



## Case 7 Turin, Italy: Conversion of Incet Factory

Barriera di Milano

→Tool GI 4

### Key Data

Name	<b>Incet Factory</b>
Geography	<b>Turin, Italy: Barriera di Milano</b>
Type of Green Industries	Industrial factory converted to community centre (for meetings, religious gatherings, musical performances and workspace for NGOs, social enterprises and local government offices).
Eco-criteria	Energy Efficiency Waste Management Water Management Material Flow
More information	<a href="http://www.citiscopescope.org/story/2016/how-turin-converting-dead-industrial-area-innovation-hub">http://www.citiscopescope.org/story/2016/how-turin-converting-dead-industrial-area-innovation-hub</a> <a href="https://it.wikipedia.org/wiki/Barriera_di_Milano">https://it.wikipedia.org/wiki/Barriera_di_Milano</a>

### Description

“The Incet factory in Turin's Barriera di Milano sat in ruins for years. Now it is becoming a centre for people to gather and share ideas. Turin is sometimes called the “Detroit of Italy.” The nickname evokes both a years-ago dominance in automobile manufacturing as well as the devastating post-industrial collapse that followed. You won’t see much evidence of either in the elegant squares of the city centre, lined with Baroque buildings restored for the Winter Olympics held here ten years ago. But just two kilometres away, the Barriera di Milano neighbourhood holds the ruins of factories where cars and their parts were made, renovating the buildings into a hub of what officials here call “open innovation” — and perhaps, a spark plug for a new post-industrial economy.



Gradually, these empty hulks are being turned into loft-style housing, university buildings and office spaces. The latest redevelopment is in the former headquarters of a company known as Incet, which made electric cables and was active until 1968. After acquiring the campus of giant white buildings, city authorities briefly used it as a pound for confiscated vehicles before letting it sit vacant for decades. Now, Turin is renovating the buildings into a hub of what officials here call “open innovation” — and perhaps, a spark plug for a new post-industrial economy.



*INTEC prior to renovation<sup>1</sup>*



*Restored Incet factory complex - home to a wide mix of new tenants and uses*

## **Success Factors**

It's hard to describe what the former factory complex, now known as 'Ex-Incet', is on its way to becoming. That's because it's intended to be a little bit of everything. The very idea is to intermingle a hodgepodge of civic, industry, academic and social uses, in hopes that people will meet, ideas will cross-pollinate and innovative social enterprises will be born from all this exchange of knowledge. ... Ex-Incet will have space for community meetings, religious gatherings, musical performances and workspace for NGOs, social enterprises and local government offices. Students will be welcome to study here, innovators from other cities and countries will be invited to visit, a restaurant could organize a wine tasting. The first two tenants of the complex couldn't be more different: a police station and an art gallery. Within Italy and across Europe, Turin has become known as a hotbed of entrepreneurship and creative thinking.

The city finished first runner-up to Amsterdam in this year's European Capital of Innovation Award, sponsored by the European Commission. For private-sector start-up's, City Hall launched the FaciliTo programme, offering generous loans and mentorship for young entrepreneurs working in education, mobility, health and other socially conscious fields. It also offers entrepreneurs discounted co-working space and internet connection as well as access to expensive tools such as 3D printers. For government, the city launched Innova. To, a program that rewards front-line city workers for ideas that save money and boost efficiency. Open Incet represents the next iteration of Turin's thinking. The idea is to act as a facilitator, working to mix together different creative forces and energies, from digital entrepreneurs to sharing-economy actors to academics and others. So it is a social platform — a connector.

But it's also a catalyst for physical regeneration of the neighbourhood. Part of the plan is to create new public spaces around the old factory complex, including a large new outdoor public square. These represent new roles for a city administration that in a previous era was a more passive actor, deferring to powerful corporate interests for economic leadership and to the Catholic Church for moral and social direction. Unlike the regeneration activities of private actors in the neighbourhood, the new Incet complex carries with it a strong sense of public ownership. It's the final result of a participatory planning process that involved more than 1,500 residents, including seniors and immigrants living in the area. A group of foundations and think tanks active in the field of social

innovation in Italy, known as the Temporary Association of Enterprises, won the right to manage key parts of the project. One example of how Open Incet hopes to spark innovative ideas is called Social Roots. The program began at the Expo 2015 in Milan, which was themed around food production.

In Milan, Social Roots put out a ‘call for solutions’ aimed at accelerating innovative ideas in the agricultural sector. More than 100 projects were submitted from 20 countries, including the creation of a ‘crowd-farming’ platform, the production of sustainable fibres and an app for virtual farming. The people behind winning entries were invited to an “innovation camp” at the Expo where they connected with each other as well as potential partners and mentors who could help with scaling up the ideas. A second round of this competition [in] 2016 ... with a focus on food”<sup>2</sup>



INTEC under construction and the new cafeteria<sup>3</sup>

## Credentials

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## References

<sup>1</sup> Source: <http://www.citiscopes.org/story/2016/how-turin-converting-dead-industrial-area-innovation-hub>

<sup>2</sup> D'Antonio, S. 2016. How Turin is converting a dead industrial area into an innovation hub. *Citiscopes*. 3 June 2016. <http://www.citiscopes.org/story/2016/how-turin-converting-dead-industrial-area-innovation-hub>

<sup>3</sup> [https://www.google.com/search?newwindow=1&tbm=isch&source=hp&biw=1280&bih=641&ei=cZ2AW5yJsK8sQH88qe4AQ&q=Incet+Factory+&og=Incet+Factory+&gs\\_l=img.12...2036.2036.0.4675.2.2.0.0.0.83.83.1.1.0...0...1ac.1.64.img..1.0.0.0...0.iqwoe5KPWEQ#imgdii=Hm6F1gLkgHAYLM:&imgrc=4jfE0CiqgRimXM:](https://www.google.com/search?newwindow=1&tbm=isch&source=hp&biw=1280&bih=641&ei=cZ2AW5yJsK8sQH88qe4AQ&q=Incet+Factory+&og=Incet+Factory+&gs_l=img.12...2036.2036.0.4675.2.2.0.0.0.83.83.1.1.0...0...1ac.1.64.img..1.0.0.0...0.iqwoe5KPWEQ#imgdii=Hm6F1gLkgHAYLM:&imgrc=4jfE0CiqgRimXM:)