



20<sup>th</sup> November

THEMATIC SESSION  

## BUSINESS MODELS & SOLUTIONS for the development of the Smart City

### New models of Economic Sustainability

2.30 p.m. – 6.30 p.m.

Salone di Rappresentanza, Palazzo Tursi

Simultaneous translation ita-eng-ita available

The “construction” of a Smart City is the result of three “**building blocks**”: **technologies, actors (both public and private) and financing models**. Technology alone cannot turn a city into a smart city. A shared **regulatory framework** and a **system of funding and incentives** are also needed. Developing innovative and intelligent devices and systems are the first step “to imagine” a smart urban model, but they need **new business models** to be implemented and incorporated into a complex project. Despite the existence of relevant regulations, there are no reference models for financing and supporting smart city innovation projects. The session will be focused on this subject and will propose possible solutions and case history.

#### MAIN TOPICS

- ❖ Business models adopted in Italian and European cities
- ❖ Types of business models: organic and additive. Pros and cons.
- ❖ Models and solutions of public and private partnership
- ❖ Project financing and incentives for the development of smart cities
- ❖ ESCO's role
- ❖ Access to credit and instruments to support innovation projects in smart city
- ❖ Civic Crowdfunding
- ❖ Business strategies for tomorrow's cities.
- ❖ The city as an incubator of innovation and to innovate
- ❖ Investment opportunities in the city of Genoa

2.25 a.m. **Afternoon Session**

**Chairman: Edoardo Croci**, Green Economy Observatory Coordinator IEFE at **Bocconi University in Milan** and Scientific Director of **Smart City & MobilityLab**

2.30 p.m. **Welcome greetings and opening works**

**Giancarlo Vinacci**, Councilor for the Economic Development, **Municipality of Genoa**

- 
- 2.40 p.m. *Sustainable Finance Tools for Smart City*  
**Edoardo Croci**, Green Economy Observatory Coordinator IEFE at **Bocconi University in Milan** and Scientific Director of **Smart City & MobilityLab**
- 2.55 p.m. *From social housing to smart housing*  
**Livio Cassoli**, Head of FIA Management and Development, **CDP Investments SGR**
- 3.10 p.m. *EnerSHIFT - An innovative financial model for energy efficiency in Social Housing*  
**Giuseppe Sorgente**, Expert Architect in bio-building and EnerSHIFT Project Coordinator, **Regione Liguria – Complex Urban Development Sector**
- 3.25 p.m. *Resources cities. technologies, financing and solutions to the service of citizens, local economies and environment*  
**Cesare Rovati**, Engineering & Development Manager, **Municipia – Engineering Group**
- 3.40 p.m. **Round Table**  
**Innovative financial instruments for the development of infrastructures and services in a smart city: case history and new models.**
- Speakers:
- Sonia Sandei**, Head of Distributed Generation Sales, **Enel E-Solutions**  
*Innovative business models for Smart Big Buildings – Energy Efficiency Award in Genoa*
- Antonio de Bellis**, Marketing & Sales Manager, **ABB Italia**
- Silvano Donato Lorusso**, Partner, **BLB Law firm** and Member, **NYSBA (New York State Bar Association)**
- Roberto Gatti**, Chief Executive Officer, **Orefici Finance**
- Roberto Passalacqua**, Vice President – Region Italy Mass Transit & Greece – Railway & Mass Transit BU, **Ansaldo STS** (*The Project Financing in the Metro system development*)
- Ruggero Recchioni**, Head of Industry Innovation, **Intesa Sanpaolo** (*Smart to start: how smart cities attract startups*)
- 5.25 p.m. **Q&A**
- 6.30 p.m. **Conclusion**