The integrated approach of Urban Sustainable Development through the implementation of Horizon/Europe2020
Welcome to ISTH2020,
NEW METROPOLITAN PERSPECTIVES.
The integrated approach of Urban Sustainable Development through the implementation of Horizon/Europe2020

ISTH2020 is promoted by the LaborEst (Evaluation and Economic Appraisal Lab) and CLUDs (Commercial Local Urban Districts) Research Lab, PAU Dept. Mediterranea University of Reggio Calabria (Italy), it is part of The CLUDs project-funded by the Seventh Framework Programme, IRSES,MarieCurie action. Its main aim is to receive contributions from national and international scientific community on integrated development strategies and research in metropolitan contexts according to the directions of Europe 2020 and Horizon 2020.

The aims of the Symposium are:
1. Strengthening the international exchange in order to promote joint research activities according to the objectives of the 2014–2020 programming period.
2. Stimulating the debate on community engagement and new forms of public-private partnership within urban-rural networks and metropolitan areas.
3. Promoting an integrated approach through specialized inputs merging on the creation of strongly localized - and not generalized - interventions and actions, fostering a the bottom-up, rather than the “top-down” approach.

The International Symposium is focused on the comprehension of metropolitan dynamics in order to promote local economic development, especially in urban and rural contexts. Furthermore, consideration is given to the opportunity to promote new metropolitan models; in other words, it is needed a reflection on cities’ ability to implement metropolitan dynamics and to improve their competitiveness while exploiting the virtuous and synergic linkage between urban and rural areas.
PROGRAMME

Tuesday, May 6th Aula Magna Quistelli
13:30 – Registration
15:00 – Opening
   Academic welcome
   Institutional welcome
   Keynote addresses

Wednesday, May 7th Lotto D - Aule D2, D3, D4
09:00 – I Session (1A, 1B, 1C)
11:00 – Coffee break
11:30 – I Session (1A, 1B, 1C)
13:30 – Light lunch
15:00 – II Session (2A, 2B)

Thursday, May 8th – Day in honour of Edoardo MOLLICA
Architettura - Aula Magna, Aule A5, A6
09:00 – In memory of Edoardo Mollica
10:00 – III Session (3A, 3B, 3C)
11:00 – Coffee break
11:30 – III Session (3A, 3B, 3C)
13:30 – Light lunch
15:00 – Panel discussion: Presentation of Symposium outcomes
Tuesday, May 6th 2014
Aula Magna Quistelli

13:30 – Registration
15:00 – Opening
Desislava KOLAROVA  Research executive agency of EU (invited)
Carmelina BEVILACQUA  Coordinator of the CLUDs project
Francesco CALABRÒ, Lucia DELLA SPINA  Directors of LaborEst Laboratory

Academic welcome
Pasquale CATANOSO  Provost of the Reggio Calabria Mediterranea University
Pietro NAVARRA  Provost of Messina University
Carlo MORABITO  Vice-provost delegated for Internationalization policies, Reggio Calabria Mediterranea University
Simonetta VALTIERI  Director of PAU Department - Heritage, Architecture, Urban Planning, Reggio Calabria Mediterranea University

Institutional welcome
Giacomo MANCINI  Alderman of Financial Balance and Economic Planning Calabria Region
Giuseppe RANZA  President of the Reggio Calabria Province
Giuseppe BOMBINO  President of Aspromonte National Park
Giuseppe VARACALLI  ANCI - National Association of Italian Municipalities
Rocco LA VALLE  Villa S. Giovanni City
Lucio DATTOLA  President of the Reggio Calabria Chamber of Commerce

Keynote speakers
Nico CALAVITA, San Diego State University
Alan W. DYER, Boston Northeastern University
Wednesday, May 7th 2014
Lotto D - Aule D2, D3, D4

9:00 - I Session 1A , Aula D2

**URBAN REGENERATION: COMMUNITY INVOLVEMENT AND PPP**
Chairman: Claudia TRILLO - University of Salford

**Carmelina BEVILACQUA** *Mediterranea University*
Research and Innovation Transfer in the Field of PPP Applied to Urban Regeneration Actions and Policies

**Nicola BOCCELLA, Giuseppina CASSALIA, Irene SALERNO** *Sapienza University of Rome, Mediterranea University*

**Vereno BRUGIATELLI** *University of Verona*
Social Peace and Political Pluralism

**Nico CALAVITA** *San Diego State University*
Land Value Recapture in the US: the Case of San Francisco

**Stefano ARAGONA, Francesco CALABRÒ, Lucia DELLA SPINA** *Mediterranea University*
The Evaluation Culture to Build a Network of Competitive Cities in the Mediterranean

**Francesco CAPPELLANO, Alfonso SPISTO** *Mediterranea University*
Transit Oriented Development & Social Equity: from Mixed Use to Mixed Framework

**Valerio CUTINI, Simone RUSCI** *University of Pisa*
Urban Regeneration by Law. Towards the Definition of an Uncertain Term
Alan W. DYER  Boston Northeastern University
Credit Access and Urban Regeneration in the United States

Tiziana MEDURI Mediterranea University
The Public/Private Partnership for Urban Regeneration in the USA

Santa SPANÒ Mediterranea University
Urban Regeneration and Specialized Health Care Center

Claudia TRILLO University of Salford
Urban Regeneration and New Partnerships among Public Institutions, Local Entrepreneurs and Communities

Gregory H. WASSALL Boston Northeastern University
The Role of Cultural Assets in European and United States Urban Regeneration

09:00 - I Session 1B, Aula D3
METROPOLITAN CITY: ISSUES AND CHALLENGES
Chairman: Concetta FALLANCA - Mediterranea University

Gabriele DI QUARTO, Antonino LABATE, Maurizio MALASPINA, Mediterranea University
Open Source Architecture for “Nuovo CEP”

Concetta FALLANCA, Mediterranea University
Planning Metropolitan Scenarios for the Strait Area

Caterina GIRONDA, Mediterranea University
Regenerate. Connect. Do city (Metropolitan)

Maria FERRARA, Antonino DESTEFANO, Mediterranea University
Metropolitan Areas in their Evolutionary Progress, from Legal Standard to their Origins

Celestina FAZIA, Mediterranea University
Smart Models Related to the Metropolization of the City of Reggio Calabria
Alessandro RUGOLO, *Mediterranea University*
The Stable Connection to the Metropolitan Area of the Strait of Messina

Raffaele SCRIVO, *Mediterranea University*
The Port System Metropolitan for City of Reggio Calabria

Massimo CLEMENTE, *National Research Council of Italy - Inst. for Service Industry Research*
Metropolitan Vision, Stakeholder Action and Community Involvement in Regeneration of Seaside Cities: Innovative Strategies from New York City for the Gulf of Naples

Maurizio MALASPINA, *Mediterranea University*
Territorial Systems and Valley Communities in the Area of the Straits of the Metropolitan City of Reggio Calabria

Francesca MORACI, *Mediterranea University*
The Strategic Dimension of the Straits Area According to the New National Metropolitan Spatial Planning and to the European Space: Strategic Corridor Platform Project

Francesco Saverio NESCI, Donatella PRIVITERA, *Mediterranea University*
Municipal Waste Management: the Calabrian Case

Antonio TACCONE, *Mediterranea University*
The Enhancement of the Urban Environment: Sustainable Mobility in Reggio Calabria

Manuela TRIGGIANESE, Fabrizia BERLINGIERI, *TUDelft University, University of Calabria*
Intermodal Nodes for the European Metropolis: Amsterdam Zuidas as EURandstad’s Gate

Nicola TUCCI, Francesco Antonio FAGÀ, *Mediterranea University*
Waste Management in Metropolitan Areas
Ore 9,00 - Session 1C, Aula D4

HERITAGE AND IDENTITY
Chairman: Domenico Enrico MASSIMO, Mediterranea University

Vanessa ASSUMMA, Claudia VENTURA, Mediterranea University
Role of Cultural Mapping within Local Development Processes: a Tool for the Integrated Enhancement of Rural Heritage

Alessia BIANCO, Vincenza TRIOLO, Mediterranea University
Architectural Conservation and Cultural Inclusion. The Applicative Case of Motta San Giovanni (Reggio Calabria-Italy) and its Romanian Community

Daniele CAMPOLO, Mediterranea University
The Cultural Landscape of the “Grecanic Area” and the Recovery of the Genius Loci of its Historical Centres

Daniele CAMPOLO, Mediterranea University
M.C. Escher and the Calabrian Cultural Landscape of Linguistic Greek Minorities

Natalina CARRÀ, Mediterranea University
Identity and Urban Values for Sustainable Design

Sara CIPOLLA, Centro Universitario Cattolico
The Literary «Ekphrasis» of Castel Nuovo: a Contribution to Value the Cultural Identity of the Ideal City Government, Promoted by Aristocratic Courts and Civil Administrations in the XIV Century

Carmen DE GAETANO, Mediterranea University
The Integrated Area of the Strait: between Innovation and Conservation

Antonluca DI PAOLA, University of Florence
The Historical City between Past and Future. Is the Center Becoming Peripheral?
Xuejun LIN, Guiwen LI, Ping YIN, Harbin Institute of Technology, Shandong Vocational Institute of Urban Construction, Luanwan Middle School, China
Reinterpretation of Confucianism and Cultural Renaissance of Chinese Architecture

Tiziana MEDURI, Carmela TRAMONTANA, Mediterranea University
The Outstanding Universal Value of the Isola Ellenofona

Emanuela NAN, ADD Genova
Mediterranean Energy Dream and Cultural Planning between Old Layers and New Paradigms

Alessandra OPPIO, Marta BOTTERO, Valentina FERRETTI, Polytechnic of Milan, Polytechnic of Turin
Multicriteria Spatial Analysis for Competitive Cultural Heritage in Fringe Areas: the Case of Valle d’Aosta Vastles

Sofianou PARASKEVI-KALI, Aristotle University of Thessaloniki
Managing Urban Landscape Towards the Sustainable City: a Case Study from Northern Greece

Gabriella PULTRONE, Alessandra BARRESI, Mediterranea University
New Integration Prospects for the Metropolitan Area of the Strait: the Role of the Cities of Messina and Reggio Calabria in the Enhancement of Local Resources

Claudia VENTURA, Giuseppina CASSALIA, Mediterranea University
Challenges and Opportunities for Assessing Cultural Landscape: an Ecomuseum for Cultural-Based Local Development
**THE INTEGRATED APPROACH OF SUSTAINABLE URBAN DEVELOPMENT**

*Ore 15,00 - Session 2A, Aula D2*

Chairman: Gabriella ESPOSITO DE VITA, National Research Council of Italy - Institute for Service Industry Research

**Maurizio ARNONE, Tiziana DELMASTRO, Letizia SAPORITO**, SiTI - Higher Institute on Territorial Systems for Innovation

Mobility Driver Changes in Metropolitan Cities: a Case Study

**Alessia BIANCO, Vittorio CERADINI, Alessandra SURACI, Antonino DI PAOLA**, Mediterranea University

RoSunLand: a Sustainable Self-Construction Village for Emigrant African Workers in Italy

**Alessandro CASTAGNARO**, University of Naples Federico II

Infrastructural Systems toward the Valorisation of the History of Architecture: the Case of the Metro-Art in Naples

**Marcella DE MARTINO**, National Research Council of Italy - Institute for Service Industry Research

Sustainable Development Strategies of the Port Authority: the Network Approach

**Paolo DE PASCALI, Valentina ALBERTI, Daniela DE IORIS, Michele REGINALDI**, Sapienza University of Rome

Eco-Energy Analysis in Urban Regeneration Plans: Basic Application in the Eastern Area of Rome

**Eleonora GIOVENE DI GIRASOLE**, National Research Council of Italy - Institute for Service Industry Research

The Hinge Areas for Urban Regeneration in Seaside Cities: the High Line in Manhattan, NYC

**Giulio MAGGIORE, Piera BUONINCONTRI**, Telematica Unitelma Sapienza University, National Research Council of Italy - Institute for Service Industry Research

The "Place Experience" as a Key for Local Development: a Theoretical Framework
Alessandra MARASCO, Luisa ERRICHIELLO, National Research Council of Italy - Institute for Service Industry Research
Open Service Innovation in Smart Cities: A Framework for Exploring Innovation Networks in the Development of New City Services

Stefania RAGOZINO, Stefania OPPIDO, National Research Council of Italy - Institute for Service Industry Research
Abandoned Railways, Renewed Pathways: Opportunities for Accessing Landscapes

Marina RIGILLO, Elena CERVELLI, University of Naples Federico II
Mapping Urban Vulnerability: the Case Study of Gran Santo Domingo, Dominican Republic

Maria Immacolata SIMEON, Assunta MARTONE, National Research Council of Italy - Institute for Service Industry Research
Relationships between Heritage, Intangible Capital and Cultural and Creative Industries in Italy: a Framework Analysis for Urban Regeneration and Territorial Development

Andrea VARRIALE, Bauhaus-Universität Weimar
Informal Practices, Formal Regulations. Understanding Informality as Spatial Dialectics

Maria Patrizia VITTORIA, Pasquale PERSICO, National Research Council of Italy - Institute for Service Industry Research, University of Salerno
Knowledge Economy and Regional Innovation Policy Milieu
ORE 15.00 - SESSION 2B, AULA D3

URBAN/RURAL - THE ROLE OF URBAN RURAL REGENERATION IN REGIONAL CONTEXT

Chairman: Bruno MONARDO, Sapienza University of Rome

Carmelina BEVILACQUA, Carla MAIONE, Pasquale PIZZIMENTI, Jusy CALABRÒ, Luciano ZINGALI, Mediterranea University
Territorial Milieu as Driver for Sustainability through Urban Regeneration Initiatives: the Case of San Diego, CA

Erik BICHARD, Kanadi JAGAFIA, Salford University
Food-Based Urban Regeneration: Lessons from the United States

Daniele CAMPOLO, Mediterranea University
The Recovery of the Historic Centres in the Metropolitan Area of Reggio Calabria through the Use of Bergamot

Gabriella ESPOSITO DE VITA, Stefania RAGOZINO, National Research Council of Italy - Institute for Service Industry Research
Natural Commercial Centres: Regeneration Opportunities and Urban Challenges

Michela FELICETTI, Telematic e-Campus University
Food Hubs: Reconnecting Alternative Food Networks and the Conventional Food Supply Chain

Anna GAVIGLIO, Alberto PIRANI, Mattia BERTOCCHI, Milan University
Development of the Environmental, Social and Economic Sustainability in the Peri-Urban Agricultural Areas: Governance Opportunities in the South Milan Agricultural Park

Ana Clara GONÇALVES DOURADO, Marli SALES, University of Brasilia
A Geographic Glimpse over Urban Agriculture

Maurizio MALASPINA, Mediterranea University
The Agri-Foodstuffs Market and the Value Chain: Proposals for an Integrated System of
Multifunction Logistic Centres in the Metropolitan City of Reggio Calabria

Claudio MARCIANO, Giuseppe CRITELLI, Cosimo CUOMO, Vincenzo MANCUSO, Mediterranea University, Department of Labor Policies and Labor Market, Calabria Region, Consultant for the Regional Commission against undeclared work
Patterns of Integrated Planning and Development of Agricultural Districts in Calabria: a Case Study

Chiara MAZZOCCHI, Stefano CORSI, Federica MONACO, Guido SALI, Milan University
Innovation in Territorial Governance: The Case of Agricultural Districts in Lombardy Region

Chiara MAZZOCCHI, Stefano CORSI, Giovanni MOTTADELLI, Guido SALI, Milan University
Farmers’ Participation in Territorial Planning: a Methodological Approach for the Case Study of Huerta de Valencia

Federica MONACO, Guido SALI, Stefano CORSI, Chiara MAZZOCCHI, Matiaz GLAVAN, Marina PINTAR, Milan University, University of Ljubljana
Urban-rural Relationships in Feeding Metropolis: a Case Study in Ljubljana Metropolitan Area

Bruno MONARDO, Anna Laura PALAZZO, Sapienza University of Rome
Challenging Inclusivity Urban Agriculture and Community Involvement in San Diego

Francesco Saverio NESCI, Natalina SAPONE, Mediterranea University
BERGAMOT. A Green and Multifunctional Asset Exclusive from the Province of Reggio Calabria
Thursday, May 8th 2014
Day in honour of Edoardo MOLLICA

Architettura - Aula Magna, Aule A5, A6

Ore 9,00 - In memory of Edoardo MOLLICA, Aula Magna Architettura

Ore 10,00 - Session 3A, Aula A5
EVALUATION SUPPORTING POLICY MAKING DECISION PROCESS
Chairman: Stefano STANGHELLINI, President SIEV Higher Institute on Territorial Systems for Innovation

Lívia MADUREIRA, Teresa M. GAMITO, Dora FERREIRA, University of Trás-os-Montes e Alto Douro, University of Lisbon, Centre for Transdisciplinary Development Studies
Networking as Multi-Purposed Tool for Innovative Organizations in Rural Areas

Valentina FERRETTI, Marta BOTTERO, Giulio MONDINI, Polytechnic of Turin
From Indicators to Composite Indexes: an Application of the Multi-Attribute Value Theory for Assessing Sustainability

Salvatore GIUFFRIDA, Filippo GAGLIANO, Maria Rosa TROVATO, Catania University
Greenweb in Land Enhancement Policy of Enna Province. A DRSA Valuation Pattern in WebGIS Interaction Practice

Domenico Enrico MASSIMO, Laura BATTAGLIA, Cinzia FRAGOMENI, Mauro GUIDARA, Giuseppe RUDI, Claudia SCALA, Mediterranea University
Sustainability Valuation for Urban Regeneration. The "Geomatic Valuation University Lab" Research

Massimo ROVAI, Laura FASTELLI, Fabio LUCCHESI, Francesco MONACCI, University of Pisa, University of Florence
Integrated Urban Regeneration: the Opportunity of Enhancing the Open Spaces

Marta BOTTERO, Valentina FERRETTI, Giulio MONDINI, Polytechnic of Turin
Towards Smart and Sustainable Communities
Giuseppina CASSALIA, Mediterranea University
Assessing Heritage Significance: Decision Support Tools for Managing Landscape’s Cultural Value in Southern Italy

Carmen DE GAETANO, Carmela TRAMONTANA, Tiziana MEDURI, Mediterranea University
The Fortification System of the Straits. The Evaluations as Decision Support in the Economic Development Strategies of the Metropolitan City

Claudio MARCIANÒ, Giuseppina ROMEO, Mediterranea University
Governance Assessment of the Leader Approach in Calabria Using an Integrated AHP – Fuzzy TOPSIS Methodology

Angela VIGLIANISI, Mediterranea University
A Program for the Development of the Metropolitan City of ReggioCalabria. Preliminary Issues

Ore 10,00 - Session 3B, Aula A6
PUBLIC-PRIVATE BALANCE FOR EQUITY APPRAISAL OF URBAN TRANSFORMATION
Chairman: Pierluigi MORANO, Polytechnic of Bari

Francesca BODANO, Luisa INGARAME, Stefania SABATINO, Polytechnic of Turin, SiTI - Higher Institute on Territorial Systems for Innovation
The Area Vasta of Cagliari: an Insight into the Real Estate Market Within a Wider Integrated Approach on the Urban Areas Competitiveness Level

Pierfrancesco DE PAOLA, Vincenzo DEL GIUDICE, Francesca TORRIERI, University of Naples Federico II
Property Value, Urban Quality and Maintenance Condition: A Hedonic Analysis in the City of Naples, Italy

Francesco Saverio NESCI, Mediterranea University
Sustainable Tourism in the Metropolitan Area

Leopoldo SDINO, Paola CASTAGNINO, Polytechnic of Milan
Housing Affordability Index: Real Estate Market and Housing Situations
Claudia VENTURA, *Mediterranea University*
Territorial Marketing Applied to Cultural Tourism: Assessment of Cultural Event Impacts

Francesco CALABRÒ, Lucia DELLA SPINA, Nico CALAVITA, *Mediterranea University, San Diego State University*
Transfer of Development Rights as Incentives for Regeneration of Illegal Settlements

Fabiana FORTE, *Second University of Naples*
Illegal Buildings and Local Finance in New Metropolitan Perspectives

Carmela TRAMONTANA, *Mediterranea University*
The Management of Cultural Heritage: the Importance of Non Profit Subjects

Domenico E. MASSIMO, Mariangela MUSOLINO, Antonino BARBALACE, Cinzia FRAGOMENI, *Mediterranea University, MIT - Massachusetts Institute of Technology*
Landscape Quality Valuation for its Preservation and Treasuring

Angela VIGLIANISI, Raffaele SCRIVO, *Mediterranea University*
Urban Development Agreement: “METROPOLITAN PERSPECTIVES 2013”
The Public - Private Partnership in Urban and Infrastructure Development in the North Area of Reggio Calabria

**Ore 10,00 - Session 3C, Aula Magna**
THE INTEGRATED APPROACH IN EUROPE 2020: URBAN AND MARGINAL AREAS IN LOCAL ECONOMIC DEVELOPMENT STRATEGIES
Chairman: Vincenzo PROVENZANO, University of Palermo

Roberto CAMAGNI, Roberta CAPELLO, *Polytechnic of Milan*
Rationale and Design of EU Cohesion Policies in a Period of Crisis

Donato DI LUDOVICO, Pierluigi PROPERZI, Andrea SANTARELLI, *University of L’Aquila*
Median Italy: Territorial Diversity as the Cornerstone of Regional Development
Claudio MARCIANÒ, Paolo CARERI, Enrico D’ANGELILLO, Mediterranea University,
Institute of Industrial Relations
An Integrated Methodology for the Identification of Agricultural Districts: a Case Study in Calabria

Francesco Saverio NESCI, Nicoletta Maria IELLAMO, Mediterranea University
A Correct Valorization of Farming and Agro-Industrial Waste

Teresa NUCERA, Saverio A. FALCOMATÀ, Leonarda TRIPODI, Mediterranea University
Place-Based Approach: a US-EU Comparison

Gerlandina PRESTIA, Valeria SCAVONE, University of Palermo
Territorial Connection and Cohesion. The Case of Agrigento Inland Area

Andrea R. PROTO, Giuseppe ZIMBALATTI, Lorenzo ABENAVOLI, Bruno BERNARDI, Soraya BENALIA, Mediterranea University
Biomass Production in Agroforestry Systems: V.E.Ri.For Project

Francesco CALABRÒ, Lucia DELLA SPINA, Mediterranea University
Innovative Tools for the Effectiveness and Efficiency of Administrative Action of the Metropolitan Cities: the Strategic Operational Programme

Giandomenico FOTI, Giuseppe BARBARO, Carmelo Luca SICILIA, Mediterranea University
Historical Evolution of the Shoreline of Reggio Calabria

Vincenzo PROVENZANO, Maurizio CARTA, Massimo ARNONE, University of Palermo
EUROPE 2020 SI-LAB: A New Center for Economic and Social Development in Sicily

Vincenzo PROVENZANO, Maria Rosa SEMINARA, University of Palermo
Europe 2020 Strategy and New Policies for Marginal Areas

Rossella MASPOLI, Polytechnic of Turin
Outdoor Collaborative and Creative Space Renewal in a Smart City

Markku NORVASUO, Hanna MATTILA, AALTO University
The American smart growth planning in European local context
Ore 15,00 - Aula Magna

PANEL DISCUSSION: PRESENTATION OF SYMPOSIUM OUTCOMES
MEDITERRANEA UNIVERSITY

Chairmen:
Carmelina BEVILACQUA, Francesco CALABRÒ, Lucia DELLA SPINA,
PAU Dept. Mediterranea University

Opening:
Maria Carmela LANZETTA, Minister for Regional Affairs
Giacomo MANCINI, Alderman of Financial Balance and Economic Planning Calabria Region

Speakers:
Nicola BOCCELLA, Sapienza University of Rome
Concetta FALLANCA, Mediterranea University
Gabriella ESPOSITO DE VITA, National Research Council of Italy - Institute for Service Industry Research
Francesco MANGANARO, Mediterranea University
Domenico E. MASSIMO, Mediterranea University
Bruno MONARDO, Sapienza University of Rome
Pierluigi MORANO, Politecnico of Bari
Francesco S. NESCI, Mediterranea University
Vincenzo PROVENZANO, University of Palermo
Riccardo ROSELLI, SiTI - Higher Institute on Territorial Systems for Innovation
Stefano STANGHELLINI, President SIEV - Italian Real Estate Appraisal and Investment Decision Society
Claudia TRILLO, University of Salford

Conclusions:
Roberto CAMAGNI, Politecnico of Milan
For further information please contact us: isth2020@gmail.com

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