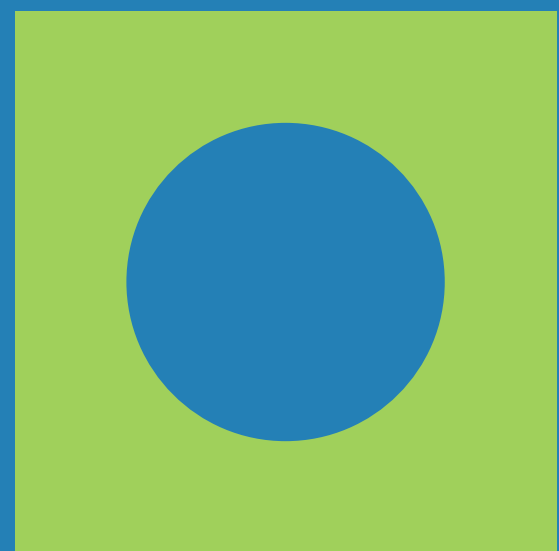


# Genova Smart City Association





*Cities cover approximately 2% of the earth's surface, but they host 50% of the world population, represent 75% of the energy consumed and 80% of the carbon dioxide emitted. So if we can do something to change our cities, we could really have an impact on the scale of the entire planet*

Carlo Ratti

## MISSION

Build a project to make Genova a smart city and improve the quality of life of the people who live there.



## VISION

Promote collaboration between research, innovation, technology and business, with an integrated planning approach.

# A success story



Genova Smart City Association was created in 2010 by the Municipality of Genova, the University of Genova and Enel

## GOAL

Making Genova  
a smart city



## TOOLS

Integrated planning  
Shared strategies  
Partnerships  
Innovative projects  
Education and training  
Single table for the Smart City



# Governance



**Barbara Grasso**  
Presidente



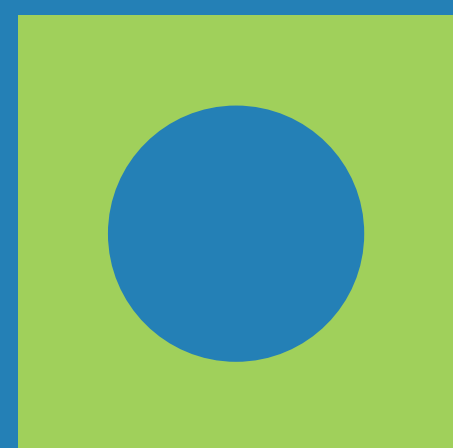
**Giampiero Biamino**  
Vicepresidente Esecutivo



**Enrica Rossi**  
Segretario Generale



## Consiglio direttivo



ANCE, Autorità di Sistema Portuale, Camera di Commercio,  
Città Metropolitana, CNA, CNR, Comune di Genova,  
Confindustria, Duferco, ENEL Distribuzione, Hitachi, IIT, IREN,  
STAM, Università di Genova



# The Partners



## INSTITUTIONS AND RESEARCH CENTERS

Arpal, Autorità di Sistema Portuale, Camera di Commercio, CNR, Comune di Genova, IIT, Città metropolitana di Genova, IRE Liguria, Regione Liguria, UNIGE

## ASSOCIATIONS/FOUNDATIONS

ANCE Genova, Associazione Rolli della Repubblica Genovese, CNA, Confapi, Confcommercio, Confindustria, Consorzio Global, Federlogistica Liguria, Gisig, Ordine degli Architetti, Ordine dei Medici, Privitera studio, SIIT-SCPA, Start 4.0, TICASS

## ENTERPRISES

Acx Design, Ameri Communications, AMT, Assy.tech, BBell, Blue Lime, Boero Bartolomeo, Cetena, Clickutility Team, Dagman, Dedalus, Deloitte, Domino, Duferco, ECD, Enel, ETT, Free to X, Ge-Dix, Genova Parcheggi, Gruppo Ferretti, H.G.M., Hitachi, Idrotecnica, Idue, IEM, Ingenia, IREN, Job Centre, La Sia, Liguria Digitale, Mecplex, Mindicity, Movyon, Rina Prime, SEPG, Stam, Strategic Management Partners, Seingim, Studio LCMS, Sviluppo Genova, Talent Garden, TIM

## START UP

2C, Bottega Ligure, Himarc, Resilia Service, Shopthelook, Syngascube, Tiberone, Ub-ex

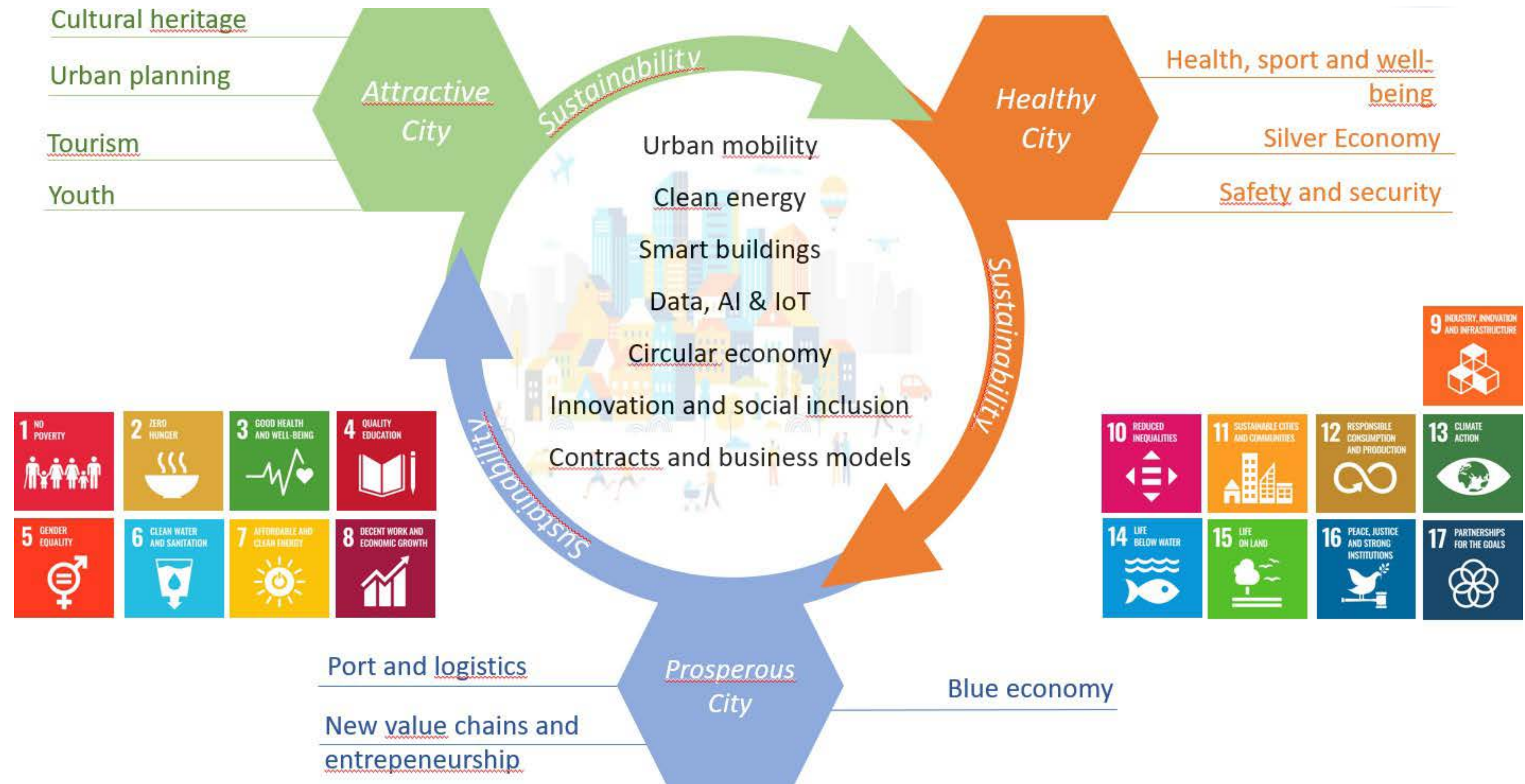
# Working Groups



In 2022 the Association has started a renewal process to increase its design capabilities, also in view of the enormous possibilities for developing **infrastructure, digital and environmental sustainability projects** in the context of the **PNRR**. To this end,

## 3 Working Groups

have been created:



# Projects

## HEALTHY CITY 4.0

- Digital solution (App) aimed at promoting a healthy lifestyle
- Incentivize movement through rewards for achieving goals
- Insert historical, archaeological and public interest references into the itineraries to add value from a cognitive, cultural and social point of view
- Security of critical infrastructures and management of work emergencies in the healthcare sector



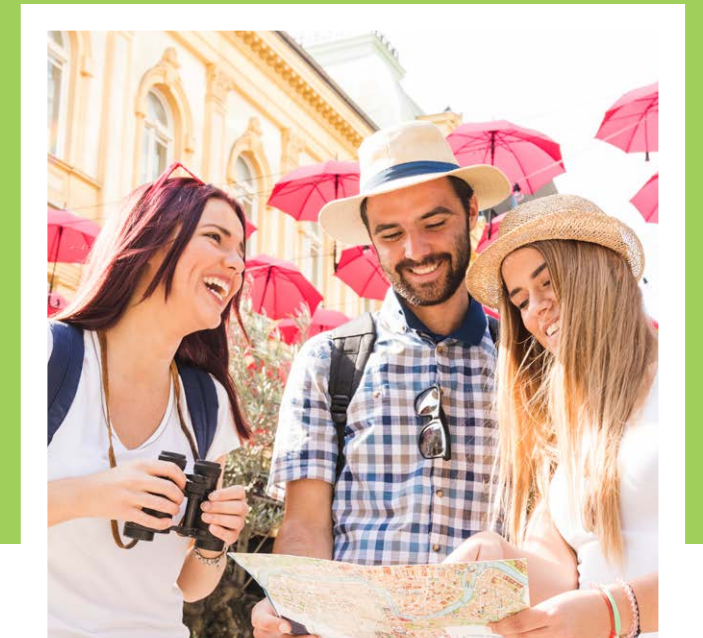
## SMART MOBILITY AND LOGISTIC

- Electrification of the docks
- Green and digital logistics
- Electrification of public transport
- Maas: GoGoGe
- Smart Genoa: Intelligent Urban Mobility



## SMART AND SUSTAINABLE TOURISM

- Development of solutions based on the rational use of resources in tourism (water, waste, materials)
- Green&Phygital Experience



# Events

The Association promotes several types of events to spread awareness of the smart city and the main guidelines of the municipal administration in this area.



## GENOVA GLOBAL GOALS AWARD



## GENOVA SMART WEEK



## A BRIDGE BETWEEN GENOVA AND SANTOS



## SMART TRANSFORMATION

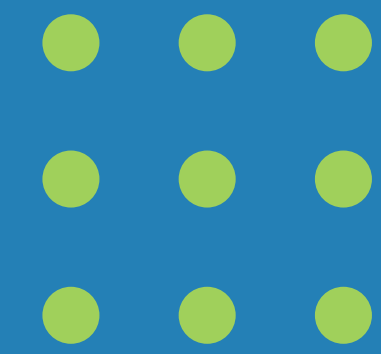


## SILVER ECONOMY FORUM





# Education and training



## SMARTCITIZENSHIP EDUCATION

Training and education courses for students from primary school to high school.

## SPECIALIZATION UNIVERSITY COURSE

University specialization course in smart city design for university students and professionals.

## WEBINARS

In-depth online workshops on businesses opportunities in the technology and innovation field for the members of the association and professionals.

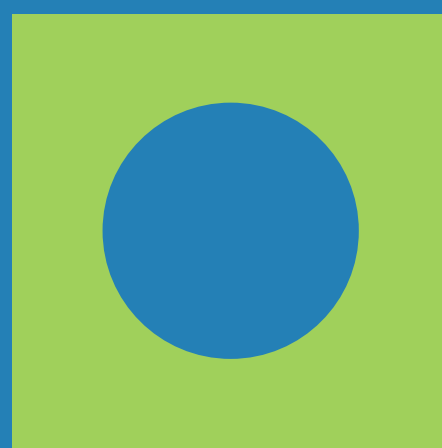




# Towards a **SMART** and **SUSTAINABLE** future

This is the moment when we need a strong relaunch of **innovation and development** processes with great involvement of those who believe in the future we propose.

It is the model of smart cities that will allow Genova to occupy a strategic role in the near future and the **Genova Smart City Association is the perfect network** to carry out such projects.



# Contacts

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