

Buongiorno a tutti, sono Helene Chartier - Director of UPD, of C40.

I am delighted to be here this morning to celebrate the launch of the 4th edition of RC in Italy with sites in 5 cities across Italy and to celebrate the collaboration with the Agenzia del Demanio. We are absolutely delighted of this collaboration. To address the environmental and social challenges cities are facing, we need the support of everyone and we must create local cooperation among stakeholders to join force and make a difference together.

Before saying a few words about this new edition, let me first, tell you a bit about the history of Reinventing Cities.

9 years ago, I was working at the office of Anne Hidalgo, the Mayor of Paris, and we were looking for a way to encourage the built environment industry to experiment new practices and to be more innovative.

We wanted to create a space where the industry would develop private projects that would not only serve their own interest and reproduce the business as usual model, but that would instead serve the common good and support the environmental and social objectives of the City.

Reinventer Paris was born. It was a great success. and I think we can say that it has changed the way we build and develop urban project in Paris.

Then, 7 years ago, I followed Anne Hidalgo, who was at this time becoming chair of C40 and I joined this amazing organization that support cities across the world to accelerate their climate actions and create a more sustainable and inclusive urban environment for all.

We proposed to the C40 board to experiment a competition similar to Reinventer Paris but this time, at the global scale and focusing not on innovation - because innovation should not be the end goal - but focusing instead on developing lighthouse zero carbon and inclusive urban regeneration that could inspire and be replicated across the world.

It was a huge challenge. And I have to say Italian cities - and especially Milan and Roma were the first Cities on board with the initiative. 10 other cities joined the first edition of Reinventing cities along side Milan and Roma and it was a hit - globally and especially in Italy, where, since the beginning of the Reinventing Cities the mobilization of Italian architects, developers, environmentalists, local organizations is outstanding.

Bologna joined the 3rd edition of Reinventing Cities with great success. Mayor Lepore, like Mayor Sala and Mayor Gualtieri, became a great supporter of Reinventing Cities. And I want to thank him and thank them for this.

Today, by launching this new edition of Reinventing Cities in 5 Italian Cities - Milan, Roma, Bologna, Venice and Palermo and by collaborating with the Agenzia del Demanio - we are really making a difference, we are scaling up solutions for better future and we are creating a movement in Italy and globally with people and organizations that knows that we cannot continue to develop our cities the way we have done in the past 70 years, deteriorating our environment, heating up the climate and creating a model that does not work both for the planet and for the people.

We know that 40 to 50% of cities emission come from buildings. It is urgent to change the way we plan, design, and build. And we know what needs to be done. We must especially better use the existing buildings to avoid this catastrophic circle of demolition reconstruction, we must develop the use of low-carbon and bio-based construction materials and foster the use of renewable energy. We must also harness a urban planning approach that reduces car dependency, and fosters a model of city with medium density, mixed-used, that provides access to essential services and that integrates nature and green spaces that are key to reduce urban heat and climate risks that will only increase.

Today in Roma, 15 world-leading cities - Almere in the metropolitan area of Amsterdam, Bilbao, Bologna, Brussels, Glasgow, Milan, New York, Palermo, Santiago de Chile, Rome, San Antonio, San Francisco, São Paulo, Seat

tle and Venice are joining force to call on the private sector to collaborate with them to turn this vision into reality.

To date Reinventing Cities has engaged over 3,500 businesses worldwide with 40 projects that are now under development globally.

Through this new edition, Reinventing Cities aims to grow momentum and engage even more actors in rethinking cities globally.

Thank you to the 5 participating Italian Mayors and cities and thank you to the Agenzia del Demanio for this collaboration.

Thank you for your attention

.