

# NETWORKS, MARKETS & PEOPLE - NMP2024

## THEMATIC SESSIONS - TS

### TS-24

## UNLOCKING THE VALUE OF PROXIMITY: POST-PANDEMIC URBAN POLICIES AND THE PROXIMITY ECONOMY ECOSYSTEMS

*Keywords: Proximity Economy Ecosystems; Neighbourhoods; Innovation; Urban Policies; 15-Minute City.*

The post-pandemic landscape has ignited a critical reassessment of urban policies, with the European Union and national governments increasingly focusing on regional development anchored in local strengths. This session scrutinizes the pivotal role of the proximity economy ecosystems in redefining urban policy strategies. The session tackles the territorial and spatial facets of the proximity concept, elucidating how it is instrumental in enhancing economic, social, and environmental innovation at a neighbourhood scale. At this precise scale, proximity-based value chains emerge, delivering economic, social, and environmental dividends to producers, consumers, and the community at large. Proximity-oriented urban landscapes encompass not only the reinvigoration of public spaces for community-driven and co-produced activities but also the revitalization of private spaces by establishing local businesses, artisans, and personal service providers. These initiatives collectively reshape the neighbourhood's identity and are aimed - at least in theory - at fostering a sense of just and sustainable urban development. This session delves into the role of the proximity economy in shaping urban development in the post-pandemic era. By recognizing the added value of proximity, the session aims to foster a comprehensive understanding of the proximity economy's multifaceted role in shaping the future of urban planning and spatial revitalization.

#### CHAIRS

##### **Francesca Bragaglia** - Politecnico di Torino, Italy.

Francesca Bragaglia is Assistant Professor at the Interuniversity Department of Regional and Urban Studies and Planning, Politecnico di Torino (Italy). She is currently conducting transnational research on new co-produced urban governance tools in the last decade by several European governments and related social innovation policies and practices.

##### **Luca Tricarico** - Research Institute on Sustainable Economic Growth - National Research Council of Italy (IRCrES - CNR), Rome Unit, Italy.

Luca Tricarico is researcher at the IRCrES – CNR. Background as urban and regional policy expert with longly established experience in social innovation strategies, applied research and research-based strategic/advocacy consultancy on the following main issues: (local) economic development; innovation ecosystems and multi-stakeholder organizations; social impact of emergent technologies.

##### **Ezio Micelli** - IUAV University of Venice, Italy.

Ezio Micelli is Full professor at the IUAV University of Venice. He is the director of the U-Rise Master's programme in urban regeneration and social innovation. His research interests focus on analyses and policies related to real estate and land markets and issues related to the evaluation of plans and projects.