

Study visit of the PES Group in the European Committee of the Regions
Florence, Innovation Hub for the younger generations
Florence, 3 November 2022

- 2:30 p.m.** **Meeting point at the Presidency of the Region Tuscany**
Palazzo Guadagni Strozzi Sacratì
- Entrance: Piazza Duomo 10, Florence
- 2:45 p.m.** Welcome message by **Eugenio Giani**, President of the Region Tuscany
- TRAMVIA: Florence's smart tramway network**
Since 2010, the City of Florence has a tramway system which is a faster, more regular and greener public system of transportation which is integrated with railway and bus system. On one of the lines, the first experiment of autonomous driving has been implemented and financed with the European funds of the Horizon 2020 piano to support European technological development.
- Angelita Luciani**, management and control system of the European Regional Development Fund (ERDF)
Enrico Becattini, Director of transport, urban mobility and infrastructures, Region Tuscany
Representative of the Municipality of Florence
- 3:45** **Transfer by shuttles**
- 4:00** **Visit of the Florence Innovation Center: A hub for digital culture. From training to business acceleration**
- Lungarno Soderini, 21, Firenze
- The Innovation Center, located in the ancient Granaio dell'Abbondanza – a grain store, is a contemporary multifunctional space, an innovation pole dedicated to digital culture and open to the city, start-ups and businesses.
- Professor Alessandro Monti**, project manager of the Foundation for research and innovation, University of Florence
- Testimonials** by **Nanabianca**, a Florence-based accelerator investing in startups with a focus in high technology
- 5:00** **Transfer by shuttles**

5:30 Visit of the Manifattura Tabacchi

Via delle Cascine, 35, Firenze

This private public investment is one of the most significant urban regeneration projects in Italy. The new Manifattura Tabacchi is revitalising the old tobacco factory, active for over seventy years before its closure in 2001. A new contemporary district dedicated to fashion, art, design and housing is born in Florence, complementing the historic city centre.

Upon completion in 2024, the project will meet the highest international standards of environmental sustainability and energy efficiency. It will host as well a student housing for more than 400 students. This new university residence will stand out for the quality and rich variety of services that will be offered to students, based on a model of international university campuses, such as classrooms, studios, gym, yoga room, laundry facilities, and movie theatre, as well as common areas equipped for spending time together. Florence is a cultural city with more than 65,000 students, of which 20% are non Italian citizens.

Presentations by

- **Michelangelo Giombini**, Manifattura Tabacchi, Head of Product Development and CEO
- **Marco Tognetti** and **Riccardo Luciani**, LAMA, social enterprise managing the uses of spaces at Manifattura Tabacchi and developing EU projects for young people on a number of policies

6:30 Vernissage of the ART exhibition "Reverse-Design Towards a New Paradigm" – followed by a cocktail

Address by Dario Nardella, Mayor of Florence

Professor Lotti, Department for Design in Architecture (DIDA), University of Florence

7:30 Transfer by shuttles to the railway station and the city center

Free evening

The study visit will take place in English only. No interpretation will be provided.