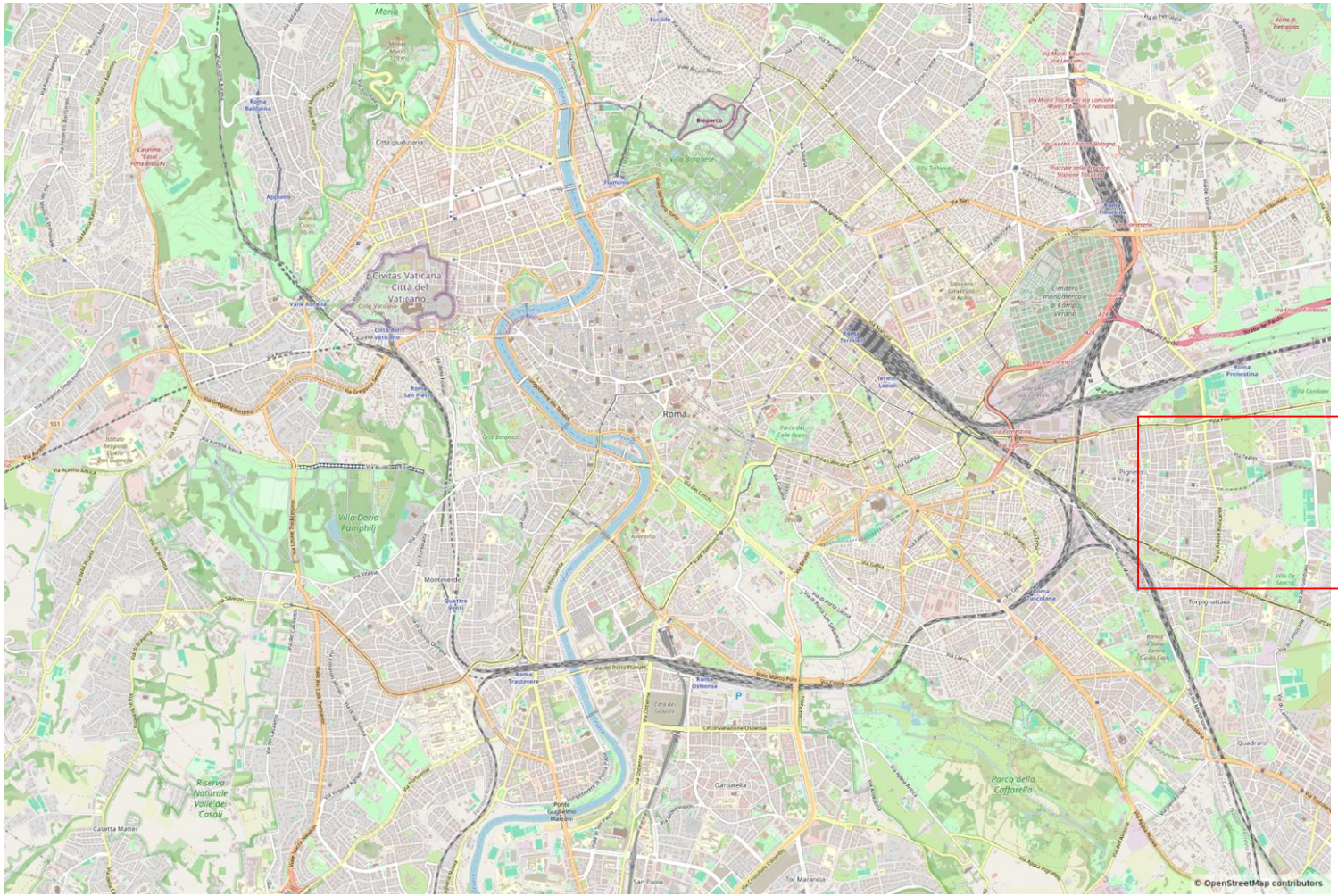
Beyond the Model: Stakeholder Pitch & Co-Creation Sprint

Artemis


Civitas Vaticana
Città del Vaticano
Roma
Villa Doria Pamphilj
Riserva Naturale Valle dei Casali
Parco della Caffarella
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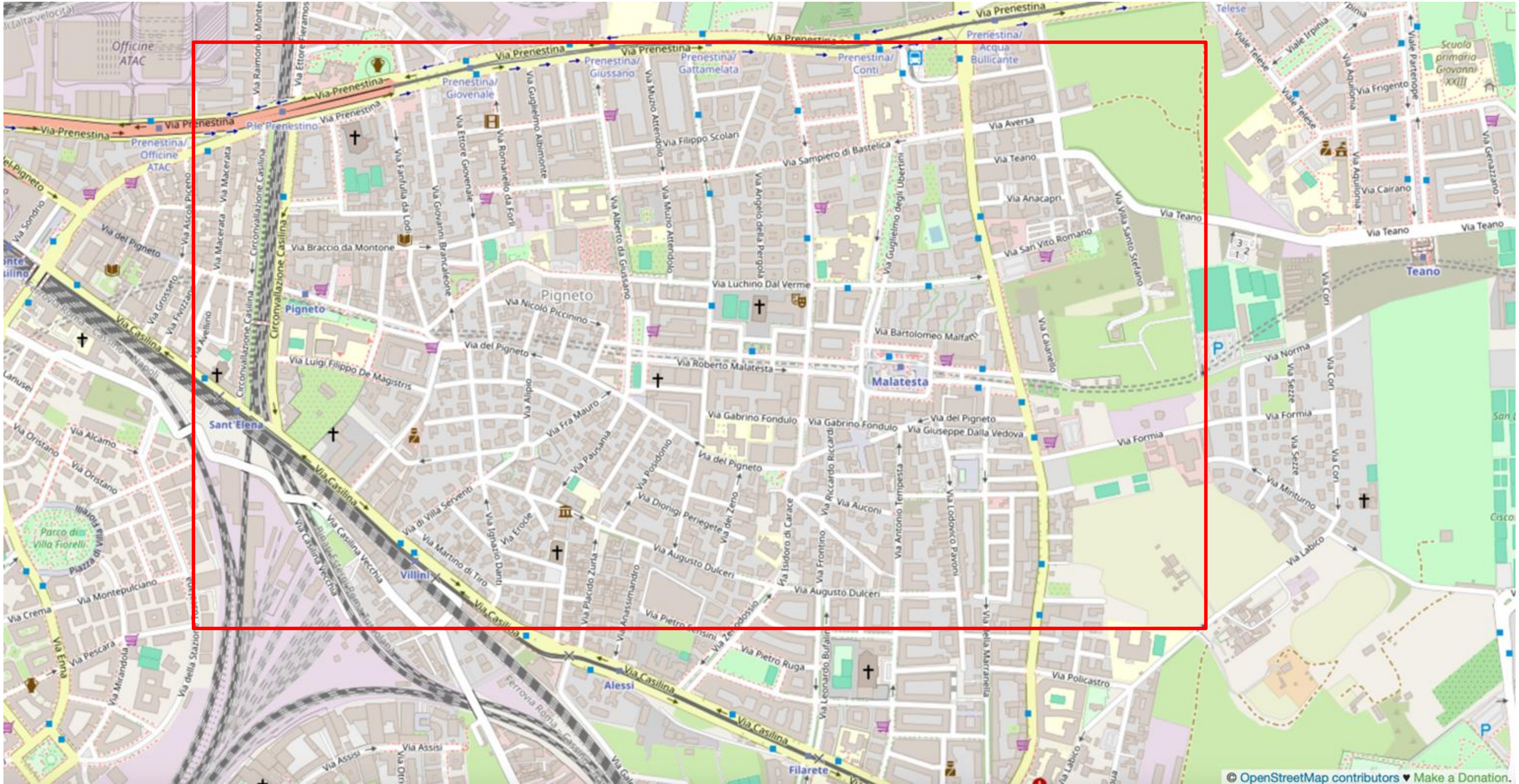
Rome

Pigneto–Prenestino (Municipio V)



Why did we choose the area?

pros: more types of stakeholders: visitors, tourists, residents; willing + buy-in from municipality

cons: pushback from heritage + planning authorities, does not directly target low socio-economic group

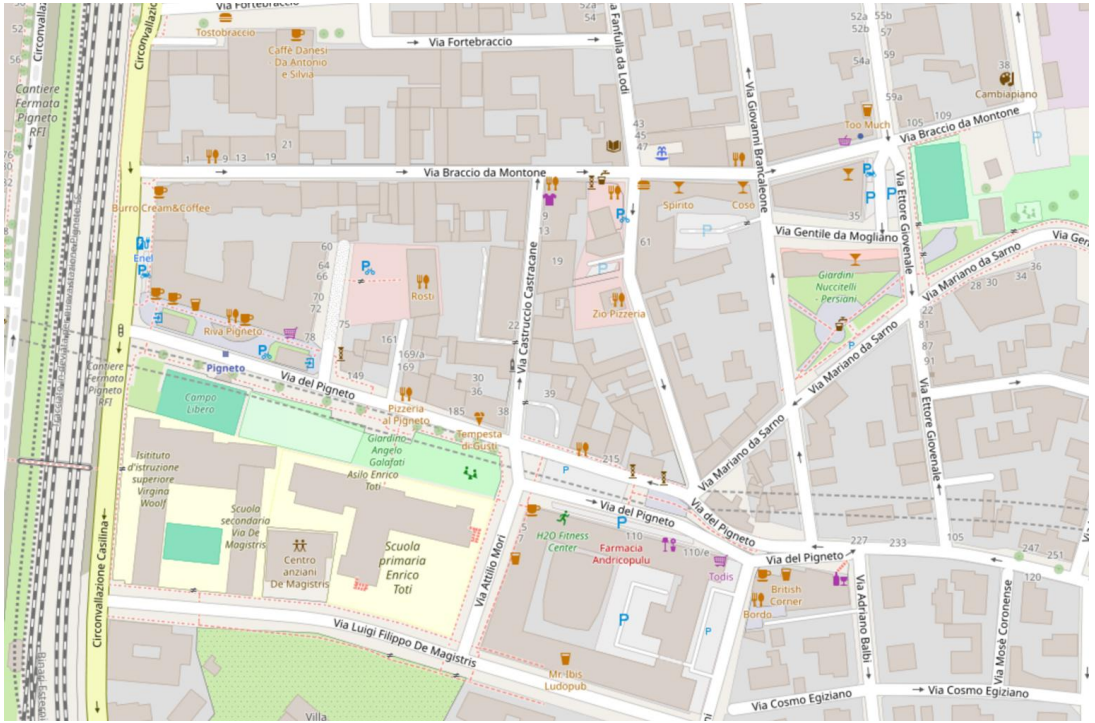
How can we characterise the area? The Pigneto area is re-gentrified working class neighbourhood, distinctive for its street artists and high concentration of bars. close to the centre, mostly residential

How can we characterise the population? Mainly middle class, diverse population due to its history and affordability, it houses a mix of people - long-time aging residents, internal migrants, immigrants, italian university students, artists.

What is the core problem?

Where are the heatwave hot-spots?

- Long, narrow unshaded streets in residential areas
- High vulnerability of pedestrians + public transport users
- Children's park with little shelter from heat/sun exposure
- High reliance on cars



Phase 1

Objectives

Reduce Urban Heat Island Effects

- Implement targeted greening, shading, and cooling measures to lower temperatures in streets, parks, and public spaces.

Create Safe and Accessible Routes

- Provide shaded, pedestrian- and wheelchair-friendly pathways to schools, workplaces, parks, hospitals, and other key services.

Design Inclusive, Intergenerational Spaces

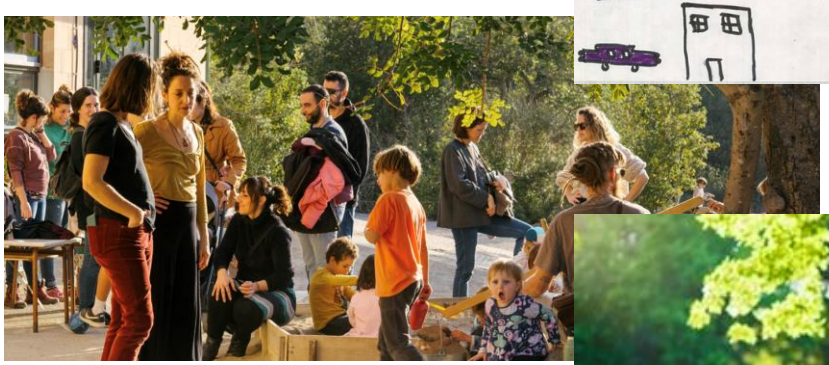
- Develop public areas that prioritize children, elderly, and people with disabilities, while serving the wider community.

Foster Community-Led Climate Resilience Without Displacement

- Co-design interventions with residents to improve heat resilience while ensuring improvements do not raise rents, property values, or exclude existing residents.

Proposal by the community and for the community

1. **Identification of community concerns:** Parent association meeting



1. **Workshops & Pop-Ups: After-school sessions** for children to draw/play their ideal park and neighbourhood.

Identification of Stakeholders & Beneficiaries

Main Stakeholders

- **Residents** - **Civil society initiative**: Parent associations (parents, elderly, and children)
- **Artist community**
- **Roma Capitale**
- **Roma Municipality**
- **ASL Roma** (public health; heat-health alerts; cooling shelters)

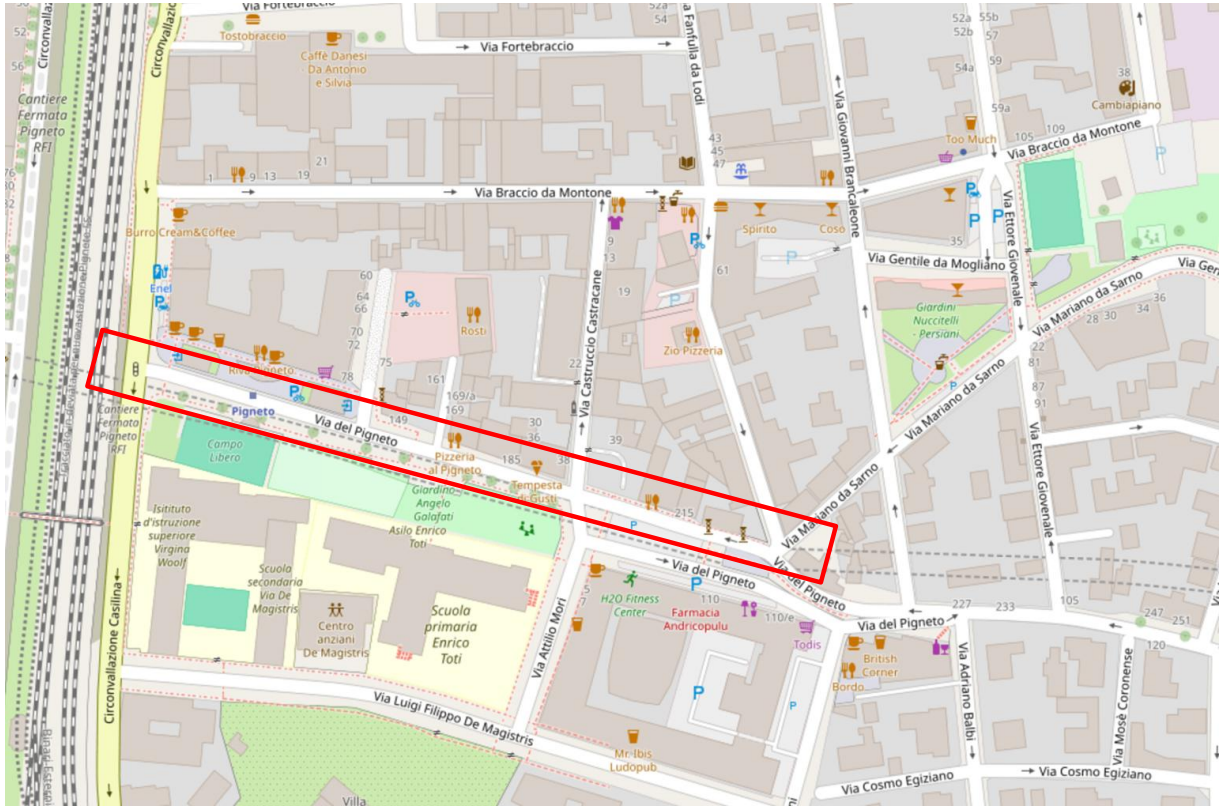
Other Key Actors

- Local businesses (bars and small shops)
- Municipal staff (climate, archaeology, biodiversity technicians)
- Health representative of local hospital (concerns about health outcomes in the area...)

Original proposal - Road intervention

- **Blocking cars from Via del Pigneto and Via Baracho da Montone**

- Pushback from businesses + Municipality

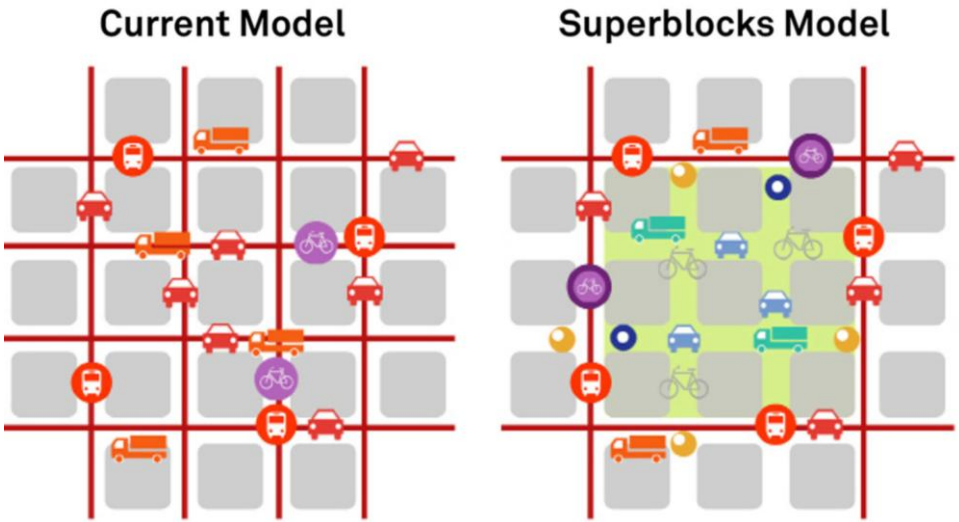


Original proposal - Park intervention

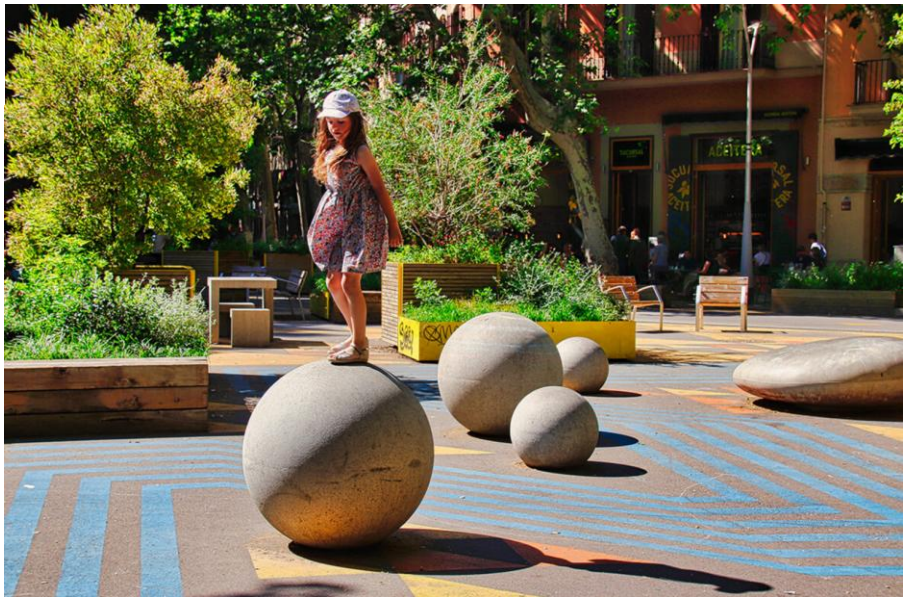
Cooling Shelters

Frequent, cooling benches (wood or marble)

Shade: broad-canopy, fast-growing trees



Superblocks model already a success in Barcelona + peer cities



Initial consultation
(SWOT analysis)

SWOT Analysis: Local residents

Strengths	Weaknesses	Opportunities	Threats
More green public spaces	Potential increase in rents	Community-led bottom-up design	Gentrification pushing out low-income residents
Improved air quality and safety	Reduced car access or parking	Use of space for art, markets, and education	Over-tourism or loss of local character
Opportunities for local-led projects and events	Fear of attracting more tourists		

SWOT Analysis: Roma Municipality

Strengths	Weaknesses	Opportunities	Threats
Alignment with EU Green Deal and frameworks	Cost of implementation and maintenance	Replicable model across other Roman districts	Legal or political challenges
Increased public buy-in and support	Potential for political backlash from conservative voters	EU or regional funding for sustainable cities	Public backlash from car lobby
Lower heat-related morbidity and mortality		Less burden on hospitals and health services	

SWOT Analysis: Business owners

Strengths	Weaknesses	Opportunities	Threats
Increased foot traffic	Loss of delivery access or customer parking	Rebranding as eco/culture-friendly businesses	Short-term revenue dip during transition
Safer street - more customers	Need to adapt to new customer flows	More events/festivals to attract customers	Competition from gentrified or chain businesses

Stakeholder Benefits Matrix

Stakeholders	Benefits	Indicators
Residents and Civil society	More livable, cooler, safer streets and local spaces, stronger community ties	Diversity of participants at discussions, temperature measurements
Local businesses	Increased foot traffic, more sales	Business surveys, street activity counts
Schools	Shaded journeys, reduced heat exposure during play	Teacher/parent feedback, student attendance, heat illness reports
Municipal staff	Meeting policy goals; improving climate resilience	Climate indicators, respecting heritage
Local health representative	Reduced heat-related illnesses, improved well-being for hospital patients	Health outcome data (ER visits, heatstroke cases), air quality monitoring

Challenges & Pushback

From the Municipality:

- Budget constraints
- Concerns about traffic displacement to nearby streets
- Cost of implementation
- Political risk—perceived as anti-car or anti-business.
- Pressure from lobbies

From Local Businesses:

- Fear of reduced car access and deliveries.
- Concern about loss of visibility or parking for customers.
- Uncertainty about short-term losses during transition.

From Residents:

- Worry about gentrification and rising rents.
- Accessibility concerns (elderly, disabled).
- Resistance to change (especially from long-time car users)

Community representative

Business owner

Urban planning department


Consensus reached

Phase 2

Final proposal

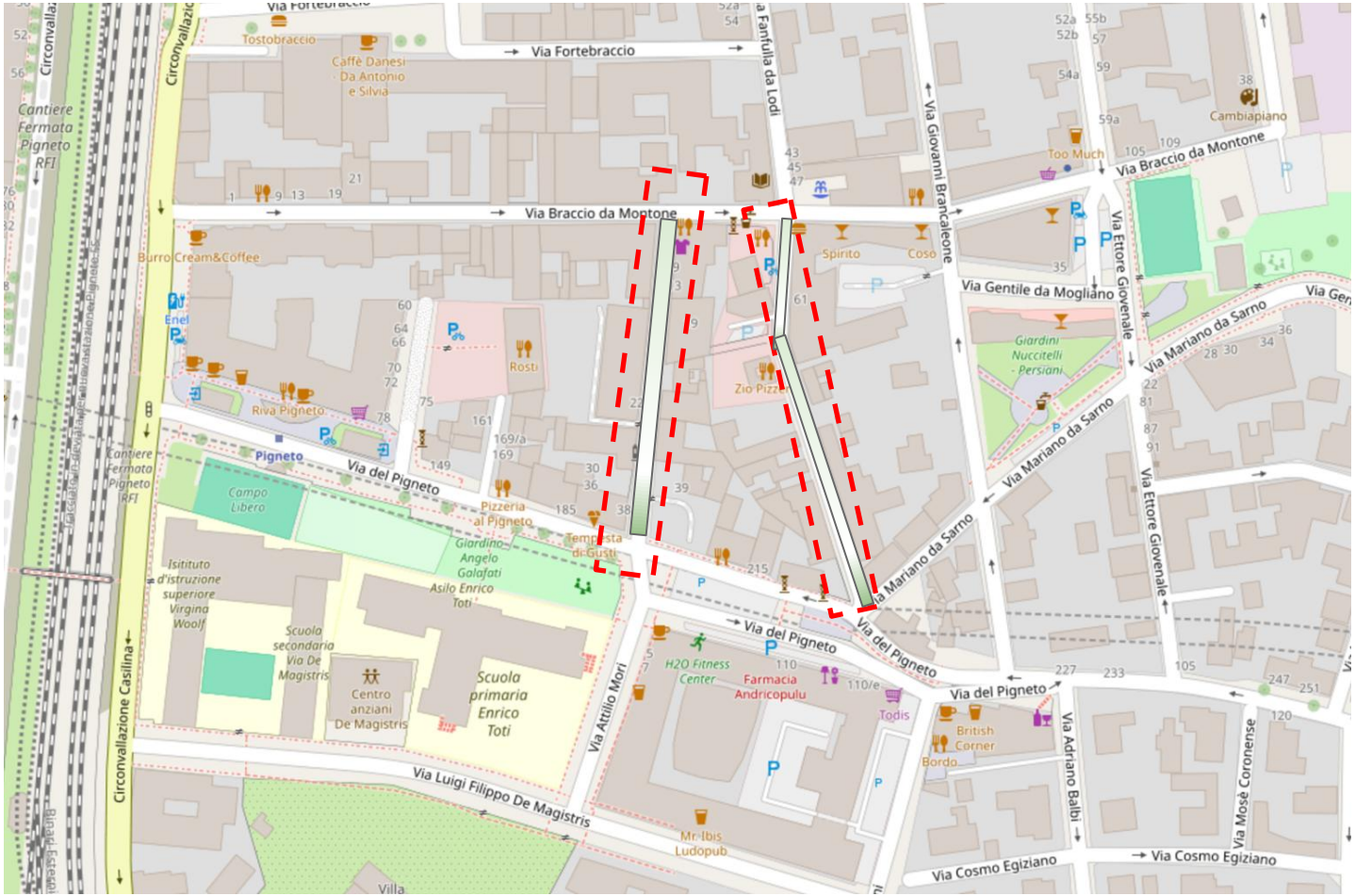
Superblock Implementation:

Blocking cars from internal roads: 23 Via Castruccio Castracane and 76 Via Fanfulla da Lodi → Future proposal: Via Giovanni Brancaleone

(Road blocking between parks: La tana del cuccioli and Piazza Nucitelli)

Why?

- Maximizes direct access to the two nearby parks
- Reduced disruption
- Targeting high-use areas (hospitals, commuter and school routes)
- Responsive to stakeholder feedback


Via Fortebraccio
Via Braccio da Montone
Via del Pigneto
Via Mariano da Sarno
Via Gentile da Mogliano
Via Giovanni Brancaleone
Via Ettore Giovenale
Via Attilio Mori
Via Luigi Filippo De Magistris
Via Cosmo Egiziano
Via Adriano Balbi
Via Mosè Coronense
Via Fanfulla da Lodi
Circonvallazione Casilina
Cantiere Fermata Pigneto RFI
Tostobraccio
Caffè Danesi Da Antonio e Silvia
Burro Cream&Coffee
Riva Pigneto
Rosti
Zio Pizza
Spirito
Coso
Too Much
Cambiapiano
Giardini Nuccitelli - Persiani
Campo Libero
Pizzeria al Pigneto
Tempesta di Gusti
Giardino Angelo Golafati
Asilo Enrico Toti
Isitituto d'istruzione superiore Virgina Woolf
Scuola secondaria Via De Magistris
Centro anziani De Magistris
Scuola primaria Enrico Toti
H2O Fitness Center
Farmacia Andricopulu
Todis
British Corner Bordo
Mr. Ibis Ludopub
Villa

Revised park…

Wooden benches

Fabric cooling shelters

Shallow water installations

How will we phase this intervention?

Phase (months)	Interventions
0 to 6	Identify priority streets, engage residents and schools in co-design, start traffic calming
6 to 12	Plant native, fast growing plants, as well as plants long term shade plants, more benches made from appropriate materials
12 to 24	Planting more permanent trees, revise interventions
24 to 36	Monitoring and evaluation for interventions for impact on heat reduction, safety, and social inclusion

Quick Wins
PILOT: Temporary shading in parks prior to the summer season and temporary superblock interventions
Community engagement through workshops and planting action

Long term strategy:

During Planning

- **Participatory workshops:** Held in the local target spaces, working with the parents association.
- **Stakeholder Meetings**: Monthly meetings/community consultations with shop owners, municipal staf
  health practitioners.

After Decision-Making

- **Distributing visual Plans & Maps**: Flyers showing planning, disruption and contact details for concern
  participation.
- **Governance & Expectations**: Clear next steps and responsibilities.
- **Streets signs** informing traffic and users of the area with planning icons for shade, cooling points, pe
  areas.

Lessons learnt

- Conflicting/competing interests can encourage us to be more critical.
- Participatory processes are not straightforward and may require more time and resources.
- Community-led bottom-up approaches can help ensure long-term sustainability and ownership.
- Expect push-back on pilot initiatives and innovative approaches. Consensus once achieved can makes replication much easier and faster.