



MILANO METROPOLI DEVELOPMENT AGENCY

IDEAS, PROJECTS AND SERVICES
FOR THE MILAN METROPOLITAN AREA

InCompass Project – Study visit
Sesto San Giovanni, 7° June 2012

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Founder and past CEO Agenzia Sviluppo Nord Milano



MILANO METROPOLI

Agency for the Sustainable Development of the Milan
metropolitan area

A stylized network diagram in the top left corner, consisting of a central node connected to several other nodes, with further connections extending outwards, all in a light blue color.

Milano Metropoli

Milano Metropoli is the Agency for the Promotion and Sustainable Development of the Metropolitan Area of Milan.

It is a joint-stock company, with mixed, mainly public and private capital, sponsored by the **Province of Milan and the Milan Chamber of Commerce** to promote economic and social development in greater Milan.

It was set up in early 2005 when the Agency's corporate purpose and structure were redefined.

Since 1996, Milano Metropoli has been in charge of the re-industrialization and socio-economic conversion of North Milan, following the shutdown of the area's largest factories in the Nineties.

Where we operate





MILANO METROPOLI

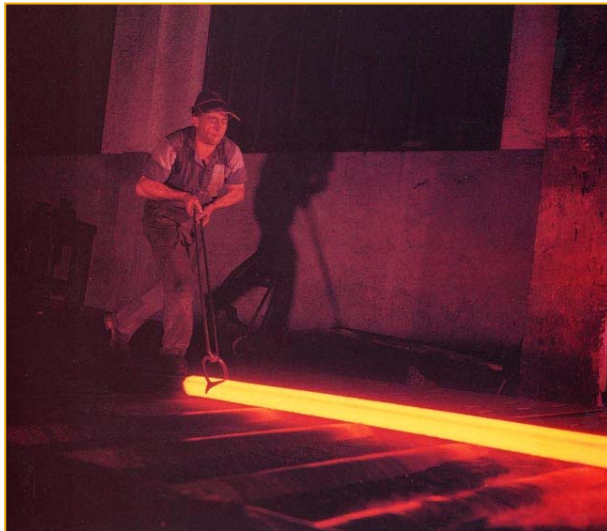
Results and impact of work done 1996-2005

*Milano Metropoli and the re-launch of North Milan
from "crisis area" to new local centre of excellence*

1996 - 2005: Re-launch North Milan

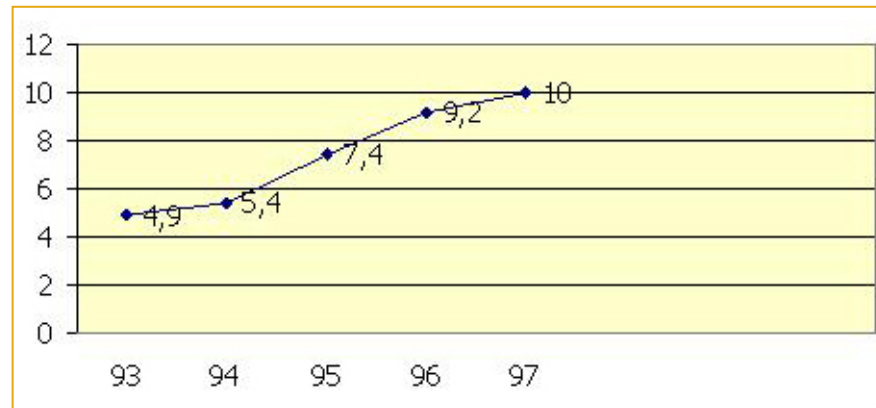
De-Industrialization

During the XX century, the North Milan was a heavy industrialised area, where the *fordist* model prevailed



Since the second half of the 70s, the heavy-industry crisis takes place in North Milan. The end of the de-industrialization process comes together with the Falck factories closure ('96) with relevant social, economical, environmental, cultural and urban effects.

Unemployment rate in North Milan



1996 - 2005: Re-launch North Milan

The Role of public policies:

In 1995 the Municipality of Sesto San Giovanni organised an **OECD socio-economic audit**, that helped to:

- analyse the situation;
- draft local development guidelines;
- transform the industrial crisis in a relevant opportunity.

When, in January 1996, Falck closed the last steel factory (pushed also by EU policies), 1,700 workers had been outplaced. A quick and effective reply was needed.



Following also OECD recommendations the local administration promoted **North Milan Development Agency** (July 1996)

1996 - 2005: Re-launch North Milan

Strategies

- to transform crisis in opportunities
- to support the great entrepreneurial vitality of the area
- to take advantage of possibilities connected to the reuse of ex industrial areas
- to promote a new model of sustainable development
- to individuate sectors able to conduct the process
- to favour cooperation between different Municipalities and other local entities
- to promote a new identity/image for the territory
- to create a territorial system
- to strengthen concerted processes with the social parties
- to create internal and external cooperation networks

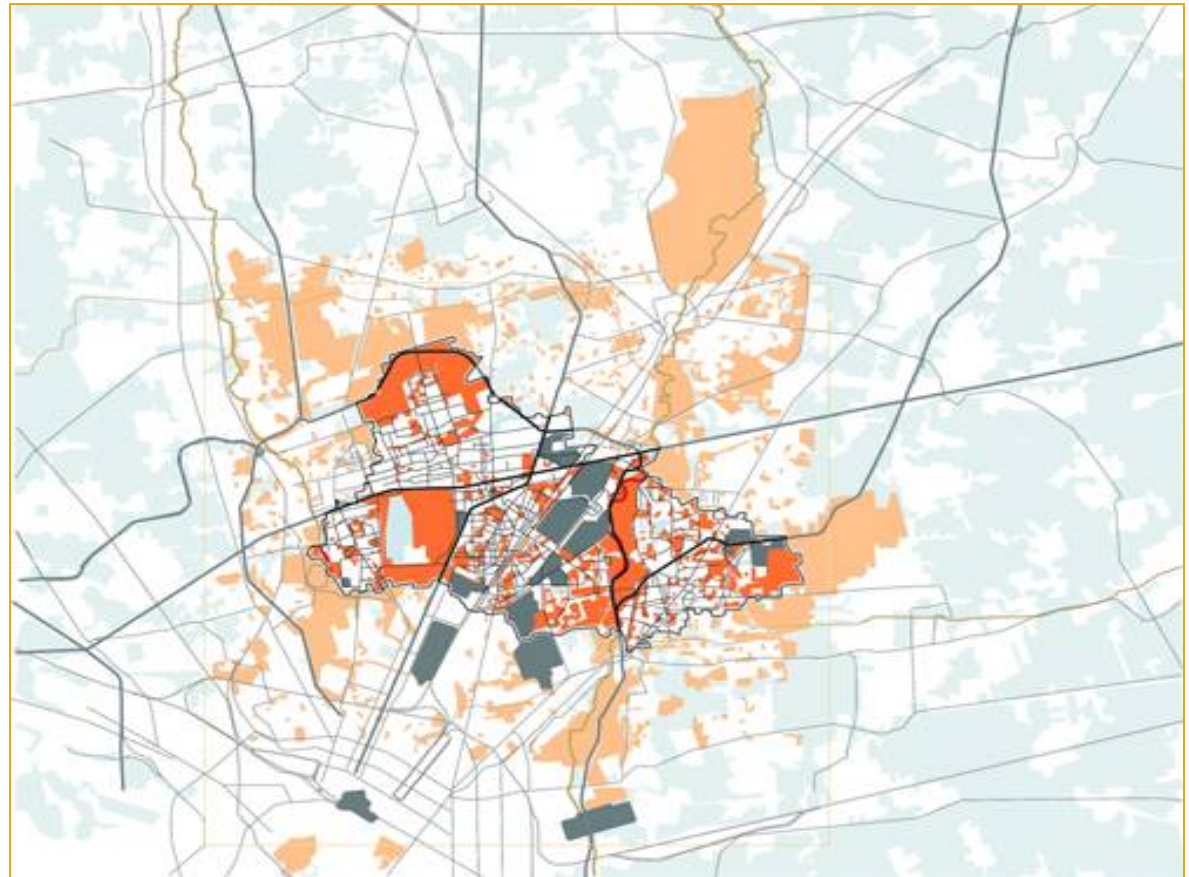


1996 - 2005: Re-launch North Milan

Problems tackled

- Local economic framework
- Employment
- Social problems
- Loss of identity
- Land use

Over 3 million sq m of brown field sites to be converted



Re-launch North Milan: results

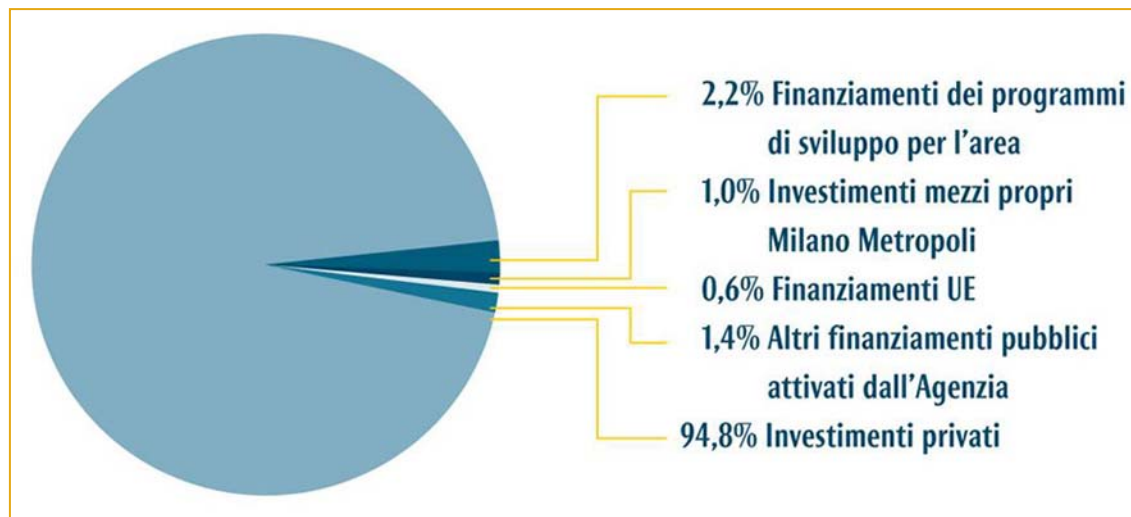
Impact of activities directly managed by the Agency

Financial tools

Framework Agreement for the re-industrialization of the Sesto San Giovanni area (L.r. 30/94)
Integrated Program of Intervention for North Milan (Development Fund L.236/93)

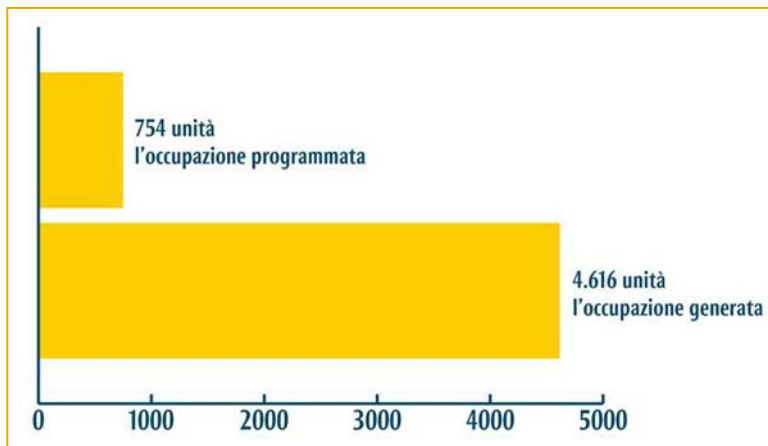
Financial leverage of public investments

| | |
|---|--------------------------|
| • Specific national and regional funds (L.r. 30/94 and L. 236/93) | € 15,369 million |
| • Other public funds attracted by the Agency | € 9,383 million |
| • UE funds | € 4,406 million |
| • Own resources | € 7,240 million |
| • Other private investments | € 663,490 million |
| Total | € 699,888 million |



Re-launch North Milan: results

Impact of activities directly managed by the Agency

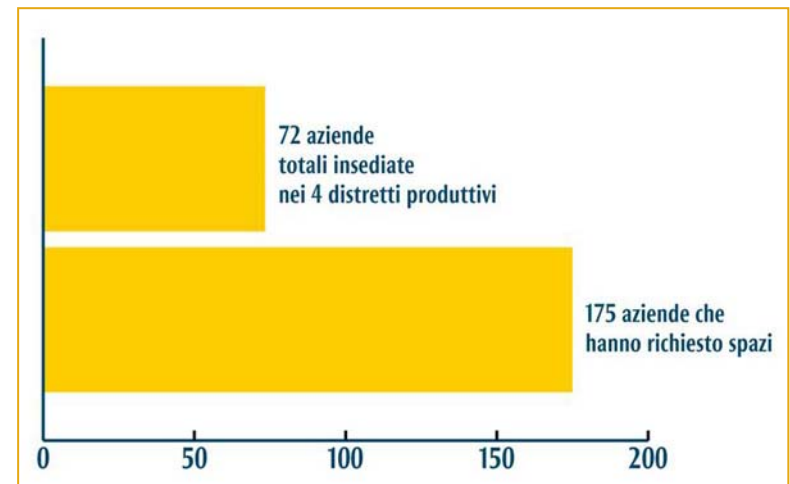


Thousands of jobs created
+ 612% is the ratio between programmed employment and created employment

New companies housed in *ad hoc* structures created in North Milan

72 artisans and SMEs hosted in 4 productive districts
83 innovative start ups firms hosted in new business incubators (to 2008)

4 commercial activities in the "Sant'Eusebio lab"



Re-industrialization North Milan

Facilities created by Milano Metropoli



4 Industrial Districts - 72 firms -

- Distretto Artigianale Breda Cimimontubi (Sesto S. G.)
12.900 sq m gross floor area > 25 firms
- Distretto Industriale Falck Concordia Sud (Sesto S. G.)
33.600 sq m gross floor area > 22 firms
- Distretto Produttivo CIS 1 (Cologno Monzese)
9.600 sq m gross floor area > 12 firms
- Distretto Produttivo Campo Volo (Bresso)
5.234 sq m gross floor area > 13 firms

2 Business Incubators - 94 firms (600 workers) from 2000 to 2012 -

- Officina Multimediale Concordia (OMC) (Sesto S. G.)
2.500 sq m (operative from 2000 to 2005)
- Laboratorio Innovazione Breda (LIB) (Sesto S. G.)
4.500 sq m (operative since 2003)

1 Lab for artisan and commercial activities - 4 firms - (Cinisello Balsamo)



MILANO METROPOLI DEVELOPMENT AGENCY

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