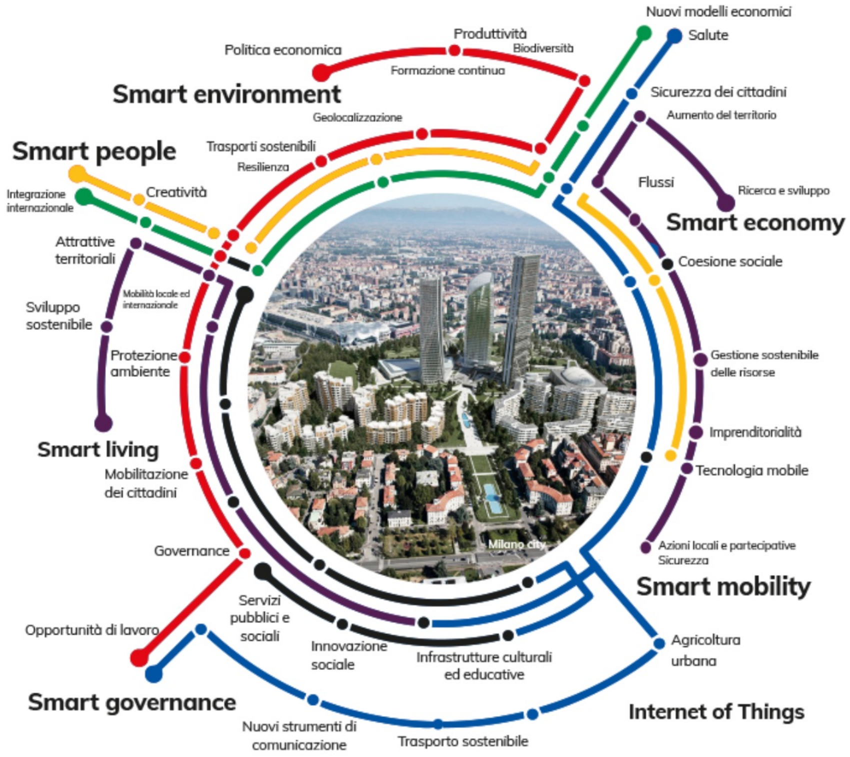


Le città come network: connettività, energia, servizi innovativi

- **14 NOVEMBRE 2023**

Auditorium Claudio De Albertis

Assimpredil ANCE – Via San Maurilio 21, Milano

- **15 NOVEMBRE 2023**

Smart Building Expo – Fiera Milano Rho

Pad. 6 – Sala Leonardo

In collaborazione con

ANCE MILANO LODI MONZA E BRIANZA

Ar.Tec. Società Scientifica di Architettura Tecnica

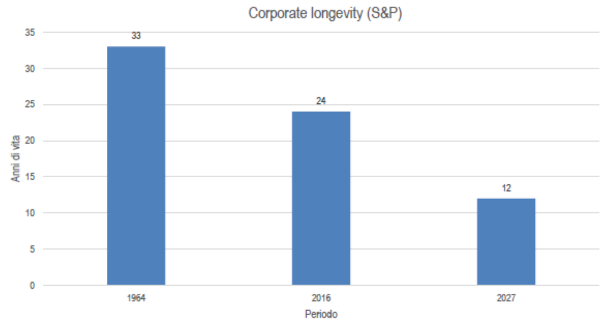
Renael Rete Nazionale delle Agenzie Energetiche Locali

Smart Communities Tech Italian Technology Cluster for Smart Communities

Urban regeneration and real estate development

Prof. A. Ciaramella, Dip. ABC Politecnico di Milano

Trend globali: velocità del cambiamento



Anthony S.D., Viguerie S. P., Schwartz E.I., Landeghem J.V., 2018). Il Rapporto "2018 Corporate longevity forecast: creative distruction is accelerating"

World of Statistics
@stats_feed

Number of years it took each product to gain 50 million users:

Airlines: 68 years
Cars: 62 years
Telephones: 50 years
Credit Card: 28 years
TV: 22 years
Computers: 14 years
Internet: 7 years
PayPal: 5 years
YouTube: 4 years
Facebook: 3 years
Twitter: 2 years
WeChat: 1 year
.

Trend globali: crescita e domanda di spazio

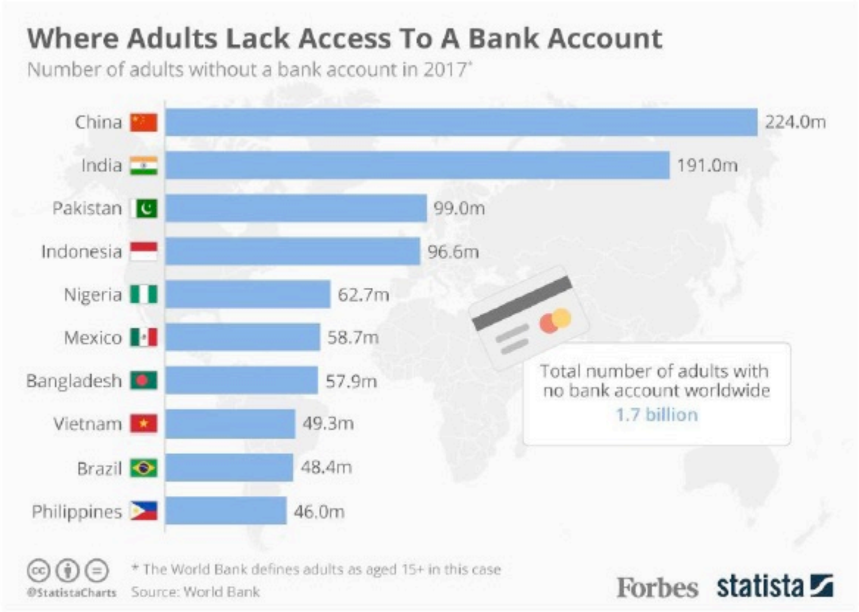
1990 USA

Le prime 3 aziende per capitalizzazione
36 mld $
1,2 mln di addetti

2021 USA

(Apple, Microsoft, Alphabet)
6mila mld $
440 mila dipendenti

Senza banca ma con dispositivo mobile



SPORTELLI BANCARI ITALIA
2010 = 34.036
2021 = 24.212

Trend globali: utilizzo vs possesso

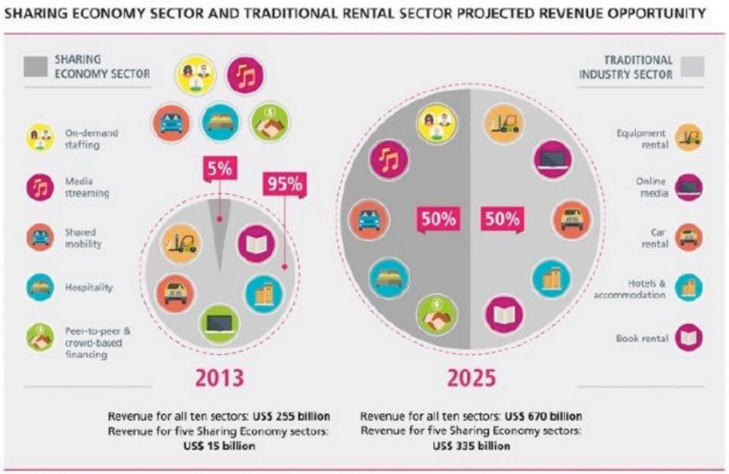
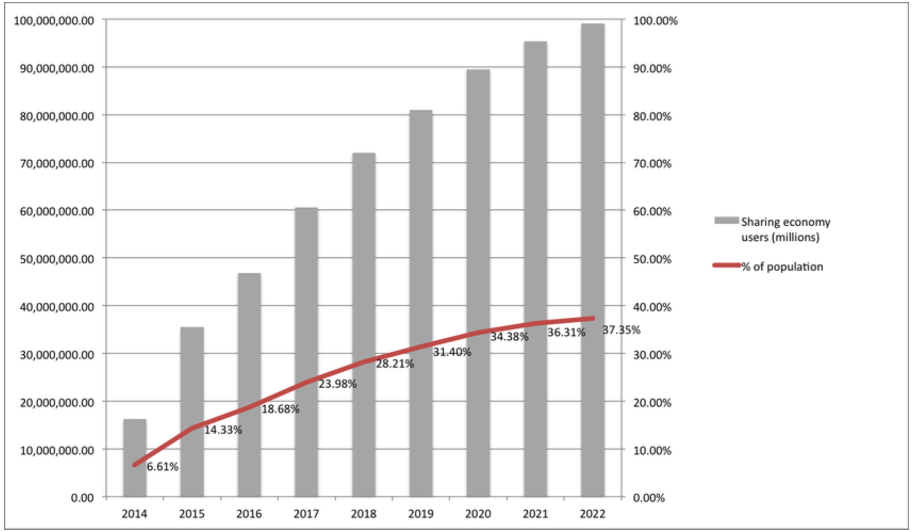
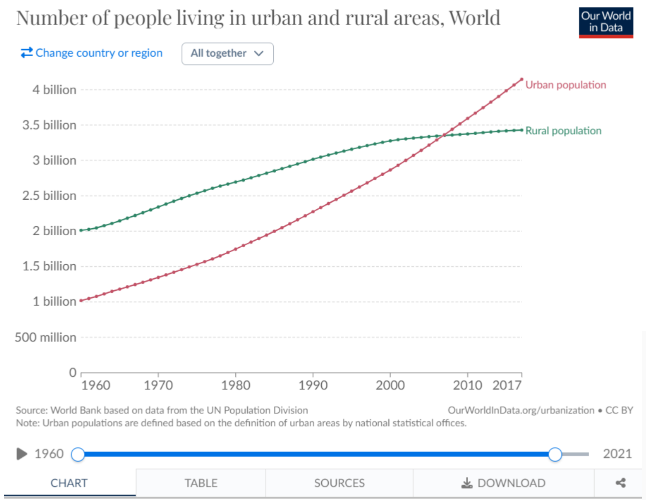


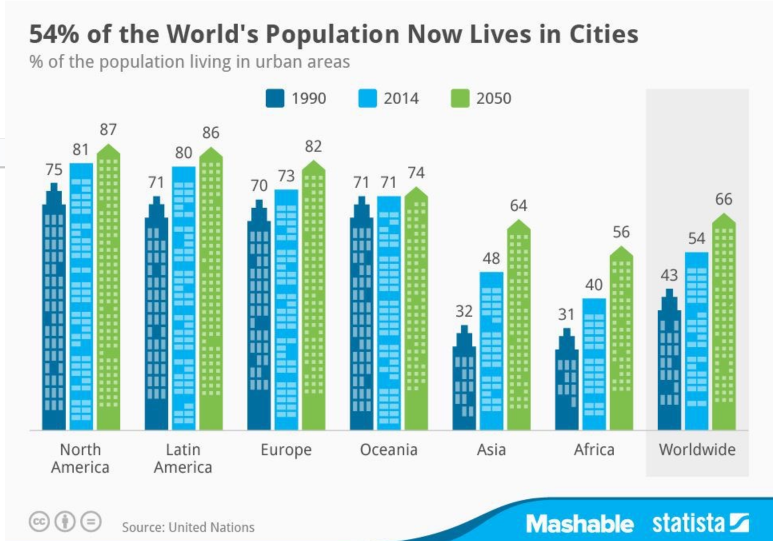
Figure 3: Illustrative revenue potential across five traditional and Sharing Economy sectors; **Source:** PWC – The Sharing Economy



Urbanization

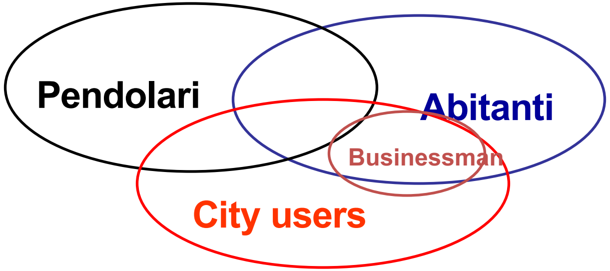


ITALIA
Nei comuni ad alta e media densità di urbanizzazione prevale ampiamente la quota di coloro che guadagna popolazione (67%), nelle zone rurali si registra la dinamica opposta, con la prevalenza di comuni che in vent'anni hanno perso abitanti (63,5%).



Residenti, pendolari, city user

- Metropoli di terza generazione



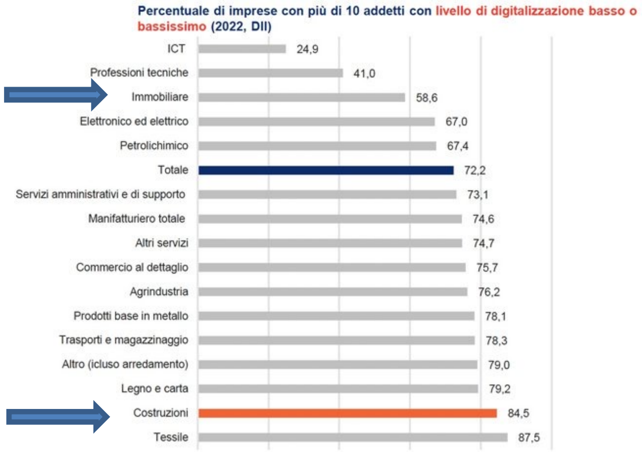
La popolazione residente che si sposta giornalmente per motivi di studio o lavoro è pari a circa il 51% della popolazione totale delle città metropolitane. Il dato è sostanzialmente in linea con quello nazionale e in crescita di oltre tre punti percentuali rispetto al 2011.

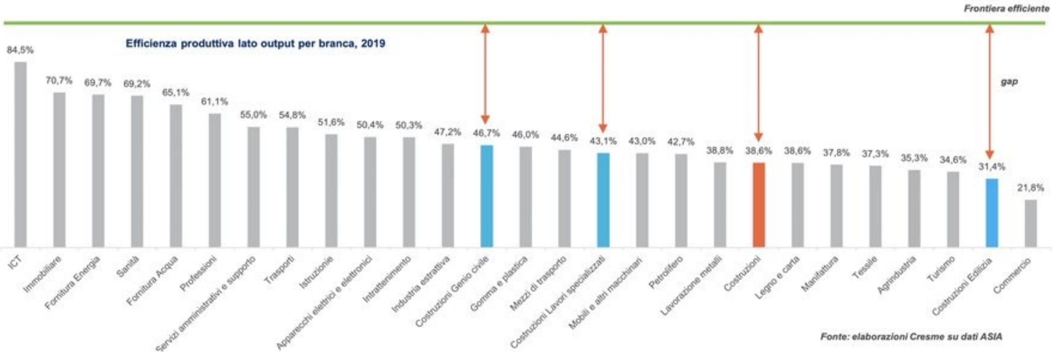
La **mobilità giornaliera per motivi di studio o di lavoro** raggiunge infatti i valori più elevati nella città metropolitana di **Milano** (circa il **57%** della popolazione), seguita da Bologna e da Firenze.

(Istat, Profili delle città metropolitane, 2 febbraio 2023)

QUESTA TENDENZA SARA' CONFERMATA IN FUTURO ?

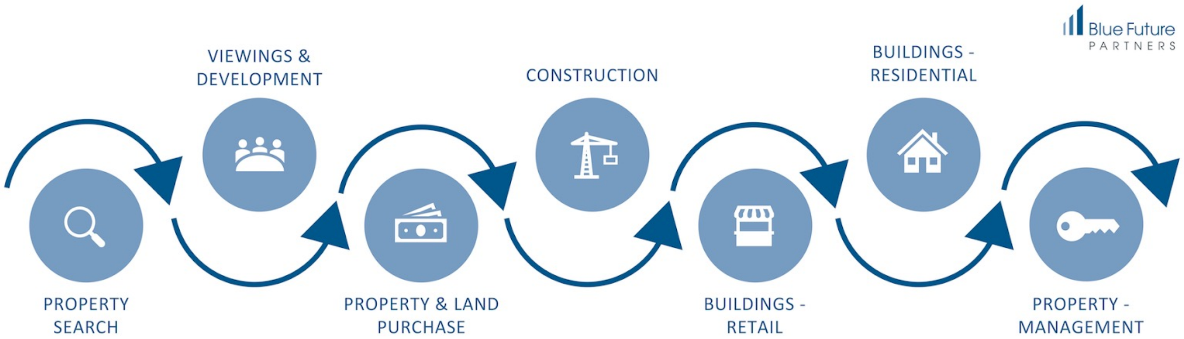
Digitalizzazione?





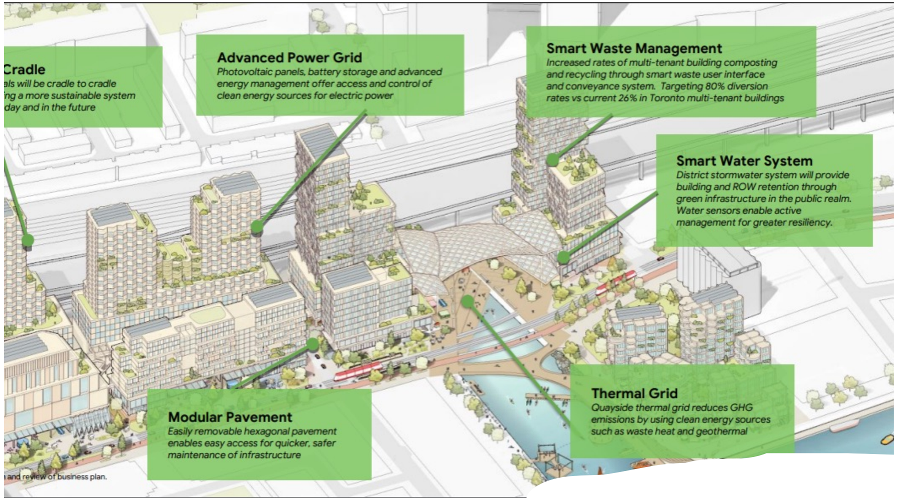
Fonte: CRESME-GS1Italy, Digitalize or die?, aprile 2023.

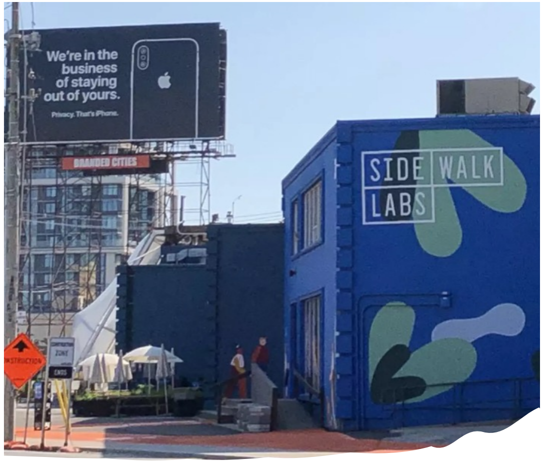
Tech e ambiente costruito



Bfp.vc, Baumann M., How Big Tech Companies Are Entering The Real Estate Market, jan 15 2020.

New entrants





Google	Plans to build a city "from the internet up"
Facebook	Plans to create mixed-use campus town

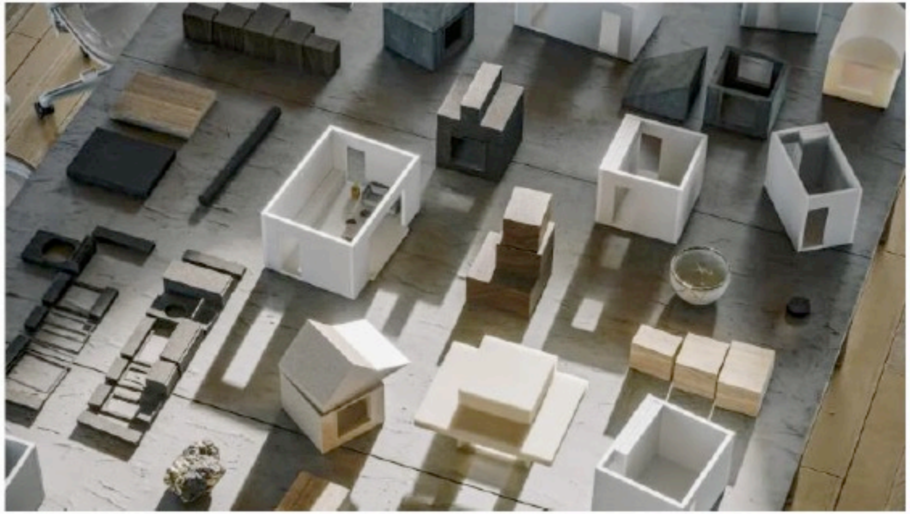
Il valore dei dati

Airbnb

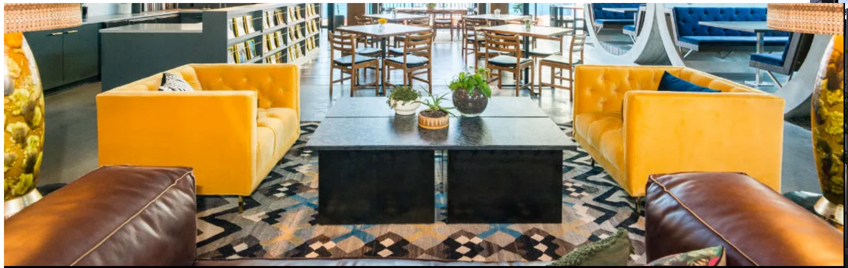
11.29.18

Exclusive: Airbnb will start designing houses in 2019

Airbnb wants to get into the housing business in a big way.



Nuove partnerships



Courtesy Airbnb

PLACES TO STAY

Airbnb, Niido Open First Branded Apartment Complex in Nashville

New partnerships	Moda Living/Uber	Reduces the need for tenants to have private cars
	Airbnb/Newgard	Enables long-term tenants to sublet apartments easily

Uber & Moda Living Partnership

In the first collaboration of its kind in Britain, Uber credits will be given to every resident that agrees not to have a car parking space within a Moda development. Incorporating prop tech into every Moda development, Uber will offer residents up to £100 credits per month which they can access via their Moda resident app. Instead of owning a car and renting a parking space, Uber credit will allow residents to simply press a button and get a ride, reducing the need for city centre car ownership.

Nuovi modelli di business

New business models	Amazon/ Wholefoods	Acquisition opens up access to physical, urban retail/distribution
	Amazon/Greystar	Installs locker systems in residential properties, consolidating deliveries from multiple operators
	SoftBank/WeWork	Tech fund invests in real estate business
	OVG	Real estate developer offers tech-enabled, sustainable buildings

GREYSTAR SELECTS AMAZON AS PREFERRED PROVIDER FOR PACKAGE DELIVERY

NEWS ARTICLE
OCTOBER 17, 2017

LOCAL HOUSTON & TEXAS NEWS

Amazon to the rescue for apartment dwellers

posted by iHeart Media's Audrey Morton - Oct 20, 2017

Exclusive: Airbnb will start designing houses in 2019

Airbnb wants to get into the housing business in a big way.

Nuovi prodotti

A new type of hotel is upping its game to compete with Airbnb

Written by **Sarah Schmalbruch** Aug 21, 2015, 7:16 PM CEST

Extended stay hotels are often synonymous with barren rooms and tiny kitchenettes stranded out in the suburbs.

A signature flat at the Redbury in LA.
Facebook / The Redbury

New products	Zoku	Offers short-stay options, long-term home/office and community living
	Il Centro	Turns conventional retail into an experience, social centre and brand showcase
	The Collective	Creates service-based spaces where people can live and work

the collective

Our Locations About Us The Journal Book Now

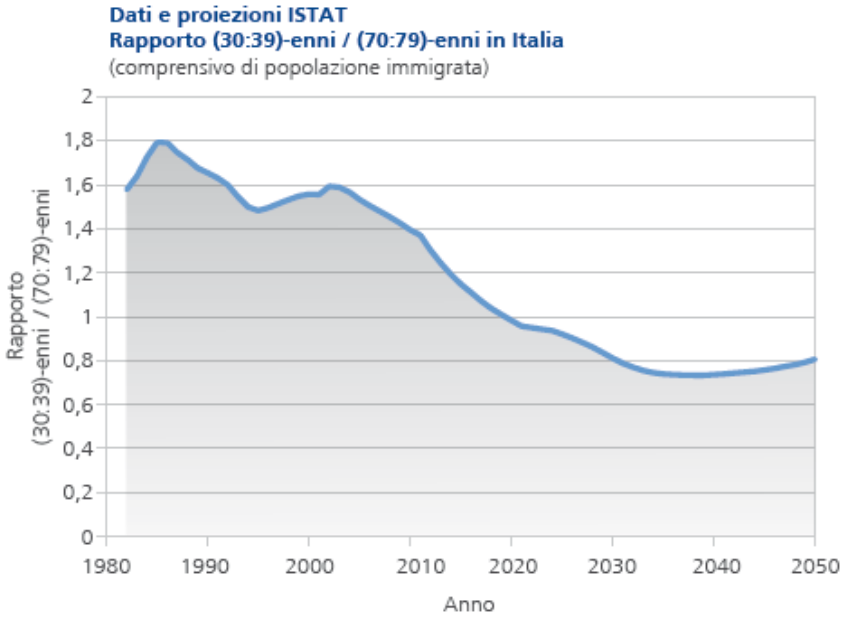
Be more together

Discover a better way of living.

Enjoy your own studio apartment, share extraordinary living and working spaces and connect with great people at daily events, with everything included in one hassle-free bill.

Chi comprerà le case?

30-39enni Vs 70-79enni



Source: Associazione italiana tecnico economica cemento, Il mercato immobiliare italiano, tendenze recenti e prospettive, 2012.

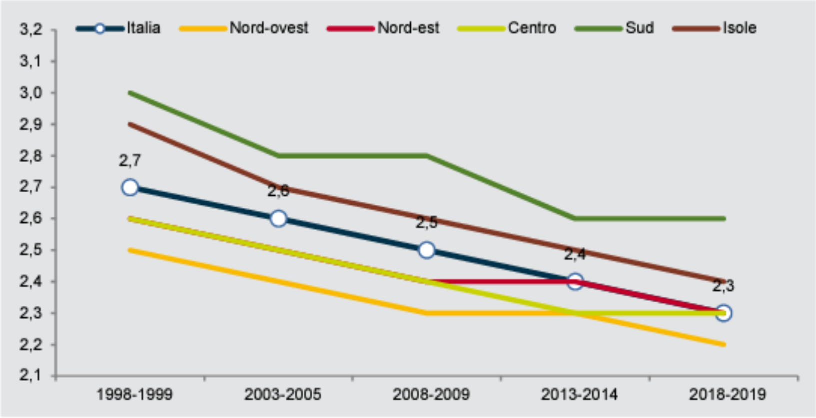
Dati ISTAT http://demo.istat.it/dat81-91/ITALIA/I_T.HTM

Famiglie

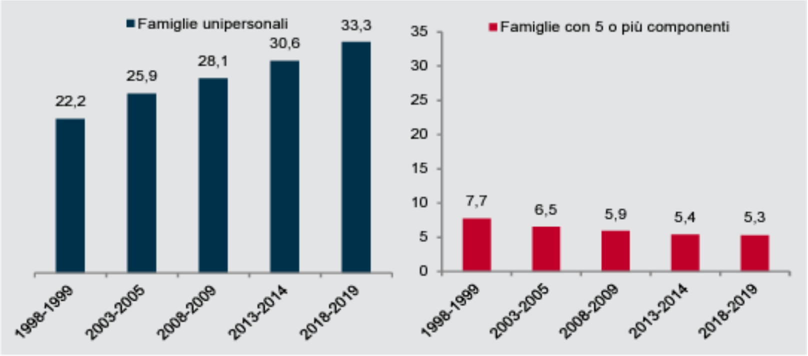
Dinamiche demografiche in Italia

ANNO	Numero medio componenti famiglia	Totale numero famiglie	Popolazione
1997	2,63	21.642.350	56.904.379
1998	2,61	21.814.598	56.909.109
1999	2,59	22.004.024	56.923.524
2000	2,56	22.226.115	56.960.692
2001	2,56	22.405.762	57.421.089
2002	2,53	22.731.857	57.522.987
2003	2,53	22.876.102	57.888.000
2004	2,51	23.310.604	58.462.000
2005	2,49	23.600.370	58.751.711
2006	2,47	23.907.410	59.131.287
2007	2,46	24.282.485	59.619.290
2008	2,44	24.641.200	60.045.068
2009	2,42	24.905.042	60.340.328
2010	2,41	25.175.793	60.626.442

Source: Associazione italiana tecnico economica cemento, Il mercato immobiliare italiano, tendenze recenti e prospettive, 2012.



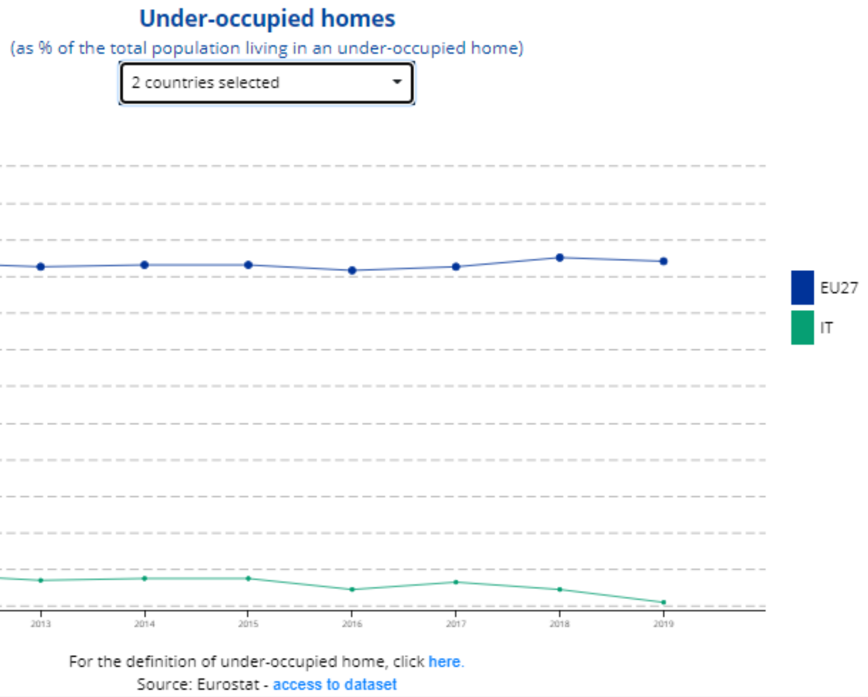
Fonte: Istat, Indagine multiscopo "Aspetti della vita quotidiana" (R)
(a) Fino al 2003 l'indagine è stata condotta nel mese di novembre. Nel 2004 l'indagine non è stata effettuata e a partire dal 2005 viene effettuata nel mese di febbraio. Gli indicatori relativi agli anni 2011-2014 sono stati aggiornati in conseguenza del ricalcolo della popolazione in base ai dati del censimento 2011.



Source: ISTAT, Popolazione e famiglie, 2020

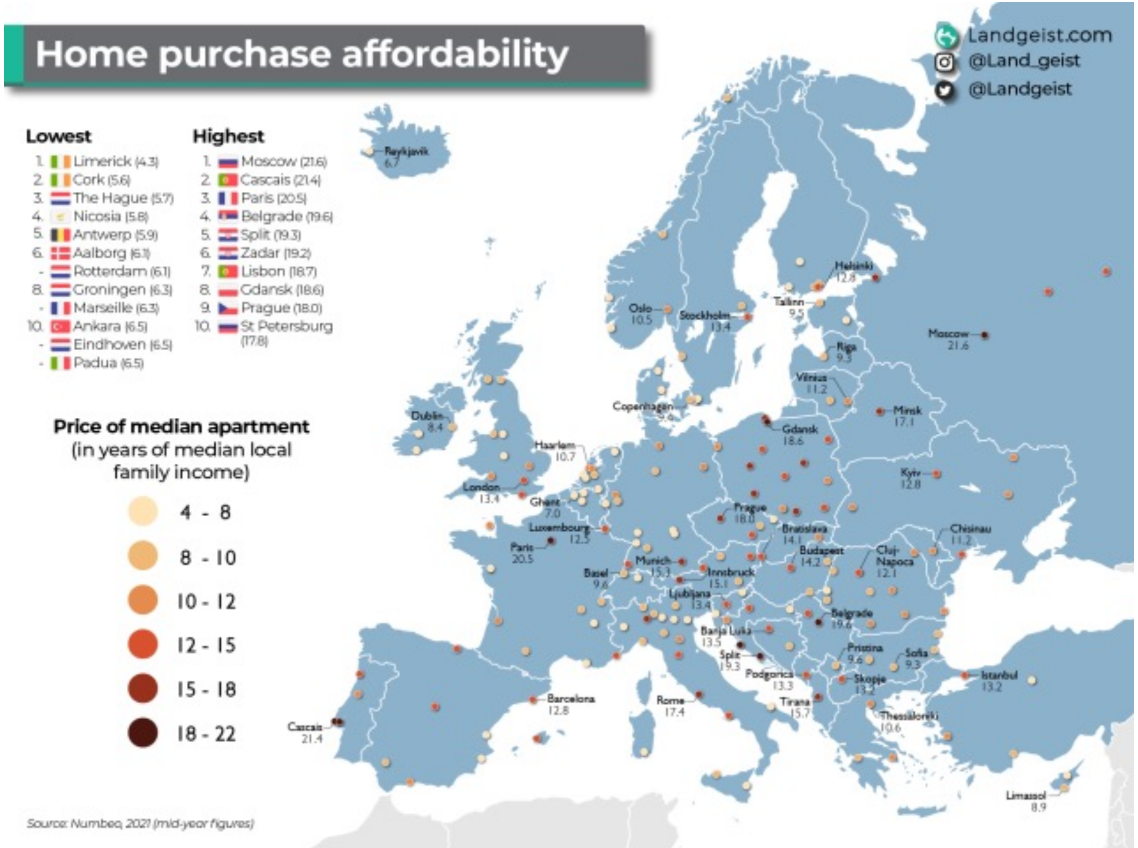
Fonte: Istat, Indagine multiscopo "Aspetti della vita quotidiana" (R)
(a) Fino al 2003 l'indagine è stata condotta nel mese di novembre. Nel 2004 l'indagine non è stata effettuata e a partire dal 2005 viene effettuata nel mese di febbraio. Gli indicatori relativi agli anni 2011-2014 sono stati aggiornati

Case sotto occupate



Il 33% della popolazione UE vive in una casa sovra dimensionata (o sotto occupata)

Potere d’acquisto

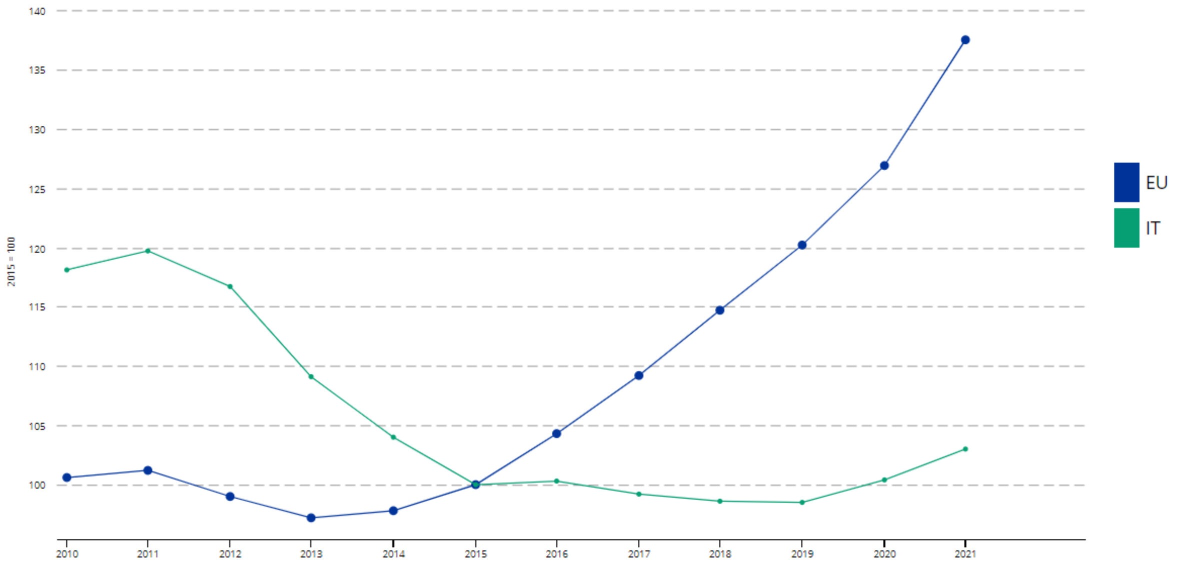


Europa e Italia

House price evolution

(2015 = 100)

2 countries selected | House price evolution



Data not available for Greece.
Source: Eurostat - access to dataset

Prodotti immobiliari: un approccio industriale

Figure 4-1 **Sector prospects in 2023**

Generally good = above 3.5 | Fair = 2.5 – 3.5 | Generally poor = under 2.5

Overall prospects

Rank	Sector	Score
1.	New energy infrastructure*	4.45
2.	Life sciences	4.35
3.	Data centres	4.15
4.	Social housing	4.13
5.	Retirement/assisted living	4.12
6.	Affordable housing	4.10
7.	Self-storage facilities	4.10
8.	Logistics facilities	4.04
9.	Co-living	4.04
10.	Private rented residential	3.99
11.	Industrial/warehouse	3.98
12.	Student housing	3.97
13.	Leisure hotels	3.90
14.	Serviced apartments	3.77
15.	Parking	3.74
16.	Healthcare	3.72
17.	Housebuilding for sale	3.6
18.	Flexible/serviced offices and co-working	3.58
19.	Leisure	3.54
20.	Central city offices	3.34
21.	Retail parks	3.17
22.	Business hotels	3.13
23.	Business parks	3.04
24.	High street shops	2.94
25.	City centre shopping centres	2.68
26.	Suburban offices	2.62
27.	Out-of-town shopping centres/retail destinations	2.49

Investment

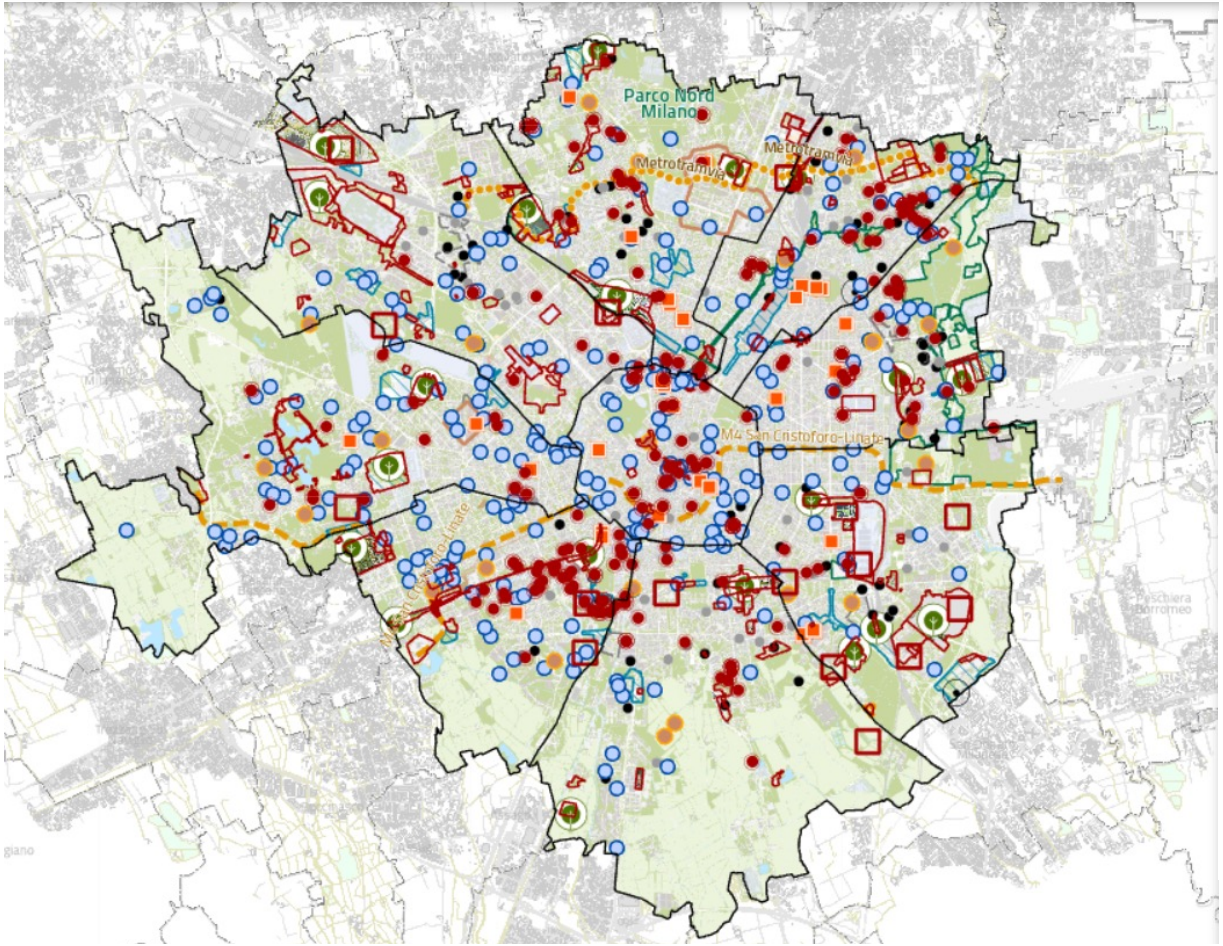
Rank	Sector	Score
1.	New energy infrastructure*	4.50
2.	Life sciences	4.44
3.	Data centres	4.38
4.	Self-storage facilities	4.24
5.	Retirement/assisted living	4.20
6.	Healthcare	4.16
7.	Logistics facilities	4.12
8.	Social housing	4.12
9.	Affordable housing	4.12
10.	Private rented residential	4.08
11.	Student housing	4.03
12.	Leisure hotels	4.02
13.	Co-living	4.01
14.	Industrial/warehouse	3.98
15.	Serviced apartments	3.83
16.	Flexible/serviced offices and co-working	3.72
17.	Leisure	3.67
18.	Housebuilding for sale	3.60
19.	Central city offices	3.43
20.	Retail parks	3.41
21.	Parking	3.39
22.	Business hotels	3.29
23.	Business parks	3.20
24.	High street shops	3.09
25.	City centre shopping centres	2.93
26.	Out-of-town shopping centres/retail destinations	2.72
27.	Suburban offices	2.71

Development

Rank	Sector	Score
1.	New energy infrastructure*	4.39
2.	Data centres	4.28
3.	Life sciences	4.25
4.	Social housing	4.13
5.	Affordable housing	4.08
6.	Healthcare	4.05
7.	Retirement/assisted living	4.04
8.	Self-storage facilities	4.03
9.	Industrial/warehouse	3.98
10.	Logistics facilities	3.96
11.	Private rented residential	3.90
12.	Student housing	3.90
13.	Co-living	3.83
14.	Leisure hotels	3.77
15.	Serviced apartments	3.70
16.	Housebuilding for sale	3.60
17.	Flexible/serviced offices and co-working	3.43
18.	Leisure	3.40
19.	Central city offices	3.25
20.	Parking	3.10
21.	Business hotels	2.96
22.	Retail parks	2.93
23.	Business parks	2.87
24.	High street shops	2.79
25.	Suburban offices	2.52
26.	City centre shopping centres	2.43
27.	Out-of-town shopping centres/retail destinations	2.25

Rents

Rank	Sector	Score
1.	Data centres	4.25
2.	New energy infrastructure*	4.25
3.	Life sciences	4.20
4.	Industrial/warehouse	4.14
5.	Self-storage facilities	4.09
6.	Logistics facilities	4.04
7.	Private rented residential	3.98
8.	Retirement/assisted living	3.94
9.	Co-living	3.90
10.	Leisure hotels	3.87
11.	Healthcare	3.87
12.	Student housing	3.83
13.	Affordable housing	3.82
14.	Serviced apartments	3.75
15.	Social housing	3.71
16.	Housebuilding for sale	3.58
17.	Leisure	3.53
18.	Flexible/serviced offices and co-working	3.50
19.	Central city offices	3.47
20.	Retail parks	3.21
21.	Parking	3.17
22.	Business hotels	3.06
23.	Business parks	3.05
24.	High street shops	3.02
25.	City centre shopping centres	2.82
26.	Suburban offices	2.77
27.	Out-of-town shopping centres/retail destinations	2.62



Non Attuato attuato

Grandi Funzioni Urbane
Accordi di programma
Piani Attuativi
Piani Integrati di Intervento
Reinventing Cities

Permessi di Costruire Convenzionati

Programma Innovativo per la Qualità dell'Abitare (PINQuA): - interventi del Progetto Pilota

- Ambito intervento PINQuA "MoveIn San Siro"
- Ambito intervento PINQuA "MoveIn Niguarda"

Progetti React-Eu localizzati

Nuove progettualità verdi

20 nuovi parchi

Progettazione aree verdi (PLIS, Grande Parco Forlanini, altri parchi)

Riqualificazione spazio pubblico

Piazze Aperte

Piano Quartieri

Interventi previsti nel Piano Quartieri

Infrastrutture per il trasporto pubblico

Prolungamento tranviario

Rete metropolitana in programmazione (PGT)

Strategie PGT potenziali

Piazze (art. 15.4 NA del PdR)
Nodi di interscambio (art. 15.5 NA del PdR)
Edilizia residenziale sociale
Grandi funzioni urbane

Ambiti di applicazione ex art. 11 comma 5 L.R. 12/2005