

SHARING

Stocktaking and assessment of typologies of Urban Circular Collaborative Economy Initiatives

Case Study

*Prato – Regeneration of Urban Spaces and
Social Cohesion*

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1 Executive summary

Regeneration of urban spaces & social cohesion



Overview

With a population of 194,590 Prato is the second largest city in Tuscany as well as the third in central Italy. Prato is widely known for its textile industry. The textile district in Prato was among the first ones in Europe to promote sustainability and circularity. The recycling techniques and the valorisation of waste led to consider Prato one of the most advanced and innovative industrial cities in Italy. However, due to processes such as deindustrialisation and globalisation, nowadays circular and collaborative initiatives are mainly focused on the overcome of two issues: the presence of a dismissed industrial area, and the growing tensions between the Italian and the Chinese communities.

Recommendations

- 1 **Better knowledge:** Success stories need to be shared widely by the local administrator, in order to promote them and rise citizens awareness
- 2 **Better funding:** Financial and administrative support should be provided by public authorities to civil society organisations continuously, as to prevent actions to be temporary and fragmented
- 3 **Better regulation:** Urban regeneration needs a systematic approach which only political institutions can assure



Impacts

ENVIRONMENTAL

- 1 Rise of awareness among users
- 2 Regeneration of buildings and public spaces
- 3 Prolonging of goods lifetime

SOCIAL

- 4 Strengthening of social ties among citizens
- 5 Promotion of encounter between migrant and local population
- 6 Involvement of marginalised individuals

ECONOMIC

- 7 Implementation of profitable initiatives for the Municipality

INITIATIVES SCREENED:

-  **Pop House/Pop Art**
Leisure space sharing
-  **Chi-na association**
Leisure space sharing and co-working space
-  **Recuperiamoci!**
Reselling goods
-  **Officina Giovani**
Leisure space sharing
-  **SC17**
Leisure space sharing

<https://www.collaborativexcircular.com/>

2 Overview of the territorial context

This Chapter gives an overview of the characteristics of the area considered, and links them with the territorial needs and objectives as regards the Urban Circular Collaborative Economy. It provides insights on the existing policies and regulatory framework affecting the development of Urban Circular Collaborative Economy initiatives. Finally, it identifies the main actors operating in the Urban Circular Collaborative Economy arena.

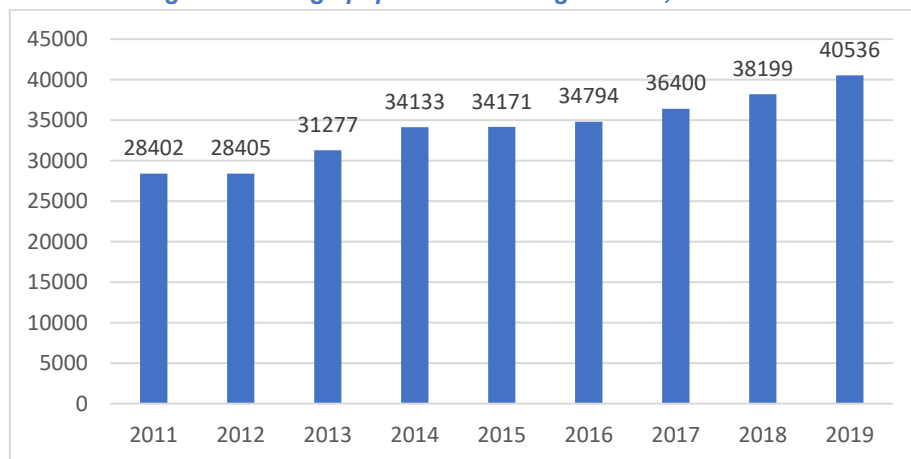
2.1 Profile of the area

The city of Prato – capital of the homonymous province – sits in the northern part of Tuscany (Italy), only 17km far from the region’s capital Florence, and it is near some of the most famous world’s cities of art: Bologna, Pisa, Siena. The city lies in a flat area along the valley of the Bisenzio river, an important tributary of the most famous Arno river. Furthermore, being located at the foot of the Apennines, the city is a gateway to nature.

With a population of 194,590 (2018) – and an estimated density of 1,998 inhabitants/km² – Prato is the second largest city in the region, as well as the third in central Italy for number of inhabitants. According to date available, the population has been steadily growing for the past 20 years, being the population at the end of 2001 of 173,011. In the past years, the employment rate has been fluctuating – showing a strong resilience in front of a scarring economic crisis. However, it is now set on a growing path, as between 2016 and 2018 it increased by 3%.

The net migratory balance with foreign countries, always positive since 2002, seems to be the most important factor affecting population growth (+1,516 in 2018). As can be noted from the figure below, according to the National Statistics Institute (ISTAT), the foreign population residing in Prato has been constantly growing (+43% from 2011 to 2019).

Figure 1: Foreign population residing in Prato, 2011-2019



Source: VVA

The positive migratory balance is likely to be linked to the Chinese migration wave affecting the city since the early 1990s¹. Still in 2019, the Chinese community is the largest among the other migrants' groups.

Figure 2: Countries of origin of five largest foreign groups, 2019

	China	Albania	Pakistan	Morocco	Nigeria
<i>Number of residents</i>	22,890	4,303	2,027	1,473	984
<i>% of foreign population</i>	56.5	10.6	8.5	3.6	2.4

Prato is widely known for its textile industry, which played a key role in the city's growth. As the third industrialisation kicked in, Prato grew to become Europe's most important textile and fashion centre – and one of the most advanced prototypes of that particular form of organization of production that is the *industrial district*². Prato textile's activities date back to the 12th century, when clothes manufacturing was regulated by the Wool Merchants' Guild (one of the secular corporations that controlled arts and trades in Florence)³. With the introduction of machineries in the 19th century (and the consequent capitalistic intensification of production processes), the geographic concentration of producers became inevitable.

Prato's district became thoroughly established during the golden age (1950s-1970s), as the customs revolution turned fashion into a mass phenomenon. During this economic boom, the urban development of the city was characterised by a simultaneous – and limited in space – growth of residential as well as industrial buildings. This is how the area of Macrolotto Zero – immediately beyond the city centre – has since then been distinguished. Here, when the textile district was creating wealth at a frenetic pace, daily life was set by the times and modes of industrial production: night shifts, long hours, transport and packaging, take away food shops, invoices, overdrafts and foreign currency, ingenious mechanics which often introduce innovation in the textile machines, and crafty brokers⁴.

In the following years, the intensive building activity was however not only limited to Macrolotto Zero. The economic boom was accompanied by a growth in housing demand, which led to the abandonment of the more densely inhabited parts of the city, such as the city centre and the near Macrolotto Zero, in favour of new suburban residential areas. In parallel, regulatory pressure relating to the safety, health and environmental adequacy of the manufacturing activities, caused the development of a urban planning policy designed to transfer part of the economic activities to specific industrial areas located in the southern part of the municipal territory (Macrolotto Uno, and Macrolotto Due)⁵.

¹ <https://www.tuttitalia.it/toscana/22-prato/statistiche/>

² Confindustria Prato – Evolution of the Prato Textile District. Available at: <http://www.ui.prato.it/unionedigitale/v2/english/presentazioneidistrettoinglese.pdf>

³ Staley (1906) The Guilds of Florence.

⁴ Bressan and Radini (2009). Diversity and Segregation in Prato. In: G. Johanson, R. Smyth, R. French, Living outside the walls. The Chinese in Prato, Cambridge scholars publishing.

⁵ Bressan and Combini (2009). The Macrolotto 0 as a zone of transition: cultural diversity and the public spaces. In G. Johanson, R. Smyth, R. French, Living outside the walls. The Chinese in Prato, Cambridge scholars publishing.

The emptying of Macrolotto Zero was fostered by the economic crisis that hit Prato's domestic textile sector starting from the late 1980s. According to Lazzaretti and Capone (2016)⁶, due to the intensification of international competition from countries with lower labour costs, the density of firms operating in the district falls from a peak of almost 10,000 units in the late 1980s down to 7000 firms in the 2000s and 6000 firms in 2011. This time coincided with the so-called *Chinese diaspora*, a period of mass migration of Chinese towards Italy, and more specifically Prato. Since then, growing numbers of Chinese migrants have settled in the industrial district first operating supplier firms and later also manufacturing firms in the textile industry. Today, with 22,890 residents in town (56,5% of the total foreign population in Prato), they represent the largest foreign community in Prato – followed by Albanians (10,6%) and Romanians (8,5%).

The main pulling factor was the demand for labour in Prato and the employment opportunities created by the economic expansion that occurred during the post-war period and that could not be met by the local population. The Chinese immigration showed peculiar characteristics, both in quantity and quality, and, apparently paradoxically, grew stronger during the years when Prato's textile industry was experiencing economic hardships (as in the 2000s). However, Chinese workers rarely sought employment in Italian-owned companies. Instead, they established a large network of small or very small firms where they manufactured knitwear and high-street fashion garments. Usually, the firms employ Chinese workforce only. By operating in an informal economy and exploiting ethnic labour, Chinese workshops were able to charge competitive prices (Spinner 2005)⁷, and guaranteed productive and organizational flexibility (Ceccagno 2003, 2007)⁸. Hence, a sort of "parallel district" developed that established itself in the facilities vacated by the textile firms that were leaving the business¹⁰. The parallel district is represented by Macrolotto Zero, which is also known as Prato's Chinatown. Here the Chinese community decided to settle down and establish their businesses. In that way the Chinese community could merge life and work in just one neighbourhood, where warehouses, abandoned industrial buildings and outlets, and factories in operation are concentrated in just a few square kilometres.

Although not far from the inner city, the area populated by Chinese immigrants is considered peripheral for several reasons: insufficient and low-quality infrastructural investment and urban degradation, inadequate public spaces and services, architectural barriers which in turn contribute to the spreading of micro-intercommunity conflicts and segregation¹¹. Bressan and Radini (2009) describe the area of Macrolotto Zero as a *zone of transition*. Among the characteristics of the zone of transition, as defined by the Chicago school of urban sociology, there is its overall poor condition, the process of physical

⁶ Lazzaretti and Capone (2016). The transformation of the Prato industrial district: an organisational ecology analysis of the co-evolution of Italian and Chinese firms.

⁷ Spinner (2005). *Economia del Laboratorio T/A Cinese in Emilia Romagna*, Bologna. *Unpublished*.

⁸ Ceccagno (2003). "Le migrazioni dalla Cina verso l'Italia e L'Europa nell'epoca della globalizzazione", *Migranti a Prato. Il distretto tessile multi-etnico*, pp. 25-68, Milano/Roma, FrancoAngeli.

⁹ Ceccagno (2007). *Compressing Personal Time: Ethnicity and Gender within a Chinese Niche in Italy*. Available at: <https://www.tandfonline.com/doi/abs/10.1080/13691830701265495>

¹⁰ *Ibid.*

¹¹ *Ibid.*

transformation related to the progressive decline of manufacturing production as well as the lack of public spaces.

The growth of Prato's Chinese community and its economic power have been marked by moments of tension with the Italian community. Existing literature attributes negative perceptions of the Chinese to three main factors. First, a large number of Chinese migrants are perceived to be illegal and to work in sweatshops, which neither respect nor comply with national regulations, and escape administrative control. Second, the Chinese community is perceived as closed, homogenous, and disinterested in interacting with the national or other ethnic communities. Third, China is perceived as a competitive threat to 'made in Italy' industries, although Chinese contributions to local aggregate demand and economic output remain significant¹².

It is of no surprise that throughout the years Prato became the city in Italy where the fears (sometimes obsessions) of the Chinese taking over the western economy found their most compelling arguments. This is also the narrative in "Story of my people" (Nesi, 2010) – the national Strega literary prize winner in 2011, written by a Prato former entrepreneur –, where neoliberal policies, China and Chinese migrants are blamed for the 2008 crisis in Prato. By blaming the Chinese migrants for the crisis of the district, i.e. by giving an ethnic connotation to the recent economic crisis, mistrust and acrimony are widespread across different groups of society¹³.

In conclusion, the area of the Macrolotto Zero (immediately located on the west of the mediaeval walls) reflects the two main issues of the city of Prato: it is, from a urban point of view, a degraded neighbourhood with no separation between industrial and residential areas and a lack of public space, and a place of spatial segregation.

This case study will build on disused part of the city and social mistrust, to describe how Urban Circular and Collaborative Economy initiatives can generate positive impacts towards the urban regeneration and of the city of Prato – both from an architectural and social point of view.

2.2 Status quo, needs and objectives of Urban Circular Collaborative Economy Initiatives in the region

At present times, the Municipality of Prato is the Italian representative in the EU's "Urban Agenda: Circular Economy Partnership" initiative. The partnership, which brings together six different cities, aims to stimulate the reuse, repair, refurbishment, and recycling of existing materials and final products, all of which will help promote growth and job opportunities.

The case of Prato fits well into the legislative development undertaken by the Region of Tuscany. In 2018 the emanation of the Regional Law no. 9 introduces the principle of sustainability within the Regional statute and the model of circular economy among its objectives.

¹² Barbu, Dunford, and Weidong (2013). Employment, entrepreneurship, and citizenship in a globalised economy: the Chinese in Prato. *Environment and Planning A*, volume 45, pp. 2420-2441.

¹³ Ceccagno (2012). The Hidden Crisis: The Prato Industrial District and the Once Thriving Chinese Garment Industry. *Revue Européenne des Migrations Internationales*, vol. 28, n. 4.

Nowadays, a clear priority of the Urban Circular and Collaborative Economy initiatives in Prato lies within the realm of urban regeneration with the objective of improving liveability, security, and integration of citizens beyond the inner parts of the city. Macrolotto Zero, initially an urban industrial area and now one with a great concentration of Chinese immigrant workers, is the site of several initiatives that aim at revitalising and recycling spaces.

Some temporary initiatives have already been implemented by the Municipality of Prato through “Rigenerazione POP”¹⁴, a project that has transformed the area of Macrolotto Zero (and a street in the city centre) into a training laboratory for local safety policies. Rigenerazione POP, was divided into three stages: POP UP was based on the reopening of vacant storefronts in disregarded areas of the city; POP HOUSE implied the involvement of local architects and designers to create a removable structure to be positioned in the area of Macrolotto Zero and able to gather people hence facilitate integration; POP ART consisted in the regeneration of the area through art installations.

PIU Prato¹⁵ is again a project led by the municipality, promoted by the Regional government of Tuscany and financed (for the most part) by the European Structural and Investment Funds 2014-2020. Its general objective is to improve the liveability, security, and social cohesion of some vulnerable areas, such as the Macrolotto Zero. The goal is meant to be achieved through the recycle of the existing abandoned buildings (or their replacement) to bring new life to a neighbourhood which has been first exploited by industries and then left behind. In turn, abandoned private spaces are being redesigned, renovated, and given back to the citizens, in the form of open public spaces. Finally, PIU Prato foresees then the creation of a Media-library, an open-air market, a coworking space, and a playground. The project has also received an honourable mention at the CESBA Award under the category “Areas under a planned or project phase retrofitting, areas in cities over 50.001 inhabitants”.¹⁶

In addition to the commitment of the local administrators, Prato is home to several social and cultural associations that foster initiatives aiming at regenerating the most disregarded neighbourhoods. Associations like Chi-na and Studio Corte 17 have learned how to leverage the city’s architectural heritage and demography in order to sensitise citizens towards the reuse of spaces (for a detailed description of the initiatives see chapter 1.1). As highlighted during the workshop held in Prato on June 4th, due to the lack of funding, the activities carried out by these initiatives are often constrained and fragmented. Main challenges identified by the workshop’s participants were: 1) the lack communication between private actors and public initiatives, as well as the lack of promotion of smaller (financially speaking) initiatives; 2) the sustainability of the projects implemented by the actors in the territory; 3) lack of a department within the city that functions as a hub/reference point for institutions, citizens, and associations

¹⁴ <http://www.cittadiprato.it/IT/Sezioni/327/Rigenerazione-POP/>

¹⁵ <https://urbanpromo.it/2016/progetti/piu-prato-por-fesr-2014-2020-progetto-di-innovazione-urbana-p-i-u/>

¹⁶ https://cesba-med.interreg-med.eu/fileadmin/user_upload/Sites/Efficient_Buildings/Projects/CESBA_MED/Booklet_Neighborhood_Award_final.pdf

Therefore, although the circular economy governance framework of Prato is characterised by an increasing interest of the private and civil sectors to collaborate with public institutions in order to provide opinions and proposals as well as to engage the authorities into a better understanding of the difficulties faced by the city, the efficiency of the measures so far implemented is disputable.

2.3 Policies and regulatory framework affecting the Urban Circular Collaborative Economy

Although an overall good performance along the circular economy indicators, Italy did not develop yet a proper legislative framework, but has adopted a generic national strategy about the circular economy. The document has been published in 2017 by the Ministry of Environment and the Ministry of Economic Development (“Towards a model of circular economy in Italy”)¹⁷ and is functional to the implementation of the national strategy for sustainable development, which was adopted by the Italian government on 2 October 2017.

In light of the policy focus on urban regeneration, Prato’s circular strategy benefited from the implementation of the latest urban development plan (“Piano Operativo”), in September 2018¹⁸. The Piano Operativo is a planning instrument which, starting with a general vision of the social, cultural and economic development of the city of Prato, establishes in detail where, how and to what extent it is possible to intervene in the transformation, enhancement and protection of the municipal region, in both urban and agricultural areas¹⁹. The centrality given to concepts of green space and reuse is confirmed by the involvement of two experts, the neurobiologist Stefano Mancuso and the architect Stefano Boeri, who in Prato are tackling the topic of urban forestry aimed not just at greater liveability and the use of green spaces, but also at climate regulation²⁰. The Piano Operativo aims at relaunching the manufacturing heritage and re-evaluate the natural heritage of the city in order to overcome the division between inner city and peri-urban areas. Further, it promotes the reuse of the existing spaces, within the logic of reducing land consumption, and strengthen the vocation of the city of Prato as the archetype in the urban circular economy arena²¹.

Macrolotto Zero, as well as other areas of the city, is mentioned by the Piano Operativo as a key urban asset to be reevaluated through the lenses of building-reuse and social inclusion.

The regulatory framework on circular economy in Prato, as represented by the Piano Operativo, has been certainly benefited from the participation into the EU Urban Agenda Partnership. European-level legislation is indeed what spurred the recent approach to circularity in Prato. In 2011 the European Commission publishes a communication to the EU Parliament, the Council, the European Economic and Social Committee, and the Committee of the Regions named “A resource-efficient Europe –

¹⁷ https://circulareconomy.europa.eu/platform/sites/default/files/strategy_-_towards_a_model_eng_completo.pdf

¹⁸ <http://www2.comune.prato.it/piano-operativo/>

¹⁹ <http://www.pratoalfuturo.it/en/>

²⁰ <http://www.abitare.it/en/habitat-en/urban-design-en/2019/02/17/prato-urban-development-plan-reconversion/>

²¹ <https://www.tvprato.it/2018/09/piano-operativo-ecco-come-cambiera-la-citta-giardini-e-parchi-nelle-frazioni-e-un-nuovo-futuro-per-lex-banci/>

Flagship initiative under the Europe 2020 Strategy²², aimed at facilitating the transition to a resource-efficient and circular economy. Following the adoption of the Circular Economy Action Plan in 2015²³, which established a concrete programme of action, the European Commission adopted a new package of deliverables in January 2018²⁴. This included additional initiatives such as: an EU strategy for plastics; a Communication on how to address the interplay between chemical, product and waste legislation; a report on critical raw materials; and a framework to monitor progress towards a circular economy.

²² <https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX%3A52011DC0021>

²³ <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52015DC0614>

²⁴ <https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1516265440535&uri=COM:2018:29:FIN>

3 Presence and usage of Urban Circular Collaborative Economy initiatives

This Chapter summarises the result of the stocktaking of Urban Circular Collaborative Economy initiatives in the area. It gives an overview of the initiatives present in the territory according to their type and category. The full stocktaking of the initiatives identified in the territory is available in Annex.

3.1 Main stakeholders in the Urban Circular Collaborative Economy arena

Prato is characterised by the presence of dominant players in the following typologies of sharing and collaborative initiatives: Car sharing (Car2go), Ride sharing (BlaBlaCar), Short-term rental (Airbnb), Home exchange (Homeexchange), Reselling goods (Subito.it). However, some important initiatives within the realm of urban circular economy are carried out by the Municipality itself. For instance, the city of Prato has developed projects within the framework of the Smart City Project with a focus on the pillars of Smart Economy, Smart Environment, Smart Mobility, Smart Living, and Smart People²⁵. With regards to the smart environment projects, it covers a wide range of projects ranging from reduction of the CO2 emissions, optimisation of the energy use, rationalisation of consumption, waste reduction, management of drainage system and water management (recovery and reuse of the wastewater) as well as promotion and management of urban green spaces, and finally the requalification of abandoned areas (remediation in the public construction sector). Furthermore, the local government is also involved (as initiator) in some of the most relevant initiatives with a focus on the regeneration of disused parts of the city (e.g. Macrolotto Zero). Particularly, the municipal Department of culture is involved in some of the main regenerative initiatives.

The circular economy governance framework of Prato is characterised by an increasing interest of the private and civil sectors to collaborate with public institutions (i.e. the Municipality *in primis*) in order to develop projects aiming at regenerating some specific areas of the city (i.e. Macrolotto Zero). Case in point is the cultural association *Consorzio Santa Trinita* that since 2013 is committed to requalify public areas in Prato that have been left behind by the architectural development of the city. Primarily, the association provided for the requalification of the Sant'Orsola Park by planning the creation of a space for socialisation able to facilitate contacts among people.

Other cultural associations, like *Chi-na*, *Artforms*, *SC17*, *Circuito Urbano Temporaneo*, etc., due to their close relationship with civil society as well as with experts in the field of art, design, and architecture, and by promoting alternative ideas of social development, are able to engage the authorities into a better understanding of the paradigm of circularity. An institutional actor often involved in Urban and Circular Initiatives in Prato is *Legambiente*, the main environmentalist association in Italy with roots in the anti-nuclear movement.

Strongly related to the industrial environment of the city, the co-working space *Lottozero* represents a renowned collaborative initiative that helps promoting circular economy practices, through classes, workshops and events. Opened in 2016 in an old warehouse unused since 1979, Lottozero's goals are to encourage the development of emerging talent through creative residencies and collaborations with

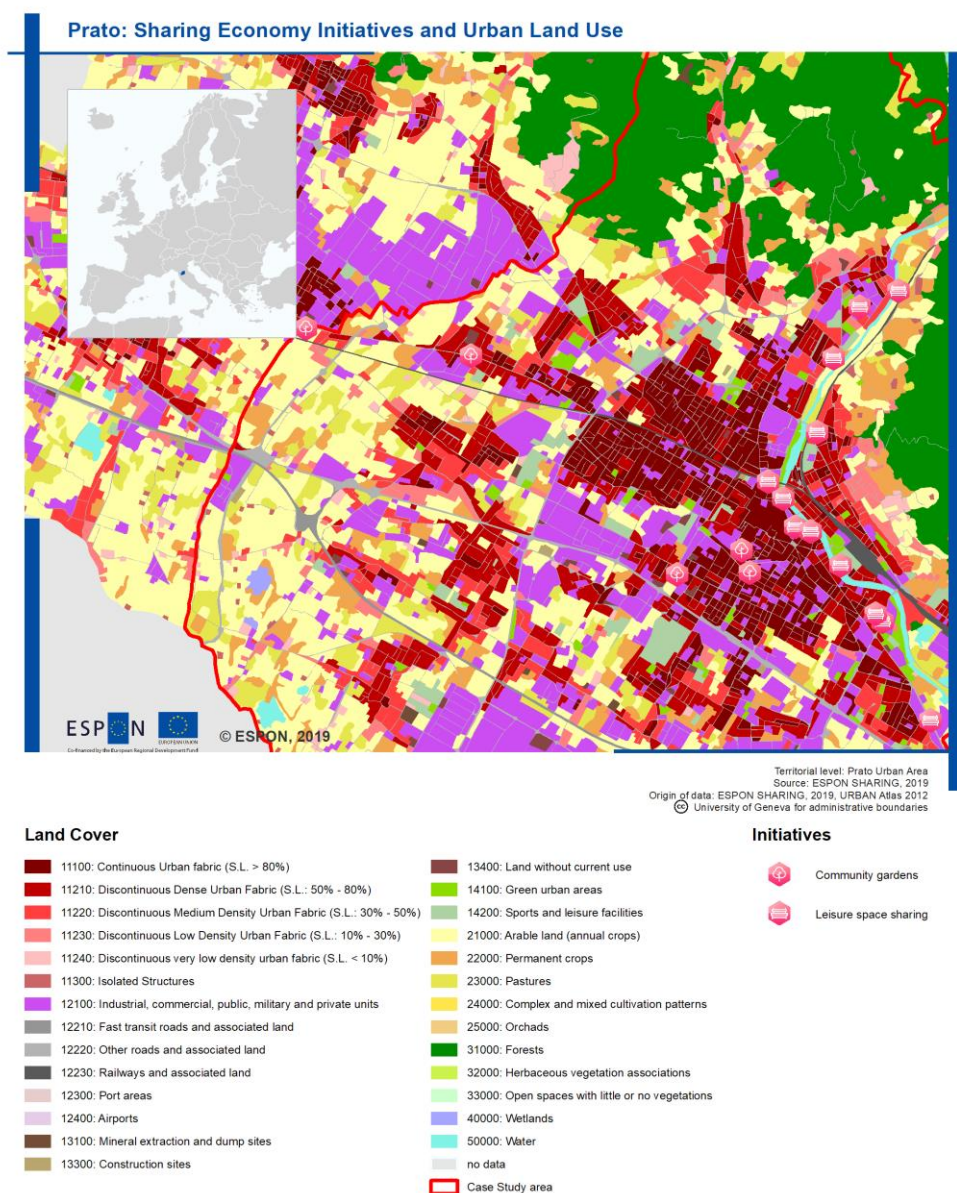
²⁵ <http://www.cittadiprato.it/EN/Sezioni/211/Smart-City-project/>

established realities, and to revitalize one of the leading textile districts in Europe. In 2017, Lottozero was one of the five projects awarded by *Culturability – Rigenerare spazi da condividere* (funded by Unipolis Foundation).

3.2 Presence of Urban Circular Collaborative Economy initiatives

Overall, the initiatives falling within the realm of Urban Circular Collaborative Economy in Prato are 25. Most of them are local initiatives (as also confirmed by the survey) and the categories covered are several: leisure space sharing, reselling goods, community gardens, coworking spaces, short-term rental, food and meal sharing. The figure below shows where the initiatives are located, according to urban land use.

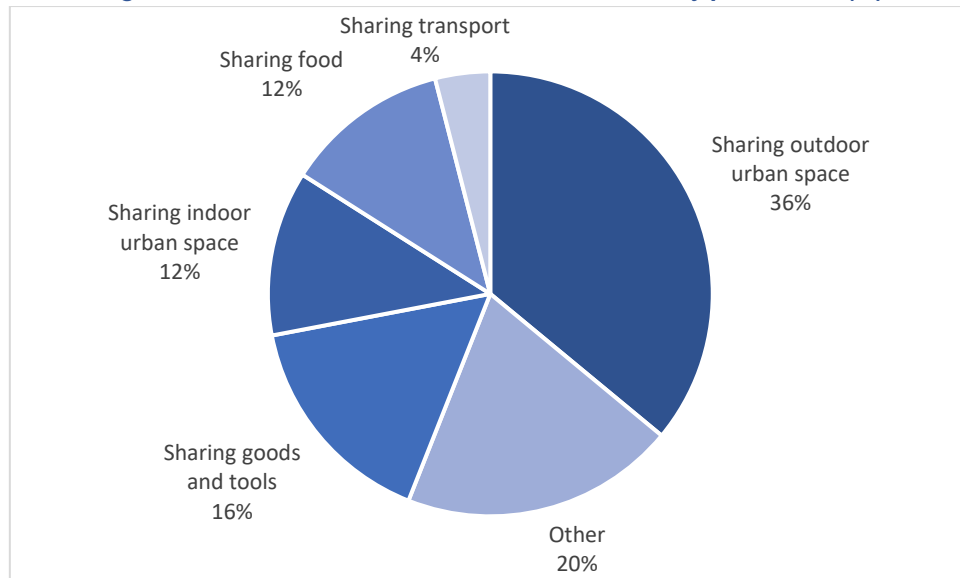
Figure 3: Urban Circular Collaborative Economy initiatives and urban land use in Prato



Source: öIR

The majority of the present initiatives falls under the “Sharing outdoor urban space” (36%), “Sharing goods and tools” (16%), “Sharing indoor urban space” (12%), and “Sharing food” (12%) domains. Within the “Other” domain are those private and cultural initiatives which have activated projects covering a wider range of circular domains.

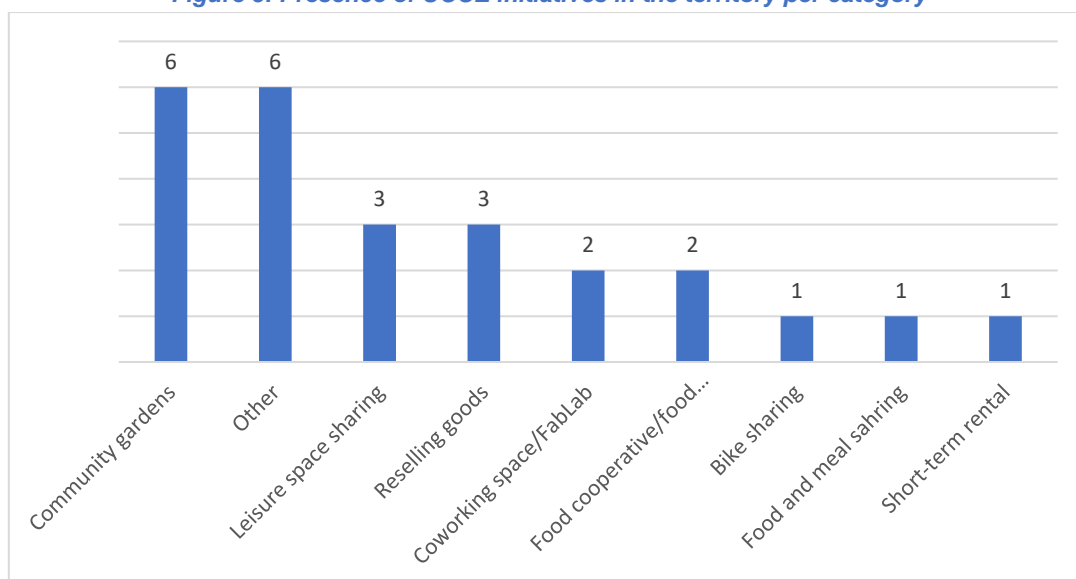
Figure 4: Presence of UCCE initiatives in the territory per domain (%)



Source: VVA

6 of the 9 sharing outdoor spaces screened in Prato belong to the category of community gardens. The remaining 3 are instead leisure space sharing. Furthermore, the city of Prato hosts 2 coworking spaces and 3 initiatives dealing with second-hand goods.

Figure 5: Presence of UCCE initiatives in the territory per category



Source: VVA

The presence of a qualitatively wide range of initiatives in the territory of Prato has also been confirmed by the result of the online survey. When asked what described their activity best, respondents

highlighted the following categories: leisure space (42%), other (42%), coworking space (21%), community garden (16%), car sharing (16%). All the remaining categories were covered, with smaller shares.

3.3 Usage of the initiatives

Whereas it is easier to quantify the usage of collaborative initiatives (e.g. Lottozero holds one workshop/month, has 18 seats within its coworking space, has 5000 newsletter subscribers and more than 10000 followers on social media)²⁶, the number of beneficiaries of activities (i.e. participants) promoted by cultural associations and of regeneration policies promoted by the municipality of Prato are hard to measure. This is due, as mentioned above, to the fragmented nature of these initiatives, which are able to involve citizens only through sporadic and temporary projects.

Most of the initiatives dealing with the reuse of buildings, and the regeneration of the suburban areas address citizens and tourists of all ages and nationalities. Citizens of Prato, however, remain the main beneficiaries of the public and private initiatives taking place in and for the territory. Some of the latter, like Chi-na association, have been able to activate projects specifically addressing the Chinese community in Prato. In 2018, the association has been able to involve a total of 2000 individuals across both the local and the Chinese communities²⁷.

3.4 Compliance with SDG indicators

Italy is engaged in integrating the 2030 Sustainable Development Goals to the economic, social and environmental programming, through drafting the “National Sustainable Development Strategy 2017/2030”. Following the 2030 Agenda, the Strategy shapes a new vision towards a circular, low-emission economy, resilient to climate impacts and to other global changes endangering local communities, prioritising the fight against biodiversity loss, alteration of the fundamental biogeochemical cycles (carbon, nitrogen, phosphorus) and land-use change.

The adoption of the National Sustainable Development Strategy by the national legislator obliged every region to develop its own particular strategy. The Region of Tuscany started a bottom-up and participative process in March 2019 to define the pillars of its strategy and to spread awareness about the environmental issue.

Based on the idea of sustainable development, the Municipality of Prato applied and was selected in the framework of the 4th Urban Innovative Action Call for Proposals for the project about sustainable use of land and nature-based solutions. Prato is then set to become a pioneer city for what concerns the implementation of innovative urban initiatives, as the city is planning to create a urban jungle to improve health and well-being of citizens.²⁸ This is also in line with Sustainable Development Goal n. 11 (Make cities and human settlements inclusive, safe, resilient and sustainable), and with the policy objective analysed in the present case study: urban regeneration and social cohesion.

²⁶ Interview with Tessa Moroder, 24/07/2019.

²⁷ Interview with Cosimo Balestri, 23/07/2019.

²⁸ <http://www.eurocities.eu/eurocities/news/20-new-UJA-projects-approved-results-of-the-4th-call-for-proposals-WSP0-BESKFV>

4 Assessment of impacts

This Chapter provides an overview of the impacts of the Urban Circular Collaborative Economy in the main impact assessment areas: economic, environmental, social and political/governance. It uses the example of a couple of initiatives selected in the territory in order to draw correlations between the development of initiatives, territorial characteristics and the policy framework in place.

4.1 General trends

In light of the policy focus on urban regeneration and social cohesion, initiatives from the six domains have been identified in Prato, with the majority of them falling under the “Sharing outdoor urban space” and “Sharing indoor urban space” domains. The initiatives from these two domains are carried out by both public and private entities, sometimes under strict collaboration. For the purpose of this study, five initiatives from the two above-mentioned two domains have been selected. Three of them are cultural associations that promote initiatives in the field of art, architecture, design, food waste and help the gathering of people in empty buildings as well as newly renovated ones. Their actions are mainly (but not only) focused on the regeneration of the Macrolotto Zero area. The other two initiatives are carried out by the Municipality of Prato and correspond to the regeneration of outdoor and indoor spaces in order to make them accessible to citizens and, in turn, improve the liveability of the neighbourhood where the specific spaces are located.

Considering the selection of the initiative's, the expected impacts to arise from these types of UCCE categories are:

- **Environmental:** environmental awareness (activities which foster environmental awareness); impact on biodiversity from new green spaces; urban regeneration (number of unused building brought into use with initiatives/number of saved new buildings).
- **Economic:** Impact on local revenues (earning generated through the activity, earning lost in competing activity); impact on local job opportunities (number and type of jobs in the initiatives compared to number and type of jobs in competing services); Impact on prices (average price per square meter of collaborative space).
- **Social:** Impact on poverty (number or proportion of people without access to the traditional service using the collaborative service), social cohesion (neighbours who got to know each other better due to initiative, profile of members/users of initiatives), quality of life (people considering that the initiative increased the quality of life in the city).

The research has revealed that, so far, few are the tangible impacts generated by the selected initiatives in the territory of Prato. Especially in relation to the activities carried out by private initiatives, due to the lack of funding, they are often constrained and fragmented. Therefore, regarding **economic impacts**, given the precariousness of the initiatives put in place, no consistent earning nor job opportunities have been created. Regarding **environmental impacts**, the initiatives analysed have claimed to have boosted the environmental awareness of their users; for instance, SC17 and Officina Giovani have activated specific projects that have addressed relevant issues such as smart mobility and urban

gardens. Finally, urban regeneration is an inner characteristic of all of the initiatives analysed, as either they are based in regenerated buildings (China association, Officina giovani, SC17) or aim at regenerating degraded areas of the city (Pop House/Pop Art). The impact on employment is however still neglectable: according to the online survey, almost 80% of the initiatives employees less than 10 persons. For what concerns **social impacts**, initiatives such as Pop House/Pop Art and China association have been able to address the tensions between the Chinese and the Italian community by promoting actions able to bring people and cultures together, within the Macrolotto Zero. Furthermore, all the initiatives analysed have contributed to the improvement of the quality of life in the same area.

Textbox 1: Summary of the workshop and main added value

Prato has been always a model of innovation in textile sector, having historically based its industrial fortune on the reuse of second-hand clothing. The recycling techniques started during the expansion phase of the textile industry in Prato (XIX century) and led the city to be considered one of the most advanced and innovative in Italy. With this mindset, which is unsurprisingly part of the DNA of the city, Prato anticipated by decades a behaviour that today is promoted by the “green economy” and the green management of productive chains in the logic of circular economy. Therefore, Prato operates since a long time in multiple circular economy fields such as: recycling practicing in the textile industry, and water management. However, nowadays, in light of the de-industrialisation of certain peripheral areas of the city (due to globalisation, economic crisis, a general post-industrial context), the circular economy in Prato means the reuse and the regeneration of dismissed existing industrial buildings, to not only recycle them (hence prolonging their life), but also to revitalise those (ex) industrial areas that have been abandoned by human activities.

The regeneration of Prato is witnessing the involvement of institutional stakeholders (the Municipality, the University of Prato) as well as a network of civil society associations active in different fields: architecture, design, food, etc. This has been referred to by many interviewees as a model of multi-level governance able to improve participation from the bottom.

Main positive impacts spotted during the interview phase were the rise of environmental awareness, through dedicated activities promoted by public and private initiatives, the repossession by the population of spaces once belonging to industries, and the inclusion of “social outsiders” (i.e. the Chinese population).

Positive impacts were however accompanied by some negative trends. The lack of (mostly financial) support by the local authorities has been referred several times as one of the main shortcomings of the multi-level governance in the field of circular economy implemented in Prato. As a matter of fact, whereas public initiatives are financed periodically, private initiatives coming from non-for-profit organisation can only rely on regional/national/European tendering, which does not ensure a constant flow of cash able to ensure a proper continuity in their activities.

4.2 Selection of initiatives

Table 1: Initiatives selected for the case study

Name of initiative	Domain	Category	Business, organisational or value creation model											
			Economic potential						Social potential					Env. potential
			Sector	Underlying asset	Transaction relationship	Transaction mode	Type of market player	Data	Hiring of workers involved	Origin	Ownership of the initiative	Financing – source	Financing – destination	Contribution to the circular economy
Pop House/Pop Art	Sharing outdoor space	Leisure space sharing	Services	Space	P2P	Sharing	Some dominants	N/A	For service and coordination	Local	Public	Public	Re-investment in local assets	Regeneration of urban space
Chi-na Association	Sharing outdoor space	Leisure space sharing and Coworking space	Services	Space	B2C, P2P	Sharing	Multiple	N/A	For service and coordination	Local	Private	Private/Public (EU & local municipality)	Activities	Regeneration of urban space
Recuperiamoci! Onlus	Sharing goods and tools	Reselling goods	Retail	Goods (bikes/furniture)	B2C, P2P	Selling	Multiple	N/A	For service and coordination	Local	Private	Private/Public (EU & local municipality)	Activities	Waste reuse
Officina Giovani	Sharing indoor space	Leisure space sharing	Services	Space	B2C	Renting	Some dominants	N/A	For service and coordination	Local	Public	Public (Region/municipality)	Re-investment in local assets	Regeneration of urban space
SC17	Sharing outdoor space	Leisure space sharing	Services	Space	B2C, P2P	Sharing	Multiple	N/A	For service and coordination	Local	Private	Private/Public (EU & local municipality)	Activities	Regeneration of urban space

4.2.1 Assessment of impacts per initiative

4.2.1.1 Pop House/Pop Art

4.2.1.1.1 Description

The Macrolotto Zero area is the site of **Rigeneration Pop** – a project to promote safety and integration through initiatives aimed at restoring and regenerating the ex-industrial area. Namely, the main initiatives analysed here are: Pop-House and Pop-Art, two temporary projects that took place during the spring and summer of 2018. Both projects fall under the Urban Innovation Project of Prato (*Progetto di Innovazione Urbana – PIU*), whose financing reaches EUR 8,236,000, and for which the Regional Government of Tuscany contributes to EUR 6,031,666²⁹.

Pop-House is a project whose final goal is the creation of a shared public space for socialisation and intercultural dialogue in an area disconnected from the rest of the city and characterised by a low degree of integration of the foreign population (mostly Chinese). The project has taken advantage of the unused industrial buildings in the Macrolotto Zero area – once site of textile companies that have recently migrated – and entailed the involvement of local architects and designers to create a removable structure to be positioned in the area of Macrolotto Zero and able to gather people hence facilitate integration. Within that structure, several activities have been carried out such as the screening of Italian and Chinese movies, activities for children, etc. Lowest common denominator among all the activities was culture (in all its forms), conceived as the best way to reconcile the dichotomous relationship between the local and the immigrant population as well as to open up a public space in an area (the Macrolotto Zero) which has always lacked one. According to interviews, the initiatives was able to successfully gather together both communities. However, it has been noted that he Chinese taking part into the initiative were mostly those younger generations that, since they were born in Italy, are already better integrated into the system.

Offering services completely free of charge, Pop House created a network of 50 volunteers and involved, in total, more than 2000 participants³⁰.

Pop-Art takes place again in the area of Macrolotto Zero and is a project that contributes to its urban regeneration. It does so through purely artistic interventions, aimed at bringing people together and, at the same time, injecting some life back into an area which is being transformed into a creative district. The project was the result of the collaboration between artists (Yoko Ono and Rainer Ganahl), three cultural associations (Chi-na, Dryphoto, Kinkaleri, Circolo Curiel), two textile companies established in Prato, and the Luigi Pecci Center for Contemporary Art. Yoko Ono contributed to the initiative by placing the word DREAM (printed in black and white) on billboards around the area of Chinatown and Macrolotto Zero. Ono then encourages inhabitants to "dream", to think of their own dreams but also new ways to perceive reality. "Please, teach me Chinese – Please, teach me Italian" was instead the performance project by Rainer Ganahl. Language learning (as opposed to the top-down approach of 'teaching') was proposed as a method of approaching others and mutual understanding between

²⁹ <http://www.regione.toscana.it/-/por-fesr-2014-2020-i-progetti-di-innovazione-urbana-piu->

³⁰ Interview with Rosanna Tocco, 12/09/2019.

cultures to favour cohabitation and integration. A performance piece with choreography by Kinkaleri is put on in a Chinese clothing factory in Prato and again for the public in the streets, in which actors of various nationalities exchange clothing in order to represent the fluidity of social roles and cultural contamination in contemporary cities.

Given that Pop-Art took place on the streets of Macrolotto Zero (indeed a fluid event), the number of people who participated into the initiatives is in the thousands.

4.2.1.1.2 Impacts

The two projects Pop House and Pop Art have so far produced the following impacts:

- **Environmental:** increased environmental awareness through the implementation of a project on sustainable mobility
- **Social:** the initiative gave tens of neighbours the chance to know each other, hence, to create unity and social cohesion.

4.2.1.1.3 Correlations

Pop House and Pop Art are both in line with the general goal of the city of Prato to regenerate urban areas and consolidate social ties among citizens. In doing so, Pop House and Pop Art take advantage of two main social and economic characteristics of Prato: the significant presence of Chinese immigrants within an area for long dedicated to the textile production, where private apartments and industrial buildings are well integrated and where no public space is dedicated to the creation of interactions among citizens.

4.2.1.2 Chi-na Association

4.2.1.2.1 Description

Chi-na is a non-profit cultural association founded in 2014 by the architects Cosimo Balestri and Emanuele Barili, the photographer Luca Ficini, the designer Alberto Gramigni and the art historian Guido Gramigni. The cultural association is located inside an old abandoned industrial warehouse and since its creation it has dealt with different projects: the renovation of an industrial building, two art exhibitions about the regeneration of Macrolotto Zero, and the creation of a temporary public square (*Piazza dell'Immaginario*). The creation of Piazza dell'Immaginario is a simple action but, according to interviews, of profound impact in a neighbourhood where the lack of public space constitutes an obvious problem. Warehouses, supermarkets, homes, Chinese restaurants and shops, which make up the densely built area of Macrolotto Zero, became the setting of an open space which allow citizens to stop and reflect. Impacts can then be identified mainly along the social axis, as the public open space became first an escape room from the chaos of the neighbourhood, then, as a consequence, a space of encounter across cultures. The public square was launched in 2015 and lasted until 2018³¹.

Overall, the association is either funded through private initiatives or through regional and national funding schemes. Every year, on average, Chi-na association run (and co-runs) six projects in the field of urban regeneration and reaches out to about 1500 people – with the specific goal to reach out to the

³¹ Interview with Cosimo Balestri, 23/07/2019.

Chinese community by means of culture. As well as for Pop House and Pop Art, culture is conceived as the best way to reconcile the diversity of the population of Prato. Participants in the initiatives promoted by the association come from different age-groups and across the whole spectrum of society.

4.2.1.2.2 Impacts

Chi-na association has so far produced the following impacts:

- **Environmental:** Chi-na has activated projects addressing the sub-urban area of Macrolotto Zero, hence it has made the inner city a more attractive place to live in.
- **Social:** the initiative promoted the encounter of the Chinese and Italian communities (more than 2000 people were involved in 2018). The profile of the users of the initiatives is strictly connected to the neighbourhood they take place. Furthermore, people think that the initiative promotes security and liveability of the neighbourhoods.

4.2.1.2.3 Correlations

The initiatives promoted by Chi-na association are in line with general objective of the city of Prato to regenerate Macrolotto Zero. Furthermore Chi-na's initiatives exploit the area's ethnic composition to promote integration. By promoting activities that entail the gathering of the Chinese with the local community, Chi-na association has also boosted social security and the cohesion among citizens.

4.2.1.3 Officina Giovani

4.2.1.3.1 Description

Officina Giovani is the outcome of local-level youth policies aimed at favouring the development of young generations by creating a space where they could gather, participate and express themselves. The former public slaughterhouse, having been excluded from possible real-estate development, was then converted in 1999 into a youth workshop. It occupies an area bordering the historical centre, across what will be the Central Urban Park, and consists of four regenerated industrial buildings. There can be found an event room that can accommodate 500 people, a dance room, a theatre room, an open space, rehearsal rooms, a co-working space, a bar-bistro, and a web-radio.

4.2.1.3.2 Impacts

Officina Giovani has so far produced the following impacts:

- **Environmental:** Officina Giovani activated one project on Smart Mobility and regenerated four former warehouses.
- **Economic:** Officina Giovani created profits for a total of 2.580,30 € in 2018. Furthermore, it offers recreational spaces at a lower price compared to the average market price.
- **Social:** Officina Giovani offers recreational spaces for the young generations (below 25).

4.2.1.3.3 Correlations

Officina Giovani perfectly matches with the city's attitude towards urban regeneration, and it is indeed another example of how the Municipality of Prato contributed to the valorisation of the territory by transforming an unused building into a resource for youth.

4.2.1.4 SC17

4.2.1.4.1 Description

Studio Corte 17 (SC17) is one of the longest-running cultural associations in Prato, dealing with the research of new art practices and the study of industrial landscape. The association was born in 2005 and takes place within the ex-industrial space “Lanificio Bini”, known as Corte di via Genova. The space, in the beginning simply the personal studio of the founder and artist Chiara Bertazzi, became more recently a laboratory shared by artists, architects, designers, photographers.

The projects run by the association are different. Among them “Orto in fabbrica” (“vegetable garden into the fabric”), launched in 2016, is a small urban garden inside the Corte, used by the association to teach and spread healthy dietary habits. The garden was realised with the use of industrial boxes where seeds have been planted and plants have grown. Final objective is to transform a former industrial building into a urban garden, as well as spreading a green culture from a space was never conceived for that purpose.

Similarly to Chi-na association, SC17 is either funded through private initiatives or through regional and national schemes (i.e. funding per project). The association does not create any jobs, but it is kept alive by the work of six associates. Furthermore, out of four projects run in 2018, SC17 has been able to involve about 2000 participants in total.

4.2.1.4.2 Impacts

SC17 has so far produced the following impacts:

- **Environmental:** SC17 fostered environmental awareness through the activation of a project on urban gardening.
- **Social:** All of the initiatives carry out by SC17 imply the gathering of individuals.

4.2.1.4.3 Correlations

Studio Corte 17, in line with the cultural associations analysed in this case study, thrives on the economic legacy of the city of Prato. The area of the Macrolotto Zero represents indeed an opportunity for those initiatives aiming at regaining possessions of ex industrial buildings and share them with the population. There is where SC17 has established its (public) space and where the urban garden initiative “Orto in fabbrica” takes place: the circular economy is then not only promoted through the collaboration among individuals and the implementation of initiatives, but also practiced on a daily basis.

4.2.2 Recuperiamoci! Onlus

4.2.2.1.1 Description

Although now located near Chinatown, Recuperiamoci! Onlus (a non-profit organisation) has been operating in complex area of Prato for 5 years, realizing over 300 urban requalification events through the implementation of the so-called circular and collaborative economy. Its initiatives focused on the reduction of waste production, the (creative) reuse of goods and materials, the support for people in difficulty, the sustainability of the social and natural environment, and mutuality of actions.

Recuperiamoci! Onlus has been able to revitalise some forgotten neighbourhoods of Prato by promoting actions with a clear environmental message. Among the activities promoted by the association the main focus is on the re-use of materials and goods (such as bicycles, pieces of furniture, etc.) thrown away and still functioning, in order to promote sustainability awareness. Furthermore, Recuperiamoci! Onlus promotes sustainability by teaching children how to prevent waste and how to create objects by reusing daily waste materials. Finally, it brings together people for informal meetings and repair laboratories.

The association operates through self-financing activities (i.e. second-hand market) and private donations. Only in one case it was able to benefit from a programme financed by the Municipality of Prato which awarded the association with EUR 5,000 and allowed it to hold about 60 initiatives on the streets.³²

Nowadays, Recuperiamoci! Onlus has five permanent members and 20 associates who are mainly precarious workers with a history of alcohol and drug abuse. The second-hand street market, main initiative promoted by the association, in the years 2016-2018 has been able to bring together 600 sellers and 4000 buyers (i.e. citizens). Sellers are usually young people, between 18 and 30 years old.

4.2.2.1.2 Impacts

Recuperiamoci! Onlus has so far produced the following impacts:

- **Environmental:** Prolonging the lifetime of goods by recuperating, fixing and selling them again
- **Economic:** Involvement of more than 600 sellers across the second-hand markets promoted by the association.
- **Social:** 40 persons that are given free goods in exchange of their time. 10 long term unemployed involved in the initiative. Young disadvantaged individuals, NEETs, individuals with history of alcohol/drugs abuse, Italians as well as immigrants

4.2.2.1.3 Correlations

Recuperiamoci! Onlus is another example of a bottom-up initiative (purely associative and non for profit) whose primary goal is the strengthening of the social ties among the population of Prato. It pursues this objective by implementing circular economy practices (such as the second-hand market, and the recycling of goods and materials), and by offering goods in exchange of time to those individuals who are outsiders such as precarious workers, NEETs, and marginalised individuals. Therefore, Recuperiamoci! Onlus does not only recuperate goods, but also rescues people.

4.3 SWOT analysis

To better understand the landscape of the Urban Circular and Collaborative Economy initiatives in Prato, we developed a simple SWOT analysis, which provides key information about strengths, weaknesses, opportunities and threats faced by the above-mentioned initiatives.

Strengths are represented by the deeply rooted circular culture, that in Prato has grown along with the development of the textile sector. This in turn has sensitised both the public opinion as well as the Municipal departments towards the topic of reuse and reduction of material waste. In light of this cultural

³² Interview with Paolo Massenzi, 12/09/2019.

background, the whole city seems to have developed a good understanding of what actions and initiatives could have the biggest impact on the local circular economy, for instance by reusing empty industrial buildings and by fostering social cohesion. This understanding is displayed in the variety of cultural associations that deal with circularity.

Weaknesses of the collaborative and circular economy system in Prato lie in the lack of communication between public and private actors that, in turn, highlights the lack of visibility of some initiatives promoted by civil society associations. Moreover, lack of visibility is always translated into lack of funding. As in a vicious circle, urban collaborative and circular initiatives in Prato are often implemented for short periods, on an experimental basis – this holds true especially for private initiatives.

In Prato, territorial factors constitute an opportunity for the development of Urban Collaborative and Circular Economy initiatives. Besides the above-mentioned lively civil society and strong associationism, the initiatives present on the territory are well-aware and starting to leverage a heritage of empty industrial buildings in order to bring back to life specific neighbourhoods, such as Macrolotto Zero. Collaborative initiatives could also benefit from the ethnic diversity characterising Prato. Given the current social tension between the Chinese and the Italian community, actions driven by a collaborative spirit could indeed boost the cohesion among the local and the immigrant population.

Threats to the efficiency of the initiatives are represented by their durability, and, in turn, to the difficulty to plan long-term policies.

Table 2: SWOT of the Urban Circular Collaborative Economy in the territory

Strengths	Weaknesses
<ul style="list-style-type: none"> • Circular culture deeply rooted into Prato's DNA • Involvement of private actors in the circular economy • Proactive Municipal Department of culture • Environmental awareness 	<ul style="list-style-type: none"> • Lack of public funds • Lack of communication between public authorities and civil society • Lack of long-term planning • Unprofitability of initiatives • Legislation and administrative burdens
Opportunities	Threats
<ul style="list-style-type: none"> • Presence of a heritage of empty industrial buildings • Increased awareness of the local population of circular initiatives • Lively civil society and strong associationism • Prato is one of the most ethnically diverse municipalities in Italy 	<ul style="list-style-type: none"> • Project's durability (Presence of short-term projects instead of long-lasting initiatives) • Circular and collaborative initiatives are mostly carried out voluntarily (when it comes to private actors) • Further marginalisation of the Chinese population

5 Conclusions and recommendations

This Chapter summarises the conclusions of the case study by performing a SWOT analysis of the initiatives from each typology in the territory. It also gives recommendations for local policy makers in order to develop initiatives with highest positive impacts.

5.1 Conclusions

Urban areas are of particular interest for the circular economy implementation as they bear the major industrial and demographic pressure. The city of Prato's textile district has been always a model of innovation in textile sector having historically based its industrial fortune on the reuse of second-hand clothing from all over the world. The recycling techniques and the valorisation of waste - that would otherwise be land-filled or burned – started in mid-XIX century – led to consider Prato one of the most advanced and innovative industrial city in Italy. Having transformed the recycling practices into a cultural factor, the textile district in Prato was among the first ones in Europe to promote the sustainability and circularity values. Nowadays, circular and collaborative initiatives are mainly focused on the overcome of two issues (but not only): the presence of a dismissed industrial area, and the growing tensions between the Italian and the Chinese communities. In other words, a great share of circular and collaborative initiatives in Prato are focused on its urban regeneration and on the strengthening of social cohesion. The five initiatives here analysed are therefore directed towards at least one of these two goals.

Overall, the study identified more than 20 initiatives on the territory (inner city and wider area of the city). Initiatives were identified in all 6 domains according to the UCCE typology followed in this study. Unsurprisingly, the majority of initiatives (more than 55%) come from “Sharing indoor urban space” and “Sharing outdoor urban space” domains, two categories which are strictly related to urban regeneration policies. Further, all of the identified initiatives originate from Prato. The “short-term rental” category in the accommodation sector is the only category where foreign origin of initiatives is prevailing.

Due to larger financial possibilities, initiatives directly promoted by the Municipality of Prato are those paving the way towards urban regeneration. However, the large number of associations working in the field of architecture, design, art, and culture promotion is often able to foster integration and social cohesion more effectively, thanks to their informal way of reaching out to the significant community of migrants in the city. However, the public and private institutions in Prato are often able to work together. As a matter of fact, Prato's participation in the EU Urban Agenda Partnership on Circular Economy allowed to create strong links within hierarchical vertical governance, and induced city's authorities to create a local network of stakeholders and trigger horizontal governance processes.

Given the small size and temporary nature of most of the initiatives analysed, the economic impacts are negligible. The majority of the initiatives do not generate any new job opportunities, and the creation of profit and earnings is often not even mentioned as a goal. The initiatives are then more focused on the rise of environmental awareness (as they have in the past activated at least one project on smart mobility, urban gardens, and recycling of goods and materials).

More concrete impacts have been found along the axis of social impacts, although out of five initiatives analysed, only two have mentioned them. More interestingly, none of them falls in the realm of the public initiatives here discussed. On one hand, Chi-na association, by activating projects within Chinatown and in the area of Macrolotto Zero, has been able to effectively promote the encounter of the Chinese and Italian communities through cultural activities. Recuperiamoci! Onlus, on the other hand, is able to provide for the wellbeing of 40 individuals by giving them free goods and materials in exchange of their time. Furthermore, the association is promoting activities to support 10 long-term unemployed.

In conclusion, the case of Prato shows how the creation of synergies among different stakeholders and the presence of a strong political will can set the stage for a change of paradigm in the use of existing resources and the strengthening of social cohesion. Furthermore, the circular economy governance framework of Prato is characterised by an increasing interest of the private and civil sectors to collaborate with public institutions in order to provide opinions and proposals as well as to engage the authorities into a better understanding of the difficulties faced by the networks and to benefit from the opportunity to present their requests.

5.2 Recommendations

Prato's case study tells us that governance (intended as the process of stakeholders' involvement) is one of the most powerful instruments to boost transition towards circular economy and to pave the way towards urban regeneration and social cohesion. As a matter of fact, the collaboration and interaction of the stakeholders from different sectors in order to reach a common goal - circular city - perfectly reflect the interdisciplinary nature of circular economy. However, in order to address the challenges identified above, the following actions are recommended:

Better knowledge:

- **Success stories need to be shared widely by the local administrator:** in order for temporary initiative in the realm of collaborative and circular economy to address the largest share of population possible, the Municipality of Prato should bear the responsibility to promote them and make citizens aware of their presence.
- **Horizontal and multi-level governance should develop further in order for civil society stakeholders to maintain and develop their role in the process:** public-private partnerships seems to be a significant way for small initiatives to become relevant actors within the framework of urban regeneration and social cohesion, for two main reasons: small initiatives lack the communicative power that is instead held by public bodies; public institutions are able to transfer useful knowledge to private initiatives.
- **Cultural associations (and civic associationism in general, such as Chi-na association and SC17) should be used as a fly-wheel for public institutions in order to reach out for marginalised sections of society:** Public-private collaboration not only can be beneficial for

the latter in terms of funding and communication, but can also help local public authority to establish a with the Chinese community.

- **Architecture can play an important role in redesigning the places of urban living through reconditioning methods, hence in implementing circular practices:** the knowledge possessed by both Municipal departments and cultural associations should be used to move the focus from single building to revitalisation of existing spaces. Spill over effects could be the revitalisation of surroundings too.

Better funding:

- **Financial and administrative support should be provided by public authorities to civil society organisations (such as the cultural initiatives described in this case study):** the fragmented and temporary nature of the initiatives analysed seems to be directly proportional to the lack of funding they receive. In order to give continuity to the activities carried out by the initiatives, small associations cannot only rely on successful tendering as a source of money. If an initiative is considered interesting as it boosts urban regeneration and social cohesion, then funding must not stop

Better regulation:

- Being a long-term policy objective, **urban regeneration needs a systematic approach which only political institutions can assure:** nowadays, urban regeneration policies differ from requalification actions because they are the object of urban planning, and have the stated objective of solving issues of territorial socio-economic deterioration. Requalification initiatives are instead projected and implemented only once urban planning has been completed. In other words, the peculiarity of regeneration consists in its strategic planning, to be undertaken at political level.

Annexes

Annex 1: Typologies/domains of Urban Circular Collaborative Economy initiatives

Domain	Category	Business, organisational or value creation model												Usage		
		Economic potential						Social potential								
		Sector	Underlying asset	Transaction relationship	Transaction mode	Type of market player	Data	Hiring of workers involved	Origin	Ownership of the initiative	Financing – source	Financing – destination	Contribution to the circular economy	Size of the activity	Alternative usage	Users' characteristics
Sharing outdoor urban space	Community gardens	Food and waste	Space	P2P	Sharing	Multiple	Personal/non-personal; data use	For service and coordination	Local	Private/public/partnership	Activity/private investment/public money	Re-investment in local assets/outside the country	Type of circular economy business model	Data to be collected	Agriculture	Data to be collected
	Parking space reuse	Transport	Space	P2P/B2C	Renting	Multiple	∩	Only for coordination	Both	∩	∩	∩	∩	∩	Rental parking space	∩
Sharing indoor urban space	Short-term rental	Accommodation	Space	P2P (rarely B2C)	Renting	Some dominants	∩	For service and coordination	Outside	∩	∩	∩	∩	∩	Hotel	∩
	Coworking space/Fablab	Accommodation	Space	P2P (rarely B2C)	Renting	Multiple	∩	For service and coordination	Local	∩	∩	∩	∩	∩	Office rental	∩
	Leisure space sharing	Accommodation	Space	P2P/B2C/public sector	Sharing	Multiple	∩	Only for coordination	Local	∩	∩	∩	∩	∩	Cultural activities/recreative space rental	∩
Sharing goods and tools	Renting goods	Retail	Goods	P2P	Renting	Multiple	∩	Only for coordination	Outside	∩	∩	∩	∩	∩	Rental companies	∩
	Reselling goods	Retail	Goods	P2P	Selling	Some dominants	∩	For service and coordination	Outside	∩	∩	∩	∩	∩	Retailers	∩
	Swapping goods	Retail	Goods	P2P	Swapping	Multiple	∩	Only for coordination	Local	∩	∩	∩	∩	∩	No	∩
	Repair cafés	Retail	Goods	P2P	Sharing	Multiple	∩	For service and coordination	Local	∩	∩	∩	∩	∩	No	∩

Sharing food	Food & meal sharing	Food and waste	Food	P2P/B2C	Sharing	Multiple	✓	For service and coordination	Both	✓	✓	✓	✓	✓	Restaurants	✓
	Food cooperative/food redistribution	Food and waste	Food	P2P	Sharing/Selling	Multiple	✓	For service and coordination	Local	✓	✓	✓	✓	✓	Retailers	✓
Sharing organisations and decisions as cooperatives	Energy	Energy/utilities	Energy	P2P	Sharing	Multiple	✓	For maintenance of asset and coordination	Local	✓	✓	✓	✓	✓	Energy providers	✓
	Waste collection/treatment	Food and waste	Waste	B2C	Sharing	Multiple	✓	For service and coordination	Local	✓	✓	✓	✓	✓	Waste treatment/management organisations	✓
Sharing transport	Bike sharing	Transport	Bike	B2C/public sector	Renting	Some dominants	✓	For maintenance of asset and coordination	Outside		✓	✓	✓	✓	Rental bike	✓
	Car sharing	Transport	Car	P2P/B2C	Renting	Some dominants	✓	Only for coordination (if P2P)/For maintenance of asset and coordination (if B2C)	Outside	✓	✓	✓	✓	✓	Rental cars	✓
	Ride sharing	Transport	Car	P2P	Sharing	Some dominants	✓	For service and coordination	Outside	✓	✓	✓	✓	✓	Public transport	✓
	Rides-on-demand	Transport	Car	B2C (rarely P2P)	Renting	Some dominants	✓	For service and coordination	Outside	✓	✓	✓	✓	✓	Taxi	✓

Annex 2: List of local sources

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Annex 3: List of interviews

Name	Organisation	Organisation type	Date of the interview
Chiara Bertazzi	SC17	UCCE initiative	22/07/2019
Sergio Andreis	Kyoto Club	Expert	23/07/2019
Cosimo Balestri	Chi-na association	UCCE initiative	23/07/2019
Tessa Moroder	Lottozero	UCCE initiative	24/07/2019
Michela Brachi	Municipality of Prato	Expert	26/07/2019
Fabrizio Vigni	Circular Economy Network	Expert	06/08/2019
Paolo Lo Iacono	Municipality of Prato	UCCE initiative	06/08/2019
Francesca Silipo	Municipality of Prato	UCCE initiative	29/08/2019
Rosanna Tocco	Municipality of Prato	UCCE initiative	12/09/2019
Paolo Massenzi	Recuperiamoci Onlus	UCCE initiative	12/09/2019

Annex 4: The 2019 SDG Index for European Cities: ranking and scores

TABLE 1 THE 2019 SDG INDEX FOR EUROPEAN CITIES: RANKING AND SCORES						
RANK	CITY	SCORE		RANK	CITY	SCORE
1	Oslo	74.8		26	Bratislava	60.2
2	Stockholm	74.2		27	Prague	60.1
3	Helsinki	71.3		28	Madrid	59.7
4	Copenhagen	68.7		29	Tallinn	59.5
5	Zurich	67.5		30	Barcelona	59.1
6	Lyon	64.9		31	Warsaw	57.8
7	Paris	64.7		32	Zagreb	57.1
8	Munich	64.2		33	Vilnius	56.8
9	The Hague	63.7		34	Milan	56.8
10	Eindhoven	63.5		35	Turin	56.4
11	Amsterdam	63.5		36	Riga	56.3
12	Rotterdam	63.4		37	Budapest	55.4
13	Luxembourg	63.0		38	Sofia	55.2
14	Hamburg	63.0		39	Lisbon	55.1
15	Bordeaux	62.6		40	Rome	55.0
16	Vienna	62.5		41	Bucharest	54.4
17	Ljubljana	62.5		42	Valletta	53.8
18	Berlin	62.1		43	Nicosia	53.7
19	London	62.0		44	Porto	53.5
20	Nuremberg	61.9		45	Athens	48.6
21	Antwerp	61.7				
22	Dublin	61.6				
23	Marseille	61.4				
24	Frankfurt	61.2				
25	Brussels	60.4				

Annex 5: City Scores for each SDGs

CITY	COUNTRY	MISSING VALUES (%)	REGION
Amsterdam	Netherlands	16.07	Western Europe
Antwerp	Belgium	8.93	Western Europe
Athens	Greece	33.93	Southern Europe
Barcelona	Spain	14.29	Southern Europe
Berlin	Germany	8.93	Central and Eastern Europe
Bordeaux	France	12.50	Western Europe
Bratislava	Slovakia	17.86	Central and Eastern Europe
Brussels	Belgium	10.71	Western Europe
Bucharest	Romania	19.64	Central and Eastern Europe
Budapest	Hungary	12.50	Central and Eastern Europe
Copenhagen	Denmark	16.07	Northern Europe
Dublin	Ireland	33.93	Western Europe
Eindhoven	Netherlands	23.21	Western Europe
Frankfurt	Germany	14.29	Central and Eastern Europe
Hamburg	Germany	7.14	Central and Eastern Europe
Helsinki	Finland	12.50	Northern Europe
Lisbon	Portugal	17.86	Southern Europe
Ljubljana	Slovenia	19.64	Central and Eastern Europe
London	United Kingdom	25.00	Western Europe
Luxembourg	Luxembourg	28.57	Western Europe
Lyon	France	19.64	Western Europe
Madrid	Spain	10.71	Southern Europe
Marseille	France	12.50	Western Europe
Milan	Italy	26.79	Southern Europe
Munich	Germany	8.93	Central and Eastern Europe
Nicosia	Cyprus	32.14	Southern Europe
Nuremberg	Germany	17.86	Central and Eastern Europe
Oslo	Norway	30.36	Northern Europe
Paris	France	14.29	Western Europe
Porto	Portugal	28.57	Southern Europe
Prague	Czech Republic	12.50	Central and Eastern Europe
Riga	Latvia	23.21	Central and Eastern Europe
Rome	Italy	12.50	Southern Europe
Rotterdam	Netherlands	17.86	Western Europe
Sofia	Bulgaria	19.64	Central and Eastern Europe
Stockholm	Sweden	10.71	Northern Europe
Tallinn	Estonia	19.64	Central and Eastern Europe
The Hague	Netherlands	23.21	Western Europe
Turin	Italy	10.71	Southern Europe
Valletta	Malta	30.36	Southern Europe

CITY	COUNTRY	MISSING VALUES (%)	REGION
Vienna	Austria	10.71	Central and Eastern Europe
Vilnius	Lithuania	19.64	Central and Eastern Europe
Warsaw	Poland	16.07	Central and Eastern Europe
Zagreb	Croatia	26.79	Central and Eastern Europe
Zurich	Switzerland	30.36	Western Europe

Annex 6: Survey results

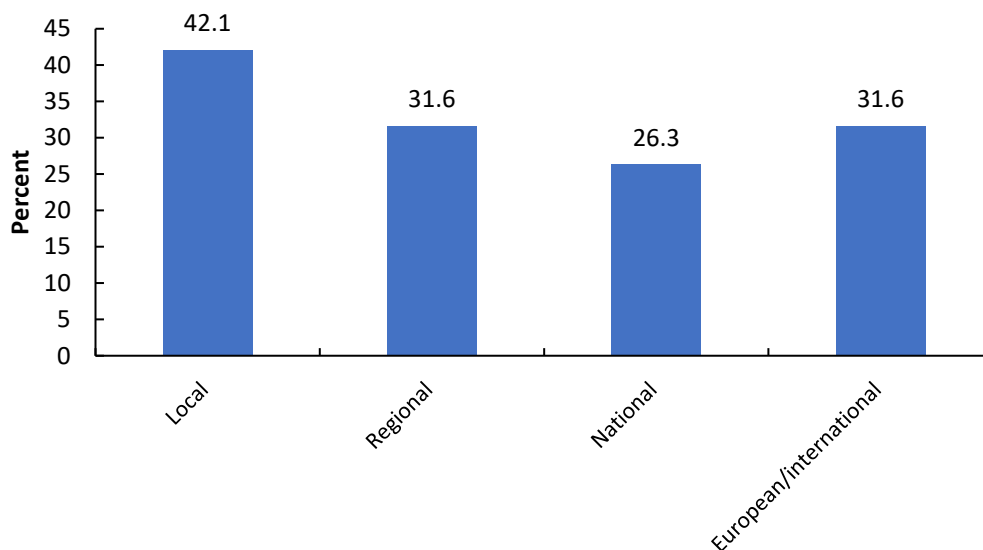
ESPONSHARING - survey of initiatives

The survey received in total 19 complete responses.

At which scope do you operate?

Majority of Urban Circular Collaborative Economy initiatives in Prato operate at the local level (42.1%), followed by regional level (31.6%) and European/international level (31.6%). 26.3% of the Urban Circular Collaborative Economy initiatives operate also at the national level.

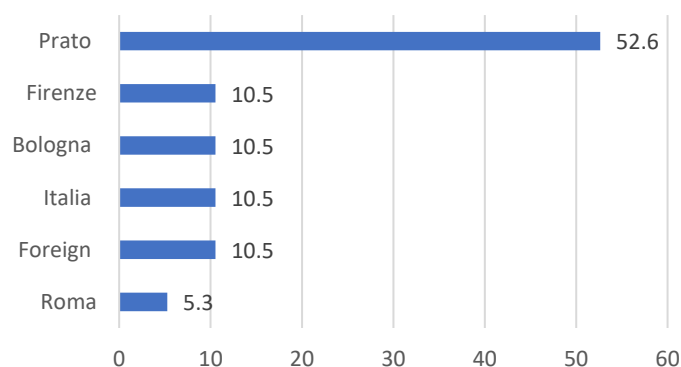
Figure 6: Scope of operation, %



City of origin of Urban Circular Collaborative Economy Initiatives present in Prato

More than half of the Urban Circular Collaborative Economy initiatives that participated in the survey originate from Prato (52.6%). The rest of the initiatives originates in other nearby Italian cities (Firenze, Bologna), with the share of 10.5% each. 10.5% of the initiatives is of a foreign origin.

Figure 7: City of origin, %

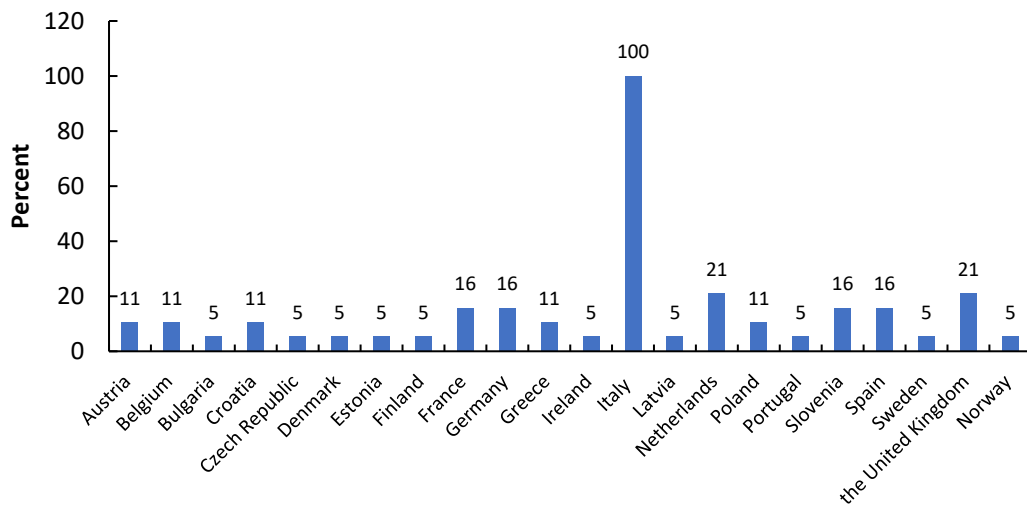


In which country(ies) do you operate?³³

³³ Multiple answers possible.

Besides Italy, Urban Circular Collaborative Economy initiatives in Prato operate also in other countries. See the figure below.

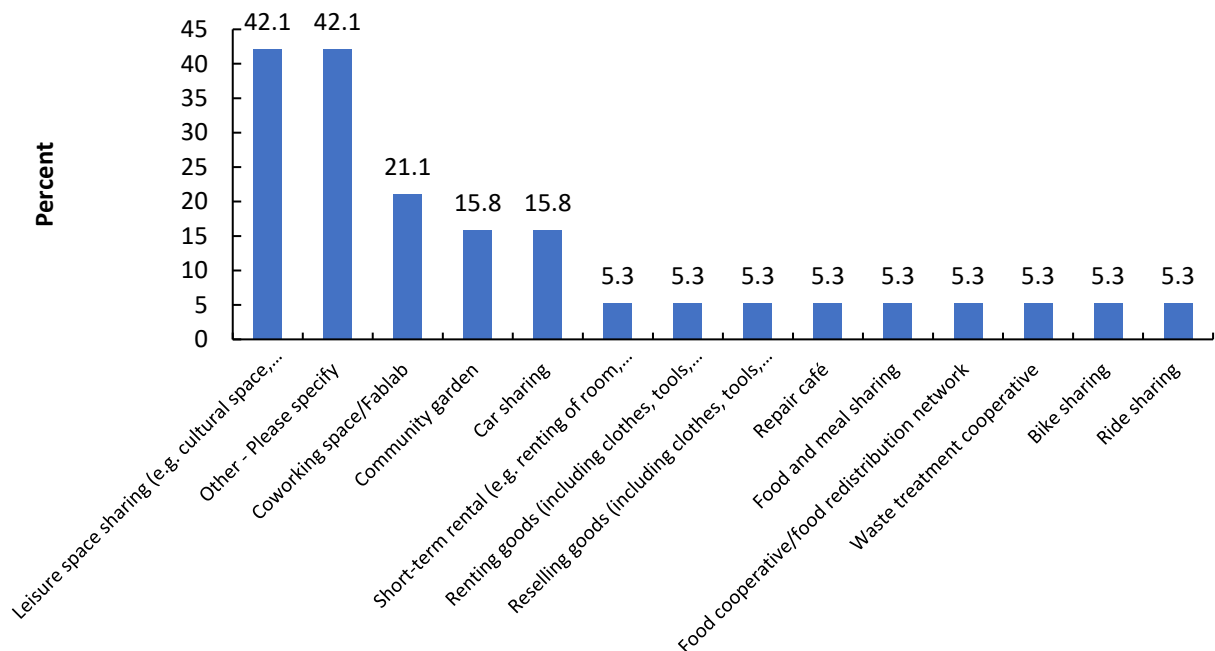
Figure 8: Countries of operation, %



What does describe your activity best?³⁴

Majority of Urban Circular Collaborative Economy initiatives in Prato belong to the category of Leisure space sharing (42.1%) and the category of “Other”, under which most frequently mentioned were various associations and platforms for the dissemination of good practices. Coworking space was identified as the appropriate category for 21.1% of the Urban Circular Collaborative Economy initiatives in Prato.

Figure 9: What does describe your activity, %

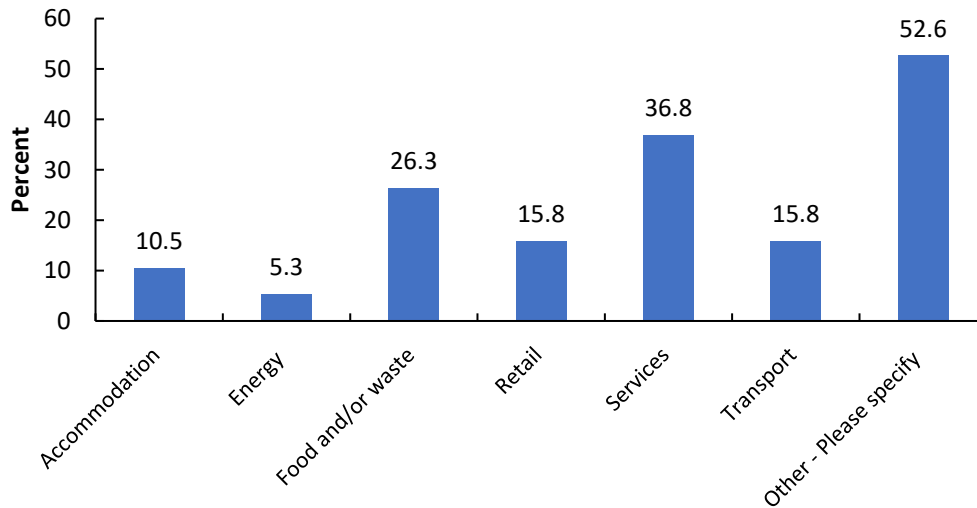


³⁴ Multiple answers possible.

In which sector does your organisation operate (multiple answers possible)?³⁵

More than half of the Urban Circular Collaborative Economy initiatives in Prato has chosen the option “Other” to specify the sector of its operation. Under this category, more frequently mentioned sectors were Art and Culture, Tourism and Environment. Among the given option in the survey questions, the sector services received the highest share of responses (36.85), followed by Food and Waste (26.3%).

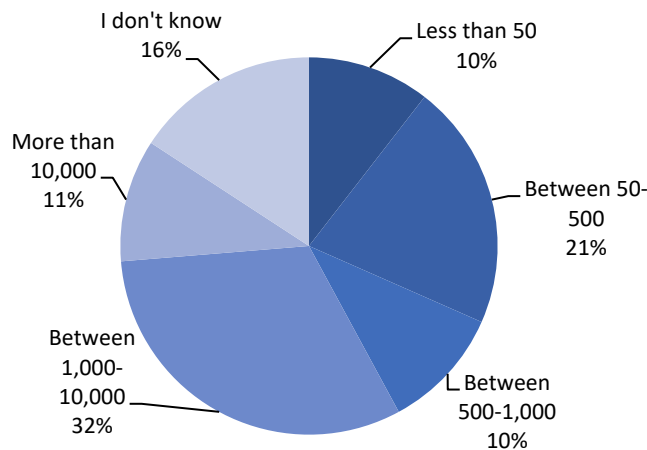
Figure 10: Sector of operation, %



Number of users

Urban Circular Collaborative Economy initiatives target in majority between 1,000 and 10,000 users (32%). 21% of the Urban Circular Collaborative Economy initiatives address between 50 and 500 users.

Figure 11: Number of users, %

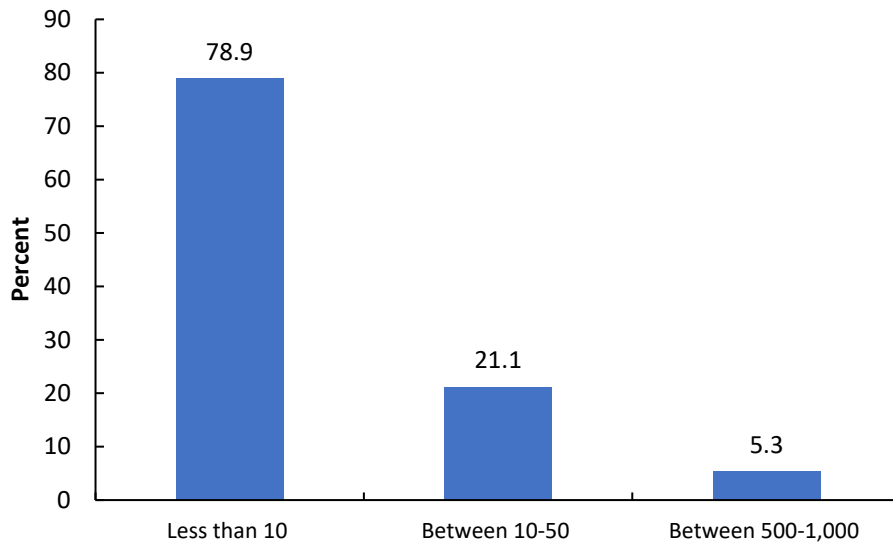


Number of people employed by your initiative (persons managing the initiative or contributing to it as a core team member)

³⁵ Multiple answers possible.

Urban Circular Collaborative Economy initiatives in Prato employ in large majority less than 10 people (78.9%). 21.1% of the participant initiatives to the survey responded to employ between 10 and 50 people, and only 5.3% of the Urban Circular Collaborative Economy initiatives employ between 500 and 1,000 people.

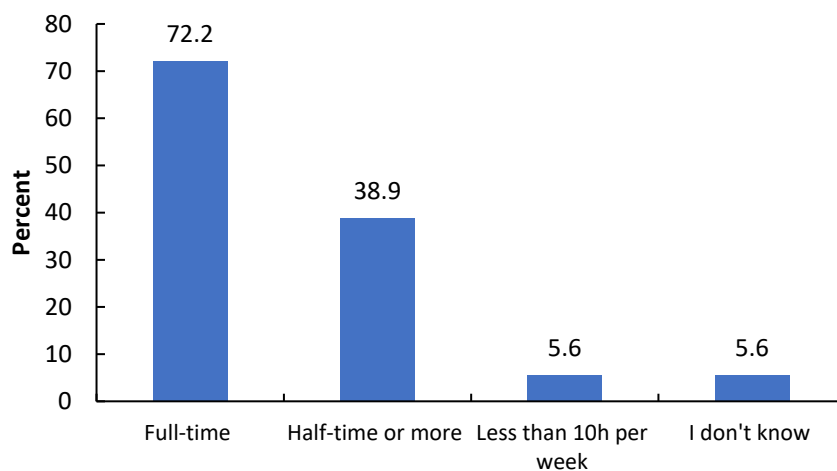
Figure 12: Number of people employed by the initiatives, %



Level of involvement of employees

Large share of Urban Circular Collaborative Economy initiatives in Prato employ their employees on a full-time based condition (72.2%). 38.9% of the respondents reported to employ their employees on a half-time or more contract conditions.

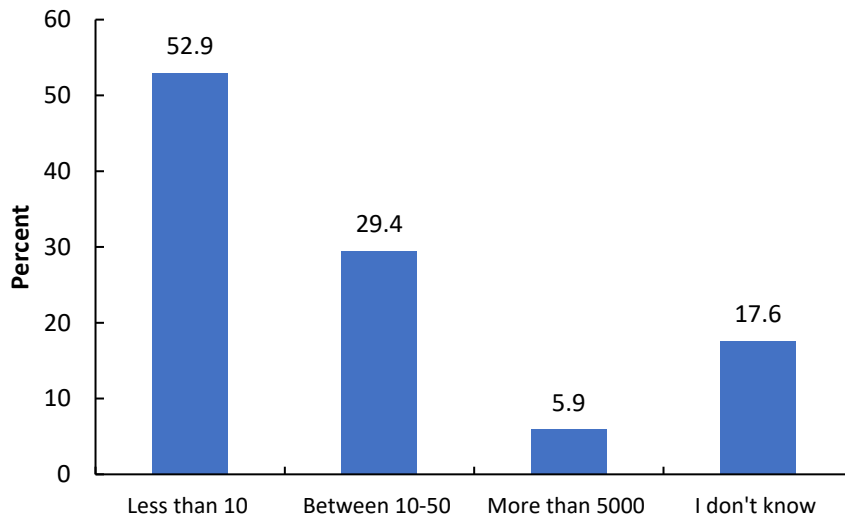
Figure 13: Level of involvement of employees, %



Number of people providing services through your initiative (volunteers)

More than half of the Urban Circular Collaborative Economy initiatives in Prato include the work of less than 10 volunteers in their daily operations (52.9%). 29.4% of the respondents responded to rely on higher number of volunteers (between 10 and 50).

Figure 14: Number of volunteers, %



Average price of the goods created/sold?

36% of the Urban Circular Collaborative Economy initiatives in Prato reported to earn between EUR 10,000 and EUR 100,000 of revenues in the year of 2018. The share increased over the years. In 2017, 31% of the respondents reported to earn the same amount of revenues, and in 2016 the share was 25%.

Figure 15: Revenues of UCCE initiatives, year 2018, %

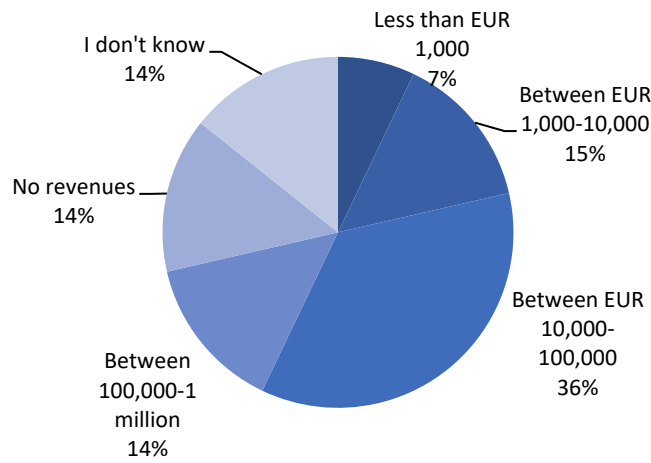


Figure 16: Revenues of UCCE initiatives, year 2017, %

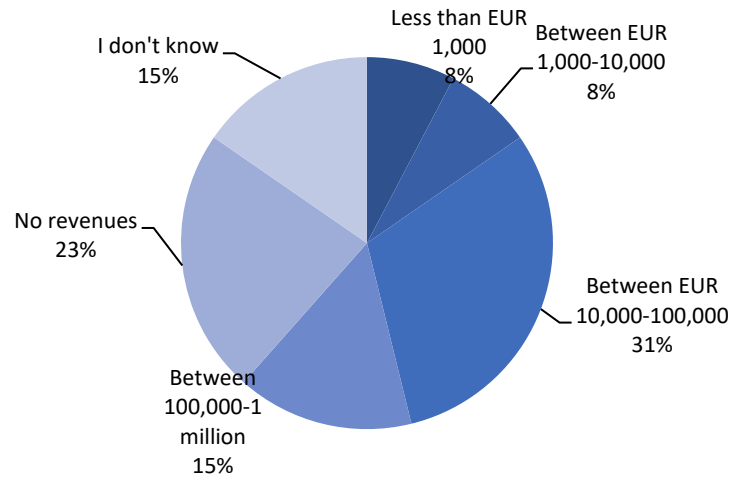
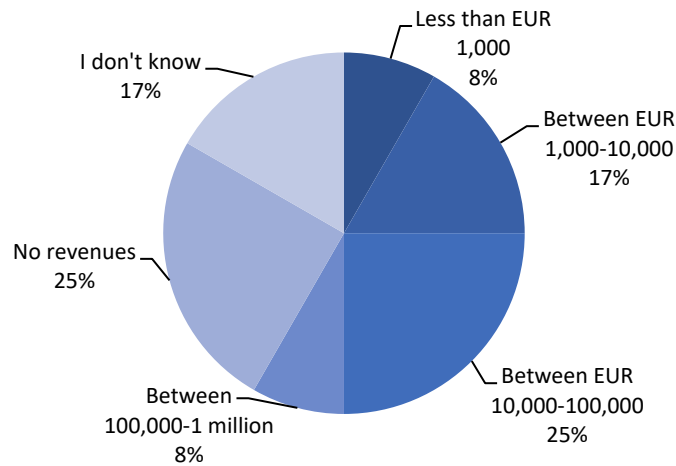


Figure 17: Revenues of UCCE initiatives, year 2016, %



Impact on consumption/production of raw materials: Does your initiative has an effect the consumption/ production of raw materials? Please explain.

No answers have been reported.

Impact on resource use: Does your initiative has an effect on the use of material resources? Please explain.

No answers have been reported.

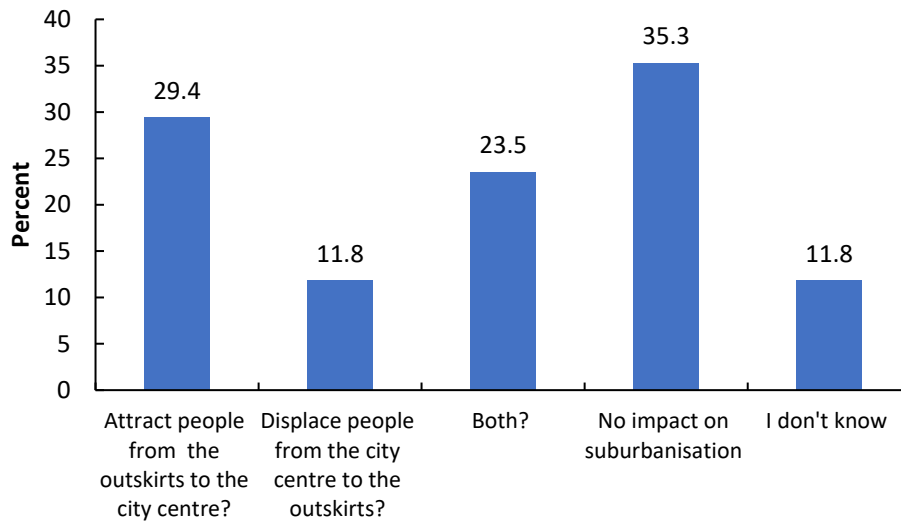
Impact on waste management/creation: Does your initiative has an effect on the creation/management of waste? Please explain.

No answers have been reported.

Impact on suburbanisation: does your initiative contribute to attracting people from the outskirts to the city centre?

Majority of the Urban Circular Collaborative Economy initiatives (35.3%) believe that their initiatives have no impact on suburbanisation. On the other hand, 29.4% of survey respondents claimed that Urban Circular Collaborative Economy initiatives attract people from the outskirts to live in the city centre.

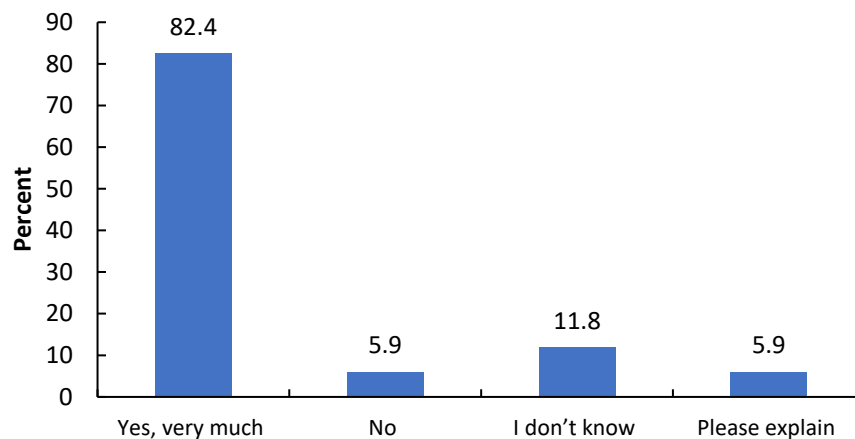
Figure 18: Impact on suburbanization, %



Impact on awareness of environmental matters: Do you think your users are more aware of environmental matters after participating in your initiative?

Large share of respondents (82.4%) believe that their Urban Circular Collaborative Economy initiatives contribute to raising awareness of environmental matters among the users.

Figure 19: Impact on awareness of environmental matters. %



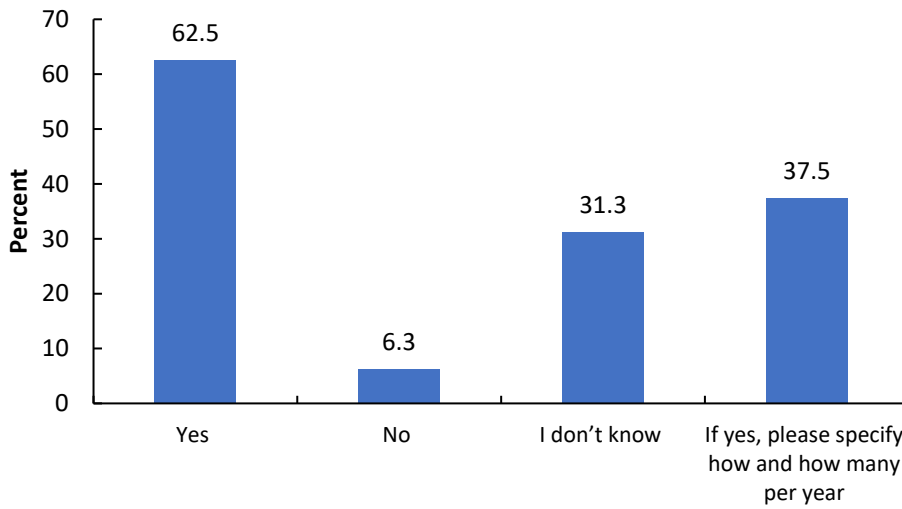
Impact on local revenues: Does your initiative contribute to generating revenues in local market?

No answers have been reported.

Does your initiative contribute to the creation of local jobs?

62.5% of Urban Circular Collaborative Economy initiatives present in Prato contribute to the creation of local jobs. On the other hand, 6.3% of the survey respondents claimed that their initiatives do not contribute to the creation of local jobs.

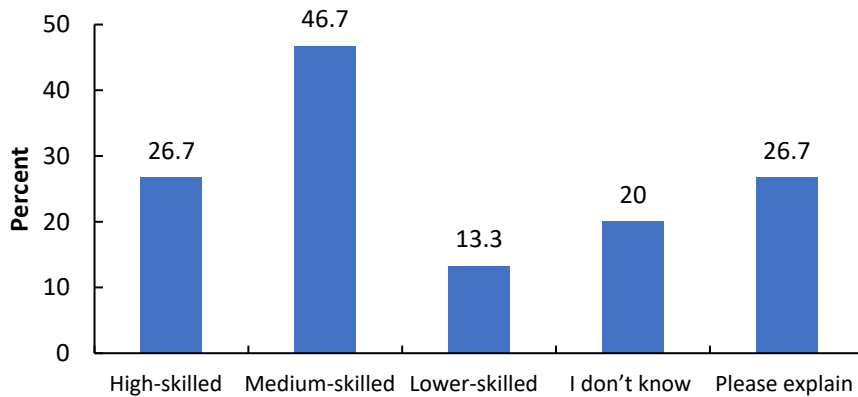
Figure 20: Creation of local jobs, %



What types of jobs are created by your initiative?

46.7% of the Urban Circular Collaborative Economy initiatives in Prato believe that Urban Circular Collaborative Economy initiatives create medium-skilled jobs, 26.7% of respondents claim Urban Circular Collaborative Economy initiatives contribute creating high-skilled jobs and 13.3% of survey participants claim that Urban Circular Collaborative Economy initiatives create low-skilled jobs.

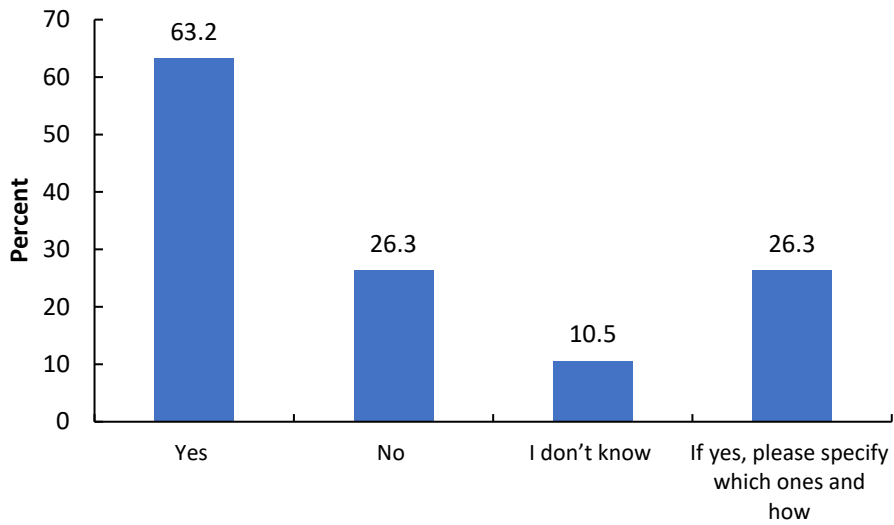
Figure 21: Types of jobs created by UCCE initiatives, %



Does your initiative allow users/providers to learn new skills?

Majority of survey respondents (63.2%) believe that Urban Circular Collaborative Economy initiatives in Prato help users learning new skills.

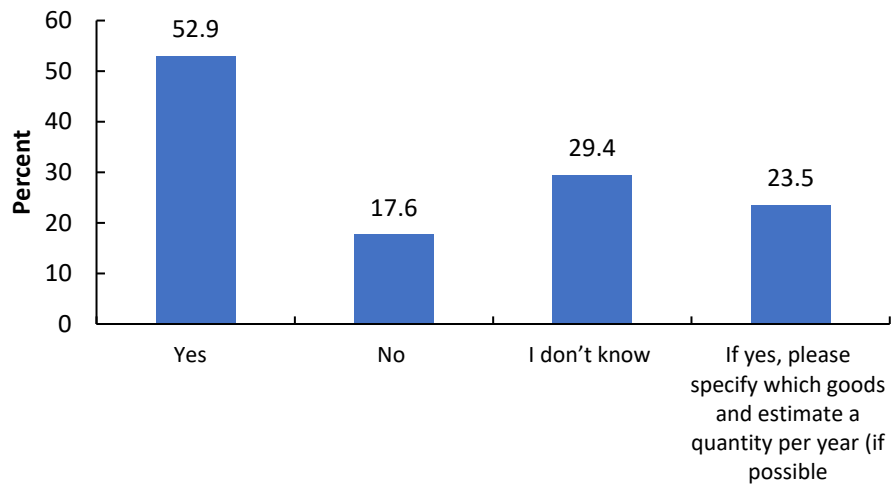
Figure 22: Impact on learning new skills, %



Does your initiative allow people to have access to goods/services they would not have access to otherwise?

Majority of survey respondents believes that Urban Circular Collaborative Economy initiatives allow access to goods/services that users would not have otherwise (52.9%).

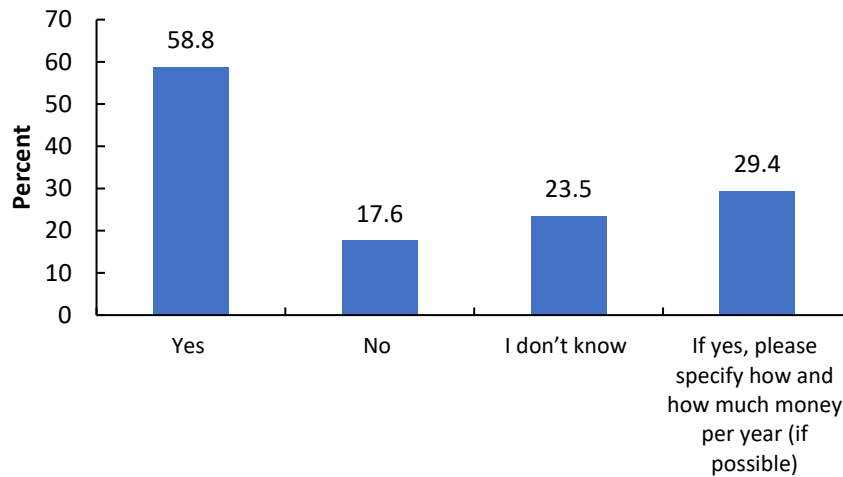
Figure 23: Access to new goods/services %



Does your initiative allow users to save money compared with what they would have bought in traditional markets?

58.8% of the survey respondents assess that Urban Circular Collaborative Economy initiatives in Prato contribute to the generation of savings of the users of the Urban Circular Collaborative Economy initiatives. 17.6% of the survey respondents claim that Urban Circular Collaborative Economy initiatives do not help generating savings of the users.

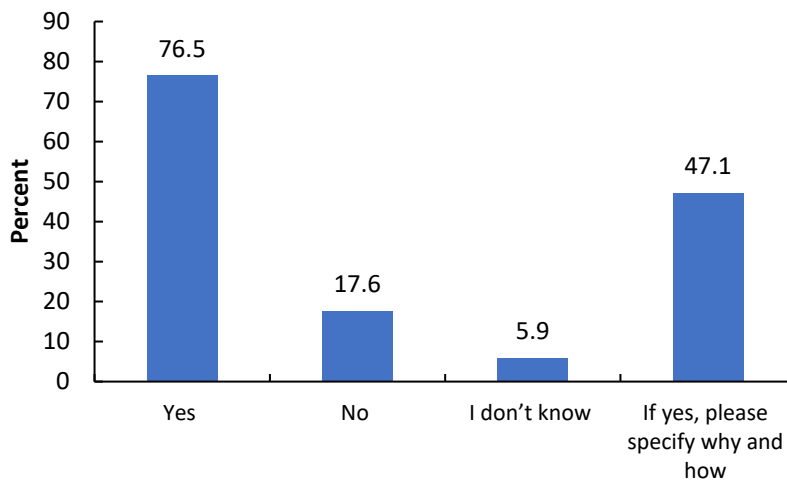
Figure 24: Impact on savings, %



Impact on social cohesion: Does your initiative allow neighbors/citizens to get to know each other better?

Majority of survey respondents (76.5%) believe that Urban Circular Collaborative Economy initiatives in Prato increase social ties among the users.

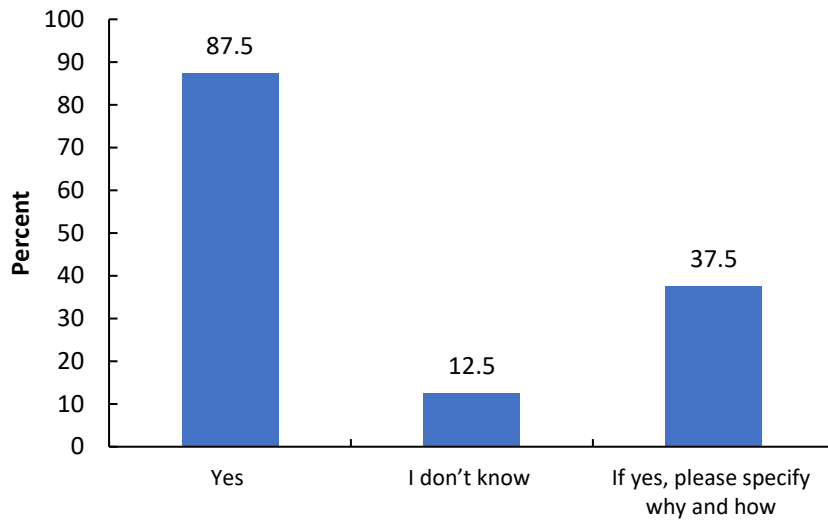
Figure 25: Impact on social cohesion, %



Impact on quality of life of citizens: Do you consider that your initiative increased the quality of life in your area?

Large majority (87.5%) of the survey respondents believe that Urban Circular Collaborative Economy initiatives in Prato contribute to the quality of life by increasing it.

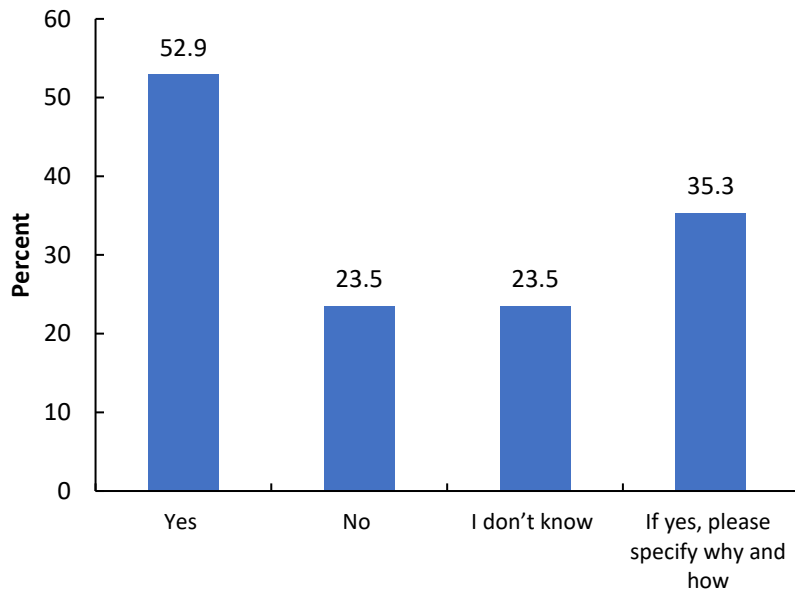
Figure 26: Impact on quality of life, %



Impact on health: Does your initiative has an impact on the health of citizens?

Majority of survey respondents (52.9%) believe that Urban Circular Collaborative Economy initiatives in Prato have a positive impact on the health of the citizens.

Figure 27: Impact on health, %



Impact on safety: Does your initiative has an impact on the safety of its users?

Majority of the survey respondents (35.3%) believes that Urban Circular Collaborative Economy initiatives in Prato do not have an impact on safety. 29.4 % of respondents on the other hand believe that Urban Circular Collaborative Economy initiatives contribute to the safety of its users. 35.5% of the respondents did not have opinion on the question.

Figure 28: Impact on safety, %

