

Social Innovation Strategies and Models in heritage management

CLIENT CSP - Castellanza servizi e patrimonio

DATE 2019



TECHNICAL ASSISTANCE AND TRAINING



AREAS TO BE UPGRADED



PUBLIC AUTHORITIES



CALLS FOR TENDERS

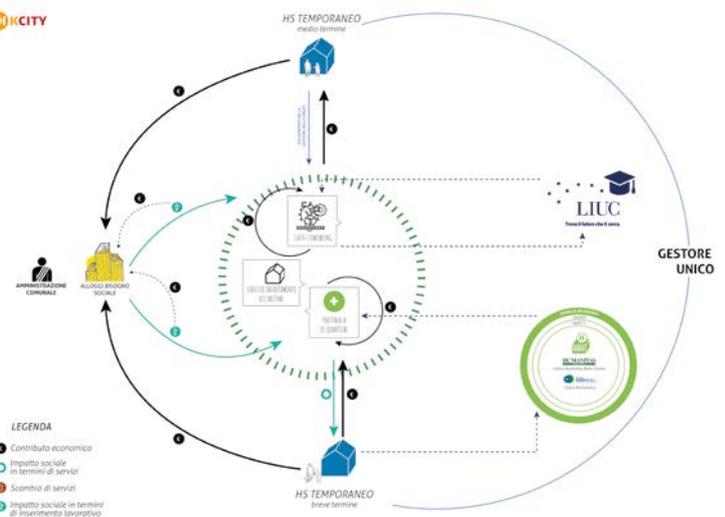
The CSP srl was founded by the Municipality of Castellanza as a structure dedicated to improving the management of public real estate in terms of efficiency and effectiveness. The patrimonial endowment of the Municipality of Castellanza is wide and constitutes an exceptional condition that in today's reality (and especially in the near future), in the absence of specific initiatives, could generate problems of sustainability.

In particular, CSP points out that the management of assets for commercial use is more critical and, in the face of the affirmation of new consumption models and the shift in the centre of gravity of the main urban flows, is already suffering a progressive contraction in demand; assets for residential use which, at least in part, is asking to be reorganised according to new demands, in particular those linked to social housing (temporary reception, housing emergency, etc.).

The study commissioned to KCity concerned the definition of possible strategies for innovation and management improvement with regard to the commercial real estate assets and for the share of residential property that the Municipality considers to be destined to the creation of a social housing offer system.

The process has been developed through two parallel research paths (in relation to commercial and residential heritage) and articulated in a sequence of activities of a technical nature that aimed to accompany CSP first in the identification of adequate strategies to try to deal with the criticalities detected, and then in the prefiguration of reference management models and in the definition of the content of one or more experimental projects.

KCITY



KCity creates feasibility of new strategies for urban and land development, putting in place multi-disciplinary skills and competences.

We carry out **feasibility studies** and **strategic plans** for the development of areas experiencing difficulties. We offer **technical assistance** and **professional training** in relation to urban social innovation issues. We deal with project management and assessment of complex project processes.

We intervene at different project scales, from the reuse of individual abandoned buildings, to the upgrading of neighbourhoods and city areas. We build cross-sector relationships supporting **local public administrations**, involving both **for-profit** and **non-profit** organisations.

We work within manifold processes, from **participation in calls for tender**, to the **implementation of spatial plans**, up to the **development of business ventures**.



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