

Case Examples - City of Naples

1. Title: Porta Capuana clustering force

2. Case example Summary

I Love Porta Capuana (ILPC) is a no-profit organization made of associations and foundations that, together with private and public institutions, is pursuing the participatory urban regeneration of the old city area around the “*Porta Capuana Tower*” and the degraded area close to the main railway station of Naples. A total lack of inclusive governance and dialogue with the public institutions characterized the area, as well as the lack of job opportunities, urban care and the heavy presence of poor immigrant population. On the other side, in the last years *Porta Capuana* is also flourishing of artistic, cultural and new potential job opportunities, since this area is now working as an effective “clustering force”, where ILPC network is the connecting tool that facilitates vertical and horizontal integration aimed at increasing participatory urban and economic regeneration processes, as well as social inclusion. Through the coordination and synergy of independent local actors, the objective is to generate contextual and situated public policies.

3. Solutions offered by the case example

The solution offered by ILPC clustering force consists in pursuing a stable connection and dialogue among the municipality of Naples, professionals, citizens, cultural and trade associations, by generating trust among them and by using a co-creation approach in developing actions and policies.

Main results obtained by the activities of ILPC in the last years are the following:

- Pursuing local projects directed to the regeneration of the area, such as the improvement of a touristic bus stop in the area ; the “Porta Capuana Touristic HUB” project, aimed at the valorization of the area emphasizing its beauty, its built heritage, the historical role as the “main gate” to the ancient town and the contemporary role as a urban hub connecting to the airport, the port, the railway station and the historical old centre of the city.
- Promoting social inclusion, by activating the collaboration and synergistic action among professionals, associations and public institutions (Major, regional and municipality councilors, schools, police) devoted to welfare, public health and social well-being (i.e. “Psychology loves Porta Capuana”, an action-research to give voice to the citizens) .
- Using art and creativity as empowerment tools to fight urban exclusion and create social cohesion (i.e. “*Il cuore di Napoli*” flash mob; “*ricuciamo le ali*” project; multi-cultural, artistic and culinary visits to the area).

4. Building on the sustainable and integrated approach

ILPC main goal is to create a more democratic governance in the area, by promoting the vertical integration of the City Administration, ILPC network and local citizens, in order to activate institutional and informal discussion tables, shared projects and events.

Furthermore, ILPC integrated approach is also at horizontal level, since improvement in the governance, development of the local economy, social inclusion initiatives and territorial regeneration are all pursued at the same time. The main project is at the moment the organization of territorial animation initiatives on the public space around the Porta Capuana tower.

Sustainability is also part of ILPC methodology, since projects express achievable goals to be pursued in small steps, are based on an integrated approach, are designed through a co-creation model that develops trust in the common work, in local potentialities and capabilities and in the institutions.

5. Based on a participatory approach

ILPC moves in a quadruple helix co-creation perspective, by involving education and research bodies (schools and universities), political institutions, the civil society and the local enterprises. It promotes co-creation processes where all these different bodies can share and pursue common goals. Furthermore, research led by Community Psychology Lab has given voice to ordinary people feelings and perceptions, thus enriching the participatory regeneration process of Porta Capuana with the histories of the places and people living in the area, by bringing their personal stories into exhibitions and collective debates.

ILPC network is composed by local associations (Aste&Nodi, Carlo Rendano Association, Dedalus onlus/ Officine Gomitoli), a school (Bovio-Colletta), local enterprises (Carraturo srl, Made in Cloister), professionals (Keller architects), a university department (PSI.com - Community Psychology Lab- Federico II University). All these subjects

are all together organizing public conviviality events in the area around the Porta Capuana tower, that has been recently renewed within the UNESCO Project. These events will involve all the inhabitants of the great metropolitan area as well as the tourists.

6. What difference has it made? How did the result indicator shift?

The lack of governance in the area was the starting point that moved the setting up of the ILPC network. Therefore the objective of the network was to activate co-creation tools and initiatives that promote the dialogue among local public administrators, trade and cultural associations and citizens. Over the years, *Porta Capuana* represents more and more a symbolic space of change and aggregation. This is exemplified by the activation of stable inter-institutional “tables”; the growing of small touristic enterprises; the growing numbers of artistic and cultural events; the increased interactions among projects proposed by different bodies and institutions; the enhancement of public events based on mutual support and cooperation by different organizations (i.e. “*Ricuciamo le ali*” project that fights violence against women; the “Master chef” experience involving marginalize people).

7. Why should other EU cities use it?

The ILPC clustering force could be intended as a good practice since it suggests that the joint action of institutional and non-institutional organizations is an added value for the regeneration of an urban area.

The lesson learned is that the first steps to promote social change in a degraded urban area are:

- 1) Community profiling: analysis of the needs, resources and threats concerning the area, by collecting data that strongly include the voices, opinions and wishes of the different inhabitants’ social groups;
- 2) Building opportunities for joint co-creation processes that define small and reachable shared objectives;
- 3) Creating, enhancing, developing, empowering interactions between citizen and all institutions active in the area in a co-creation perspective;
- 4) Define some symbolic references (that can be physical, geographic and /or cultural) that let people recognize and identify themselves in the area, supporting its enhancement and social change.

8. Key Facts and Figures:

8.1 Start and end dates of case example: 2012-till now

8.2 Date of preparation of this case example: January 2019

8.3 Who prepared the case example?: The Community Psychology lab as part of the Porta Capuana “clustering force” and after a consultation with the other members of the network.

8.4 Budget: ILPC does not have an own economical budget; it refers to economical and benevolent resources of its members. Furthermore its activities are supported by educational institutions and universities pursuing research goals in Porta Capuana area.

6. Extra information and links:

<http://www.portacapuana.info>

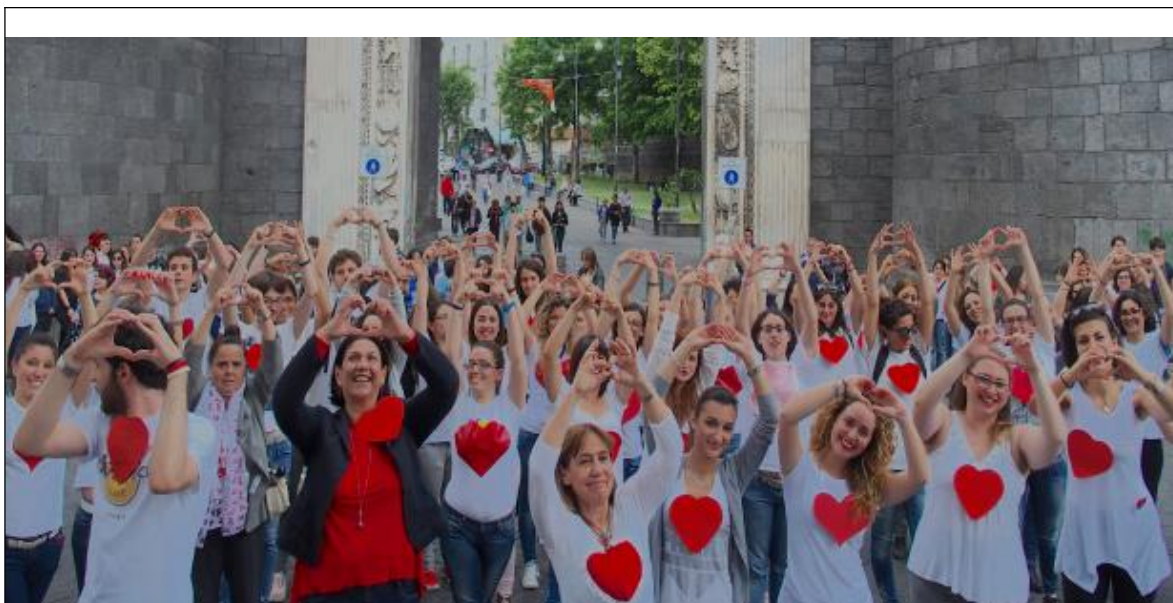
<http://www.communitypsychology.eu>

<https://www.infooggi.it/articolo/psychology-love-portas-capuana-flash-mob-nel-centro-antico-di-napoli/66151>

<https://www.youtube.com/watch?v=f8zPpURenQA>

<https://www.youtube.com/watch?v=3K4q9o1RpzM>

7. Annex at least 2 good quality photos



"Il cuore di Napoli" flash mob



