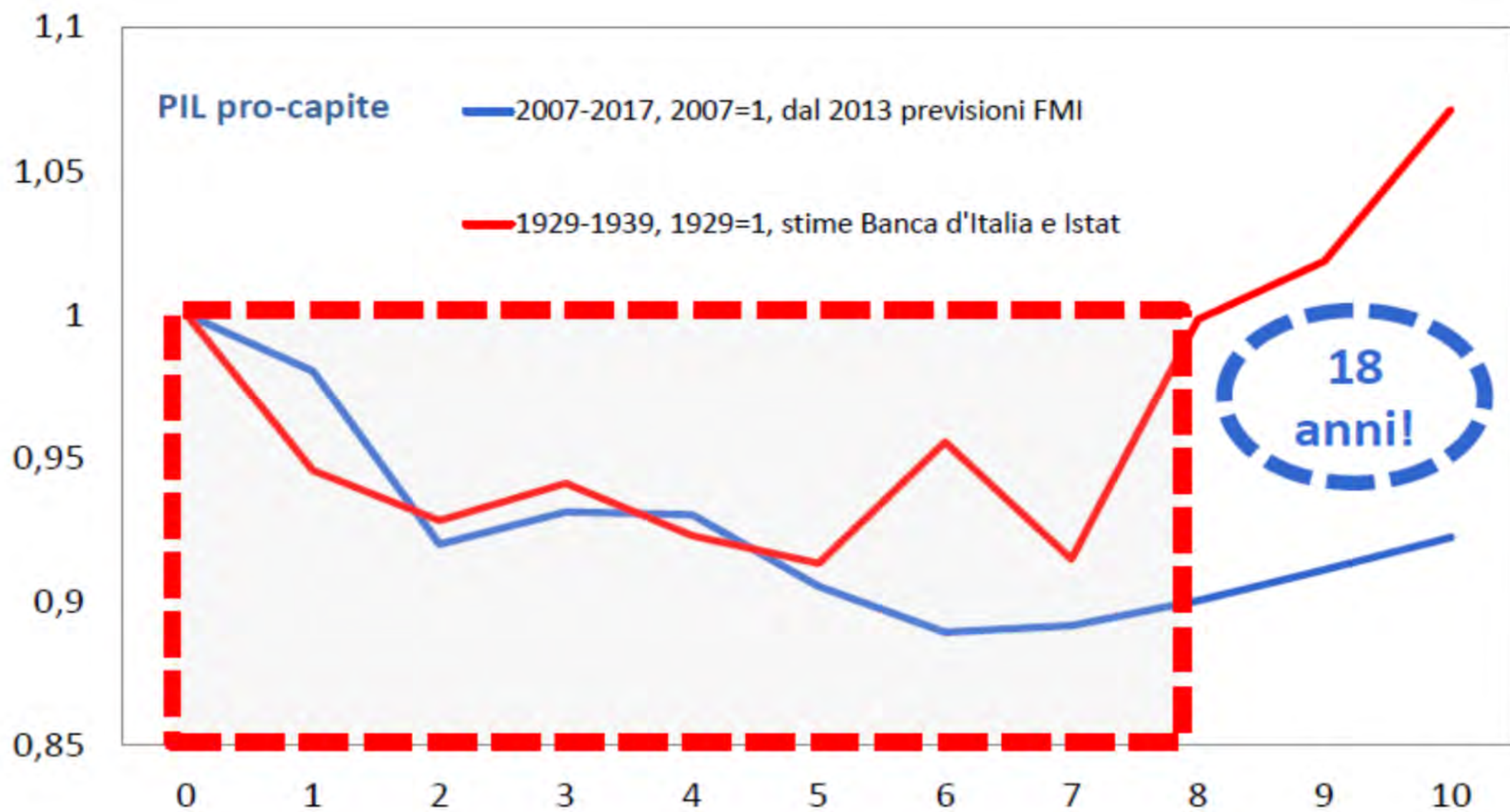
# SOCIAL HOUSING E POLITICHE EUROPEE

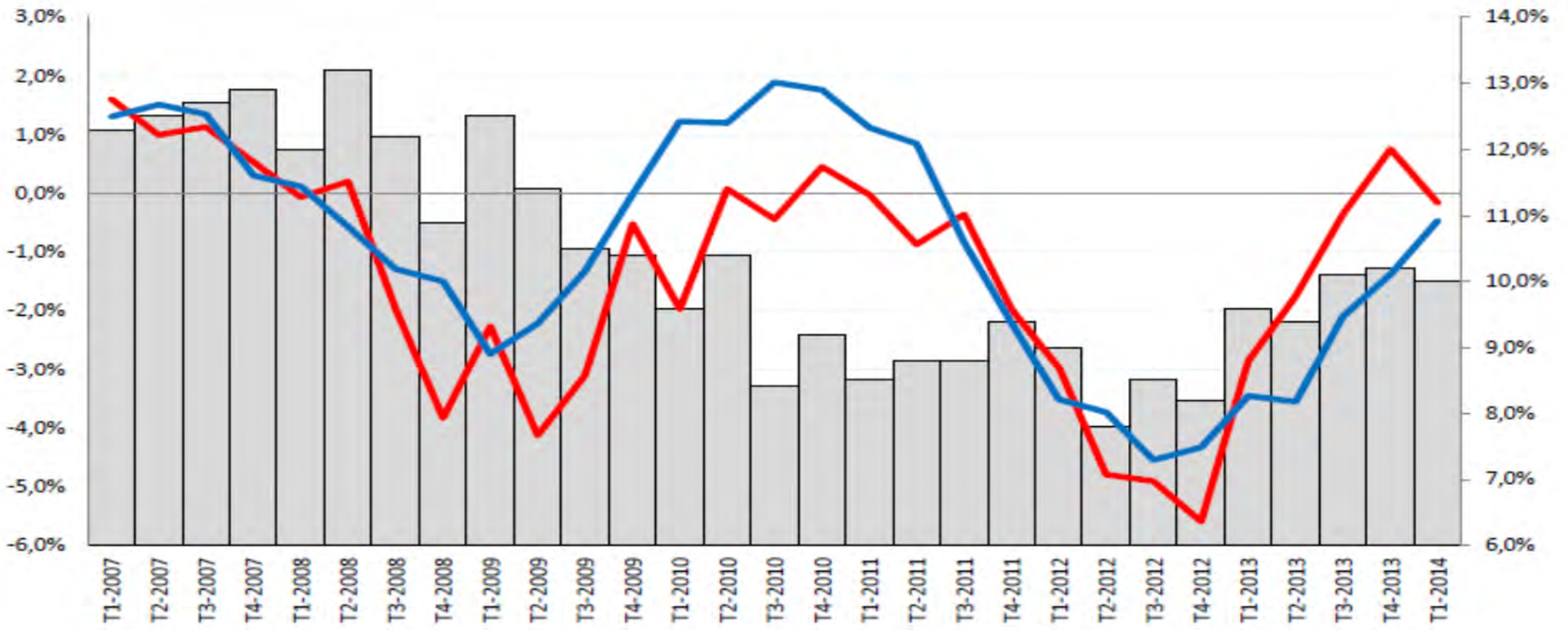
I capisaldi per un utilizzo strategico delle risorse comunitarie 2014-2020 per le strategie di Urban Regeneration e gli Interventi sul Real Estate

# LA PREMESSA

Strategie locali e internazionali







■ Propensione al risparmio (dx)

— Potere d'acquisto (sx)

— Spesa per consumi (sx)

## Ricchezza e reddito per famiglia media (euro x 1.000)

	Ricchezza totale netta	Reddito mensile
I due quintili		
- Quintile più ricco	1.100	5,7
- Quintile più povero	1,7	0,9
Le due metà		
- Metà più ricca	x 10 {	4,0 } x 3
- Metà più povera		
		1,4

Fonte: elaborazioni su dati Banca d'Italia

«Ieri»



*L'offerta ha guidato la  
domanda*



**PRODUZIONE**

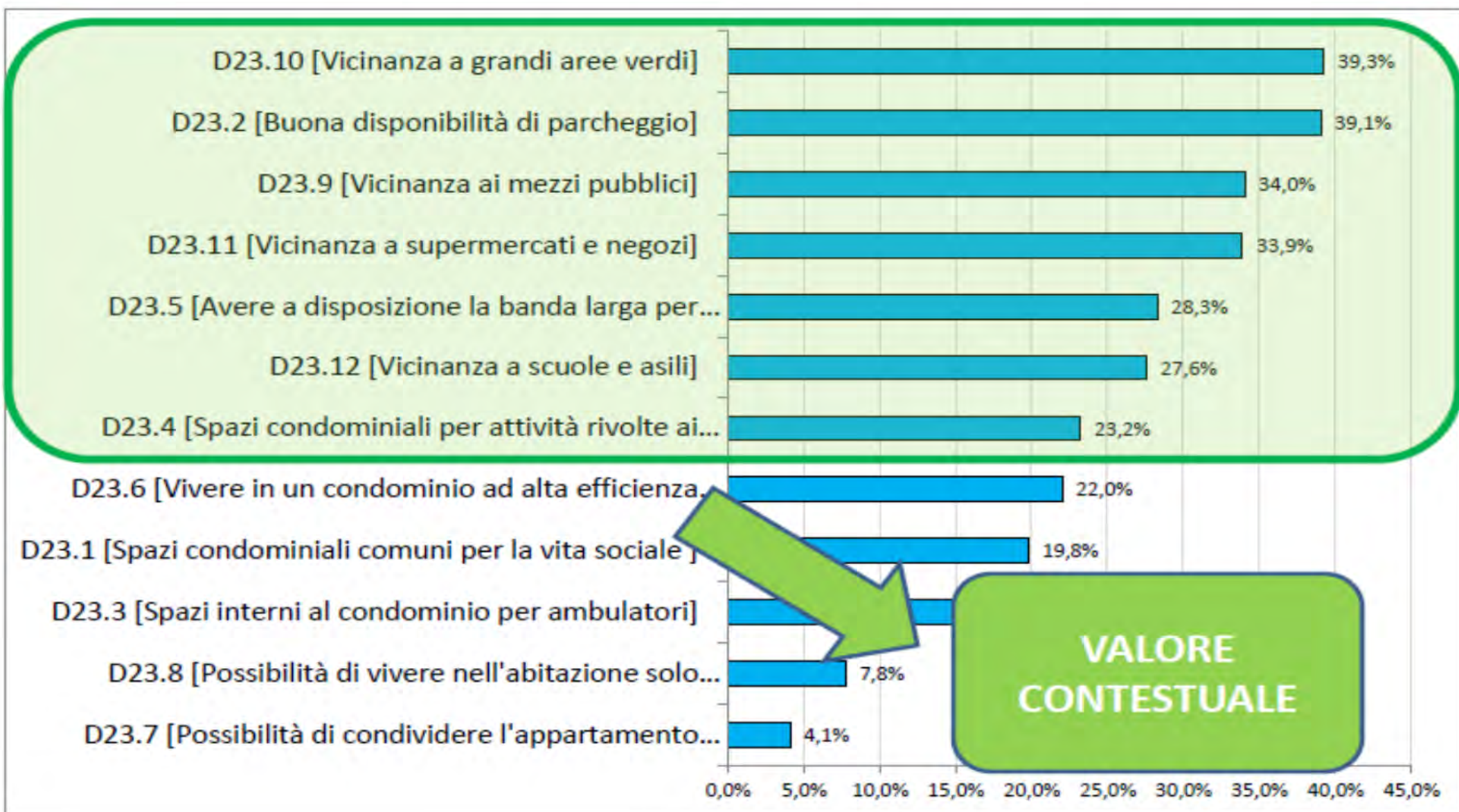
«Oggi»



*La domanda guiderà  
l'offerta*



**FABBISOGNI**





# IL METODO

Come utilizzare in maniera strategica i finanziamenti

# La città e la rigenerazione del patrimonio architettonico entrano con chiavi diverse nelle politiche europee



Innovazione e Ricerca  
(materiali, creative design)



Città e territorio



Smart Building



Smart Cities

NESSUNO FINANZIA IDEE O BUSINESS PLAN  
(quello è il lavoro delle banche e dei fondi)



Declinare le idee in fabbisogni finanziari

Ci servono

Liste della spesa  
qualificate e  
quantificate

Codifica degli  
aspetti di  
finanziabilità

Conoscenza delle regole e delle  
disponibilità di risorse per strutturare le  
richieste di *Grant*

# Il sistema di riferimento generale: il menù



Europa 2020



Agenda Urbana Europea



PON Metro



Fondi strutturali e città



JESSICA e BEI



CTE e urban regeneration



HORIZON 2020

La politica è al centro  
(i programmi sono una conseguenza)



Il progetto deve essere funzionale alla  
politica

Distinguere grants & incentives

Quanto ci serve

Per cosa ci servono  
i soldi

Ci sono possibili alleanze declinabili a livello  
europeo o no?

# Quasi un mantra

## Tre sole premesse

1. I vincoli del patto di stabilità impongono di ribaltare l'approccio e costruire una mappa strategica **ovvero**

*"I soldi non sono un problema"*

2. Esiste un problema competizione che va governato **ovvero**

*"è opinabile che stiamo dietro al Botswana ma comunque non è divertente"*

3. Un modello generale di approccio alla pianificazione dello sviluppo **ovvero**

*"la logica dei semplici può portare alla candidatura al premio Nobel e non solo"*

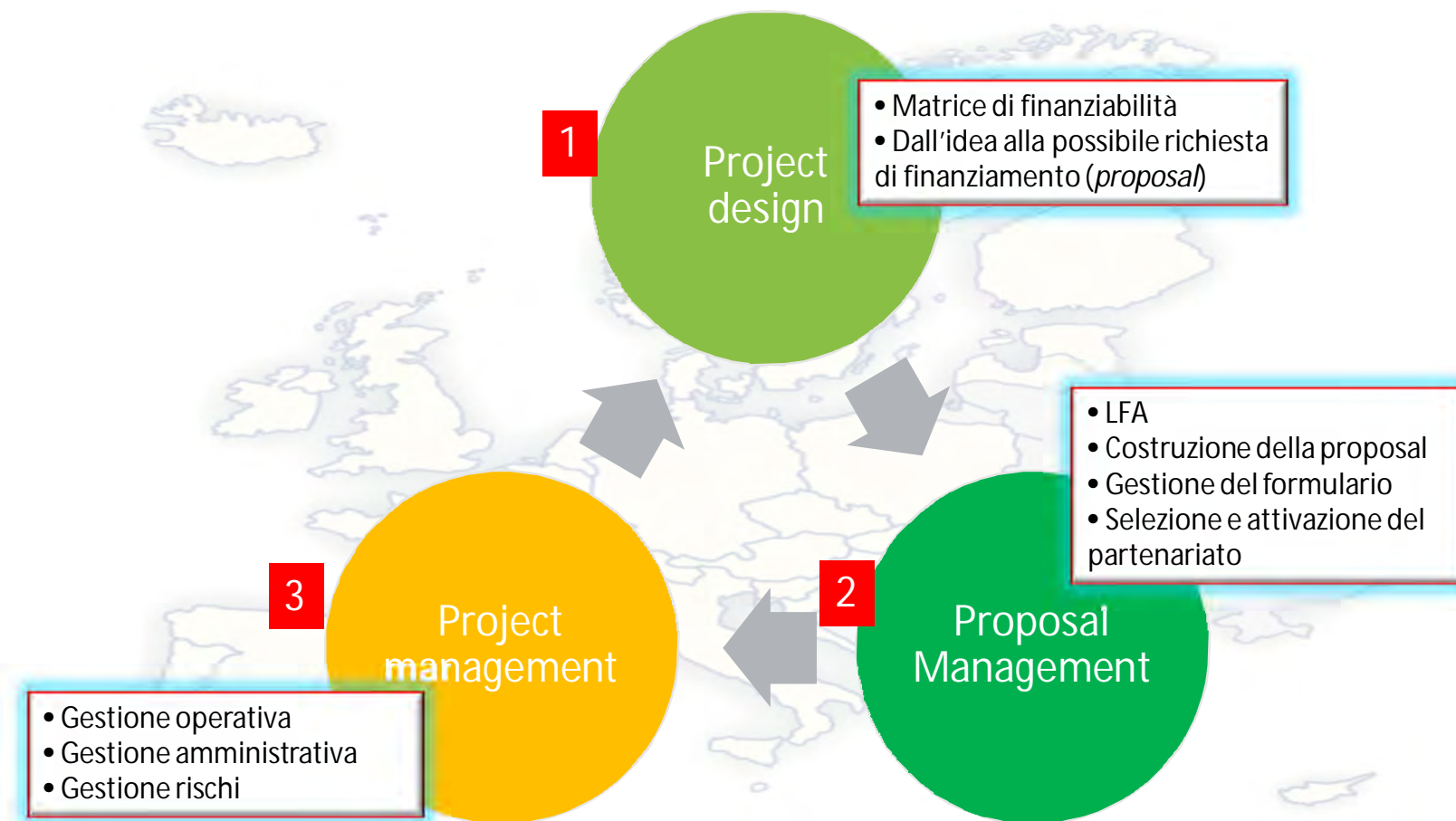
## Tre sole regole

1. Si parte dal progetto. Non ci si inventa un progetto perché c'è un bando

2. Si gioca d'anticipo. Soprattutto all'inizio di un ciclo di programmazione

3. Si scelgono le fonti di finanziamento più convenienti rispetto alle caratteristiche del fabbisogno finanziario da coprire

# Le tre fasi dell'accesso ai finanziamenti comunitari a fondo perduto



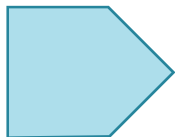
# Come realizzare l'approccio virtuoso

COSA MI SERVE



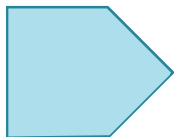
individuare i fabbisogni finanziari per lo sviluppo di progetti/attività rispondenti alla strategia dell'ente;

COSA VIENE PAGATO



- monitorare costantemente le risorse finanziarie disponibili a livello di fondi comunitari;
- individuare i programmi di finanziamento più adeguati ai progetti/attività programmati superando l'approccio di tipo settoriale, sulla base degli elementi di finanziabilità;
- scomporre il progetto in sottoprogetti per massimizzarne la sua finanziabilità attraverso la **matrice di finanziabilità**, che operativamente consente di legare le attività e i fattori produttivi del progetto con i relativi costi ai programmi di finanziamento individuati;

COME VIENE PAGATO



- definire lo scheduling delle richieste di finanziamento dei sottoprogetti individuati attraverso la matrice di finanziabilità (verifica dei *call for proposal* o bandi di gara);
- verificare la piena compatibilità dei programmi di finanziamento con i sottoprogetti attraverso una attenta lettura dei documenti di riferimento (programma operativo, complemento di programmazione, vademecum, bando di gara);
- compilazione dell'*application form*, seguendo i criteri della buona proposta progettuale (bontà formale, bontà sostanziale e bontà estetica).

# Aspetti di finanziabilità

1. Sede (localizzazione geografica, edificio)

2. Soggetto attuatore (chi realizza il progetto)

3. Beneficiari (chi riceve benefici dal progetto)

4. Fattori produttivi (mezzi utilizzati)

Settore (settore di appartenenza)



# I passaggi per la costruzione della matrice di finanziabilità

Costruire un foglio di lavoro per declinare gli aspetti di finanziabilità per il progetto;

Esplodere i costi e le attività previste nel progetto

Identificare le fonti di finanziamento/progetti attivabili rispetto a ciascuna specificazione degli aspetti di finanziabilità

Verificare le attività e i costi considerati ammissibili dai vari programmi

Verificare le regole di funzionamento e i tempi per l'accesso ai diversi programmi

Creare gli incroci identificando sottoprogetti

Strutturare la proposal



# Un esempio

Financial Resources	ROP m.1,10	ROP m. 1,11	ROP m.3,13	ROP m.4,4	Interreg Medocc m. 4,1	Interreg Archimed m. 3,1	Leader +	EIE	Life III Environ.	Project Finance
Termal Bath Building										
design			X							
construction										X
solar energy plant		X						X		
operation										X
Hotel and Tourist facilities										X
Fluvial park										
feasibility/design						X			X	
works							X			
setting					X					
promotion					X					
Sulphurous water path	X									
Trainig				X						

# Perché utilizzare la matrice di finanziabilità

## □ Esistono 3 principali vantaggi

1. Massimizzare la copertura finanziaria del progetto sfruttando le sinergie tra i sottoprogetti/progetti (se è fatta rispettivamente per un progetto o per un pacchetto di progetti)
2. Individuare finanziamenti alternativi che permettono di aumentare le chances di copertura finanziaria
3. Ridurre la quota di autofinanziamento (cofinanziamento se si parla di fondi comunitari o finanza derivata)

- ## □ La matrice è uno strumento di medio periodo che richiede un arco temporale di azione di 1 anno. È pertanto lo strumento ottimale per definire la copertura finanziaria di piani o progetti strategici

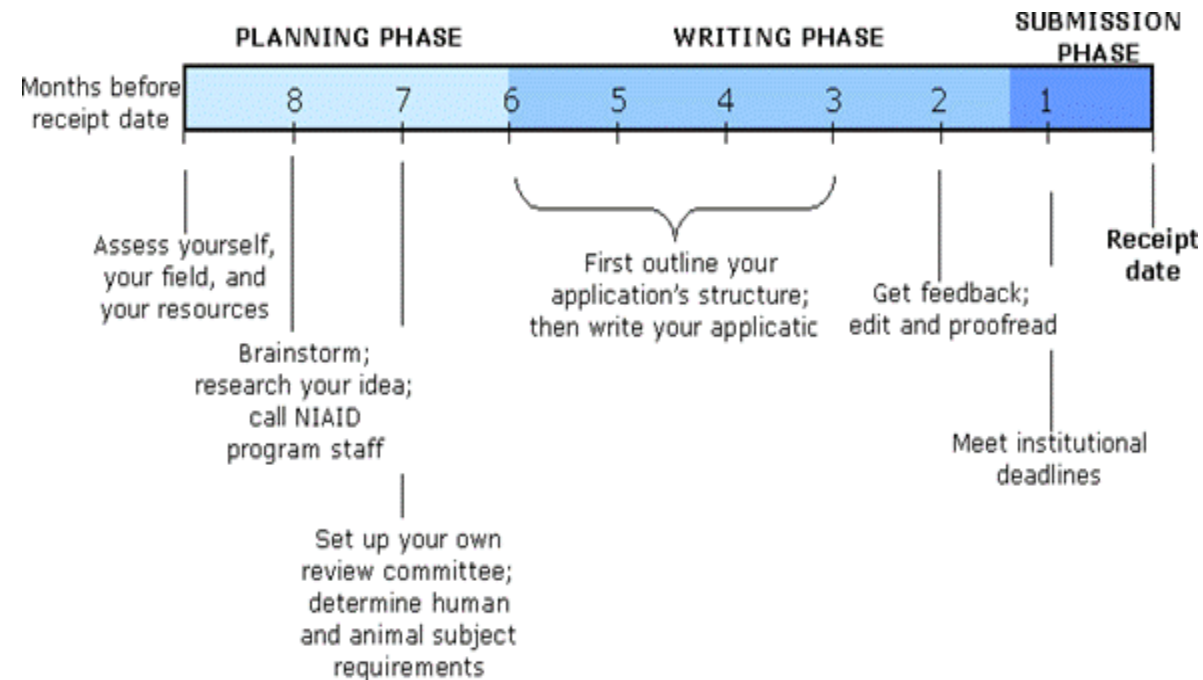


# 6 steps per il Proposal Management

Quello che conta è strutturare delle **buone proposals**

Tenendo a mente tre assunti:

1. Si parla inglese
2. C'è una *fierce competition*
3. Bontà formale + bontà sostanziale + bontà estetica

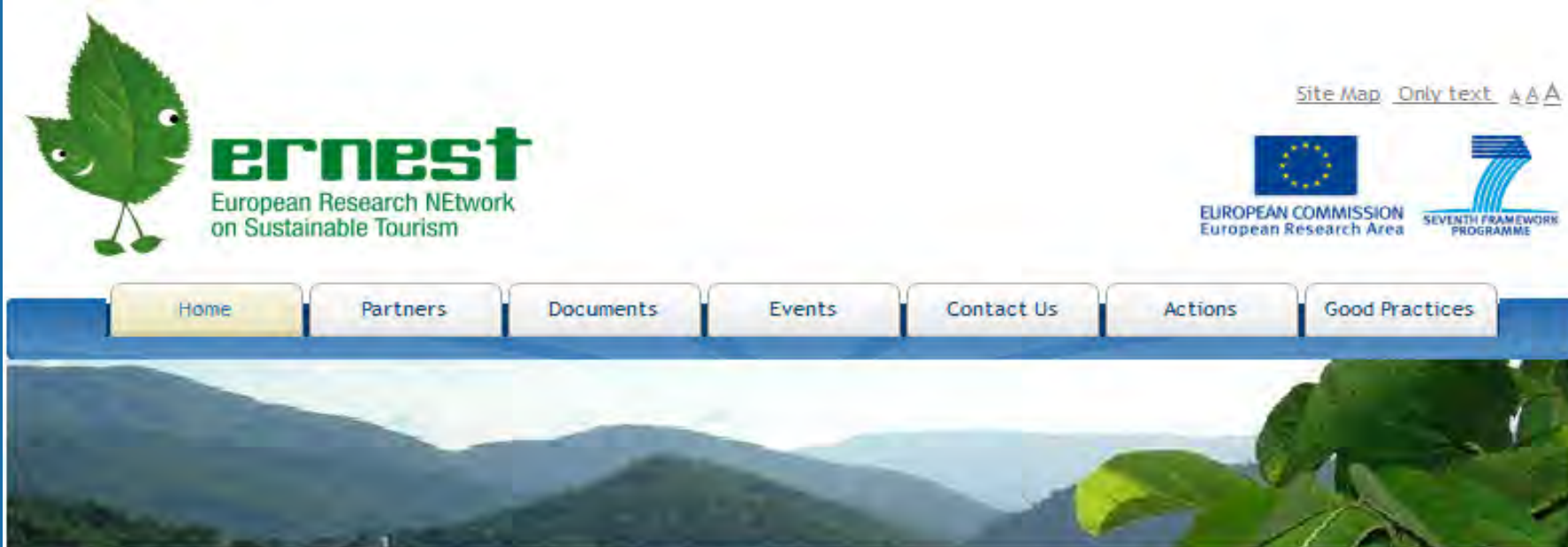


P E R F E T T O

# GO PRACTICAL

Le ipotesi per un primo parco progetti

# PASSO 1: Capire quali sono le cordate strategiche a cui agganciare i progetti



## ERNEST Project

European Research Network on Sustainable Tourism is an ERA-NET project funded under the Seventh Framework Programme

Normally sustainable tourism and competitiveness are seen as opposite point of views, meaning that the decision makers either concentrate on sustainability or on economic gain. With ERNEST (European Research Network on Sustainable Tourism) project, for the first time a large group of regions and other organizations actually undertake steps to strengthen the contribution of sustainable practices to competitiveness. This vision stems from the belief that Europe, in all its different hues, has a very specific historical, natural and social identity, and the conservation of its heritage will by all means contribute to its attractiveness.

The ERNEST "European Research Network on Sustainable Tourism" project will address the issue of sustainable development of the tourism sector through coordination and collaboration among regional research programmes.

One of the most distinctive features of ERNEST is the integrated approach. Research programmes in this field are generally fragmented. We want to develop and strengthen a framework for coordinating regional research programmes on sustainable tourism.

...[brochure download](#)



## Ernest JC 2010 Interregional Research on Sustainable Tourism

### Where are We now

Established in September 2008, ERNEST has the overall aim to address the issue of sustainable development of the tourism sector through coordination and collaboration among regional research programmes. The first months were dedicated to the construction of the project governance - the main bodies of





NEWS

PROJECT

RESULTS

EVENTS

CONTACT

## Project

### INNOVAL - Interregional Innovation leaders

In recent years the concept of "open innovation" has spread continuously. The basic idea of this concept demands that external as well as internal ideas and referring market trends are equally applied, in order to develop new technologies. This process requires a kind of rethinking at companies, in a sense that ideas and processes of external actors are actively incorporated into their own business processes. By the involvement of other organisations as well as by the development of the innovation network (e.g. by cooperation with other companies and research institutions at the same sector) a higher added value can be generated. It is a main objective of the project to support involved companies aiming at new innovations in the fields of mechatronic and Ambient Assisted Living (AAL).

The fundamental idea of INNOVAL deals with the inclusion of SMEs and research partners into the development of an interregional innovation network and the required Innovations Support Systems (ISS),

### Links

[Innoval @ Facebook](#)

[Innoval @ LinkedIn](#)

[Innoval @ Twitter](#)

### Tags

[Calls](#)

[Conferences](#)

[Events](#)

[News](#)

[Presentations](#)

[Publications](#)

[Results](#)

[Studies](#)

[Workshops](#)

### Funding

This project is funded by the European Regional Development Fund.



A novel architecture for modelling, virtualising and managing the energy consumption of household appliances



Sitemap | Search | Imprint

- Home
- About AIM
- Partners
- News
- Events
- Publications
- Newsletter
- Links
- Contacts

You are here: Home >

10.11.2014 : 10:57

## Home

### AIM use cases:

Intelligent power management service for autonomous energy preservation

Metering service for energy planning

Remote monitoring and management

### AIM technology for:

- white goods
- communication devices
- audiovisual equipment

## AIM\* - A novel architecture for modelling, virtualising and managing the energy consumption of household appliances

AIM's main objective is to foster a harmonised technology for profiling and managing the energy consumption of appliances at home. AIM will introduce energy monitoring and management mechanisms in the home network and will provide a proper service creation environment to serve virtualisation of energy consumption, with the final aim of offering users a number of standalone and operator services.

Behind this goal, the main idea is to forge a generalised method for managing the power consumption of devices that are either powered on or in stand-by state. Especially for the second category of devices, the project will define intelligent mechanisms for stand-by state detection, using all-device-fit control interfaces.

The AIM technology will be applied on white goods (refrigerators, kitchens, washing machines, driers), communication devices (cordless phones and wireless communication devices for domestic use) and audiovisual equipment (TV Sets and Set-top-boxes) and will be built around three use-cases:

1. Use-case for residential users (intelligent power management service for autonomous energy preservation).
2. Use-case for power distribution network operators (metering service for energy

## Events

### [ICT4EE 2010: High Level Event on ICT for Energy Efficiency](#)

AIM will have a stand at ICT4EE Exhibition. The ICT4EE- High Level Event on ICT for Energy...

### [ICT4EE: High Level Event on ICT for Energy Efficiency](#)

The ICT4EE- High Level Event on ICT for Energy Efficiency is organised by the European Commission's...

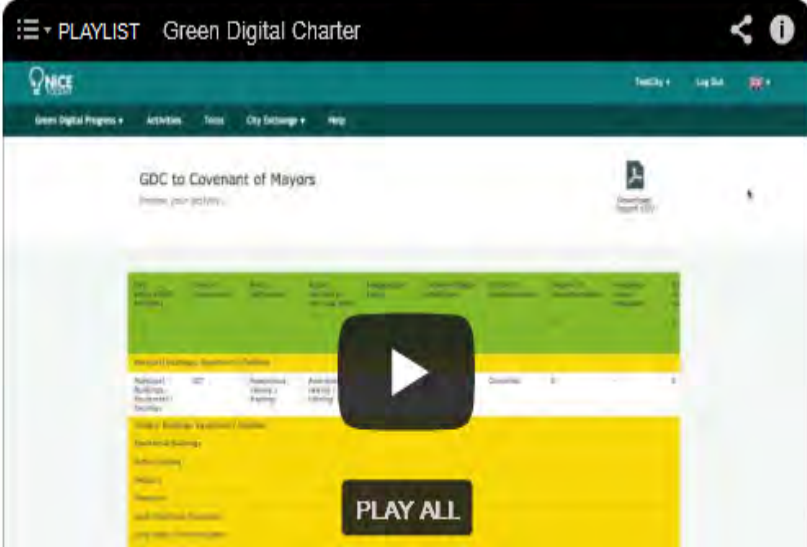









### [e-Envi2009- TOWARDS eENVIRONMENT](#)

Opportunities of SEIS and SISE: Integrating Environmental Knowledge in Europe

**PASSO 5: Focalizzare i «prodotti civetta» attraverso la messa a sistema dell'analisi degli output da riutilizzare**



[NiCE project](#) | [Green Digital Charter](#) | [Signatory cities](#) | [Resources](#) | [News](#) | [FAQ](#) | [Contacts](#)







# SMART CITIES AND COMMUNITIES

European Commission > Eip > Smart Cities and Communities

[Home](#)

[About the partnership](#)

[Who's who?](#)

[Timeline](#)


## Smart Cities and Communities





### The European Innovation Partnership on Smart Cities and Communities

The European Innovation Partnership on **Smart Cities and Communities** (EIP-SCC) brings together cities, industry and citizens to improve urban life through more sustainable integrated solutions.

This includes applied **innovation**, better **planning**, a more **participatory approach**, higher **energy efficiency**, better **transport** solutions, intelligent use of Information and Communication Technologies (**ICT**), etc.

### Invitation for Commitments

The Invitation for Commitments closed on 15 June. 370 eligible commitments were submitted by over 3000 partners. See [info graphic](#) . All commitments are published on the online marketplace <http://eu-smartcities.eu/>.

The first public draft of the [Operational Implementation Plan](#)  (2.15 Mb) , the operational annex to the [Strategic Implementation Plan](#)  (880 kB) , has now also been published and gives a wealth of detailed examples for integrated smart city solutions.

#### KEY DOCUMENTS & LINKS | EVENTS

[Contact us](#)  
[EC-SMARTCITIES@ec.europa.eu](mailto:EC-SMARTCITIES@ec.europa.eu)

Upcoming events

[Tweets by @EUSmartCities](#)

The screenshot displays the website for INTERREG IVC (Innovation & Environment, Regions of Europe Sharing Solutions). The navigation bar includes 'Programme', 'Projects', 'Good practices', 'Contacts', and 'INTERREG EUROPE'. The main content area features a 'News' sidebar with two articles: one from 4th November 2014 about social media engagement and another from 3rd November 2014 about a web-streaming event. The main section is titled 'Project Details' for 'INNOHUBS', with a link to 'See list of good practices'. The project details include: Title: Innovation Hubs for Edge Cities; Priority: 1: Innovation and the knowledge economy; Theme: Innovation, research and technology development. A table provides further details: 'Type of intervention' (1: Regional Initiative Project, Mini-programme: No, Duration: 1st Jan 2010 - 31st Dec 2012, Website: http://www.innohubs.eu) and 'Budget' (Total budget: € 1.469.085,77, ERDF contribution: € 1.129.356,73). The 'Lead partner' is the Municipality of Nacka in Sweden. A 'Toolbox' section contains a search box, login fields, and a 'REGISTER NOW' button for an event in Bologna. The footer includes a 'Click for contact details' button and a blue bar with links for 'Sitemap', 'Accessibility', 'Go to content', 'Contact webmaster', 'Legal mention', and 'Top'.

Programme **Projects** Good practices Contacts INTERREG EUROPE



INNOHUBS

[Homepage](#) > [Projects](#) > Project Details

[See list of good practices](#)

### Project Details

Title: Innovation Hubs for Edge Cities  
Priority: 1: Innovation and the knowledge economy  
Theme: Innovation, research and technology development

Type of intervention	Budget
Type of intervention: 1: Regional Initiative Project Mini-programme: No Duration: 1st Jan 2010 - 31st Dec 2012 Website: <a href="http://www.innohubs.eu">http://www.innohubs.eu</a>	Total budget: € 1.469.085,77 ERDF contribution: € 1.129.356,73

### Lead partner

Municipality of Nacka  
Granitvägen 15  
131 81, Nacka Kommun  
SWEDEN

[Click for contact details](#)

News

4th November 2014 | Programme INTERREG EUROPE on social media - join the online community!

To keep you up to date with all news related to the new interregional cooperation programme, join us on social media. Be our friend on facebook, talk about us on twitter and join our groups on LinkedIn.

3rd November 2014 | Programme INTERREG EUROPE launch event - register for web-streaming

Registration for participation in session in the INTERREG



European Union  
European Regional Development Fund

EUROPE, LET'S COOPERATE!  
Bologna  
2-3 December  
[REGISTER NOW](#)

### Toolbox

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[Approved projects database](#)

Sitemap Accessibility Go to content Contact webmaster Legal mention Top ▲

# PASSO 8: I partner giusti prima di tutto




KNOW-HUB

## KNOW HUB

**Recent**



*The partnership of KNOW-HUB welcomes you to its knowledge base.*

**Video**




2013.06.10.  
KNOW-HUB  
INTERREG IVC -  
Effective instruments

Accessibility | Site map | Go to Content



INNOVATION & ENVIRONMENT  
REGIONS OF EUROPE SHARING SOLUTIONS



**European Union**  
European Regional Development Fund

[Knowledge Base](#) | [Blog](#) | [About Know-Hub](#) | [INTERREG IVC](#)

### The KNOW-HUB project

KNOW-HUB bridges the gap of shortage of knowledge, skills and experience of European regions in designing and implementing smart and effective strategies for innovation. The practitioners from 10 EU regions will collaborate in reviewing their policies and practices to identify issues for improvement and good practices to share with others. They will learn together how to apply the knowledge and experience identified in the peer review process, and sharing this knowledge with the aid of modern knowledge management tools.

**BLOG** << 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 >>

**2014.10.21. 1**  
**AGORADA 2014+, Bilbao (18/20 November 2014): Paving the Way to Regional Smart Growth** Conference held in the framework of the INTERREG IVC projects KNOW-HUB and TR3S

**2014.09.02. 1**  
**Dominique Foray's new book on Smart Specialisation: opportunities and challenges for regional innovation policies now available**  
This is the first book on a new policy approach that has been widely adopted in Europe and beyond. It analyses the concept of smart specialisation and discuss the need for smart specialisation strategies, explains why the approach is new and different from more standard policy processes and explores what are the conditions for successful implementation.

**2014.09.01. 1**  
**REDI: The Regional Entrepreneurship and Development Index Measuring Regional Entrepreneurship**  
The Europe 2020 economic growth strategy emphasizes the role of Regional Policy in unlocking the growth potential of EU regions. Through Smart Specialization and, in particular, the flagship initiative, "Innovation Union," the European Commission promotes innovation in all regions while ensuring complementarity between EU, national, and regional level support for innovation, R&D, ICT and entrepreneurship. To

[Registration](#)  
[Forgotten password](#)

Allargare la panoramica ai programmi a gestione diretta

<b>Ambito</b>	<b>Programma attivo programmazione 2007-2013</b>	<b>Futuro Programma</b>	<b>Previsione Budget</b>
Ambiente	Life +	Life	3,2 miliardi Euro
Cultura	Cultura 2007 Media +	Europa Creativa	1,8 miliardi di Euro
Cittadinanza	Europa per i cittadini	Europa per i cittadini	229 milioni di Euro
Istruzione - Formazione - Giovani - Sport	Gioventù in Azione Apprendimento Permanente	Erasmus per tutti	19,11 miliardi di Euro
Innovazione	Programma quadro di RST (7° PQ ) CIP - EIP	Horizon 2020	80 miliardi di Euro
Politica Sociale	Progress	Innovazione e cambiamento sociale	958,19 milioni di Euro



# RESEARCH & INNOVATION

## Participant Portal



### Horizon 2020

Search topics

Calls



Call Updates



### Other EU Programmes 2014-2020

Research Fund for Coal & Steel

DSME

3rd Health Programme

Consumer Programme

### FP7 & CIP Programmes 2007-2013

Calls



Call Updates



Other Funding Opportunities

## CALL FOR ENERGY-EFFICIENT BUILDINGS

H2020-EeB-2015

Sub call of: H2020-EeB-2014-2015

<b>Opening Date</b>	22-10-2014	<b>Deadline Date</b>	04-02-2015 17:00:00 (Brussels local time)
<b>Budget</b>	€62,480,000	<b>Main Pillar</b>	Industrial Leadership
<b>Status</b>	Open	<b>OJ reference</b>	OJ C 361 of 11 December 2013

Call description

Call documents

Get support

### Call updates

• 22-10-2014 16:24:33

The submission session is now available for: EeB-05-2015(IA), EeB-06-2015(RIA), EeB-07-2015(IA), EeB-08-2015(IA)

[More Call updates >](#)

### Topics and submission service

To access the Submission Service, please **select the TOPIC** of your interest and then open the Submission Service tab. To access **existing draft proposals**, please login to the portal and select My Proposals from the My Area menu.

- [EeB-05-2015: Innovative design tools for refurbishing of buildings at district level](#)
- [EeB-06-2015: Integrated solutions of thermal energy storage for building applications](#)
- [EeB-07-2015: New tools and methodologies to reduce the gap between predicted and actual energy performances at the level of buildings and blocks of buildings](#)
- [EeB-08-2015: Integrated approach to retrofitting of residential buildings](#)

Costruimo una timeline

COSA FARE



“The best way to predict  
the future is to create it”

A tutti noi, BUON LAVORO !