

* Editorial by
Gaetano Mollura
Lead Partner
USEAct Network

** Focus on the Theme
by Carmine Piscopo
Naples City Council
Councillor

by Vittorio Torbianelli
USEAct Lead Expert

** Focus on the USEAct
Final Conference
by Vittorio Torbianelli
USEAct Lead Expert

*** Special focus on the city
interview to the Major
of Naples Luigi de Magistris

> Who we are Naples
> Focus on
Naples LSG members
> Next Outputs
> Next Activities

From Urban Sprawl to
Adaptive Reuse:
a sustainable future
for our cities
Focus on NAPLES

USEAct Newsletter issue #7



Special Issue on the USEAct Final Conference!
22nd - 24th April 2015 Naples



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The USEACT Partners

-  City of Naples (Italy) *Lead Partner*
-  Baia Mare Metropolitan Area (Romania)
-  City of Barakaldo (Spain)
-  Buckinghamshire Business First (UK)
-  City of Dublin (Ireland)
-  City of Nitra (Slovak Republic)
-  Østfold County (Norway)
-  Riga Planning Region (Latvia)
-  City of Trieste (Italy)
-  City of Viladecans (Spain)
- Observer Partner**
-  BITMAŞ Istanbul Metropolitan Municipality (Turkey)

USEAct Kick off Meeting

27th 28th May 2013, Viladecans (Spain)

USEAct Second Thematic Seminar

1st 2nd October 2013, Nitra (Slovak Republic)

USEAct Third Thematic Seminar

25th-27th February 2014, Istanbul (Turkey)

USEAct Fourth Thematic Seminar

27th 28th May 2014, Østfold County (Norway)

USEAct Fifth Thematic Seminar

25th 26th September 2014, Riga Planning Region (Latvia)

Capitalization and Managing Authorities Workshop

26th 27th January 2015, Buckinghamshire (UK)

USEAct Final Seminar

22nd 24th April 2015, Naples (Italy)



Editorial

Gaetano Mollura
Lead Partner

URBACT II program with USEAct project allowed the town of Naples to implement the Local Action Plan “Development strategies for the city consolidated ” : LAB Porta Capuana, LAB Porta Medina, LAB Porta del Mercato, below is detailed. This document photographing the activities performed during two and a half years by the local support group, which involved all the various stakeholders, public and private, and still a “work in progress” this proposal aims to be a feasibility plan with actions, shared from the bottom, which are partly financed and/or implemented in most need to be finalized through obtaining the necessary funds: public and private.

The Local Action Plan is characterized by some strong points:

1) Bottom up process/ participation, involvement of stakeholders, public and private.

Result: Strengthening of the relationship between “stakeholders”, the City, other public and private entities (investors, workers, citizens), and the creation of a capital trust (trusting and social capital) essential for regeneration of an integrated slum.

2) Improvement of “capacity building” government, through the opportunities offered by the URBACT II Program, at the program level (“URBACT Summer University” to “URBACT National Training Session”) which allowed to involve stakeholders at international and national training sessions and project level, with meetings transversal and territorial Local support Groups, which made it possible to experience the work of the network and to develop the necessary comprehensive view of the problems and solutions beyond the fences of the organization sectorial government.

Result: L ‘UGSL allowed to involve the various participants, public and private, to new working methods useful for the construction of a project “Integrated”.

3) Promotion of participatory planning, the choice of promoting a type of participatory planning that embraces the requests coming from the territory and plays local actors, both public and private, and involving them in the design choices, accepting suggestions.

Result: positive effects to occur in the project, the so-called “spill over” (cascading effect) even outside the URBACT Local Support Group; also for the protection of the work accomplished by any acts of vandalism by inhabitants.

4) Cooperation between Universities and Local Government in the same vein of cooperation / participation fits the relationship established with the University that led to a mutual exchange between the network, which has benefited from the contribution of the scientific faculty of Architecture for analysis and processing of ideas as have arisen, and for the University that has had the opportunity to propose to the students study topics related to the themes of the Network and, through internships, to allow those participating will meet workers the work of public and private administrations who provided useful information to understand the possibilities and the limits imposed by the territory and regulations.

Result: The Local Administration benefits of scientific contribution of the University, which in turn uses the ‘local government and / or other “stakeholders” in the didactic training of the students.

5) Involvement of representatives of local networks of small businesses at the district level and / or associations of local roots: craftsmen, traders, / investors associations. And the true strength of the project that is developed through the flywheel of belonging to the identity of the territory: as the involvement of the associations of the Porta Capuana that allowed also to network the various caterers in the area for an articulated action for the revival of tourism in the area (coordination “I love Porta Capuana”), for the area of Montesanto / Avvocata, the involvement and networking of the various association in the area (Parco Ventaglieri, Association Montesanto 3 / etc), then the Business Improvement District (Centro Commerciale Naturale) of Market Square that sees networking with consortia (“Borgo Orefici” and “Antiche Botteghe Tessili”) most of the artisans and businesses in the area in more articulate and effective initiatives for regeneration the neighborhood. Result: investors who are most interested in and committed to the renewal of the area, the creation of jobs, the regeneration of its urban territory, regaining the pride of belonging to the territory.

6) The opportunity of the instrument’s business improvement district (centro commerciale naturale): the Administration has identified in the “lower city” mall natural “Market Square”.

Result: use of this tool to create a synergy public private use and maintenance of public spaces, preserving the small traders organized in networks.

7) The initiation of proposals simple, inexpensive and does not require special permissions / bureaucracy: held against the economic crisis and the need to give answers to citizens.

Result: easily achievable proposals pending final designs, give immediate answers to citizens pending the implementation of the actions / more complex projects.

8) Making marketing of the region through the promotion and dissemination of implementation of the plan (publications, media, seminars, etc ..) at the local level has been possible through the resources URBACT.

Result: participation, sharing of results.

9) The context of the European program has facilitated the establishment of group of “stakeholders”.

Result: overcoming distrust, increased credibility of the Administration.

The weak point that should be mentioned is that of the "The role of the Managing Authority in the implementation of Local Action Plans USEAct / URBACTII".

This round of the URBACT program having been developed in the previous stage to the new programming of EU funding 2014 2020, has had perfect timing and could be a great opportunity to work in synergy with the authority of management in order to connect the Local Action Plans with the next EU funding in 2014 - 2020. But unfortunately it was yet another missed opportunity: few Managing Authority participated in the implementation of the plans .The Campania Region has confirmed the difficulty to participate on an ongoing basis, as required by the European Commission for URBACT, a shared "bottom" in the implementation of the Local Action Plan useful to consciously decide on any financing of those actions deemed valid.

The objectives, together with the actions and sub-actions that have been defined, are those that the Local Support Group as being key to trigger a virtuous cycle that can have a positive impact on the socio-economic development and the environment in the area and whose reflections can spread to the rest of the city.





Carmine Piscopo
Councillor
Urban politics, Urban Planning
and Common Goods
City of Naples

The land use is a central theme of the architectural and urban debate. The development of the cities, in some cases increasing, in other cases inverse, has led to think that it is necessary to change the point of view. First of all, the distinction between natural and built environment has failed. Balances are inexorably overturned. Urban settlements outside the city go hand in hand shaping up as a mass urban sprawl, that despite the awareness of the need for a change of course, continues to grow.

Addressing the global phenomenon of migration of people, expansion of urban areas outside the cities, limiting urban sprawl, means dealing with the need for a different way of thinking, in which the identity and quality of projects in cities is essential.

The City of Naples since 2012 as Lead partner of the USEAct network, in the framework of the URBACT II programme, has developed this project focusing on the theme of urban development while avoiding the consumption of soil, that has now producing as outputs ten different Local Action Plans (one for each city partner).

One of the interesting aspects of the USEAct project is that it is directly connected with the need to support urban communities, in the way to find solutions to solve the problem of the land consumption, mainly through two different tools: on one hand reusing existing buildings and areas in the city, and on the other hand towards new urban planning tools, which can develop – on a large scale – new settlement opportunities of the highest quality (private and public spaces) for people and investors, reducing as far as possible the use of green-field land and energy consumption.

Since June 2004, Naples has been the subject of a new town planning scheme (PRG), which would entail – amongst other

things – the reduction in land use and, on the other hand, investment in recovery of the existing heritage, promoting farming and developing the environmental landscape and architecture. (USEAct Baseline study, 2013) The challenges that Naples is currently facing are: to reduce the trend of urban sprawl, increasing the quality of residential areas and, where necessary, promote densification in existing urban areas, without further land use; and to promote recovery and rehabilitation of existing neighbourhoods, in particular encourage interventions to improve energy efficiency in buildings' renovations.

The Local Action Plan, that it is developed by the city of Naples is working in particular on three different areas of the city. Porta Capuana, located in the east part of the city, boarding the area of the central station Piazza Garibaldi, that is actually interested in a large project of urban redevelopment; the area of Montesanto/Montecalvario, a mixed populated area, actually interested by a regeneration linked to cultural activities; the area of Piazza Mercato, animated by a strong identity related to the presence of art-craft and commercial activities.

The process of the building up of the USEAct Local Action Plans was an important moment for the city of Naples. Citizens, local administrators and politicians, technicians, urban planners, architects, representatives of the private sectors and local associations of citizens were the protagonists of this activities. It represent an interesting experience of participative approach that we want to continue.

On the basis on the practical experience with the Local Action Plan in the City of Naples, it is possible to affirm that it is necessary to change the state of mind and start to think that the regeneration must be necessarily considered as a tool of convergence for the implementation of technical, social, economic and environmental practices, using a participative approach.



Naples and the USEAct Local Action Plan

Vittorio Torbianelli
USEAct Lead Expert

The Local Action Plan developed by the Municipality of Naples has focused on some degraded areas of the historic urban core. These areas are particularly promising in terms of regeneration potential, since they are, on one hand, included in the catchment area of a renewed metro-line which will improve accessibility, and, on the other hand, show relevant investment and initiatives flows, promoted by local stakeholders. The laboratory-areas which has been identified are: LAB Porta Medina (area Montesanto/Avvocata - II Municipality), LAB Porta Capuana (area Porta Capuana - IV Municipality) LAB Porta del Mercato (Lower City area from Piazza Municipio to the Market Square, II Municipality). The three areas are, in fact, historic city gates and, today, fundamental exchange points between the historical and more recent districts: areas characterized by the presence of important facilities at metropolitan area level; areas connoted by the presence of valuable real estate assets that may be used to incentivize urban regeneration.

The Local Action Plan is characterized by specific features, that can be summarized as follows. Bottom up process/participation, involvement of stakeholders, both public and private ones; Improvement of the "capacity building" of stakeholders; supporting participatory planning; cooperation

between Universities and Local authority.

The LAP is inspired by an integrated vision. The final target is activating a positive development process that could be described through the acronym "SUCRE": creativity, innovation and "smart" solutions, included energy efficiency and re-use of downgrade and abandoned buildings are the keyword of the LAP.

The bottom-up actions proposed by numerous and relevant stakeholders are inspired by the idea that urban quality and competitiveness can drive "urban renaissance", to be built on urban identity, buildings and public spaces reuse, development of places for "creativity and new economic activities".

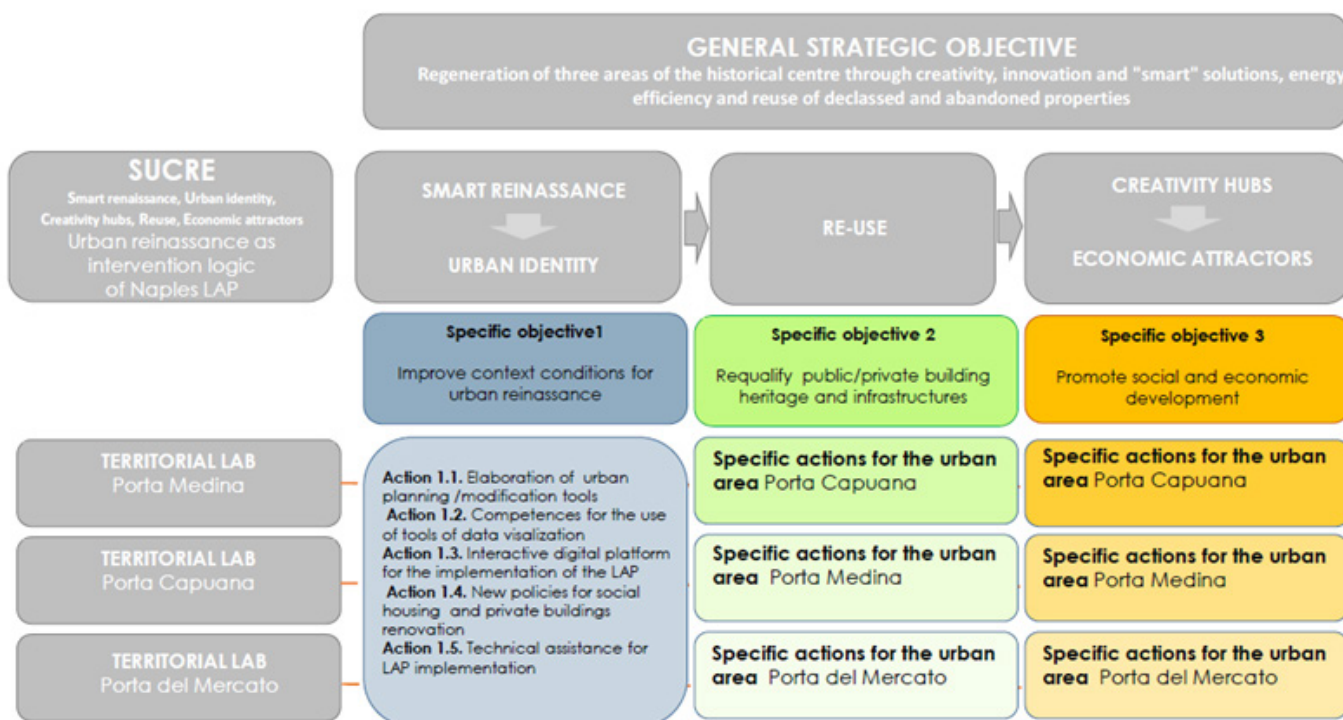
The LAP implementation is, of course, challenging, because of the "complexity" of the issue and the large number of sub-targets and actions. The LAP identifies several risks: resources availability for implementation, costs and time of infrastructure development, alignment of procedure/regulatory framework, stakeholders involvement and coordination.

Effective risk management is, therefore, a key issue for the LAP implementation. With regards to the risk management, it is interesting to mention a specific statement included in the LAP: in order to manage the risk, "alternative strategies could be applied or even re-plan the whole project" (sic!). For this reason, "among the tools to be used for this purpose, verification meetings with external auditors and periodical project reviews, EV (Earned Value) analysis, to evaluate project economic situation, technical and qualitative performance indicators" are suggested. Naples is a miraculous city, as it is notorious everywhere, and we are sure that a miracle, once again, will allow the LAP to be operational and to contribute to improve one of the most extraordinary cities in the world.



Development strategies for the “core” of the city LAB Porta Capuana - LAB Porta Medina - LAB Porta del Mercato

LAP of Napoli City is inspired by an integrated vision, starting from the possibility to activate a virtuous path recognizable by the acronym SUCRE. As illustrated in the following image, the general implementation plan has the “mission” of regenerate the three areas, through creativity, innovation and “smart” solutions, energy efficiency and re-use of downgrade and abandoned buildings. Therefore bottom-up actions, proposed by stakeholders, start from the idea that generating virtuous path of urban quality and competitiveness should re-focus on the context for a Smart renaissance; the reflection on urban identity as readable dimension of places, based on the evolutionary knowledge of context conditions (Urban identity), that in turn activates strategies of buildings recovery and public spaces, linked to development of places for creativity and new economic activities development (Creativity hubs, Reuse, Economic attractors).



GENERAL STRATEGIC OBJECTIVE OF THE LAP (MISSION)

The overall strategic objective of the Local Action Plan (mission) is the regeneration of three areas of the historical centre - the city gates and infrastructural tangle of interchange - through creativity, innovation and "smart" solutions, energy efficiency and reuse of declassified and abandoned properties.

LOCAL ACTION PLAN TABLE OF CHALLENGES AND SOLUTIONS	
<i>Challenges</i>	<i>Solutions</i>
Reuse and recovery of abandoned public / private properties, with new attractive purposes Promoting the redevelopment of brownfield sites (ruins) in the city as a growth factor	Identify and catalog the public/private real estate disused Promote new planning and "governance" tools for abandoned areas
Increase the schooling level of disadvantaged groups Increase employment in particular the youth one Rediscover and value traditional crafts that are disappearing, creating new employment opportunities	Promote educational initiatives to accompany needy families including the creation of new meeting places Activate training courses to disseminate the knowledge of traditional crafts, identifying employment gaps in the labor market
Attract the growing tourism in the target areas Create new meeting places Revitalize areas during the night ensuring greater safety Transforming the areas from transit places to destinations	Develop activities and places dedicated to tourists Redevelop and expand the existing infrastructure through the use of innovative technologies Encourage the creation of new facilities dedicated to culture and creativity
Enhance cultural multiethnic integration, given the high number of immigrants, transforming it into an opportunity	Activate initiatives of intercultural exchange in the districts which people belongs Create initiatives, routes and places related to the collective memory of the area
Support entrepreneurial initiatives already in place Create and implement new tools to support small craft and commercial activities, through their networking	Support existing activities through "governance" and urban marketing actions. Support merchants and craftsmen in the management and / or the establishment of commercial areas



ULSG MEETINGS



National Training Seminar

WORKSHOP 28 MARZO 2014
 "Investire nella città esistente: opportunità e criticità nell'utilizzo dei ruderi"





City of Naples

[See our partners page on www.urbact.eu/useact](http://www.urbact.eu/useact)



The point of view of the City of Trieste by the Mayor

Interview to the Mayor of Naples Mr Luigi de Magistris collected by Cinzia Sammarco

What is the importance and the priority level your city organization ascribes to the development of “Urban Growth Management” and strategies for reduction of soil consumption? What are the expected benefits from your administration?

The Urban growth management is pivotal to my political action. Considering that Naples is the first city in Italy for waterproofed surface, covered with asphalt, this phenomenon reflects the hard urbanization that has undergone Naples during the '60s. Back then, our city was shocked by pirate urbanization that caused the rise of public corruption, since the real estate deal provided black funds for ruthless politicians. Nevertheless, Naples still exhibits gorgeous parks and green area – for instance, Naples is the main protected designation of origin (PDO) wine producer in Italy, among all the other metropolitan areas; this means the city still preserves environmental goods of great value, and my political goal is to protect them.

What is the role played by your organization to develop planning tools for “Urban Growth Management” with the aim of less land use and what is, in general, the degree of strategic and operational cooperation with the other authorities (national, regional, local) on the specific “Land use” issue? What are the most positive and the problematic aspects of territorial cooperation?

Undoubtedly, I do believe that the landscape is one of the most valuable asset Italy must preserve: the UNESCO itself has enrolled many Italian landscapes into the World Heritage List and Naples is part of the said list for both the beauty of its monuments and of its environment. Neapolitan panoramas represent an aesthetic icon that exemplifies the beauty of nature, according to the values of the Renaissance. In order to promote the brand and reputation of our city, we must comply with high standards ensuring an adequate preservation of our landscape. We must grant to the future generations a full enjoyment of our natural heritage, preserving it from urbanization and pollution. The Neapolitan cultural identity coincides with our natural identity which implies safeguarding our scenery, as it has been depicted by the Grand tour writers. Moreover, planning implies enlarging green areas. Doing so, we can also decrease the social costs due to the pollution caused by pirate urbanization, hence benefiting public health.

What are tools and strategies for “urban growth management” Land Use/Reuse/Refitting, how they are used to support urban regeneration(s) in your city?

In my opinion, the keystone in urban growth management is enacting urban plans which enforce simple rules, such as regenerating instead of building. Licenses to build are issued only if previous regeneration of old buildings take place. Doing so, we can curb urban sprawl and stop trends related to the peri-urbanization of our cities.

What would be your request to the European Commission for a real support on policies on land use?

In order to strengthen the European Commission's governance, at both national and local levels, I advocate for a permanent roundtable joined by all the experts on the subject. A roundtable which includes national and European professionals who are allowed to take decisions.

What would be your request to your National and Regional authorities for a real support on policies on land use?

We need to take action. We need to find a good balance between a bottom-up and a top-down approach. And we have to be sure that, when it comes to head towards a sustainable society, the “buck stops here”.

Napoli, Aprile 2015

Porta Medina lab



LAB PORTA MEDINA
AREA VIADOTTO FUNICOLARE
SCALE DI MONTESANTO

NOSTRANA PER MONTESANTO
LA RIGENERAZIONE URBANA CHE
PARTE DAI CITTADINI

TARGET:
RESIDENTI DEL QUARTIERE, CITTADINI, CITY
USERS

**ASSOCIAZIONE
CULTURALE
DUEDIQUATTRO
MELANIA CERMOLA**

LAB PORTA MEDINA
TERRITORIO CITTADINO

**GRAFFIARE CON
COSCIENZA**

TARGET:
SCUOLE, ASSOCIAZIONI/TERRITORIALI
ORATORI PARROCCHIALI

TECNIKOS

AREA PORTA CAPUANA

PROGETTO ARTIGIANATO

TARGET:
ABITANTI, CITY USERS

**I CARBONARI E
ISTITUTO ISABELLA
D'ESTE - NAPOLI**

RUDERI NELL'AREA DI
9 PORTA MEDINA

**VARIANTE URBANISTICA
PER IL RIUSO DEI RUDERI
ABBANDONATI CON LA
POSSIBILITA' DI ASSEGNARE
NUOVE FUNZIONI AGLI
IMMOBILI**

TARGET:
CITTADINI, INVESTITORI

COMUNE DI NAPOLI

LAB PORTA MEDINA
PARCO SOCIALE VENTAGLIERI

**LABORATORIO
PERMANENTE DI
PARTECIPAZIONE E
SVILUPPO DI COMUNITA'**

TARGET:
GIOVANI, BAMBINI, COMUNITA' LOCALE,
FAMIGLIE, ARTIGIANATO E SCUOLE

**PARCO SOCIALE
VENTAGLIERI**

LAB PORTA MEDINA
QUARTIERE AVVOCATA

**CAMBIAMENTI
RESILIENTI**

TARGET:
COMUNITA' LOCALE, GIOVANI, BAMBINI
COMUNITA' DI MIGRANTI, COMUNITA' IN
TRANSITO

K&Passo

**NUOVE POLITICHE DI SOCIAL HOUSING E
STRUMENTI PER IL RECUPERO DELL'EDILIZIA
PRIVATA EVITANDO GENTRIFICAZIONE**

TARGET:
CITTADINI, INVESTITORI

COMUNE DI NAPOLI

PROGETTO CASSINO

TARGET:
ABITANTI, CITY USERS

**I CARBONARI E LI
ARTISTICO
SS.APOSTOLI**

LAB PORTA MEDINA
VIA PIGNASECCA, LARGO PIGNASECCA, VIA
PORTAMEDINA, PIAZZA MONTESANTO, VIA
MONTESANTO, VIA OLIVELLA, PIAZZA
OLIVELLA, VIA DEI VENTAGLIERI, VICO
LEPPI AI VENTAGLIERI, SALITA
VENTAGLIERI, SALITA TARSIA, LARGO
TARSIA, VIA AVELLINO A TARSIA, VIA
CAPRICCIANELLO,
E, VICO PONTECORVO, VIA GESU' E MARIA,
SALITA PONTECORVO, SALITA TARSIA.

**RIQUALIFICAZIONE DI
STRADE LARGHE E PIAZZE**

TARGET:
CITTADINI, CITY USERS

COMUNE DI NAPOLI

LAB PORTA MEDINA
COMPLESSO MONUMENTALE DI SAN GIUSEPPE
DELLE SCALZE

**RIFUNZIONALIZZAZIONE DEL
COMPLESSO MONUMENTALE
DI SAN GIUSEPPE DELLE
SCALZE**

TARGET:
CITTADINI, CITY USERS

COMUNE DI NAPOLI

LAB PORTA MEDINA
COMPLESSO MONUMENTALE DI
SAN GIUSEPPE DELLE SCALZE

**ME NE LEGGI UN'ALTRA?
BIBLIOTECA DI QUARTIERE
DEDICATA ALL'INFANZIA**

TARGET:
BAMBINI (0-10 ANNI), FAMIGLIE, SCUOLE

MAMMAMA'

LAB PORTA MEDINA
COMPLESSO MONUMENTALE DI
SAN GIUSEPPE DELLE SCALZE

**TI RICORDI:
LABORATORIO DELLA MEMORIA
COLLETTIVA SUL QUARTIERE**

TARGET:
ABITANTI DEL QUARTIERE, TURISTI,
CITTADINI

FORUM TARSIA

LAB PORTA MEDINA
COMPLESSO MONUMENTALE DI
SAN GIUSEPPE DELLE SCALZE

**ALTRASCENA_NAPOLI
RESIDENZE CREATIVE MULTI-
DISCIPLINARI**

TARGET:
GIOVANI (18-3 ANNI), IMMIGRATI

ALTRADEFINIZIONE

**STRUMENTI E COMPETENZE PER LE
AMMINISTRAZIONI LOCALI PER UN USO
INTELLIGENTE DEGLI STRUMENTI DI
VISUALIZZAZIONE DEI DATI**

TARGET:
CITTADINI, INVESTITORI

COMUNE DI NAPOLI

LAB PORTA MEDINA
SCUOLE DEL TERRITORIO CITTADINO

Q.I. SUMMER HOSTEL

TARGET:
TURISTI, STUDENTI, VISITATORI OCCASIONALI

**ASSOCIAZIONE
MONTESANTO 3
ASSOCIAZIONE ONLUS
W.I.H.
COMUNE DI NAPOLI**

LAB PORTA MEDINA
COMPLESSO MONUMENTALE DI
SAN GIUSEPPE DELLE SCALZE

**SCALZABANDA:
IMPLEMENTAZIONE DELLA
BANDA MUSICALE DEL
QUARTIERE**

TARGET:
BAMBINI DEL QUARTIERE, GIOVANI (16-35
ANNI)

SCALZABANDA

LAB PORTA MEDINA
EX DEPOSITO ANM

**MONTESANTO STUDENT
ZONE- SALA POLIVALENTE**

TARGET:
ESPOSITI, RICERCATORI, STUDENTI FUORI
SEDE

**ASSOCIAZIONE
MAO MEDIA & ARTS
OFFICE
ASSOCIAZIONE
DUEDIQUATTRO
MONTESANTO 3**

LAB PORTA MEDINA
COMPLESSO MONUMENTALE DI
SAN GIUSEPPE DELLE SCALZE

**COM'E FATTO:
LABORATORIO DI ESPERIENZE
MATERIALI**

TARGET:
BAMBINI, GIOVANI (16-35 ANNI), ABITANTI
DEL QUARTIERE

LE CRETE

LAB PORTA MEDINA
SALITA PONTECORVO

**COLLEGAMENTO
PEDONALE FRA IL MUSEO
NITSCHE E PIAZZA DANTE**

TARGET:
CITTADINI, CITY USERS

COMUNE DI NAPOLI

LAB PORTA MEDINA
COMPLESSO MONUMENTALE DI
SAN GIUSEPPE DELLE SCALZE

**L.A.P. LABORATORIO DI
AUTOCOSTRUZIONE
PERMANENTE**

TARGET:
ARTIGIANI LOCALI, STUDENTI UNIVERSITARI,
ABITANTI DEL QUARTIERE

ARCHINTORNO

LAB PORTA CAPUANA
CENTRO STORICO DI NAPOLI

**WEB/MOBILE APP
SEQUENZE URBANE.
UNITA' MINIME DI CONVERSAZIONE
SULLO SPAZIO PUBBLICO**

TARGET:
ABITANTI, TURISTI, STUDENTI, IMPRESE

RIOT STUDIO

LAB PORTA MEDINA
EX DEPOSITO ANM

**RUDERE MONTESANTO
EVENTO/WORKSHOP DI
DESIGN COLLETTIVO/
AUTOCOSTRUZIONE**

TARGET:
CITTADINI RESIDENTI, CITY USERS, STUDENTI,
ARTISTI/PROFESSIONISTI

**ASSOCIAZIONE MAO
MEDIA & ARTS OFFICE
ASSOCIAZIONE
DUEDIQUATTRO
COMUNE DI NAPOLI**

LAB PORTA MEDINA
EX DEPOSITO ANM

**OLIVELLA URBAN
MAKERS LAB**

TARGET:
RESIDENTI CITY USERS DEL QUARTIERE DI
MONTESANTO, STUDENTI UNIVERSITARI,
ARCHITETTI, ARTISTI, RICERCATORI, AERONOMI

**ASSOCIAZIONE MAO
MEDIA & ARTS OFFICE
ASSOCIAZIONE
DUEDIQUATTRO**

LAB PORTA MEDINA
EX DEPOSITO ANM

**CENTRO CULTURALE,
COWORKING, SOCIAL HUB,
DESIGN FACTORY**

TARGET:
STUDENTI RESIDENTI E FUORI SEDE, RESIDENTI DEL
QUARTIERE, ANZIANI GIOVANI, PROFESSIONISTI,
IMPRENDITORI, ARTISTI, DESIGNER, MAKERS

**ASSOCIAZIONE
MONTESANTO 3**

LAB PORTA MEDINA
SEDE QUARTIERE INTELLIGENTE

**RIQUALIFICAZIONE
IMMOBILI DI PROPRIETA'
PRIVATA**

TARGET:
CITTADINI, CITY USERS

**ASSOCIAZIONE
MONTESANTO 3
QUARTIERE
INTELLIGENTE**

LAB PORTA MEDINA
COMPLESSO MONUMENTALE DI
SAN GIUSEPPE DELLE SCALZE

**N.A.P. NETWORK ASSOCIATIVO
PERMANENTE**

TARGET:
COMUNITA' DI MIGRANTI, GIOVANI (18-30 ANNI)
ARTISTI, LIBERI PROFESSIONISTI, SETTORE ARTI
PERFORMATIVE

**COORDINAMENTO LE SCALZE:
ALTRADEFINIZIONE, FORUM
TARSIA, SCALZABANDA,
ARCHINTORNO, MAMMAMA',
RAMBLAS, DUOMIMATTO, MEDICI
SENZA FRONTIERE, LE CRETE**

LAB PORTA MEDINA
SEDE QUARTIERE INTELLIGENTE

Q.I. SHARING LAB

TARGET:
MAKERS, GIOVANI ARTISTI ITALIANI E
INTERNAZIONALI

**ASSOCIAZIONE
MONTESANTO 3**

LAB PORTA MEDINA
EX DEPOSITO ANM

**RIQUALIFICAZIONE
EX DEPOSITO
ANM/PROGETTO GAI
RIGENERAZIONI
CREATIVE**

TARGET:
CITTADINI CITY USERS

COMUNE DI NAPOLI

LAB PORTA MEDINA
SEDE QUARTIERE INTELLIGENTE

**FEM FIERA
DELL'ECOSOSTENIBILITA'
DI MONTESANTO**

TARGET:
PROFESSIONISTI LOCALI E NON, RESIDENTI
DEL QUARTIERE, IMPRENDITORI, DESIGNER,
MAKERS

**ASSOCIAZIONE
MONTESANTO 3**

LAB PORTA MEDINA
SEDE QUARTIERE INTELLIGENTE

**Q.I. VERDE PENSILE E
VERTICALE**

TARGET:
STUDENTI, PROFESSIONISTI, CITTADINI

**ASSOCIAZIONE
MONTESANTO 3
ARCHI O.CASOLARO**

LAB PORTA MEDINA
SEDE QUARTIERE INTELLIGENTE

Q.I. VEDO

TARGET:
RESIDENTI DEL QUARTIERE, CITTADINI, CITY
USERS, ARTISTI

**ASSOCIAZIONE
MONTESANTO 3**

LAB PORTA MEDINA
SEDE QUARTIERE INTELLIGENTE

Q.I. WORKSHOP

TARGET:
STUDENTI, PROFESSIONISTI, DESIGNER,
MAKERS

**ASSOCIAZIONE
MONTESANTO 3**

LAB PORTA MEDINA
SEDE QUARTIERE INTELLIGENTE

Q.I. ORTO

TARGET:
RESIDENTI DEL QUARTIERE, CITTADINI, CITY
USERS, BAMBINI

**ASSOCIAZIONE
MONTESANTO 3**

LAB PORTA MEDINA
SEDE QUARTIERE INTELLIGENTE

Q.I. RECUPERO DELL'ACQUA

TARGET:
STUDENTI, PROFESSIONISTI, CITTADINI

**ASSOCIAZIONE
MONTESANTO 3**

LAB PORTA MEDINA
SEDE QUARTIERE INTELLIGENTE

Q.I. COWORKING

TARGET:
RESIDENTI DEL QUARTIERE, CITTADINI, CITY
USERS

**ASSOCIAZIONE
MONTESANTO 3**

Local action plan

Porta Capuana lab



Porta del Mercato lab

- ✓ GIÀ REALIZZATO
- ✗ IN CORSO DI REALIZZAZIONE
- DA REALIZZARE

the geography of ideas

A window on the... USEAct Final Conference

16



Vittorio A. Torbianelli
USEAct Lead Expert

From Urban Sprawl to Adaptive Reuse: a sustainable future for our cities

1. Finalizing the USEAct Project

The “final conference” of the UseAct Project is a great occasion to share within the UseAct community, but even more with the “first proposers” of the UseAct project - the Naples Municipality and its citizens - the outcomes of an “intricate although fascinating journey” as the UseAct project was.

The broad scope of the UseAct project (the implementation of policies foreducing new urban land use and the sustainable reuse of the existing city) makes it very challenging to provide a comprehensive picture of the activities and an “ultimate” list of outcomes and lesson learned.

The difficulty of “summarizing the issues” perfectly reflects the complex morphology of the integrated policies for reducing land-take, and the reuse of the city. Diversity between local settings and partners, have clarified the need to trace an “individual” path towards reducing land use. The idea of “convergence” or “key words” and “certified” models, applicable to the entire European territory, is not suitable for more complex issues. Despite this premise, some common and crosscutting key-messages emerged . They serve for the most part as indicators for strategic reflection, useful to drive on innovation and will be presented during the meeting to be shared. However, the final meeting of the UseAct project is probably a unique occasion to share a unique message: communities and leaders should be aware of the need of radically “innovative approaches” to the “land use” issue, trying, if possible, to bypass the recurrent constraints typical of the “administrative” and “political” level. Innovation formulas can be diverse, from place to place, but, in general, more creativity and an integrated approach seem to be needed. Freeing community and entrepreneurial energy, fighting “commonplaces” in the debate between developers and land-defenders, introducing new “tools” to extend debate outside the closed

circles formed by “politicians/planners/developers” focusing on values to be created instead of on “rules” or “common praxis”, paying attention to new players (as financing institutions) are just some examples.

2. The final conference program

During the final conference, city administrators, experts, stakeholders, and Project Partners, will have room to talk to each other to share ideas and knowledge about a specific topic of the USEACT Project, which is at the heart of cities concerns : “From Urban Sprawl to Adaptive Reuse : a sustainable future for our cities”. Two thematic Round-Tables are planned, with the participation of an Italian journalist. Discussion will be started by UseAct partners but local administrators and urban technicians will continue the debate.

The First Round Table will be dedicated to the theme “Facing Urban sprawl : What role for Municipalities and other administrative levels, looking forward to “re-growth”.

The Second Round Table will focus on “Adaptive Reuse of Residential Heritage buildings in the cities. Opportunities and Criticism”

A Third Round Table “Managing Authorities and Financial opportunities for the URBACT Local Action Plans” will be dedicated to a strategic aspect, also for the next URBACT III programme: the need to “finance and implement” the Local Action Plans, through the involvement of local managing authorities, which are essential to guarantee successful practical outcomes of the URBACT projects.

Focus on the USEAct Final Conference



#upgiotto per USEAct
22 23 Aprile 2015 Napoli

PIAZZA MERCATO - 22 aprile, mercoledì ore 14-16
 MONTESANTO Piazza OLIVELLA - 23 aprile, giovedì ore 10-12
 PORTA CAPUANA - 23 aprile, giovedì ore 12-14

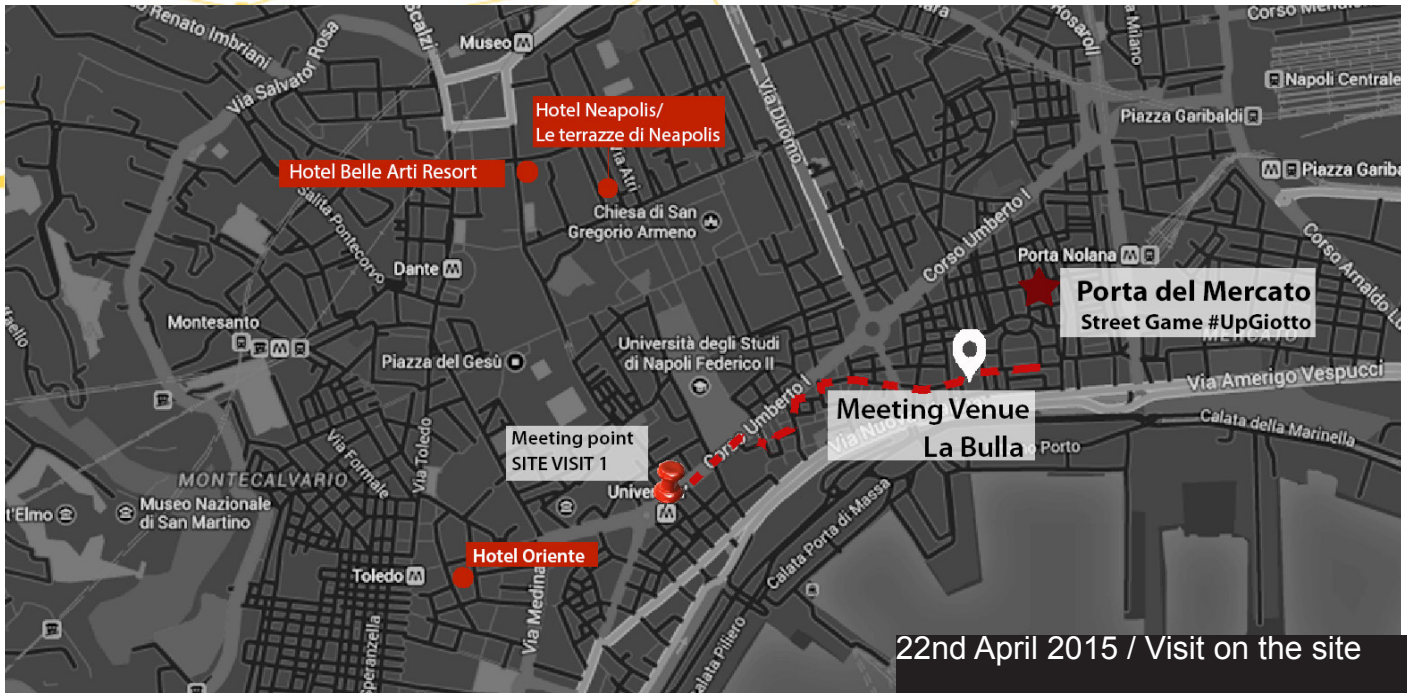
scuole coinvolte:
 Istituto Isabella D'Este
 Scuola Campo del Moricino
 Scuola Foscolo / Oberdan
 Scuola Scura/ D'Aosta
 Scuola Bovio
 Scuola Pietro Colletta

con la collaborazione di:
 Accademia di Belle Arti
 Community Psychology
 Università Federico II
 DIARC della Federico II
 I love Porta Capuana

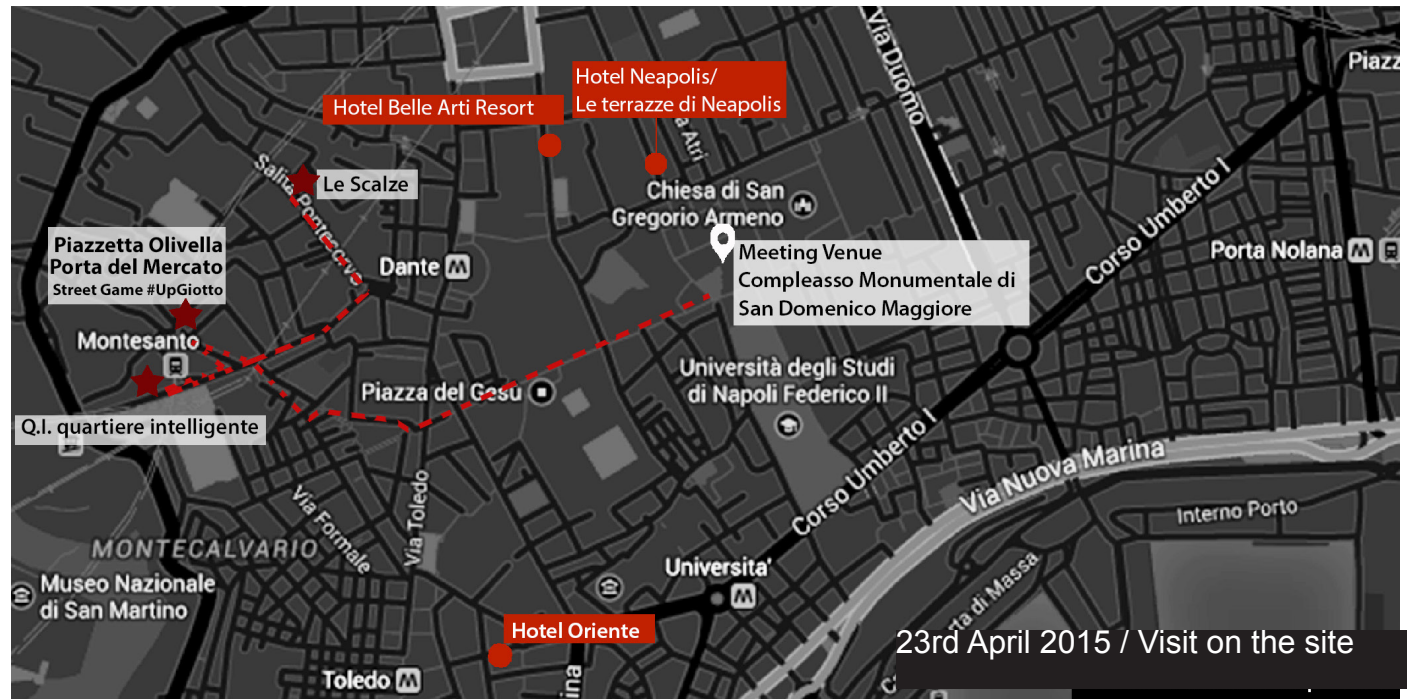
organizzato da:

 con il patrocinio:

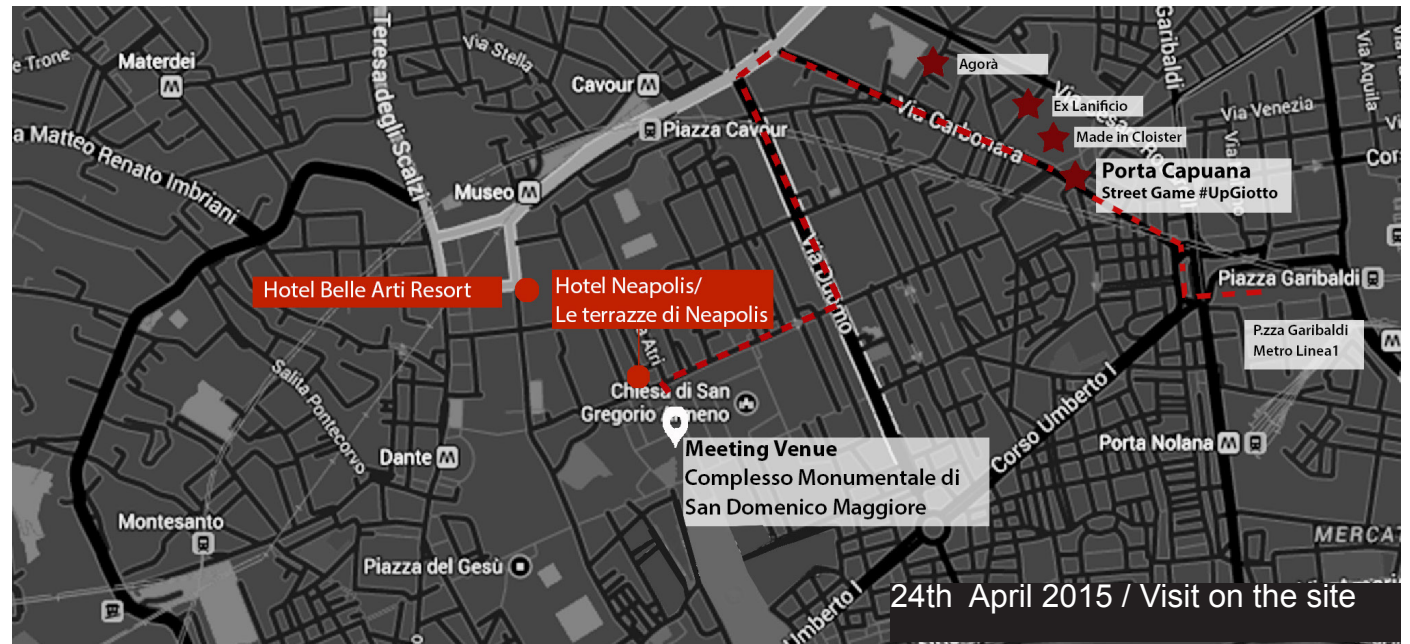

#upgiotto is mostly a way, temporary and ephemeral, to take possession of public space, to see it as a space to be used. A space of possibilities and meeting that the act of playing, far more than other kind of practices, is able to disclose. During #upgiotto, the space of the street is precisely the blank sheet to fill and the passers-by are our potential team-mates. It is also a way to look at squares, sidewalks, clearings and at their characteristics with new eyes: the cracks in the asphalt can be part and parcel of the drawings, that unnoticed corner the most suitable place where the scoreboard can be written, that particular step the perfect point from where everyone can perfectly hear the description of the picture to draw...



22nd April 2015 / Visit on the site



23rd April 2015 / Visit on the site



24th April 2015 / Visit on the site

USEAct Lead Partner Team | City of Naples



City of Napoli team

Gaetano Mollura
Project coordinator

Coordinator of URBACT Project Unit

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Architect, project manager of the Urban Planning Council Department of Naples and expert in Urban Integrated Approach Development, Gaetano has been involved since 1994 in major European Programmes promoted by the European Commission in the framework of the Urban Development Policies (URBAN I and URBACT I and II). As expert attached to the URBACT I French Secretariat (freelance position) he provided expertise to the cities of new Member States in the framework of the Support for Cities project. Currently he is the coordinator of the USEAct Thematic Network.



City of Napoli team

Maria Luna Nobile
Communication and
capitalization officer

USEAct Team - URBACT Project Unit

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Tel.: +39 0817958934**Email address:** maria.luna.nobile@gmail.com

PhD Architect, she achieved a Masters' Degree in Architecture at the University of Naples Federico II in 2006, and in 2010 the qualification of DPhil in Urban Design. Her research focuses on the urban composition design of the contemporary city. After an internship at the URBACT Secretariat, She has been contributing to the networks CTUR (Cruise traffic and urban regeneration) and HerO (Heritage as Opportunity) As designer, she also take part to projects on both small and large-scale. She's collaborating to the research of the Department of Architecture of the University "Federico II" of Naples.



City of Napoli team

Anna Arena
Financial and project
officer

USEAct Team - URBACT Project Unit

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Master's graduate in Contemporary History from the University of Naples 'Federico II' in 2007. Expert in the use of EU Funds and in the Local Development. She has gained experience since 2010 supporting the project management of the URBACT Networks CTUR (Cruise traffic and urban regeneration) and HerO (Heritage as Opportunity). Currently She's working as responsible for finance management and support to the dissemination of the projects results for the USEAct Lead Partner Team at the City Council of Naples



City of Napoli team

Vincenzo Fusco
ULSG Coordinator

USEAct Team - URBACT Project Unit

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Tel.: +39 0817958917**Email address:** vincenzofusco@hotmail.com

Architect, lives and works in Naples. He deals with urban regeneration and environmental sustainable mobility, in particular in areas with high socio-economic degradation. In these areas he has been collaborating with public administrations and institutions. From 2014 became part of the working group USEAct/URBACT - City of Naples with the role of coordinator of the local support group for the development of its Local Action Plan.

Naples Local Support Group core members

STAKEHOLDERS TRANSVERSALLY INVOLVED

Public Institutions

City of Naples

Departments: Urban politics, Urban planning and Common Goods; Environment; Sports; Infrastructure, Public Works and Mobility; Young people's politics; Culture and Tourism; Building Heritage; Welfare; School and Education; Labor and Productive activities

Directorates and related Offices:

Heritage - Economic development, Research and labor market- Culture, Tourism e Sport - Welfare and educational services - Infrastructure, public works e mobility - Planning and land management - UNESCO site-; Enviroment, Land protection and protection of the sea.

Regione Campania

Dario Gargiulo, Giulio Mastracchio

Managing Authority op - ERDF - ESF 2007- 2013/ 2014-2020

ANEA Agenzia Napoletana energia e ambiente:

Michele Macaluso, Nicola Barbato

Neapolitan Agency Energy and Enviroment, is no-profit independent consortium that promoting the rational use of energy, the spread of renewable sources, sustainable mobility and the enviromental protection L'ANEA carries out information training and technical assistance addressed to local authorities and businesses for the realization of innovative projects in the enviromental energy sector.

University and Research Institute

Università degli Studi di Napoli Federico II

Dipartimento di Studi Umanistici

Humanistic Studies Department: Caterina Arcidiacono

Both departments undertaking research to support the development of the implementation process of the Local Action Plan. Humanities departments with the INCOPARDE laboratory – Psychology section (contact person prof. Caterina Arcidiacono) has signed an egreement for scientific collaboration with the City of Naples regarding the activation and monitoring of the Urbact program. This collaboration involves the collaboration of the department for research and training activities of study that relate to the community psychology and its applications. This activity is expressed in the wider group of Psychology loves Portacapuana and in collaboration with the association Psi-com.

DiARC

Architecture Departments: Pasquale De Toro, Maria Cerreta, Daniela Lepore

DiARC founded his role on the integration of common knowledge to the humanities and techno-scientific: from the mathematics methods of representation of the city's history and architecture design mathodologies and tecnologies to architectural scale and urban land, from the restoration to the recovery and building renovation

IRAT - CNR Consiglio Nazionale Ricerche

Massimo Clemente, Gabriella Esposito De Vita, Stefania Ragozino

The Institute's Research on Tertiary Activities (IRAT) is an organ of the National Research Council (CNR) which refers to the new department of Human and Social Sciences, Cultural Heritage.

Accademia di Belle Arti di Napoli

Aurora Spinosa

Fine Arts Academy has as objective, in addition to the training of students, a continuous collaboration with different public bodies of the territory. In recent years were born many collaborations with public and private. Among the most significant agreements that increase and strengthen the link between training and work include those with the City of Naples.

Associations

WWF

Giovanni Lamagna, Ornella Capezzuto

World Wide Fund For Nature, WWF, is an international non-governmental environmental protection in Gland, Switzerland. In Campania, the WWF has existed since 1970, when a group of shareholders decided to commit to the protection of nature in the region. Today in Campania are about 14,000 members represented by the Regional Chamber, 7 and 11 local associations Oasis.

Legambiente

Carmine Maturo

Legambiente was born in 1980, heir of the first group of environmentalists and anti-nuclear movement that developed in Italy and throughout the western world since the mid-70s. A distinctive feature of the association was from the beginning the scientific environmentalism, that is the choice to found each project to protect the environment on a solid base of scientific data, a tool with which you can specify alternate routes concrete and achievable.

Italia Nostra

Luigi De Falco

Association for the preservation and conservation of the environment and territory in Italy. The cultural and the environment heritage, cities, parks, landscapes, the quality of the territory, the environmental remediation of the peninsula, the promotion of sustainable development, are among the main objectives of the Association.

La convivialità URBANA – Associazione Napoli Creativa

Grazia Torre

Napolicreativa is a Neapolitan association founded to promote architecture and sustainable design. That aims to involve citizens pursuing the concept of participatory architecture stimulate idea of environmental quality linked to creativity as a tool of social regeneration, cultivate the tradition of the place so that any project functions in respect of a continuity and a consciousness of the same, preserving the tradition and enhancing the environmental and artistic architectural references, stimulate the visibility of architects and artists from Naples, especially young.

MappiNa

Ilaria Vitellio

is an urban communication platform of collaborative mapping it wants to build an alternative map intercepting the variety of languages used to express the city. Intends to carry – through a critical contribution to the collective and stereotyped images of Naples – open readings, variables imaginary, many voices of the city.

ACEN – Associazione Costruttori edili

Barbara Rubertelli, Paolo Franco Biancamano

Voluntary association between private companies, no-profit and with the aim of protecting entrepreneurship building taking care of the development, advancement, professional qualification and its technological advancement. The aim is the representation of the category and its legitimate provincial interests.

Ordine degli Architetti Pianificatori Paesaggisti e Conservatori Salvatore Visone

Ciro Buono, Giancarmine Basile

is established by state law and has the task to keep the register of registered architects, monitoring the accuracy of the professional, to advise the public administration.

Confcommercio della Provincia di Napoli is the most representative organization at the provincial level of business, professional activities and self-employment. Promotes and protects the moral, social and economic associates' interests. Promote vocational training and technical union of entrepreneurs and aspiring entrepreneurs. Provides assistance and advice to businesses, provides services and exclusive opportunities for saving in business management..

Camera di Commercio di Napoli

Luigi Iavarone

is an autonomous institution under public law and elective provincial, under the reorganization law n° 580/93, performs support functions and promotion of the general interests of companies and, subject to the powers conferred by the Constitution and State law to the central governments to the region, functions in the administrative and economic matters related to the business system.

Fondazione Morra

Giuseppe Morra, Pasquale Persico

The Foundation, established as the foundation of its business artistic cultural "art for the sake of research and knowledge", recalling strongly the social goals they see in promoting the cultural horizon of meaning to follow to reevaluate the areas of high social deprivation. Foundation Morra consists in a Documentation Center, research and training pursued through the implementation of computer science texts, images and Leventi from the middle of the XX century for accommodation of the speech on the visual arts and the dissemination of experiences; from the Department for Experimental Independent Cinema and from the Performing Arts and Media Center to encourage dialogue between technology and the arts.

PORTA CAPUANA LAB

Public Institutions:

Municipalità IV

Armando Coppola Mariolina Formisano

Associations:

I love Porta Capuana:

Aste e Nodi – Scenari possibili – Fabio Landolfo. Anna M.C. Rossi, Nicola D'Angelo

Lanificio 25/Carlo Rendano association – Franco Rendano

Associazione PSI.com

Carraturo

I love Porta Capuana is an independent project, independent and self-financed of urban regeneration participatory and sustainable. It aims to create a network of synergies between the inhabitants, entrepreneurs and social actors of the district, to showcase the sights and culinary traditions and crafts and make it known to all across the website.

Associazione PSI.com

Psy.com association has the purpose of: promotes actions aimed at the development of communities in a sustainable and community establish institutional relationships to promote the individual and collective welfare with particular reference to communities and individuals who have social difficulties; implement interventions and integrated network for the development of equal opportunities and promote the empowerment of women also in difficult contexts.

Aste e Nodi

informal agency of local development is an association founded in 2009 by (Architettura, Ingegneria, Urbanistica, Sociologia...) by a group of graduate students and researchers from different geographical origins in order to build a complex approach that can better understand the dynamics and the transformations of territories proposing a key reader capable of handling both its physical structure of social relations that compose them.

Agorà Culturale/Politiche sociali

deals with the promotion and development of cultural and artistic development of activities related to the area of social policies. AGORA promotes and implements: shows, recreational moments, events, conferences, exhibitions, muses stands, art exhibitions, tours and visits to cultural and historic archaeological sites, artistic exploration and recovery divers, training refresher, charitable events, festival, protection activities enhancing dissemination and preservation of artistic heritage and cultural promotion activities in the field of social policies and development projects through the implementation of branches with saddle and tutoring. Research activities in all fields, promotes the preparation of publication and magazines to sports and cultural events.

Intolab

Marcello Lettera

Intolab deals with the management and dissemination of cultural and artistic events through the promotion and organization of live, dj set, performance, exhibitions. The association operates on Porta Capuana where it has its registered.

I Carbonari

Franco Rotella

The Committee "I Carbonari" is a group of people formed by the heads of professional firms, traders, resident in via Domenico Cirillo, via Carbonara, Porta Capuana, Via Alessandro Poerio and sympathizers of other areas that collaborates with the City of Naples and with some associations in the implementation of projects to determine a redevelopment of the affected area.

Il Cerchio Infinito

Marcella Rodriguez, Tommasina Montone

The cultural association Il Cerchio Infinito since 1996 has the purpose of research and experimentation in the field of the expression of communication through the language of color. Realizes path laboratory according to the Laura Mancini Method, aimed at children and adults in a wide and diverse range of intervention.

Ceramiche

Paola Cislighi, Marcella Manuela
Cultural Association.

Antica Pasticceria Carraturo

Ulderico Carraturo

Now in its fifth generation l'Antica Pasticceria Carraturo (bakery), in Porta Capuana since 1837, now represented by brothers Ulderico ed Alessandro, continues to defend the heritage identity of Porta Capuana.

Studio Keller architettura | Made in Cloister

Antonio Martiniello, Gennaro Piscopo

Made in Cloister is a project born in Naples in 2011 by the desire to combine the work of promotion and innovation of traditional craftsmanship through interaction with artists and designers, and the preservation of the architectural heritage. Made in Cloister, starts from the idea of "PlaceBranding": renovation and development of a piece of cultural heritage of the city that became the center of a larger project of territorial development. Made in Cloister starts from the restoration of the sixteenth century Cloister of Santa Caterina a Formiello, which was in a state of disrepair, to turn it into a place of meetings, experimentation of "production" where artists and designers can "reside" and work with the teachers and craft.

PORTA MEDINA LAB

Public Institutions:

Municipalità Il Comune di Napoli

Francesco Chirico

Associations:

Coordinamento parco sociale Ventaglieri

Grazia Paggetta, Francesco Giannino

In November 2005, groups, associations and individuals gather around the idea project of Parco Sociale and give life to the Coordinamento Parco Sociale Ventaglieri: the idea comes from the "take care", set of people and places, through the "promotion of fundamental and positive social relationships".

Currently individuals are part of the district together with the Centro Eta Beta del Servizio Giovani del Comune di Napoli, the Forum Tarsia Associazione di cittadinanza attiva, i Laboratori di Educativa Territoriale della Fondazione Fabozzi, associazione K&Passo, Mammamà Associazione di promozione sociale.

MAMMAMà

Grazia Paggetta

MAMMAMà is a group of mothers, some dads and many children, born in the autumn 2005 to the desire to share the experience of parenting leaving the private sphere of the family and building care practices enlarged children. Privileged places for the report, games, meeting and creativity were so far the public spaces, in particular the Ventaglieri Garden and some autonomous spaces in the town.

Coordinamento Le Scalze

A network of multidisciplinary and intergenerational associations which are working for the promotion of the good, the promotion of active citizenship and social inclusion, working in different areas : architecture, theater, music, communication, childhood, science, crafts, cooperation. The attempt is to return from the district and the town church as a public place and make it a point of reference for children and adults, in respect of the artistic and historic value of property.

Altradefinizione associazione culturale

Costantino Raimondi, Angelo Laurino

Altradefinizione is a cultural association no-profit, born in Naples in November 1999 formed by professionals of the performing arts and media workers. Since its establishment is engaged in the search for new ways of participation in the creativity and the enjoyment of culture and art, integral to the enhancement of monumental and environmental, material and immaterial. At the Monumental Complex of San Giuseppe delle Scalze in Naples, Altradefinizione has the headquarters and in collaboration with the coordination of the association present at Le Scalze.

La Scalzabanda

is a band of boys and girls in the Montesanto neighborhood in Naples. Was born in 2012 with the aim to create a path of social integration through the collective practice of music and currently involves 65 children aged 5 to 16 years; the activities are held in the San Giuseppe delle Scalze, Naplessi.

La ScalzaBanda performed in many occasions, collaborated with writer Stefano Benni in the Cyrano de Bergerac and achieved a twinning project with the italo-latin american higher education music in the "Fronteras Musicales Abiertas".

ARCHINTORNO associazione di promozione sociale

Andrea Tulisi, Giuliana Sandulli

Archintorno is an association of social promotion no-profit born in Naples in October 2005

Our activities are based on its national territory and abroad. In Italy we promote a culture of waste reduction, recycling and reuse, experiencing the possibility of reuse of waste materials. In this area, we do promoters of cultural debates, through technical and scientific workshop, seminars, conferences , exhibitions and publications.

RAMBLAS associazione di promozione sociale

The association of social promotion Ramblas born in Naples since the creation of the Festival di Arte di Strada "Ramblas vie permanenti dell'arte di strada" that since 2009 is held in conjunction with the Napoli Teatro Festival Italia with the aim of disseminating and supporting the culture of the new circus and street art in the city.

A.P.S. K&Passo

Luisa Amalfi, Ciro Toriello

Youth association was founded with the aim of promoting interventions aimed at social inclusions, promoting the welfare and equal opportunities for disadvantaged people, for whom it is a very high risk of exclusion from the circuits work and training, anablinh participatory practices and planning activities educational, training, cultural and working to promote social integration.

It is composed by operators who for years operating in the territory of the II Municipalities through services for children at continuous risk of drift behavior.

FORUM Tarsia associazione di cittadinanza attiva

Forum Tarsia is an association of local resident the area Tarsia – Pontecorvo – Ventaglieri and the surrounding area since 2001 operates in the neighborhood Avvocata of Naples. It seeks to protect the environmental conditions and to stimulate social activities and cultural.

The association - relies on similar experiences of "citizenship activity" - aims to build communication channel and gatherings among the residents of the neighborhood and tries to exert a pressure on institutions to achieve greater efficiency in services.

Riot

Francesca Nicolais

Riot studio is a space dedicated to the arts and new ideas, experimental and independent.

Highlight artists and movements that carry languages elusive in preconceived categories that involve multiple areas of knowledge reflecting on issues sensitive to sudden changes in the contemporary world. Promote cultural events in order to create profitable connections between the urban and the international context

Duediquattro

is a no-profit organization, founded by Bruna Vendemmia and Laura Falcone, that is engaged in the design and research particularly attentive to the transformations of contemporary cities. Making use of various multidisciplinary of architectural culture and urban.

Associazione Montesanto 3 Quartiere Intelligente + MAO

Cristina Di Stasio, Aldo Capasso, Danilo Capasso, Fiammetta Adriani

The association Montesanto 3 operates within the experimental laboratory for eco sustainability, new engine of urban regeneration in Montesanto, an attractor/activator of urban ecological practices and participatory. A space catalyst functions in which citizens are welcomed and involved, sensitized and encouraged participation in the creation of ecological city of the future, starting from this particular corner of the city full of potential. QI wants to promote a model of space, design and social activator microdynamics gazing at a new urban ecology.

MAO - Media & Arts Office ONLUS

Media & Arts Office ONLUS is a cultural association no profit, dedicated to the production of cultural events, content and publishing initiative in the field of media art. The actual art expressed in all platforms where it is usual declined: environmental installation applying new technologies, live video and audio cast by creative from all continents, talks and conferences on the most typical current that affect us as users and consumers of technology and new communication platforms. Database, copyright, art on the net... these are some of the issues that have come and animated monographic. Summary, international festival of electronic arts, which was held in unusual spectacular locations – churches, clubs, museum and art galleries since 2002 to 2005 in Napoli and in Milano: nowadays MAO collects his legacy.

Privates

Tecnikos srl

Maria Rosaria Vigorito, Barbara Balbi, Jole Rago

The company Tecnikos deals with many years of restoration and preservation of historical artistic collaborating with public and private entities. In recent years it has been highly specialized in the removal of graffiti from monuments proposing information campaigns and awareness in defence of urban high school.

Religious Organizations

Augustissima Arciconfraternita della SS. Trinità dei Pellegrini e Convalescenti

Giovanni Cacace, Giuseppe Brancaccio

Hospitals and Confraternity of SS. Trinita dei Pellegrini and Convalescents was founded in Naples in 1578 to assist the many pilgrims during their long journeys were standing in the city. Soon extended its assistance also for convalescents, the Confraternity turned, in the late 1700s, his work to the care of the sick poor, who gradually took in his hospital the place of the pilgrims. The hospital healthcare, succeeded that of the pilgrims, was directed in 1815 to rescue the wounded, and were established clinics for care and medical consultations and a dispensary of medicines, the convalescent home was extended to the chronically ill. The Confraternity was to transfer in 1971 without compensation, to such entities its two hospitals and his convalescent.

PORTA DEL MERCATO LAB

The implementation of the actions of the LAB are in continuity with the Local Action Plan already developed within CTUR - Cruise Traffic and Urban Regeneration and HerO - Heritage as Opportunity (2008-2011) - Programme URBACT II and in synergy with the Local Support Group - social capital - activated as part of the projects and the Local Action Plan: "The waterfront of the historic centre and port area from piazza Municipio to piazza Mercato: a sustainable development through the improvement of the cruise tourism impact".

Autorità Portuale di Napoli

Partner del progetto CTUR

Fiorinda Corradino, Barbara Casolla

The Port Authority is an organisation endowed with the corporate legal status of public law and administrative autonomy. It has financial, budgetary and administrative functions.

Naples Port Authority is the governing organisation of the port area. This area stretches for about 20 km along the coastline from La Pietra (Pozzuoli) to Pietrarsa (Portici).

Università degli studi di Napoli Federico II

Dipartimento di architettura:

Roberta Amirante, Riccardo Florio, Alma Esposito, Orfina Fatigato

DiARC founded his role on the integration of knowledge common to the humanities and technical scientific: from mathematics methods of representation of the city's history and architecture design methodologies and technologies to architectural scale and spatial planning

Privates:

S.I.RE.NA.

Bruno Discepolo, Bernardino Stangherlin, Brunella Como, Luca Ganguzza

The Company was responsible, not for money aims, to promote Regeneration Interventions in Naples established in 2001 both by the Naples City Council and the Building Contractors of the Province of Naples Association. Sirena had the main aim to promote, to draft and to realize urban regeneration programmes, programmes for public and social purpose, research and studies to improve the old town areas, the historic fabric and blights.

Consorzio Antico Borgo Orefici

Fabrizio Monticelli

A group of entrepreneurs from Naples, traditionally linked, even several generations, to the most remote embedded in the body of the city of Naples called "ANTICO BORGO OREFICI", intends to achieve, through a number of initiatives and activities, the redevelopment of the area, its commercial relaunch and its reopening to the constant tourist use.

Consorzio Antiche Botteghe Tessili

Claudio Pellone

"Antiche Botteghe" consortium was built in December 2006 with the aim to organize the participation of traders in the initiatives to upgrade and enhance in the Piazza Mercato area in Naples.

Studio Keller Architettura and XStudio have dealt with the design of piazza Mercato and in particular of the workshops in the market, as part of the larger project proposed by the consortia Borgo Orefici and Botteghe Tessili and the Centro Commerciale Naturale (Business Improvement District).

RVM

Guido Riano, Luigi Russo

The investor group, promoter of an Urbanistic Plan for redevelopment some abandoned buildings in piazza Mercato / Via Marina.

Associazione albergatori napoletani

Salvatore Naldi

The Organization associates about 80 companies located in the City of Naples in the metropolitan area. The statutory purposes of the Association provide for the protection of the interests of members and the promotion of all initiatives useful for the increase in turistic activities.

Schools:

ICS Campo del Moricino

ISIS Isabella d'Este

Online Outputs:

USEAct Baseline Study

USEAct brochure

USEAct Final Local Action Plan Brochure

USEAct Newsletter #1st Issue

USEAct Newsletter #2nd Issue

USEAct Newsletter #3rd Issue

USEAct Newsletter #4th Issue

USEAct Newsletter #5th Issue

USEAct Newsletter #6th Issue

USEAct Newsletter #7th Issue

USEAct Seminar Report 1/Viladecans

USEAct Seminar Report 2/Nitra

USEAct Seminar Report 3/Istanbul

USEAct Seminar Report 4/Ostfold

USEAct Seminar Report 5/ Riga

USEAct Capitalization and MAs Ws Report 6 / Buckinghamshire

USEAct First Thematic PAPER

USEAct Second Thematic PAPER

USEAct Third Thematic PAPER

USEAct Thematic Booklet

USEAct First BT meeting REPORT

USEAct Second BT meeting REPORT

USEAct Third BT meeting REPORT

USEAct Fourth BT meeting REPORT

USEAct Sixth BT meeting REPORT

USEAct Seventh BT meeting REPORT

USEAct Case studies Catalogue

Final Report and Good practices guide

Next Event at Programme level:

**URBACT City Festival
6 - 8 of May 2015 - Riga (Latvia)**

URBACT II

URBACT is a European exchange and learning programme promoting sustainable urban development.

It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal changes. URBACT helps cities to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 500 cities, 29 countries, and 7,000 active participants. URBACT is jointly financed by ERDF and the Member States.

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