

CIVIC CROWDFUNDING:

The experience of the Municipality of Milano

Smart City Unit

Department for Economic Innovation and sustain to enterprises

Directorate of Urban Economy

Labour Policies, Economic Development, Commerce and Human Resources,

Comune di Milano, Italy



Comune di
Milano

Who we are



The Directorate for Urban Economy and Employment coordinates the city economic development functions: training and employment policies, trade and production activities, **innovation** and business support.



Starting from 2011, the Municipality of Milan has implemented a series of activities **to combine the development of innovation and social inclusion** of the most fragile segments of the city.



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The context in numbers – the city of Milan



Summary statistics

- Population: about 1.400.000 inhabitants;
- Metropolitan area + 3.200.000 inhabitants (one of the most densely populated areas in Europe);
- Under 14: 13.8%; between 15 and 64: 63.8%, over 65: 22.5%;
- Foreigners: 8%, more numerous among young people (about 25%).

Economy and labour

- Milan produces about 10% of the national GDP
- GDP per capita: 46.000 euros (average Italy 25.000);
- 300.000 companies, 50% services, 25% trade;
- Vocations: Agri-food, finance, manufacturing, life sciences, cultural and creative industries;
- Employed 68.4% (+ 10% compared to the Italian average);
- Unemployed 7.5% (Italian average 11%); 18.6% youth unemployment (28.4% Italian average).



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A city with different paces

THE CITY CENTRE AND “NEW CITY CENTRES”

- Local added value
- Number of companies (double the national average)
- Export + 4% (back at pre-crisis levels)
- University students + 13%
- Tourists 3 million (+ 13.1%)



RUNNING AHEAD:

the city recovered from the crisis thanks to innovation, growing tourism and investments

DEGRADED PERIPHERIES

- 20.000 families receive income support
- one minor every 20 at risk of school dropouts
- 70 thousand NEET



STAYING BEHIND:

...but the polarization between different parts of the city and society is likely to increase

The challenge



- ✓ *Milan has a strong tradition of civic mutualism and a rich local ecosystem of social economy*
- ✓ *There are many hybrid enterprise and bottom-up social innovation experiences, especially in the peripheries*
- ✓ *Growing interest in social innovation by national and European institutions, the third sector, impact finance and operators of the mainstream economy (real estate funds)*



- ✓ *Cutting of public funding for the third sector*
- ✓ *Bottom-up realities struggle to consolidate economically*
- ✓ *Difficult relationship between third sector, bottom-up experiences and ethical finance*
- ✓ *Difficulty to innovate within the third sector*

POLICY CHALLENGE

- How to consolidate the experiences of social innovation and new hybrid economy?
- Which policies to bring together bottom-up practices, social impact finance and traditional economy operators?



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Municipal policies: milestones and resources

*The Municipality is maturing experience in supporting hybrid forms of entrepreneurship for urban regeneration.
The new financed actions will be supporting new companies with a social impact at the peripheries.
The civic crowdfunding is one of these actions*

2013 > today

POLICIES FOR NEW HYBRID ECONOMIES

Microcredit,
reuse of public
buildings, social
enterprise
funding etc.

€ 5.340.000
**Municipality &
central
government**

2016

BASE MILANO

Ex Ansaldo industry
space regenerated
to become a
Cultural Hub open
to events,
coworking spaces
and creativity
initiatives.

2016 > 2017

CIVIC CROWDFUNDING

First in Italy for
social impact civic
projects.

50% budget
crowdfunding
+ 50%

Public
administration
€ 656.549
Municipality

2017 > 2019

OPEN AGRI PROJECT

Experimentation
of an urban
agriculture district
in the south area
of Milan

€ 6.246.000 total
EU budget
FESR 2014-20 UIA
program

2018 > 2022

INCLUSIVE INNOVATION HUB

Support for hybrid
enterprises with a
social impact at the
periphery

€ 4.800.000
Pon Metro Milano
€ 1.200.000 POR
FESR Lombardy
€ 1.800.000
funding search

***WE ARE
HERE***

The civic crowdfunding in Milan

With this initiative Milan Municipality represents the first case in Italy of a **local government** that uses the crowdfunding tool for a **collective funding** in favour of **projects of public interest** with a social impact, in match-funding with the Administration and with the contribution of individual citizens, non-profit organizations and private companies.



Goals of the civic crowdfunding:

- Experiment **innovative ways to finance** projects of public interest
- Encourage the **pooling of public and private resources** to support high-impact social projects
- Contribute to the spread of **new fundraising models**
- Promote a **direct citizens involvement** in the Public Administration choices and decisions

milano (è) in

innovareX
includere

Towards Milan's Municipality crowdfunding

● PREPARATORY ACTIONS

The initiative starts with the collaboration between **two Departments:**

- Business, Commerce, Human Resources Division (Councillor Cristina Tajani)
- Social Policies, Rights and Health (Councillor Pierfrancesco Majorino)

● STRATEGIC FRAMEWORK

- Welfare's Development plan of the City of Milan 2012- 2014 - September 2012
- Milano Smart City guidelines - Maj 2014
- List of Sharing Economy Operators and Experts - April 2015
- «Milano white paper on Social Innovation – accelerating social ecosystem for social innovation» - March 2016

LAB FOR
ENVIRONMENTAL
AND ENERGY
POLICIES

LAB FOR
SOCIAL
INCLUSION
AND DIVERSITY

LAB OF WELL-
BEING IN THE
CITY

LAB FOR
SUSTAINABLE
URBAN
MOBILITY

LAB FOR
DECLUTTERING
AND
SIMPLIFYING
PUBLIC
ADMINISTRATION

GLOBAL CITY
NATIONAL AND
EUROPEAN LAB

INCUBATOR
FOR BUSINESS
MODELS

The three phases of the civic crowdfunding:

PHASE 1 : identifying the crowdfunding platform

Tool: public procurement tender

PHASE 2 : identifying projects to be published on the platform.

Tool: public call, with specific selection criteria.



<https://www.eppela.com/it#/foundations> **eppela**

CROWDFUNDING CIVICO

È il momento di liberare le energie e le idee di associazioni e imprese.
I progetti che raggiungeranno il budget, accederanno a un cofinanziamento pubblico fino a un massimo di **50mila euro!**

Project Name	Amount Raised	Progress
Generazioni diverse si aiutano con un click	575 €	25%
Con questo orologio tuo figlio è al sicuro!	880 €	18%
Una mostra interattiva per sfidare il razzismo	4.972 €	50%

PHASE 3 : designation of the winning projects that thanks to the donations gathered by the community, are worthy also of the Municipality's contribution.

Tool: public crowdfunding campaign

Milan's Civic crowdfunding: areas of interest

- 1 The creation of **a city without tangible and intangible barriers.**
- 2 The introductions of **technological innovations for urban connectivity.**
- 3 Ways of **reducing the digital divide** (citizens and enterprises) to enhance the possibilities of economic growth and development by using ICT.
- 4 Innovative projects to better **promote information about mobility and cultural activities** to improve the **quality of life** of each citizen and improve social inclusion
- 5 Innovation of **care services** and moves to improve the work-family life balance so as to use resources more collectively;
- 6 Development of **social and community networks** to realize initiatives of sharing, reciprocity and collaboration.



Rules / Projects selected

- 54 projects were submitted to the Commission for evaluation
- Up to € 50,000.00 funding per project. The budgets' amounts varied according to each project
- Total budget at disposal: € 400,000.00
- A group of 22 projects was identified by the Commission. These were included in a list, ranking 1-22, according to the score/merit.
- The 22 projects were admitted to the online campaign of crowdfunding. 2 Of them withdraw, and 20 of them activated the crowdfunding campaign on the platform; they appeared in order, according to the ranking list, in four different rounds.
- Each round lasted 50 days, in order to gather the donations by the community.
 - I CAMPAIGN: April 29th – June 19° 2016
 - II CAMPAIGN: June 13th – August 4° 2016
 - III CAMPAIGN: September 15th – November 4° 2016
 - IV CAMPAIGN: October 31st – December 19° 2016

Those who collected 50% of their budget from donations, would get from the City of Milan a co-funding equal amount to the remaining 50%.

Projects that reached the goal

You can click on the underlined titles, to be redirected to the presentation of every single project, included the video-trailer presented on the crowdfunding platform



[COSTRUIRE L'IMPROVVISO](#) («Setting up suddenly»)

Setting up a public space of aggregation in the farmstead Cascina Torrette. The envisaged interventions concern three conceptual areas: 1) green, 2) ICT and 3) community development. Objective of the project is to give back the city a space that is open to the public and encourages events of gathering and connection among citizens

Project Budget: € 28.638

Donations: € 14.975

MARE SRL
IMPRESA SOCIALE



[# TIFACILITALAVITA](#)

The project promotes social aggregation, pooling resources in two spaces that have become "territorial platforms": places where citizens are proactive for their community.

Both places are at street level with windows facing the street and therefore keen on listening to each other's needs.

Budget di progetto € 20.000

Donations: € 10.010

L'IMPRONTA
ASS. ONLUS



[LE ISOLE DI WENDY](#) («Wendy's Islands»)

Creation of a multifunctional space, subdivided into 5 macro areas which will offer islands/pieces welfare services in the neighbourhood entirely dedicated to women.

Project Budget: € 30.000

Donations: € 15.072

SPAZIO APERTO
SERVIZI



Comune di
Milano

Projects that reached the goal

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laboratorio di falegnameria
e officina di quartiere
aperta a tutti per costruire
oggetti e relazioni



GALLAB

(«Lab for Gallaratese neighbourhood»)

Creation of a “neighbourhood’s FabLab” through the renovation of a space in the Gallaratese Neighbourhood; the place has become a hub for locals for designing, sharing and exchange.

Budget: € 50.000

Donations: € 25.225

NON RISERVATO APS



SICUREZZA D'ARGENTO PER GLI ANZIANI SOLI A CASA

Un servizio professionale per la sicurezza dei cittadini anziani che sono autosufficienti ma potenzialmente fragili e vivono soli a casa

SICUREZZA D'ARGENTO

(«Silver Safety»)

Implementing a service that aims to grant more safety to the elderly people living alone in their homes, supporting their families with non-invasive systems and with the support of qualified operators.

Budget: € 44.000

Donations: € 22.765

PUNTO SERVICE



LA CASA SULL'ALBERO

LA CASA SULL'ALBERO («the house on the tree»)

Co-designed and participated construction of a “house on a tree” in a public space (“Gorlini space”), making the whole area more attractive and stimulating the participation and socialization around the public space.

Budget € 6.500

Donations € 3.290

MITADES APS



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Projects that reached the goal

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POMODORTI URBANI

Uno spazio a Milano, riqualificato e restituito alla città, dove coltivare comunità

[POMODORTI URBANI](#)

Recovery of an abandoned space in Quarto Oggiaro neighbourhood, with the aim of creating a shared vegetable garden managed by citizens, in which socialization and aggregation activities take place

Budget € 20.000

Donations € 10.006

[ACLI MILANESI](#)



**QUANTO CONOSCI DELLA
VERDURA CHE MANGI?**

[ORTISSIMI: LA FABBRICA DELLE IDEE](#)

Implementation of an agricultural market that integrates online sales of organic products with activities related to education and to startups related to the green economy

Budget € 15.000

Donations € 7.501

[AREA RIDEF](#)



**1 COWORKING PER 5 PASSIONI:
MILANO CAMBIA**

[CN SMART L'HUB](#)

Implementation of an integrated service that includes multifunctional laboratories, an online portal, and educational activities: all with the aim of intervening in the field of social diseases and promoting young people's resources.

Budget € 60.000

Donations € 30.945

[COMUNITA' NUOVA ONLUS](#)



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Projects that reached the goal

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GUARDA UN FILM SOSTIENI CHI HA
BISOGNO



CONDIVIDI LA TUA PAUSA PRANZO
E RISPARMIA



IL CINEMA CHE PROIETTA LA TUA
CREATIVITÀ

MEDICINEMA, UN NUOVO SERVIZIO ALLA PERSONA

The project brings a cinema into Niguarda Hospital in Milan and is to be spread among other nursing homes . As a side project, the activation of training courses on psychological relief therapy

Budget € 70.000

Donations € 35.230

MEDICINEMA ITALIA
ONLUS

SO LUNCH

Creation of a platform that hosts a community of hosts that offer a service of lunches to workers at their home during the lunch break.

Budget € 40.000

Donations € 20.032

CFM

CINEWALL

Creation of an “unconventional” space in which to promote the culture of cinema, adapting the offer to particular needs, like the ones of people from different linguistic communities. The projections will always be in the original language.

Budget € 100.000

Donations € 50.147

CINEMA SRL



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Projects that reached the goal

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CON QUESTO OROLOGIO TUO FIGLIO È AL SICURO!

CHILD EXPLORER

Implementation of a service for the protection of children within the city, through a device consisting of an App, a smartwatch and a pervasive game to make children protagonists of their welfare.

Budget: € 10.000

Donations: € 5.255

[ENBELIVE SRL](#)



UNA MOSTRA INTERATTIVA PER SFIDARE IL RAZZISMO

GLI ALTRI SIAMO NOI

Setting up an interactive exhibition that focuses on prejudice and discrimination, involving classes of students.

Budget € 20.000

Donations € 10.857

[CASA PER LA PACE MILANO APS](#)



IL CANTIERE DELL'ORTICA

Creation of a space destined to welcome artists in a cultural incubator in which professionals will welcome the aspiring artists.

Budget € 44.411

Donations € 22.510

[IL MELOGRANO COOPERATIVA SOCIALE ONLUS](#)

Projects that reached the goal, and the Overview

You can click on the underlined titles, to be redirected to the presentation of every single project, included the video-trailer presented on the crowdfunding platform



FACCIAMO LA FESTA ALLA MAFIA

(«Let's celebrate, against the mafia»)

Project based on the reuse of Casa Chiaravalle, a space formerly used by criminals for their practices and therefore confiscated by the State. The aim is to bring the space to its dimension of “usual urbanity» («urbanità consueta”), enabling the local community to regain its possession.

Budget: € 98.000

Donations: € 49.316

CONSORZIO SIS

Overview:

**16 PROJECTS OVER 18
REACHED THE GOAL**

PERCENTAGE OF SUCCESS OF THE INITIATIVE

88 %

COMPARED TO USUAL PERCENTAGE ON EPELA

60 %

- 60% projects presented by profit companies
- 40% projects presented by non-profit realities (Associations, NGOs...)

Economics - synthesis of the achieved results

- Total amount raised by the four crowdfunding campaigns € 333,136.000
- Contribution from Milan's Administration € 323,413.00
- Potential investment in the territory € 656,549.00

Money raised with crowdfunding	Contribution from Comune di Milano
€ 333.136,00	€ 323.413,00

contribution given to profit enterprises	€ 194.977,00
contribution given to no profit enterprises	€ 128.436,00

- € 656.549 financing collected in total
- € 323.413 Milan Municipality co-financing

The total number of donors have been over 1,600 people



Comune di
Milano

**Thanks for you attention!
Grazie per l'attenzione!**

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- **Smart City Unit**
- **Department for Economic Innovation and sustain to enterprises
Directorate of Urban Economy**
- **Labour Policies, Economic Development, Commerce and Human Resources,**
- **Comune di Milano, Italy**

