

## **GENOVA**

The programme concerns the areas of Cornigliano and Sestri Ponente, situated in the western part.

The area, of 2,000 hectares, of which one-half is used for industrial purposes, has 70,000 inhabitants (about 10% of the municipal population) and the highest residential density in the city.

Situated between the hills and the port and industrial zone, it shows a critical situation from the environmental point of view: houses in close contact with heavy industry, the port and the airport; lack of green areas; high rates of air and noise pollution; and a difficult traffic situation. In addition there is a high unemployment rate, caused by the crisis in large-scale industry, and considerable social malaise linked to the environmental and urban planning decline.

### ***The urban context***

The target areas are Cornigliano and Sestri Ponente.

In both districts the quality of life has been profoundly upset; the environmental and territorial inconveniences are mostly due to the presence of industrial activities: for Cornigliano, steelworks are concerned, in which the negative aspects are linked with the handling of goods, while for Sestri there are various interacting factors, such as the petrochemical cycle, the airport, the abandoned quarries on Monte Gazzo, and shipbuilding.

### ***The themes of the measures***

Urban Genoa is based on four main themes:

- *quality of life*: the parks enable ancient values which constitute the basic matrix of the territory to be recovered;
- *services for citizens*: 65,000 persons can count on the upgrading of the activities concerning culture and the social services;
- *sustainable mobility*: the integrated approach of 3 measures is proposed to improve traffic, observing also the real concentrations of pollutants in relation to the flow situations;
- *economic animation*: improving the quality of life by offering new work outlets. Economic animation, present in all the measures of this sub-programme, has been conceived for all social groups of working age.

#### **a. The quality of life**

##### ***Urban Public Park: Valletta Rio S. Pietro in Genoa Cornigliano***

This area, of some 11 hectares, subject to forms of degradation, is in the centre of the Cornigliano built-up area and very close to the civic centre, the ideal location for an Urban public park whose functions are subdivided into recreational, cultural and sports activities, in order to satisfy the requirements of all ages and all social groups.

##### ***Monte Gazzo Urban Park in Genoa Sestri Ponente***

The final objective of the project, forming part of a renewal study of vast proportions referred to the whole Monte Gazzo area (230 hectares), is to repair the geomorphological damage caused by the mining activity, by means of a complex process of renaturalising the area.

#### **b. Services to citizens**

- *Libraries*

The measure foresees the reorganisation of the service provided by the existing libraries in area through the creation of computerised catalogues network-connected with other libraries. In particular, the library of Cornigliano will be provided with modern multimedia equipment as well as with a data bank dedicated to the ancient villas of Genoa, a historical heritage of the area.

*- Villa Bickley*

This is a measure that will make available to citizens an admirable architectural asset and a usable space of life. The rehabilitated building will house Cornigliano library.

*- S. Raffaele di Coronata Day Centre*

The creation of a Day Centre of 1,500 sq.m, whose purpose is to supply services for persons and their families, forms part of the transformation of San Raffaele into a modern geriatric centre, where self-sufficient persons may spend the day.

The Centre will be run by a social cooperative formed in collaboration with the *Job Centre* also for the insertion of young people and long-term unemployed.

**c. Economic animation**

*- Anechoic chamber*

The project, conceived within the context of the study of the Science and Technology Park intended to promote the formation of a consortium of small firms interested in managing a facility for testing electromagnetic radiation emitted by electronic apparatus. The firms involved have a technological service available for their own use or on behalf of others, with good prospects based also on the provision of project consulting services. This service will be intended to act as an incentive for the Ponente electronic "pole" and attract economic and industrial forces to the area.

*- Job centre*

The project, utilising experience gained in other Community countries, is addressed to young persons seeking their first job, and workers intending to obtain a higher qualification, by means of assistance from operators able to pinpoint the labour market mechanisms and to increase an awareness that is indispensable for constructing and managing one's own career possibilities.

**d. Sustainable mobility**

*- Environmental monitoring*

The project is aimed at strengthening and refining the present level of environmental monitoring also by means of controlling a larger number of substances including "non-conventional pollutants".

*- Hybrid buses*

The project will have a fleet of 6 "hybrid" vehicles, based on a new - mainly Genoese - technology, able to use electrical and diesel power in a combined manner, on the basis of the area crossed, thereby avoiding extra pollution in critical areas.

*- Integrated telematic system*

The project, through side-by-side telematic systems, aims at facilitating citizen mobility promoting the speeding up of public transport. Alongside the passive monitoring of the traffic there is a type of control able to interact with the traffic, coming into play *on line* so as to make the appropriate modifications.

***Communication, implementation and management***

The municipality, in accordance with EU directives, has developed communications along three main lines which foresee interactive communication with citizens, the dissemination in

Community area of experiences and of project results, and the involvement of citizens in choices and maintaining of the measures carried out by URBAN.

The progress made in carrying out the various measures stood at 92% of commitments 46% of payments at 31/12/1999. In relation to the effective management of the funds shared by Genoa, the Surveillance Committee of the URBAN programme for Italy has rewarded the city with supplementary financing (1,100 million lire). For the administration the URBAN experience has provided an excellent opportunity for trying out innovative ways of management which have transversally involved both offices and services.

Regarding the financial participation of private parties and their role in management of services, the Municipality is encouraging forms of collaboration suitable for the type of intervention and company.

The project is periodically monitored through interviews with managers, in order to know individual states of progress, and with the residents in order to measure the level of knowledge, satisfaction and involvement of the population with respect to the single project.

### ***The conformation of the project in the area and its transversal character***

As a measure of a territorial nature, the project has been modelled on the target area: in all the measures it is possible to visualise a request of the citizens, taken up and acted upon. The various initiatives are linked transversally through potential interfaces responding to many different territorial demands, just as the single projects, correlated with each other according to social theme, take on added value and give the sense of a complex yet unified measure. Each measure is intended to deal with a precise "object" which constitutes one of the global project around which to develop initiatives of high added value.

In this optic the communication campaign is furthering contacts with two cities - one in Italy and one in Europe - having similar features and themes of common interest, so as to increase knowledge and promote exchange programmes.

