

EX TROTTO MILANO

Press Kit

“A SCUOLA DI COMUNITÀ”
THE SOCIAL IMPACT INITIATIVES
PROMOTED BY HINES

INVESTOR & DEVELOPMENT MANAGER

Hines

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A LONG-TERM COMMITMENT TO CREATE SOCIAL VALUE IN THE LOCAL AREA

Hines is promoting a new model of urban renewal based on **ESG criteria** and decisively oriented towards reactivating places to create **social value** for the local area through dialogue with the community.

Hines is promoting numerous social initiatives in the areas in which it is involved in development projects that are aimed at involving **a range of generational age brackets**, starting from the youngest and schools, by promoting the renewal and sharing of public spaces and redesigning cities of the future from the standpoint of sustainability.

The goal common to all the projects—part of the **"A scuola di comunità"** [**"At school of community"**] programme of activities—is to contribute to educating a **sense of civic responsibility** in young children through the activation of educational projects in schools and combatting the social adversity that particularly affects the most complex urban settings.

An example is the San Siro neighbourhood where Hines has been active since November 2021 in several initiatives, promoted in collaboration with the **city of Milan** and **Municipio 7**, that have involved over 2,000 elementary and middle school students.

Another aspect of the **"social regeneration"** model promoted by Hines is collaboration with local government and institutions and the synergies created with both local and national associations active in the area, for example: **Legambiente, RFK, MUBA, Museo dei Bambini di Milano, and FIDAL as a sport partner.**



MUNICIPIO 7

July - September 2024

UNA COMUNITÀ ANIMATA

(THIRD YEAR)

Now in its third edition, the “Una comunità animata” project, carried out in collaboration with Municipio 7, is designed for families in the San Siro-Selinunte and Baggio neighborhoods. After the great success of previous editions, this year’s activity program has expanded with a schedule of 18 events running until early September.

The meetings, which have enriched the summer days of local children and families, were curated by the multidisciplinary team of SPLuF - Spazio Pedagogico Ludico Formativo, a recreational service of Equa Cooperativa Sociale composed of educators, psychologists/pedagogists, and art therapists.

Among the new features of this edition, specific activities were introduced for the senior age group, aiming to promote social interaction and provide community support. Additionally, awareness and prevention activities were organized for both seniors and young children, focusing on healthy nutrition, gambling addiction, physical activity, and vaccinations, in collaboration with ATS/ASST Santi Paolo e Carlo.

This year also saw the return of guided tours of Parco delle Cave, street artist performances, Equa’s ludobus, the use of eco-friendly cargo bikes with Shareradio, and group psychological support sessions for parents.



MUNICIPIO 7

WONDER WHY

December 2023

Thanks to the “Wonder Why” project, the imagination of 200 students lit up Christmas in Municipio 7, near F.S. Cabrini Primary School and IC Munari Secondary School, which participated in the initiative promoted by Hines, Borio Mangiarotti, and Bain Capital Special Situations.

Students from six fifth-grade classes at F.S. Cabrini Primary School and five third-year classes at IC Munari Secondary School took part in a series of educational and creative workshops led by Dr. **Loredana Cirillo**—university professor, psychologist, and psychotherapist, as well as a member of the Minotauro Institute. During these workshops, students were encouraged to reflect on the concept of beauty and transform their thoughts into graphic icons, with the support of creatives from the **ADCI (Art Directors Club Italiano)**.

Throughout the school workshops, students also had the opportunity to discuss important themes such as relationships with others, kindness, and gratitude. At the end of the in-class activities, fourteen drawings were selected to be turned into light installations, illuminating Via delle Forze Armate and Via delle Betulle around the two schools throughout the holiday season.

The lighting inauguration event took place on December 4, attended by students and their families, teachers, school administrators, and the President of Municipio 7, Silvia Fossati. The goal of “Wonder Why” is to empower young people by engaging them in activities that enhance their neighborhood, creating a unique connection between youth creativity, education, and active citizenship.



MUNICIPIO 7

June - September 2023

UNA COMUNITÀ ANIMATA (SECOND YEAR)

For the second consecutive year, Hines collaborated with Municipio 7 to bring the **"Una comunità animata" ["A Dynamic Community"]** social initiative directly into the courtyards of San Siro and Baggio neighbourhoods. The programme ran from 26 June to 15 September and included twelve events for families. Following the success of the first year, the "Una comunità animata" project broadened its educational-play activities for children and families, thanks to the support of new associations that worked alongside the **Equa Cooperativa Sociale's** educators specialised in community entertainment: **Duetti e ½** – a cultural association founded in 2005 to promote cultural activities in street theatre, circus and theatre; **CO.Esa** – a **social cooperative** founded in Milan in 1997 involved in planning and managing psychological, educational and assistance services for children, adolescents, families, the elderly and the disabled; and **ABC del Quartiere** – a multipurpose educational centre to prevent and fight early school leaving, the brainchild of the Università degli Studi di Milano-Bicocca which offers a non-conventional after-school programme for children and young teens aged 5 to 14, and their families. Programme activities were also extended to include a **multi-generational** approach, offering parents the opportunity to take advantage of free medical visits and participate in psychological support groups.



MUNICIPIO 7 ECOLIMPIADI

May 2023

On 18 May 2023 at the Parco della Cave in Municipio 7, the Milan event of the **"Ecolimpiadi"** ["Ecolympics"], the national campaign promoted by Legambiente with the support of Hines, was held. The goal of the campaign is to guide the younger generations and citizens towards good, sustainable styles of living, and promote social inclusion and urban regeneration. The event marked the conclusion of the **"Rigeneriamo il futuro"** ["Let's Regenerate the Future"] educational project and, for the students of the Iqbal Masih school, it offered the opportunity to present their requests for how to improve the neighbourhood in which they live to the local administration. More green areas, playgrounds and sports areas, open-air bookstores, areas for dogs, flower beds, tree houses, a "waste free" neighbourhood that is cleaner and less-polluted with fewer cars and more bicycles: these, in brief, were the desires expressed by the students to make the area "child friendly", and included in the letters presented and delivered to Vice Mayor Anna Scavuzzo. During the morning, there were a number of theme-related workshops focussed on environmental education and safeguarding biodiversity. For example, the workshop organised by Beeing, a start-up active in developing projects to safeguard bees, on the eve of World Bee Day on 20 May. To celebrate this day, Legambiente and Hines made available in Parco delle Cave ten **bee hotels** to contribute to building new oases for these precious pollinator insects. Children also took part in sports activities, involving basketball and track and field, organised by **Olimpia Milano** and **FIDAL** sport associations. Taking part in the event were Barbara Meggetto, President, Legambiente Lombardia; Silvia Fossati, President of Municipio 7; Mario Abbadessa, Senior Managing Director & Country Head, Hines Italy; Giorgio Maggi, President, Fip Lombardia; Davide Losi, head of Minibasket FIP Lombardia and Gianni Mauri, President, FIDAL Lombardia.



MUNICIPIO 7

March - May 2023

RIGENERIAMO IL FUTURO

Between March and April 2023, the **"Rigeneriamo il futuro"** ["Let's Regenerate the Future"] project promoted in collaboration with Legambiente, involved about 250 students in three primary schools of the Istituto Comprensivo Iqbal Masih (in Via Forze Armate, Via Viterbo and Via Valdagno) and the Don Gnocchi and Montebaldo primary schools of the Istituto Comprensivo Giuseppe Calasanzio in an educational programme dedicated to awareness, appreciation and regeneration of the urban environment.

The students were guided by educators from Legambiente in a process of exploring the area in which they live to gather quantitative and qualitative data about the surrounding environment, and analyse a number of environmental parameters such as air quality, noise pollution, mobility, urban greenery, biodiversity, soil depletion, presence of services, public spaces and sports areas also suited to young people. Based on their analysis work, the students identified the positive and negative elements of their neighbourhood, with a view to re-imagining how it could be enhanced and regenerated, which they summarised in a map showing the places they explored on the basis of emotional parameters (**emotional mapping**). The final meeting involved the **co-planning** of a new public space that will be developed by Hines in Municipio 7. Upon completion of the project, each class wrote a letter to the mayor of Milan offering concrete proposals for improving living conditions in their neighbourhoods in which they feel strongly involved. Basically, the students asked for enhanced cleaning of public spaces, and more green areas, pedestrian areas and sports centres (basketball, volleyball and tennis courts and football fields).



PIANETA 30

November 2022 / June 2023

IL MONDO NELLE TUE MANI

A publishing project fruit of the first-time collaboration between Hines and **MUBA-Museo dei bambini Milano** [Milan Children's Museum], designed to contribute to the development of a sense of civic responsibility in the younger generation by raising their awareness of the themes of the UN's Agenda 2030 and its 17 goals.

"Pianeta 30" ["Planet 30"] is an initiative that involves three activities: the publication of an illustrated interactive book in both Italian and English (presented at MUBA on 14 November 2022); an exhibit-playground open free-of-charge at MUBA's headquarters (to June 2023); and a series of educational workshops involving 1000 primary school students in Milan to be held through June 2023.

More than fifty classes in Milan will be involved in the school project, starting with schools in Municipio 7, thanks to the support of the Department of Education of the city of Milan, sponsors of the initiative. In the book, telling young "Pianeta 30" readers about the 17 Agenda 2030 goals are the illustrations by paper artist **Isadora Bucciarelli**, accompanied by the narrative text of author **Massimiliano Tappari**. His flowing, poetic style provides young readers immediate access in comprehending the message and symbolic significance of the images created to stimulate their imagination.

PIANETA 30

IL MONDO NELLE TUE MANI

From March 2023, the “Pianeta 30 – il mondo nelle tue mani” [“Planet 30 – The World in Your Hands”] educational project brought the subject of the 17 goals of Agenda 2030 to Municipio 7, with an **open-air exhibit** along the fencing surrounding the Ex-Trotto construction site. The seventeen drawings, one for each of the UN’s Agenda 2030 goals, were created for the occasion by paper artist Isadora Bucciarelli as a way of rendering the “Pianeta 30” message even more accessible and widespread throughout the city.

For the inauguration of the open-air exhibit, about 100 students of the district’s Istituto Comprensivo Giuseppe Calasanzio, together with MUBA educators, took part in an outdoor educational workshop organized specifically for the event. With the perspective of enhancing the link between schools and the local area, the educational activity promoted by the “Pianeta 30” open-air exhibit continues in the schools involved in the workshop. Donated by Hines, large-scale panels were hung in the schools that summarise the 17 goals of the UN’s Agenda 2030.

The “Pianeta 30” journey also made a stop-over at **“Mare Culturale Urbano”** [“Urban Cultural Sea”] with a free programme of animated readings for children and their parents, held between mid-April to the end of September. The project received a special mention from the 10th “Premio Cultura+Impresa” culture and business awards in the “CCR – Corporate Cultural Responsibility” category, and was a finalist in the “Istruzione, formazione e lavoro” [“Education, training and work”] category of the Premio PA SOSTENIBILE 2023 awards promoted by FPA and ASviS, Alleanza Italiana per lo Sviluppo Sostenibile [Italian Alliance for Sustainable Development].





MUNICIPIO 7

UNA COMUNITÀ ANIMATA (FIRST YEAR)

July - September 2022

As an active continuation during the summer of the activities launched by the Progetto Scuole [Project Schools], which during the 2021-2022 academic year involved over 300 students from the neighbourhood, Hines decided to lend its support to the **"Una comunità animata"** ["A Dynamic Community"] project promoted by Municipio 7 with the support of the city of Milan and created by Equa Cooperativa Sociale, a non-profit organization which for over thirty years has been planning educational, social assistance and welcoming services in the city of Milan and surrounding areas.

Over the course of ten days from 6 July through 16 September, educators specialised in community entertainment from SPLuF (Spazio Pedagogico Ludico Formativo), the educational arm of the Equa Cooperativa Sociale, enlivened the summer days of families in the San Siro and Baggio neighbourhoods with play-centred events and workshops focussed on care of public spaces, held in Piazza Segesta and the tech square in Via Quarti in Milan. Three types of activities were offered: the **Ludobus** [Playbus], Strampaludici Kit building workshops, and workshops to introduce the use of renewable energy sources using a Solar Control Panel.



MUNICIPIO 7

March 2022

UN KILOMETRO DI BIODIVERSITÀ

The theme of biodiversity—one of the key principles of the Ex-Trotto Milano urban renewal project—was explored by pupils of the Don Gnocchi and Radice Primary Schools of the Municipio 7 Istituto Comprensivo Giuseppe Calasanzio as part of a series of classroom workshops held by illustrator and mural artist **Camilla Falsini**. The learning process developed by the artist allowed students to examine the link between the concept of biodiversity and the themes of evolution, respect and coexistence among the different forms of life on our planet. The children created flowers and plants that were the fruit of their own imaginations as they experimented with combining the various multi-coloured forms produced for the occasion. The flowers and plants created by the students in class were then enlarged and printed and displayed along another portion of the fencing around the Ex-Trotto construction site on Piazzale dello Sport. The inauguration of the **"Un Kilometro di Biodiversità"** ["A Kilometre of Biodiversity"] open-air public exhibit, part of the programme of the first Milano Graphic Festival, took place on Saturday, 26 March, attended by representatives of government and institutions, including the city of Milan, the children and their families. The "Kilometro di biodiversità", brought to life through the creativity of the young artists of the Istituto Comprensivo Giuseppe Calasanzio, represents an initial, hands-on, experience of what will be the heart of the Ex Trotto Milano urban renewal project: a redesign of the original track as a 1 km-long park with recreational and sport activities, but also open to the neighbourhood, with a wealth of trees and arboreal essences selected to create a resilient ecosystem.



MUNICIPIO 7

February 2022

MURALES NELLA SCUOLA

With the goal of rendering what they experienced during the first Progetto Scuole – “Futuriamo. Disegnando il domani” [“Project Schools – “Let’s Future. Drawing/Designing Tomorrow”] even more shared and involving, the students of **Gaetano Negri Middle School** took part in the reproduction of a part of the mural inaugurated on 6 November 2021 in Via degli Aldobrandini inside their school. The mural, created under the guidance of artist Blasco Pisapia, was reproduced by the students to decorate a part of the second floor corridor of the school and was inaugurated on Saturday, 19 February 2022. For this second Progetto Scuole initiative, classroom workshops were also held.



MUNICIPIO 7

September - November 2021

FUTURIAMO, DISEGNANDO IL DOMANI

With the first **"Futuriamo – Disegnando il domani"** ["Let's Future – Drawing/Designing Tomorrow"] which took place from September to the start of November 2021, the "Progetto Scuole" ["Project Schools"] was launched, an initiative promoted by Hines in collaboration with Municipio 7 and the support of the city of Milan. Its goal is to stimulate the development of a sense of civic responsibility in young people, including through reclaiming public spaces. Through a series of educational workshops in the classroom, students at the Monte Baldo Primary School and Gaetano Negri Middle School of the Istituto Comprensivo San Giuseppe Calasanzio were guided by **Blasco Pisapia**, scriptwriter, screenwriter and artist for Disney Italia and Panini Comics, to create drawings that offer their interpretation of values such as inclusion, sharing, active citizenship, identity and beauty of public spaces. Students took part in a series of workshops where, using readings, works of art and music, they were stimulated to reflect on and talk about the many different facets of environmental and social transition. Through this they learned the basics of cartoon art which they then applied to create murals that will beautify a portion of the fencing around the Ex-Trotto construction site along Via degli Aldobrandini. The open-air public exhibit of the murals created by these young artists was inaugurated on Saturday, 6 November 2021, attended by representatives of the government and the schools taking part in the initiative, together with the students and their families, all students of the Istituto Comprensivo Calasanzio and the neighbourhood as a whole.

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