A roadmap for great cities
A changing cultural paradigm

1980 - 2008
CAPITALISM PARADIGM
- Unlimited growth
- Maximizing short term profit
- Individualism
- Iconic architecture

2008
FINANCIAL MARKET COLLAPSE
Lehman Brothers

2020 → future

2010 - 2020
EXTREME CO-WORKING SPACE

“Give me a shout when you’re done with the space bar!”
A changing cultural paradigm

1980 - 2008
FINANCIAL MARKET COLLAPSE
Lehman Brothers

2008

2020 → future

2010 - 2020

CAPITALISM PARADIGM
Unlimited growth
Maximizing short term profit
Individualism
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RADICAL TRENDS CHANGING THE PARADIGM
Environment
Data
Flexible use

2008 FINANCIAL MARKET COLLAPSE Lehman Brothers
A changing cultural paradigm

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COIMA roadmap to contribute for great cities
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1 UN SDGs
COIMA roadmap to contribute for great cities

1. UN SDGs
2. COIMA CITY LAB
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3. CITY LAB CHARTER
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5. PILOT PROJECTS
A diversified group inspiring how to manufacture cities and territories, **COIMA City Lab** elaborates on Urban, Product and Project Themes.

**Pilot projects**: over 150 architects participating in COIMA design competitions over the last 12 months.
The COIMA City Lab Charter

COIMA City Lab Charter is a guidance for urban regeneration responsive for today and future generations.

<table>
<thead>
<tr>
<th></th>
<th>PURPOSE</th>
<th>OBJECTIVES</th>
<th>ASSETS (KPIs)</th>
<th>OPERATIONS (KPIs)</th>
<th>RECIPROCITY * (KPIs)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Protection</strong></td>
<td>ENVIRONMENTAL RESILIENCE</td>
<td>Reduce heat-island effects</td>
<td>% of certified buildings (i.e., LEED, BREEAM, WELL)</td>
<td># of users per year</td>
<td>Demonstrate environmental initiative</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Increase sustainable transport</td>
<td>% of energy consumption from fossil fuel</td>
<td>% of visitors using sustainable transport</td>
<td>Identity waste-to-resource opportunities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Enhance inner-city biodiversity</td>
<td>% of asset designed with multiple / flexible uses</td>
<td># of post-consumer building material</td>
<td>Post service requirements</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Improve air quality</td>
<td>% of area equipped with pollution sensors with feedback to community</td>
<td>% reduction of air pollution levels</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Integrate renewable energy</td>
<td></td>
<td>% of energy from sustainable resources</td>
<td></td>
</tr>
</tbody>
</table>

| **Inclusion** | SOCIAL INTEGRATION | Provide housing for emerging demographics | % of housing units for emerging demographics | # of key-worker residents (e.g., nurses/teachers) | Post constructive comments on social media |
|               |                   | % of co-living housing units (household) | % of student housing | % of visitors per year | Post linked images/videos on social |
|               |                   | % of work-live units | | % of people visiting on foot or bike | Engage with COIMA digital infrastructure |
|               |                   | % of street-frontage for commercial/leisure | | # of repeat visits/year | Use COIMA - branded applications |
|               |                   | % of floor area for cultural infrastructure | | # of events per year | Host community events |
|               |                   | # of artworks included | | # of event visitors per year | Coordinate community functions |
|               |                   | # of architects selected through competition | | | Participate in community activities |

| **Economic Growth** | ECONOMIC REGENERATION | Provide start-up and SME workplaces | % of affordable office spaces | # of start-up and SME tenants | Create local employment |
|                    |                       | Encourage innovation and creative industries | % of co-working spaces | % increase of annual turnover per person | Provide specialised training |
|                    |                       | Accommodate all-day activity | % of ground floor area for retail and catering | # amount of sales-time per person | |
|                    |                       | Promote sustainable tourism | % of GF floor area for commercial/leisure | % of international vs local visitors | |
|                    |                       | % of development costs allocated on public space improvements | | # of permanent new residents / jobs | |
A holistic performance approach inspired by UN principles applying COIMA City Lab Charter to projects
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## COIMA ROOTS™ Scorecard

Setting a methodology to establish targets for ESG KPIs at project level, being responsive and accountable

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<th>E</th>
<th>Nature</th>
<th>Setting a methodology to establish targets for ESG KPIs at project level, being responsive and accountable</th>
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<tr>
<td></td>
<td>Resource reduction</td>
<td>LEED, Cradle-to-Cradle, reduce energy demand, resource consumptions</td>
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<td></td>
<td>Green &amp; public spaces</td>
<td>Promote the implementation of Biophilia</td>
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<td>Architecture</td>
<td>Design with an essential and elegant architecture</td>
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<tr>
<th>S</th>
<th>Affordability</th>
<th>Affordable uses Public and private spaces Building design, construction and uses to be appropriately defined with right balance of quality and costs.</th>
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<td>Human</td>
<td>Public spaces Improve where possible the surrounding public realm around the building.</td>
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<td>Proximity to public transportation Promote public and sustainable transportation. Value pedestrian flow</td>
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<td></td>
<td>Cultural areas Promote inclusion of art and cultural spaces</td>
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<th>G</th>
<th>Happiness</th>
<th>Health &amp; wellbeing Design to implement health &amp; wellbeing strategy and certification (e.g. WELL)</th>
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<td>Transparency Act with in the interest of all stakeholders; investors, public authorities and citizens</td>
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<th>Knowledge</th>
<th>Data management Use data to enable and facilitate building use and operation, people wellbeing.</th>
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<td>Service</td>
<td>Services in building area managed Create a place which support people needs and wellbeing.</td>
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### Certifications
- LEED, Cradle-to-Cradle
- Reducing energy demand, resource consumptions
- Promoting the implementation of Biophilia

### Green & public spaces
- Design with an essential and elegant architecture

### Affordability
- Affordable uses Public and private spaces
- Building design, construction and uses to be appropriately defined with right balance of quality and costs

### Human
- Public spaces
- Improve where possible the surrounding public realm around the building
- Proximity to public transportation
- Promote public and sustainable transportation. Value pedestrian flow
- Cultural areas
- Promote inclusion of art and cultural spaces

### Happiness
- Health & wellbeing
- Design to implement health & wellbeing strategy and certification (e.g. WELL)
- Animation
- Create a sense of place, where people enjoy gathering together and create a liveable space

### Ethics
- Reporting
- Communicate and report with transparency with all stakeholders
- Transparency
- Act with in the interest of all stakeholders; investors, public authorities and citizens

### Knowledge
- Data management
- Use data to enable and facilitate building use and operation, people wellbeing

### Service
- Services in building area managed
- Create a place which support people needs and wellbeing

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31
Combining sensitive architects
to set the next cultural paradigm
Porta Nuova Today

- **100% LEED® certified buildings in Porta Nuova**
- **5 km Cycle paths**
- **90,000 sqm Park**
- **Zero Fossil fuel**
- **35,000 professionals** over 30 Corporates
- **20,000 inhabitants**
- **Footfall +10M people/y**

Best Urban Regeneration Project 2018

Porta Nuova is a privileged location for the headquarters of numerous multinationals and foremost a meeting place.
Porta Nuova Lab
Innovative laboratory of community and neighborhood management

Environmental
- Well® for Community (target 2021)
- Reduction of natural resources consumption and CO2 emissions
- Savings for all (landlords, users, community)

Social
- Cultural event animation program
- Community experience and engagement

Digital
- ESG driven performance
- Data analytics
- Digital information communication
- Services driven from neighborhood and community needs
**Porta Nuova city impact**

**Phase 1 – Porta Nuova**

<table>
<thead>
<tr>
<th>Ph.</th>
<th>Area</th>
<th>Year</th>
<th>Land surface</th>
<th>SL</th>
<th>New residents</th>
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<tr>
<td>1</td>
<td>Porta Nuova</td>
<td>2005-2018</td>
<td>400,000 sqm</td>
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## Porta Nuova city impact

### Phase 2 – Porta Nuova Gioia

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## Porta Nuova city impact

### Phase 3 – Farini Valtellina railway yard

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<td>Farini Valtellina railway yard</td>
<td>2018-2025</td>
<td>60,000 sqm</td>
<td>37,900 sqm</td>
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<td>Farini railway yard</td>
<td>2020-2030+</td>
<td>570,000 sqm</td>
<td>363,000 sqm</td>
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</table>
A regeneration legacy with major city impact

**CANARY WHARF**
**LONDON**
Land surface: 1,500,000 sqm

**LA DEFENSE**
**PARIS**
Land surface: 1,600,000 sqm

**PORTA NUOVA**
phase 1-4
**MILAN**
Land surface: 1,200,000 sqm
Green Line

An urban alliance among investors, developers, public sector, universities, no profit sectors and citizens - From Porta Nuova to Mind

Milano Green line

Total 9,5 km

New York Highline

Total 2,33 km
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