



U R B A N
H O U S I N G
C O O P - N E T

Creation of the network

Memorandum of Understanding between the Tuscany Region and InvestiRE SGR S.p.A. in the name and on behalf of the reserved closed-end real estate investment fund called "Fondo Housing Toscano," regarding provisions for the promotion of community supplementary services for the management of social housing, in accordance with the Tuscany Region Law of 2 November 2021, No. 38.



FONDO
HOUSING
TOSCANO



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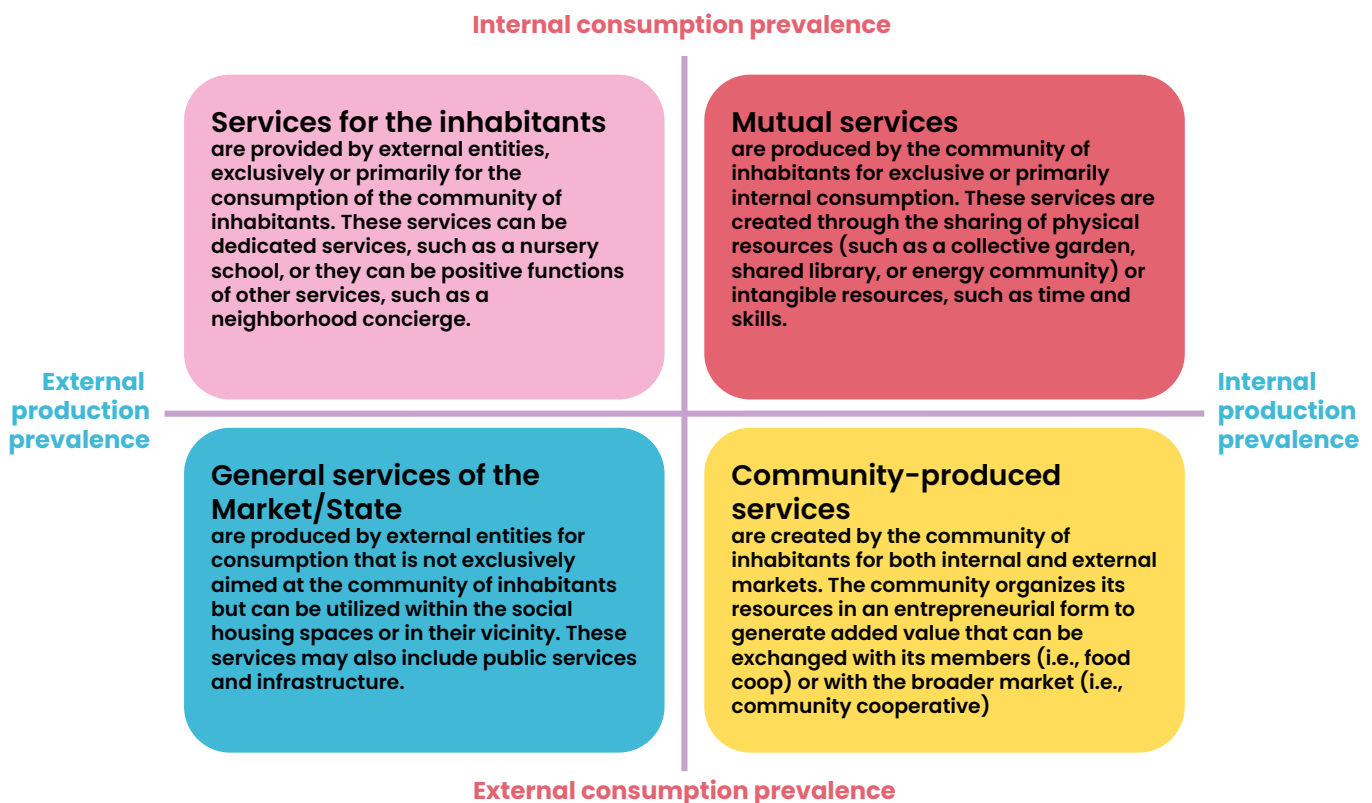
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The decline in public welfare compels us to seek **answers to individual and collective needs** by harnessing the capacity of individuals and civil society entities to **organize themselves and share resources**. This enables the **activation of processes that generate social value** on a mutual basis, commonly referred to as generative welfare.



As the public actor, private entities in the social and non-profit economy operate based on a model of **horizontal subsidiarity**, establishing relationships with a **‘third actor’** who represents one of the pillars of the project.

We are referring to the **urban inhabitant**, who becomes the protagonist of a **‘ternary system’** rather than a binary one, as they potentially **possess resources and collaborative practices** that can be developed within a **community residing in proximity ecosystems and the social economy**.



Social performance of social housing

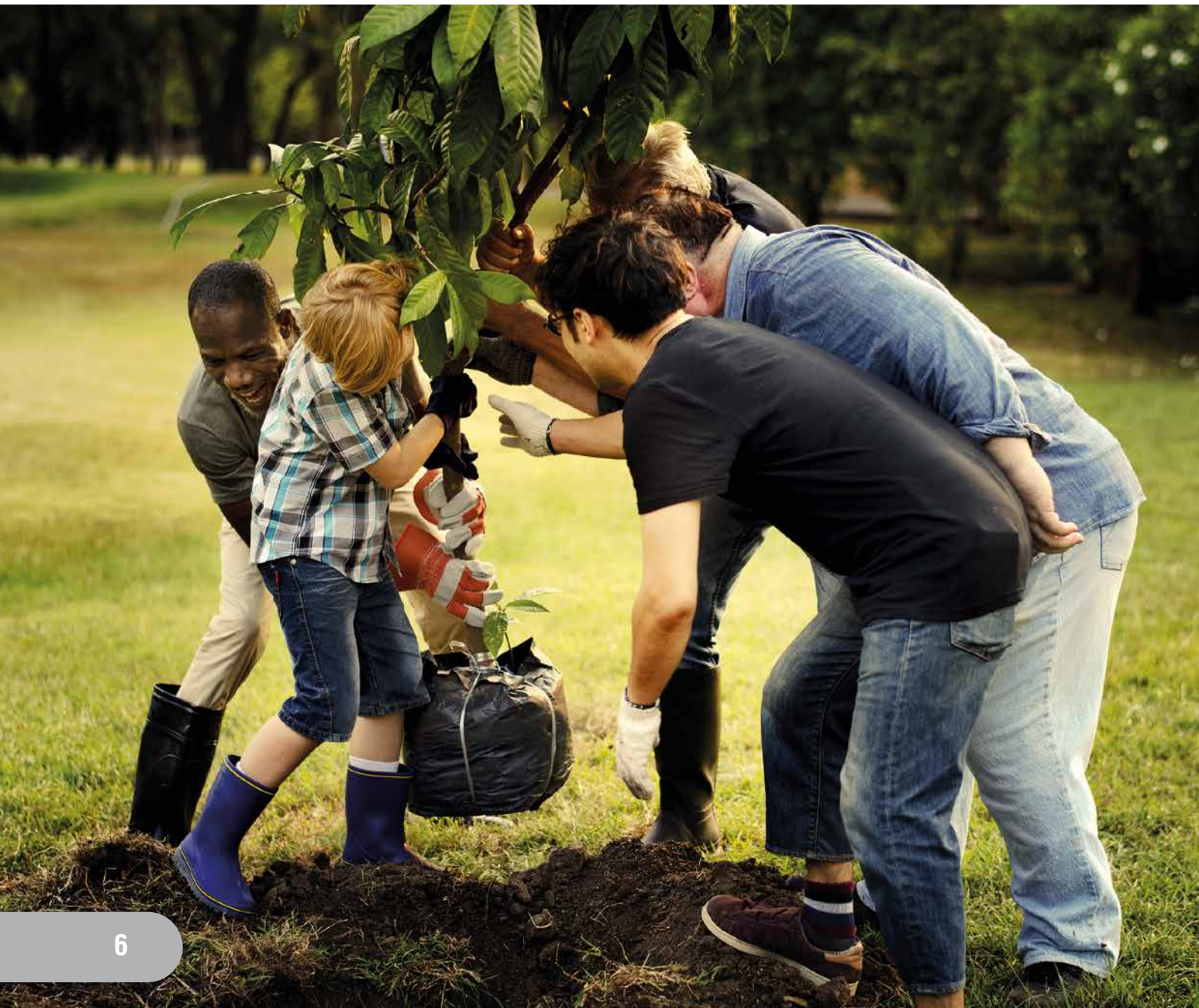


Facilitating the formation of **urban communities** involves activating **new elements** that can unite and keep people **together**. Merely sharing the same place of residence is not sufficient, as the true value lies in the **services that enhance living** within close proximity. The **urban community** plays a **central role** as the primary component in **defining and implementing** co-planned offerings. It also serves as an active element within the **integrated social management process**.





According to the initial report on the **social performance** of social housing in Italy, prepared by the *Avanzi* company, one of the key outcomes of the **SIF** (Integrated Fund System), in which the “Fondo Housing Toscano” participates, is the **establishment of innovative partnerships**. These partnerships, while overseen by the Public Administration, have engaged private and **socially oriented investors** in governing and **managing the entire value chain**. Both the technical dimension (engineering, financial, etc.) and the social dimension have been closely intertwined.





The concept of **community planning and development** is deeply ingrained **in the model**: social housing initiatives in Italy have played a crucial role in experimenting with and defining the role of the ‘**social manager.**’ These individuals **integrate** both the **technical and social dimensions** in real estate management, serving as a significant **reference** for **innovation in management services across various residential contexts.** Italian **social housing** is not merely a new offering in the real estate market; it represents a **new way of living.** In this regard, the seamless **integration of complementary services** has played a vital role.

Social rating of “Fondo Housing Toscano”



The report examined the extent of evaluation regarding the **social management project** of different funds and initiatives by observing the presence of a pre-defined social management project during the planning phase of each initiative. It identified several notable aspects, such as the **profile** of the future **community** of residents, the organization of information and co-planning activities targeted towards future residents to ensure a high level of awareness about the social housing project, and the promotion of **initiatives aimed at fostering the adoption of self-management practices** for shared spaces.



The **rating** for the Social Management Project of “Fondo Housing Toscano”, with an average score of 71, is **in line with the national average** (with an overall score of 70) and becomes approximately 20% higher (with an average score of 83) compared to the national average in the latest generation of “Fondo Housing Toscano” initiatives.



“Abito in Community”, the social management project of “Fondo Housing Toscano”



The management project developed by *Abitare Toscana* for Tuscan social housing is called “*Abito in Community*”. Its objective is to transition from the traditional ‘condominium’ approach to a collaborative and community-oriented vision of living. This project combines the physical investment with a social framework for housing itself. As a result, it is important to recognize the shift in perception of housing from being a mere ‘commodity’ to being a service or, more accurately, a collection of services that benefit the community and enhance the overall living experience.

ABITO IN COMMUNITY

VAI SUL SITO E GUARDA IL VIDEO TUTORIAL

Come usarla

- Scegli ed entra nella categoria che preferisci e consulta gli annunci in elenco.
- Seleziona l'attività o l'iniziativa di tuo interesse, partecipa o condividila.
- Entra in chat direttamente con chi ha aggiunto l'annuncio per avere maggiori informazioni.
- In più puoi aggiungere il tuo annuncio, inserendo il titolo, la descrizione e l'indirizzo dove viene svolta l'attività. Verrai contattato dalle persone interessate.

E TU COSA ASPETTI? SCARICALA ORA!

Fotografa questo QRCode e scegli la versione per il tuo Smartphone.

Con il video tutorial puoi vedere come installarla ed utilizzarla al meglio!

EVENTI

Ti mette in contatto con la tua comunità di abitanti per accedere e condividere tutte le sue attività.

Ti permette di creare e inserire nel calendario un evento. Potrai condividerlo con la Community attraverso i messaggi della APP

CAR POOLING

Condividere tratte urbane e non, dare e avere passaggi verso mete comuni. Ti permette di abbattere i costi e... l'inquinamento

GRUPPI DI ACQUISTO

La convenienza e la comodità di fare "gruppo" per risparmiare e ottimizzare la spesa di tutti i giorni

SPAZI CONDIVISI

Facilita e fa condividere la gestione degli spazi comuni adibiti alle attività della Community

BANCA DEL TEMPO

Condividere il proprio tempo libero per attività di vario genere: ripetizioni, baby sitting, compagnia, corsi, etc.

Built upon this conception, which has become the true mission of the social manager, “*Abito in Community*” has been developed. It started with the idea of a Digital Application that creates virtual spaces for activities and services, and it has structured itself to serve as support for housing communities - both existing and future - to foster the creation of vibrant and interconnected networks within the local area.



A project that revolves around the principles and objectives of **social impact**. The actions and activities carried out by housing communities, including those facilitated through the APP, can contribute to, and amplify the social impact **generated by social housing**. This finding emerges from a study conducted by the *SINLOC* company, which **highlights how the regulation of the rental market, the sharing economy embraced by the residents, and the reduced environmental impact collectively result in a budgetary impact of approximately 20% for individual households.**





Towards urban housing



The evolution of “*Abito in Community*” towards urban housing can serve as an **experiment in sustainable management of collaborative urban contexts**. This is made possible by the active **participation and involvement** of citizens and local stakeholders in the management of the surrounding city, **creating added value** through:

- the activation of **economies of scale** and the efficiency of the processes for the purchase of goods and services;
- the production and exchange of **supplementary housing services** are aimed



at residents, including **local and urban services** that are accessible to the neighborhood. These services contribute to strengthening the **social fabric** and can be provided not only by the community of inhabitants but also by cooperatives, social enterprises, and third-sector organizations active in the area. Additionally, **neighborhood and personal services** are also part of this provision.

- the **supervision and social animation** of a territory involve various activities, including the development of small-scale craft production or social enterprises that prioritize **sustainability**. These initiatives explore **new ways of experiencing the urban context**, following the model's approach. Additionally, **services provided to the city** encompass maintaining public spaces and **common goods**, ensuring social protection and territorial animation, as well as creating **infrastructure** that benefits the city, **art**, and **culture**.





The experimentation aligns with the development model introduced by the National Recovery and Resilience Plan (PNRR) and the European Union's industrial strategy. The EU industrial strategy has recently expanded to include the “proximity ecosystem and social economy” as an additional area, in addition to the previously identified industrial ecosystems. This expansion aims to achieve the goal of creating a more sustainable, digital, resilient, and globally competitive environment in accordance (UN Agenda 2030).



SUSTAINABLE DEVELOPMENT GOALS



Creation of the “Urban Housing Coop-net” network



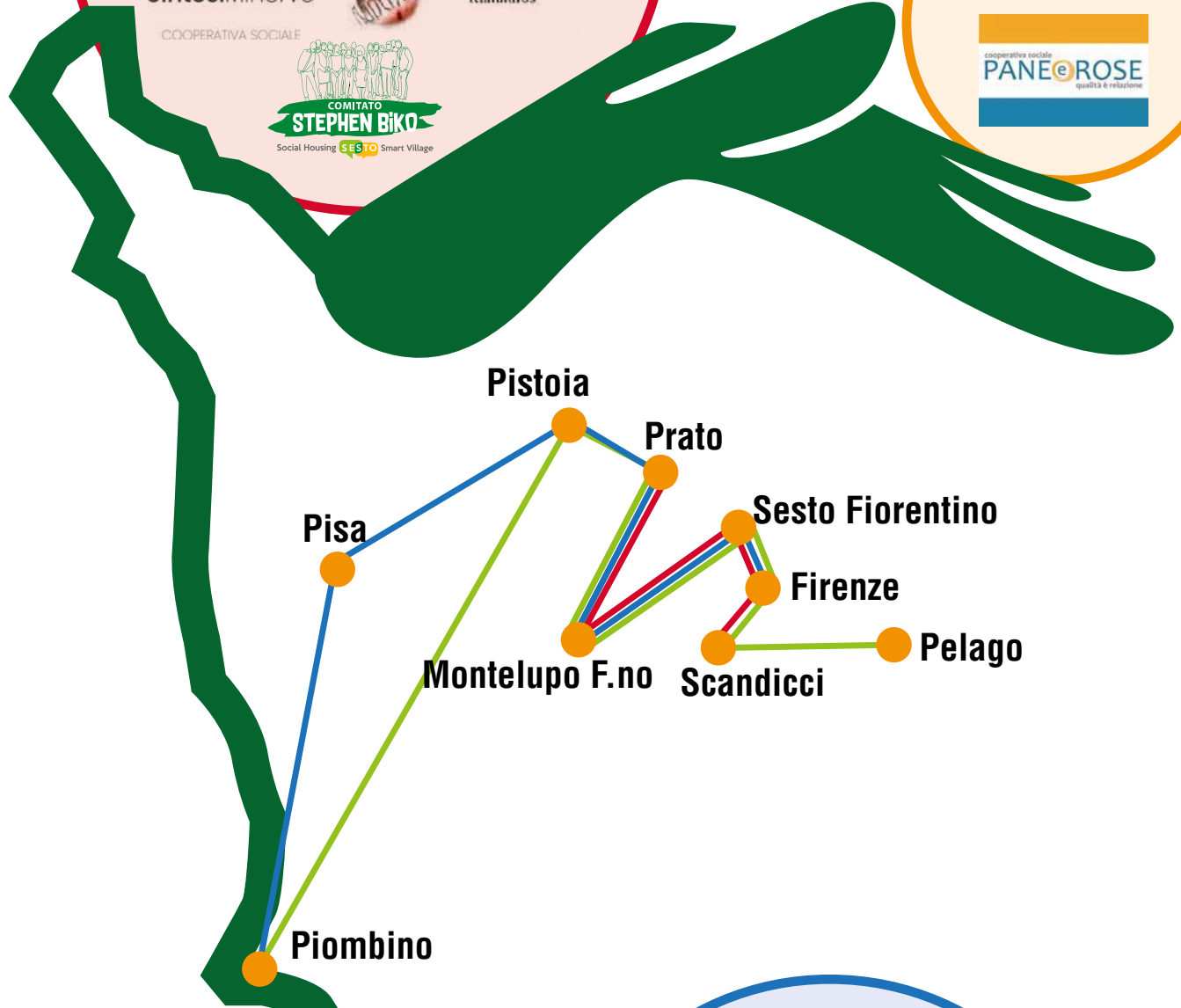
The phase of **network creation** should facilitate the achievement of a critical mass by networking services, initiatives, and resources, including co-financing. This critical mass is essential for **creating catchment areas** that can **activate economies of scale**, both at a regional level and in synergy with the local third sector. The local third sector, deeply rooted in the territory, serves as a guarantee of **long-term sustainability**. Ultimately, this will contribute to the development of the “Urban Housing Coop-net” network.





auser *Volontariato* AS *Abitare Solidale*
 G. Di Vittorio Società Cooperativa Sociale ONLUS
 Street Levels Gallery
 SintesiMinervc
 Associazione Culturale Kantharos
 COMITATO STEPHEN BIKO
 Social Housing **ESTO** Smart Village

Go
 cooperativa sociale **PANeROSE**
 qualità e relazione



Go
 SintesiMinervc
 COOPERATIVA SOCIALE
 SAMARCANDA
 G. Di Vittorio Società Cooperativa Sociale ONLUS
 cooperativa sociale **PANeROSE**
 qualità e relazione

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 arnèra cooperativa sociale
 SintesiMinervc
 COOPERATIVA SOCIALE
 CASAE





URBAN COMMUNITY BUILDING



These projects necessitate the establishment of “**Urban Community Building**” pathways, which are developed within the framework of the “**Community Hub.**” These pathways aim to foster **ecosystems and areas** of “Proximity and Social Economy” where added value can be created. This entails implementing actions that facilitate the gradual **transition** from existing, albeit successful, initiatives focused on **endogenous production**



of **social housing** residents. The initiative expands its scope from being exclusively aimed at social housing residents to creating a comprehensive **chain of services** and offerings with a strong cultural identity.



These services are **open** to the surrounding urban context, fostering collaboration between **housing communities** and **third-sector organizations** involved. Gradually, social housing assume the role of **territorial hubs** that produce **opportunities** and **immaterial urban regeneration** processes, specifically based on the revival of relationships between neighbors, spaces, and places in the city.

Active or in the process of being activated networks:

Fondazione CR Firenze - *co-financing subject*

Sociolab Cooperative and Social Enterprise

SintesiMinerva Social Cooperative - *co-financing entity*

Pane&Rose Social Cooperative - *co-financing entity*

Casae Social Cooperative - *co-financing entity*

Abitare Toscana srl - *co-financing subject*

Municipality of Montelupo Fiorentino - *free loan for use of public space*





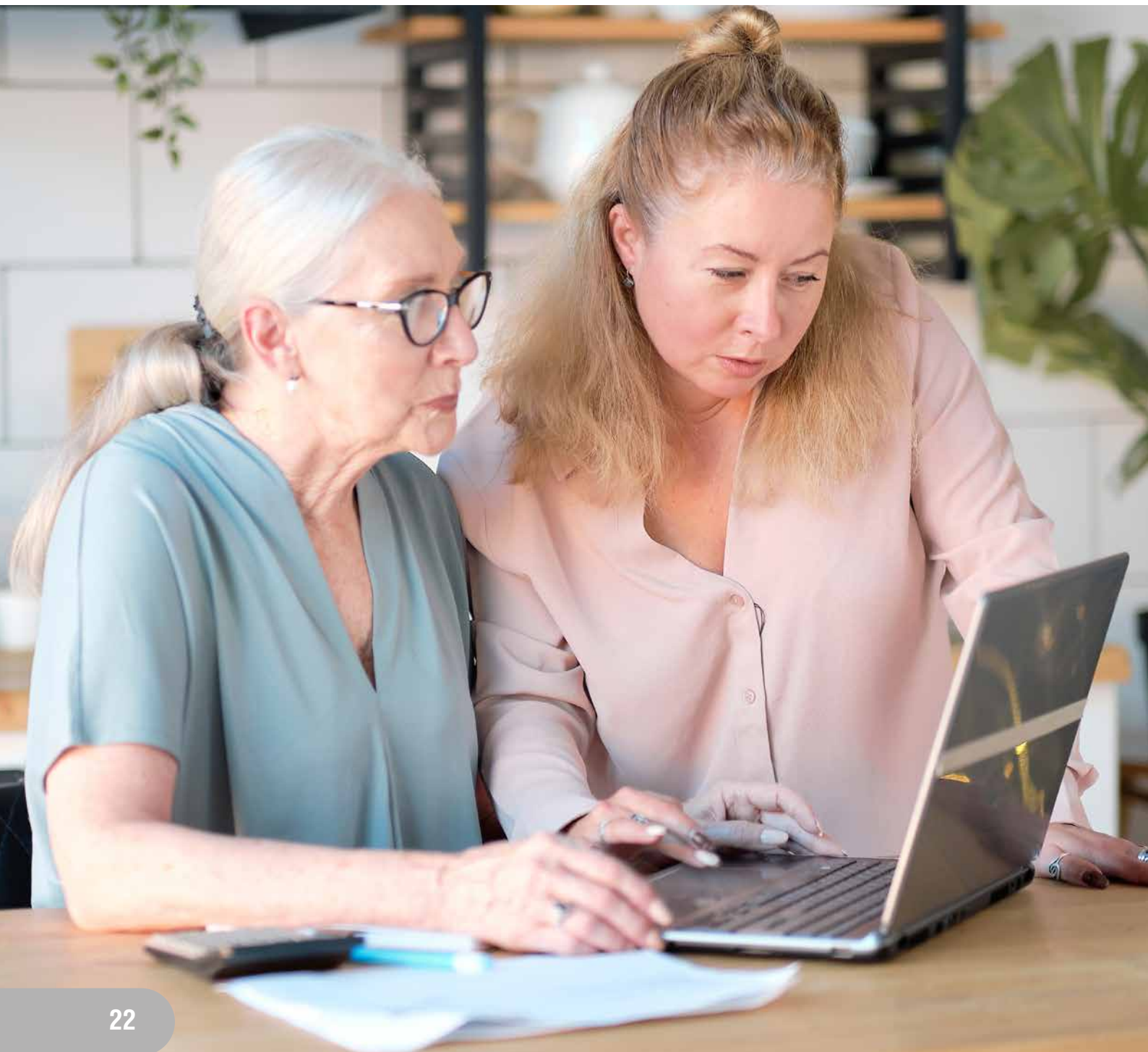


**EXPERIENCE
CULTURAL
WELFARE**



The intent is to facilitate the recognition of **social housing** and **housing communities** as **producers** of opportunities for **cultural welfare in the city**.

This includes perceiving the common spaces within social housing as urban hubs capable of **accommodating cultural demands** and **care needs through the cultural expression** of local contexts. These efforts aim to translate these demands into **projects and activities that are open to all**.





➤ The creation of these new welcoming and **interconnected** metropolitan **habitats** will be facilitated through the organization of an inclusive and **comprehensive program**.

This program will encompass events, workshops, meetings, and opportunities targeting an intergenerational audience. These activities **don't will be held exclusively within social housing**, in collaboration with public cultural bodies, and will be presented as a **unified offering**.

As examples, here are some ongoing or planned activities:

- Cartoon courses
- DJ set and music production workshops
- Street art courses
- Social theater workshops
- Theatrical events
- Yoga courses
- Tai chi courses
- Basic literacy courses for foreigners
- Digital literacy workshops
- HACCP courses

Additionally, the project includes the activation of job grants to support unemployed young people and/or vulnerable individuals in managing spaces and events.



➤ **Area of experimentation: Florence-Prato Metropolitan area**

➤ Active or in the process of being activated networks:

Fondazione CR Firenze - *co-financer*

Committee of Inhabitants Stephen Biko (Sesto Smart Village)

Committee of Inhabitants Osteria 2021 (Osteria Social Club)

Committee of Inhabitants Namaste (Gello Living)

Municipal Library Sesto Fiorentino Ragionieri

Laboratory Casa ASP - *co-financing subject*

G. Di Vittorio Social Cooperative with the project “La Tinaia Expressive Activities Center”

SintesiMinerva Social Cooperative with the project “Culture - San Paolo Library and Green Bar”

Kantharos Cultural Association

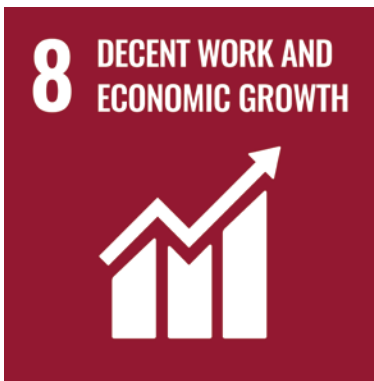
Compagnia Teatri d’Imbarco - *co-financing entity*

Street Levels Gallery





➤ Goals Agenda 2030





**THE GREEN AND
SOLIDARITY
THREAD THAT
BINDS THE
COMMUNITIES**



The project focuses on the theme of Healthy Cities, primarily at the neighborhood level, recognizing the role of the **urban environment** as a significant factor in **health** and the promotion of **active aging** for collective **well-being**. The overall objective of the project is to **initiate virtuous processes** by promoting **urban gardens** and **cycle workshops**. These processes aim to **improve** the physical and environmental conditions of **urban public spaces**, enhance their accessibility and recognition, and ultimately promote the **well-being** and **health** of **citizens**. The project also emphasizes the **inclusion of work paths** and processes.



➤ The **green thread** facilitates the **interaction** between **social housing residents** and **social economy projects** that focus on work inclusion and personal care. While the activities carried out on **private spaces** are aimed at social housing inhabitants, the social economy projects utilize **public areas** provided free of charge by the administrations. Initially, the green thread will connect three proximity areas:

- ***Firenze Osteria Social Club*** (public area), where **therapeutic gardens** will be developed to serve the future **Community House of Piagge**, **educational gardens** for schools, and **smart urban gardens** available for rent to residents.
- ***Sesto Smart Village*** (public areas), which will feature **smart urban gardens** and interventions for **urban forestation** and a botanical garden.
- ***Scandicci Pieve degli Orti***, where the **social horticulture project** will be upgraded and made accessible to associations and the nearby Pettini school.



With the aim of fostering the development of **relationships** not only within communities but also **between communities**, and with the aspiration of expanding these connections at an ever-increasing level, the idea is to promote the exchange of fruits and vegetables among different smart communities. This can be achieved through the creation of a **matching Digital Application** that connects available products with needs, alongside utilizing **alternative transportation methods** (such as electric vehicles) for product transportation.



The thread of solidarity:

Promoting widespread cycling and eco-friendly workshops.

As environmental awareness continues to grow, there is an increasing desire for **sustainable mobility** and **healthier** lifestyles centered around outdoor activities. Hence, the concept of **connecting** with **cycling paths** holds both social and environmental significance. This connection can extend to existing





and future **social housing** developments across different cities/areas, aiming to establish a sense of solidarity. Residential complexes could serve as locations for **cycle repair workshops** and facilitate the recovery and recycling of bicycles stored in municipal depots due to theft, abandonment, obstruction of passage, or donations by citizens. A **mixed business model** could be adopted, wherein the newer and trendier bicycles are put up for sale. Meanwhile, the less attractive ones could be utilized to create a small fleet of **free bike-sharing** options for neighborhood residents. This approach could potentially deter theft, as individuals may opt for the free bike-sharing service rather than resorting to theft (why steal when you can have it for free?).

 **Area of experimentation: Florence-Prato Metropolitan area**

➤ Active or in the process of being activated networks:

Fondazione CR Firenze - *co-financer*

Committee of Inhabitants Stephen Biko (Sesto Smart Village)

Committee of Inhabitants Osteria 2021 (Osteria Social Club)

Association of Inhabitants of Pieve Gardens (Scandicci Pieve degli Orti)

Municipality of Florence - *free loan for use of public space and co-financer*

SDS of Florence - *potential supporter*

Municipality of Sesto Fiorentino - *free loan for use of public space*

Consortium of Social Cooperatives for work inclusion COOB - *co-financing entity*

Samarcanda Social Cooperative

G. Di Vittorio Social Cooperative with the “Il Bruco” project

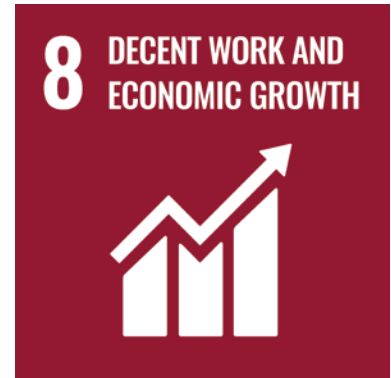
SintesiMinerva Social Cooperative with the “Green Bar” project

Pane&Rose Social Cooperative with the project “Diffused cycling and Solidarity Workshop”





➤ Goals Agenda 2030





The background is a solid orange color with a large, faint, stylized graphic in the center. The graphic consists of a central circle, four elongated, rounded rectangular shapes extending outwards from the center, and a larger circle at the top and bottom, all arranged in a symmetrical, cross-like pattern. The text is centered over this graphic.

**ACTIVATE
ENERGY
CULTURE**

- **Energy usage** is influenced by cultural **practices** and daily **routines**, encompassing activities such as lighting, heating, cooling, cleaning, washing, cooking, traveling, and shopping.
- Understanding how these habits directly impact energy consumption is crucial for achieving any energy-related goals.



- Through the Living Lab approach, **AEC** aims to **investigate** the **current energy consumption** of social housing residents, utilizing data from the GRESB rating implemented by FHT. Subsequently, the project aims to **promote** and **activate** a sense of community around **energy best practices** within social housing. Additionally, ACE plans to **support** the establishment of **Renewable Energy Communities** near social housing by creating networks involving public and private entities.
- **Field of experimentation - Tuscan Housing Fund fields of intervention**



➤ Active or in the process of being activated networks:

University of Florence - DiDa Department

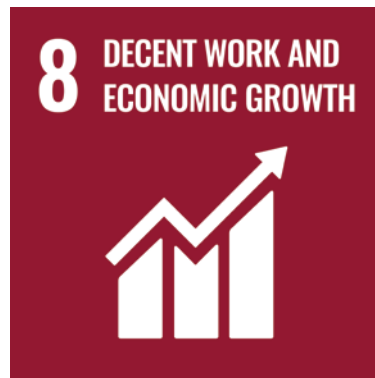
Municipality of Sesto Fiorentino

Committee of Inhabitants Stephen Biko (Sesto Smart Village)

Consortium of Social Cooperatives for work inclusion COOB

Pane&Rose Social Cooperative

Goals Agenda 2030





The background is a solid blue color with a pattern of abstract, overlapping geometric shapes. These shapes include circles, elongated ovals, and arrow-like forms pointing towards the center, all in various shades of blue, creating a layered, architectural feel.

RESIDENTIAL MULTIFUNCTIONALITY



In the **new vision of the city** pursued by various **social housing** and urban regeneration interventions, the **strategic focus** has shifted from mere construction and material recovery of buildings and infrastructure to the **system of relationships** among residents and between them and **urban spaces and services**. The foremost and most crucial of these services is undoubtedly **housing**, which is undergoing a **transformation in its traditional meaning**, closely linked to the evolving characteristics and needs of communities. While maintaining its fundamental residential role, the concept of housing can (and should) encompass **diverse functions**: from providing **temporary accommodation** for off-site workers and students to **housing programs** tailored to specific social groups (such as the elderly or disabled) accompanied by appropriate sets of services, as well as **initiatives aimed at supporting vulnerable individuals**.





➤ In summary, **residential multifunctionality** will be most effective when practiced and experimented with through **integrated management** within the same living contexts. This approach allows us to reassert, albeit with varying intensity and characteristics, the central role of the **house as a fundamental unit of a welcoming and healthy urban habitat.**

➤ **Field of experimentation - Tuscan Housing Fund affiliated initiatives**

➤ **Active or in the process of being activated networks:**

Committee of Inhabitants Stephen Biko (Sesto Smart Village)

Committee of Inhabitants Osteria 2021 (Osteria Social Club)

Auser Laboratorio Casa APS

SDS Empolese Valdelsa - potential supporter

G. Di Vittorio Social Cooperative

SintesiMinerva Social Cooperative

Pane&Rose Social Cooperative

Arnera Social Cooperative

Casae Social Cooperative



Goals Agenda 2030

