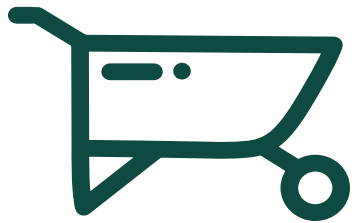




Living Lab Turin, Italy



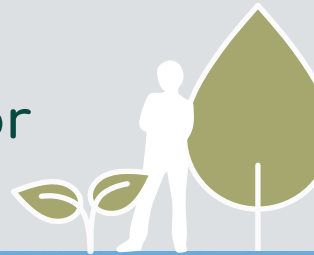
NBS 3

Community-based urban farming and gardening on post-industrial sites

ORTO
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AL
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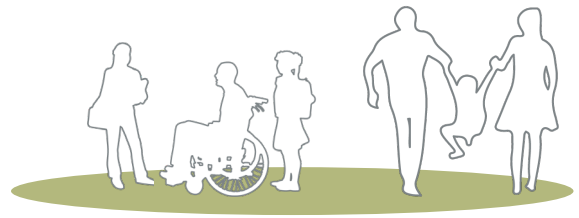
FARM YOUR
ROOFTOP.
ENJOY
SHARING!

ORTO WOW - Pollinator friendly garden



Target groups (beneficiaries)

- Local inhabitants who live in the surroundings. It has been historically in their interest to have access to the open area around the abandoned building.
- Core beneficiaries are families and elderly people living near the NBS site.



Stakeholder constellations

Main responsible partner

Orti Alti :

- coordinating design and implementation of the NBS in parallel with designing the management plan
- co-designing the garden boxes and the layout of the “garden square”, in accordance with the users of the site (Coldiretti farmers market)
- worksite coordination and constructing the boxes (e.g. selecting plants (in collaboration with UNITO-biodiversity department) and planting phase
- preliminary stakeholder assessment, together with Fondazione di Comunità Mirafiori to understand the local community needs and to better frame the management plan of the garden
- co-designing the management plan with Mirafiori Living Lab stakeholders (notably Fondazione Mirafiori, Coldiretti and Associazione Parco del Nobile) to engage the community
- defining the framework of “naming” and “coordinated image” for the garden as a new public space “orto wow”
- accompanying drafting the Collaboration Pact for collectively managing the space

ProGReg partners involved

City of Turin (administrative partner)

- owner of the building
- administrative permissions
- mediator

Fondazione di Comunità Mirafiori (operative partner)

- community engagement activity
- site management activity

University of Turin (technical and communication partner)

- citizens and science activities
- selection of the plants

Other stakeholders involved

Associazione Parco del Nobile (operative partner)

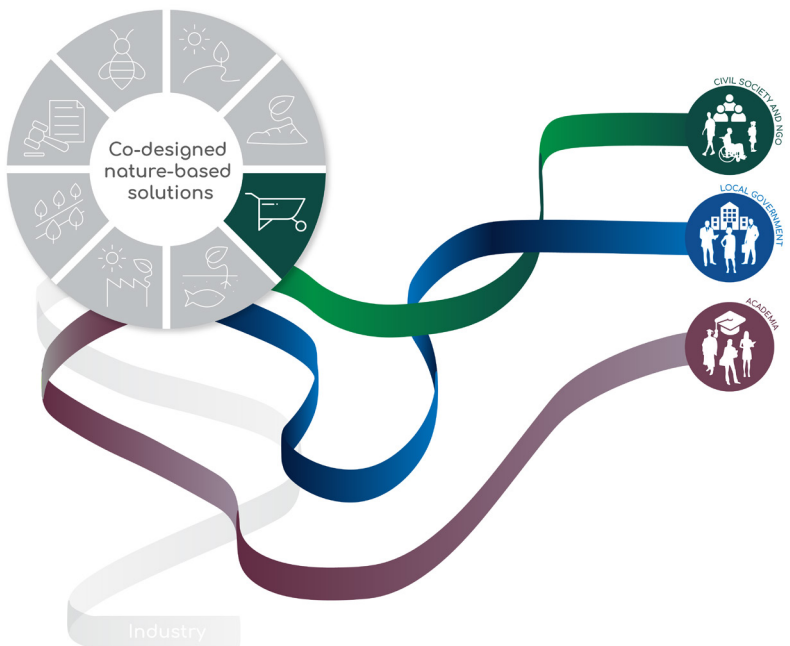
- plant growing consulting
- educational activity for citizens

Coldiretti (operative partner)

- collaboration in the taking care of the boxes
- educational activities for citizens



Co-design activities, stakeholder engagement, and pre-implementation activities



Implementing the NBS required the involvement of several local municipality departments, notably the Public Building sector to obtain a pre-assessment of the site and the final resolution of the City Council for using the public area.

Planning and preparatory activities (administrative/technical procedures)

In the planning phase, OrtiAlti, in cooperation with the City of Turin, identified the NGO Fondazione di Comunità Mirafiori as the key stakeholder and partner for co-designing with local community engagement. Among others, Fondazione di Comunità Mirafiori was also involved in planning the apiary installation with Coldiretti and Parco del Nobile (e.g. cleaning the green area where the beehives are located).

During planning, the green roof design (same budget for both actions) and the number and shape of wood boxes changed. Coordinating both projects by OrtiAlti collaborators resulted in saving cost by reusing wood axes from other construction sites. Hence, circular economy aspects becoming a planning element.

Orti Alti also implemented infrastructural interventions (e.g. water access at the courtyard) in preparation of the site for installing the boxes.

Co-design and engagement activities

A temporary collaboration agreement was signed between the Municipality and OrtiAlti, granting permission to initiate the worksites and handing over keys to the property. The co-design activity coincided with drafting the collaboration pact for the management of the NBS. In October 2020, Associazione Parco del Nobile, Fondazione Mirafiori, Coldiretti, Rete degli Impollinatori metropolitani, and the City of Turin signed a Pact of Collaboration as the key management tool.

As part of the social analysis, OrtiAlti carried out a preliminary stakeholder assessment, together with Fondazione di Comunità Mirafiori to understand the needs of the local communities. Co-design activities included the decision on layout of the garden boxes in cooperation with Coldiretti as the main actor using the space for the local produce market. However, the COVID-19 pandemic delayed

Implementation budget

Total implementation budget and proGleg funds:

7,500€



community engagement. Once personal meetings resumed, a plan was drawn up for engaging citizens in co-designing the space to raise citizens' interest in the NBS.

The public meetings focused on communication, animation and education activities about key objectives of the proGReg project, taking place every Friday afternoon for 6 weeks in the summer 2021 (each Friday involving a different stakeholder, already engaged in the NBS) and during the Coldiretti farmers market. The community engagement process has been organized together with Fondazione Mirafiori, Coldiretti, UNITO, Associazione Parco del Nobile and other informal groups (e.g. "metropolitan pollinators network") and Centro Scienza (an educational center, that works at City scale).

The same initiatives were replicated in summer 2022 with the same partners.

Key achievements and implementation results

Major achievements are listed below:

- Stakeholder engagement, in particular of Fondazione di Comunità Mirafiori (as main local actor able to facilitate citizens participation in future); Coldiretti, as main guardian of the space
- Creating a community engagement method (communication plan, social and cultural entertainment plan of the space, organising training activities for the management group, and initiating a Pact of collaboration)
- In August 2020, holding laboratories with children together with Centro Scienze
- In summer 2021 and summer 2022, holding laboratories with children together with Centro Scienze for more than 6 weeks
- Since spring 2021, the garden is opened to the public for many educational, recreational, training and therapeutic activities, thanks to the cooperation between parties who signed the collaboration pact and a number of other local groups (associations, cooperatives, citizens), see <https://fondazionemirafiori.it/spazio-wow>
- Requalification of the outdoor area in front of the building with the "pollinator garden" has allowed renovating two small rooms inside the building for indoor activities in support of the garden's management.
- The location has been renamed in "spazio wow"

Critical implementation issues and barriers encountered



The COVID-19 pandemic represented the key barrier. However, eventually, it was possible to gather a number of local stakeholders involved at different stages of the implementation and management phases of the NBS.

Co-managing this NBS requires engagement of the entire WOW external area and several other NBS: The management group that pursue similar goals includes the informal network of "metropolitan pollinators", experts in urban beekeeping and biodiversity.

Synergies with other proGReg activities

This NBS is related to the following NBS implemented in the Living Lab in Mirafiori Sud (see plan below):

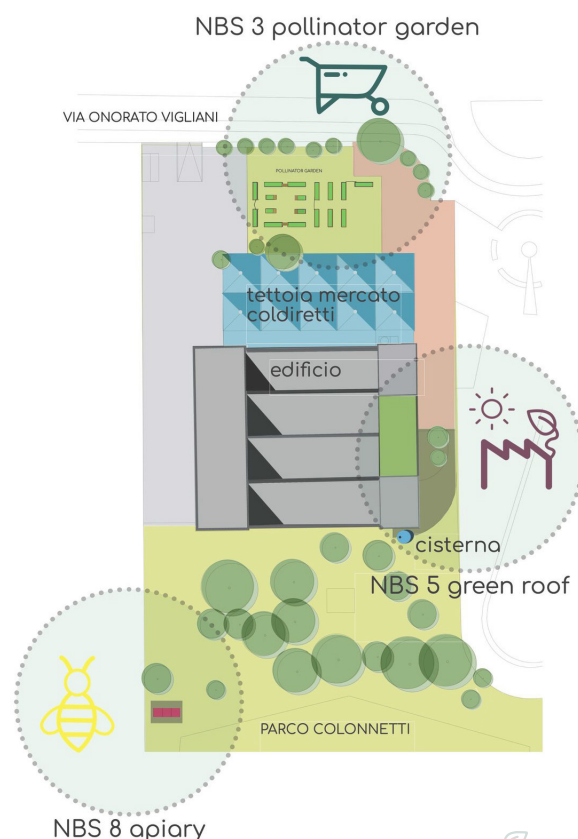


NBS 5 Green walls and roofs



NBS 8 Pollinator diversity

The species planted in the boxes are related to the apiary located in the same complex that produces the "urban garden honey wow". The plant selection was done in collaboration with UNITO, Agriculture Department and Life Sciences and Systems Biology Department. This cooperation activates city ecological corridors in connection with the nearby Colonnetti Park.



Communication activities



Communication plan to effectively reach the target population for inviting local people to take part in using the space (comprising naming, coordinated image, communication instruments, etc.).

- OrtiAlti posted different phases of the construction site on Facebook.
- A number of local press articles in March 2020 (before Covid-19 lockdown) about the green roof and the pollinator friendly garden.
- Since spring 2021, organising a number of educational and recreational activities by the Pact of Collaboration actors in collaboration with OrtiAlti and Centro Scienza until summer 2022.

Maintenance & Sustainability beyond proGReg

Signing the collaboration pact has in fact ensured a long lasting, effective and participatory management of the NBS, guaranteeing its sustainability beyond proGReg’s end in November 2023.

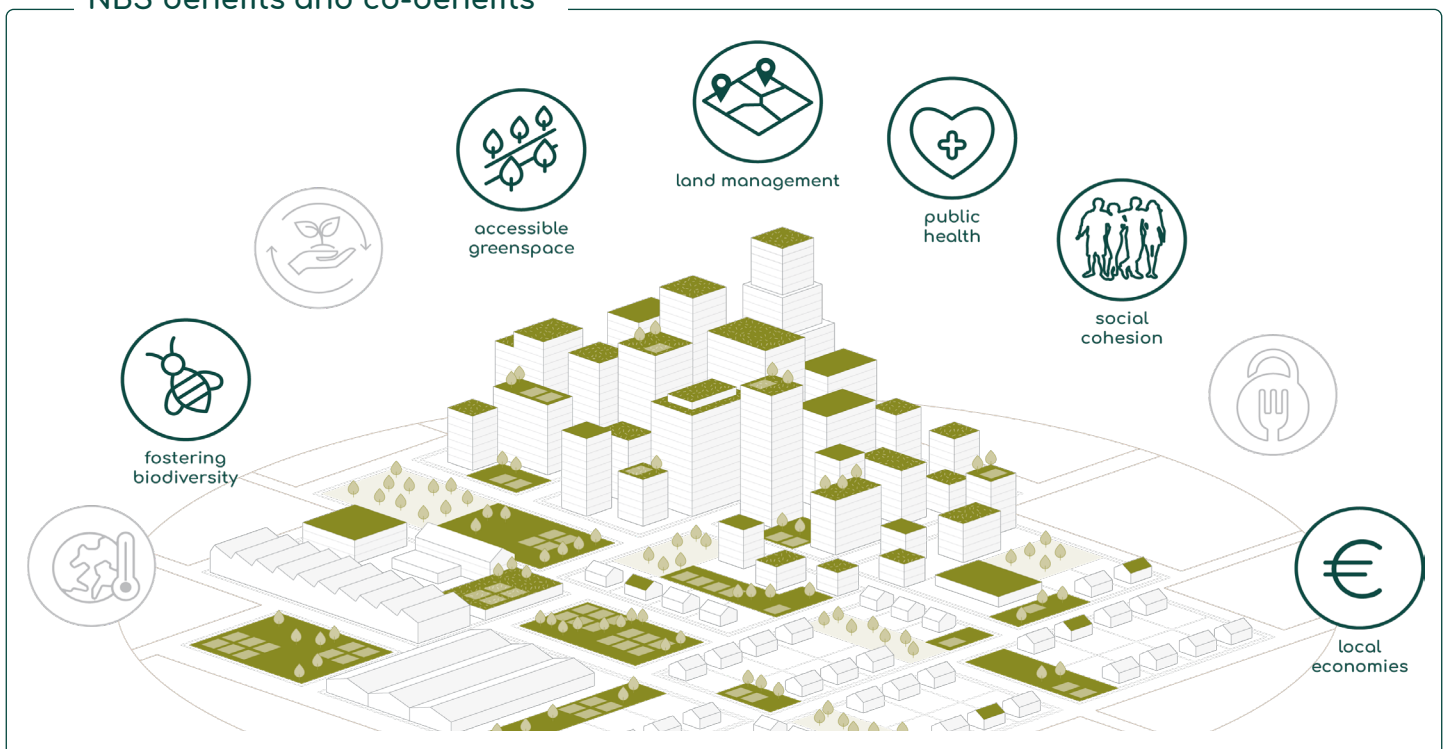
- The WOW area hosts different proGReg NBS, therefore the management and valorization of the NBS interventions are linked, creating a collaborative group that accompanies the involvement of local inhabitants while supporting the re-use of the public space
- The NBS implementation has spotlighted the abandoned WOW building, contributing to attracting potential private investors for renovating and reusing the building in accordance with the city’s new green vision.
- As a result, the city has just launched a public tender to collect renovation proposals.

NBS benefits and co-benefits for the Living Lab Mirafiori Sud, Turin

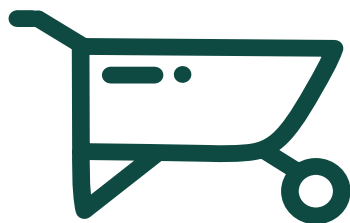
- Since the reopening post-covid (spring 2021), the Collaboration Pact actors, and in particular Fondazione Mirafiori have involved many local citizens who are active in the Living Lab (see <https://fondazionemirafiori.it/spazio-wow>)
- Land management issues and accessibility to green spaces for citizens have returned

the space to collective use. leading to greater social cohesion and improved public health. The produced honey builds local value chains while fostering biodiversity in urban areas and improves the overall green infrastructure network in the Mirafiori district.

NBS benefits and co-benefits



Fact Sheet



NBS 3



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ORTO WOW
Pollinator-friendly garden

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