

# INVEST IN GENOVA











# Genova: strategic hub for the future



**Pietro Piciocchi**  
Deputy Mayor acting as Mayor of Genova

Genova looks to the future with an ambitious and concrete vision, investing in both physical and digital infrastructure to become increasingly connected to the world and more attractive to businesses and young entrepreneurs. We are building a dynamic city, projected towards tomorrow, capable of offering a high quality of life and growth opportunities for those who choose to live and invest here.

In recent years, we have laid the foundations for an international revival, focusing on urban regeneration and environmental, social, economic, and governance sustainability. The Municipality of Genova has received a prestigious acknowledgement for its commitment to achieving the 2030-2050 goals: the opportunity to contribute to the revision of the Mediterranean Sustainable Development Strategy, a United Nations initiative within the UNEP-MAP program (United Nations Environment Programme – Mediterranean Action Plan), which will be presented at the Convention of Parties in 2025. This achievement fully integrates the city into the international dynamics that will shape the future of the Mediterranean.

The Waterfront di Levante, inspired by the vision of architect Renzo Piano, will return a seafront district to the citizens, featuring green public spaces, a new Palasport, and a nautical district—strengthening the city's connection with the sea and the Genova Boat Show. Genova, with its polycentric character, is enhancing its neighborhoods, making them increasingly accessible and interconnected. Strategic projects such as the Skymetro for the Val Bisagno, the expansion of the metro, and the creation of the four main transport corridors—with new routes that will improve public transportation in a sustainable way—will reinforce urban mobility, making the city more efficient and livable.

Our city, a strategic hub for the Mediterranean, is

transforming the concept of a logistics and digital hub into a paradigm of territorial innovation. The Terzo Valico and the new railway junction will ensure fast connections to Milan and Europe, essential for our port—the largest in Italy. The new breakwater, funded through the PNRR, along with submarine data cables, positions Genova among the primary intercontinental waypoints of digital connectivity.

We have launched major redevelopment projects to enhance the urban and social fabric, such as the ambitious Parco del Ponte under the new San Giorgio Bridge, revitalizing neighborhoods with a strong industrial past like Sampierdarena and enhancing the hinterland with pedestrian and cycling routes through the historic Forts. For young people, we are creating new cultural and educational spaces, including the Teatro Verdi in Sestri Ponente, the Fabbrica delle Idee in the Waterfront di Levante for innovative startups, and the first experimental Technological High School in Val Polcevera, offering cutting-edge education for emerging professions.

The Genova of the future will be livable, safe, and rich in green spaces, promoting economic development in harmony with its maritime and cultural heritage. It will be a dynamic environment where everyone can find their place, express their talents, and contribute to collective well-being. A stage for innovation, ready to welcome those who wish to live, discover, and be part of it.

Genova, with its millennia-old history, the UNESCO-listed Rolli Palaces, and cultural landmarks such as the Carlo Felice Theatre and Paganini's "Il Cannone" violin, continues to make its mark on the world—from international missions in Vietnam to performances in New York. Our city is an extraordinary setting, an authentic and unforgettable place, where "those who arrive stay, and those who leave return."





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# GENOVA 2030-2050

## SIX PILLARS OF THE FUTURE GENOVA

### Livability

- Designing healthy public spaces, functional green areas, high-quality services, and clean air.

### Development Capacity

- Promoting intergenerational dialogue, emerging economic sectors, and innovation.

### Attractiveness

- Making the city an ideal place to live, work, produce, and visit, enhancing its beauty and cultural offerings.

### Inclusiveness

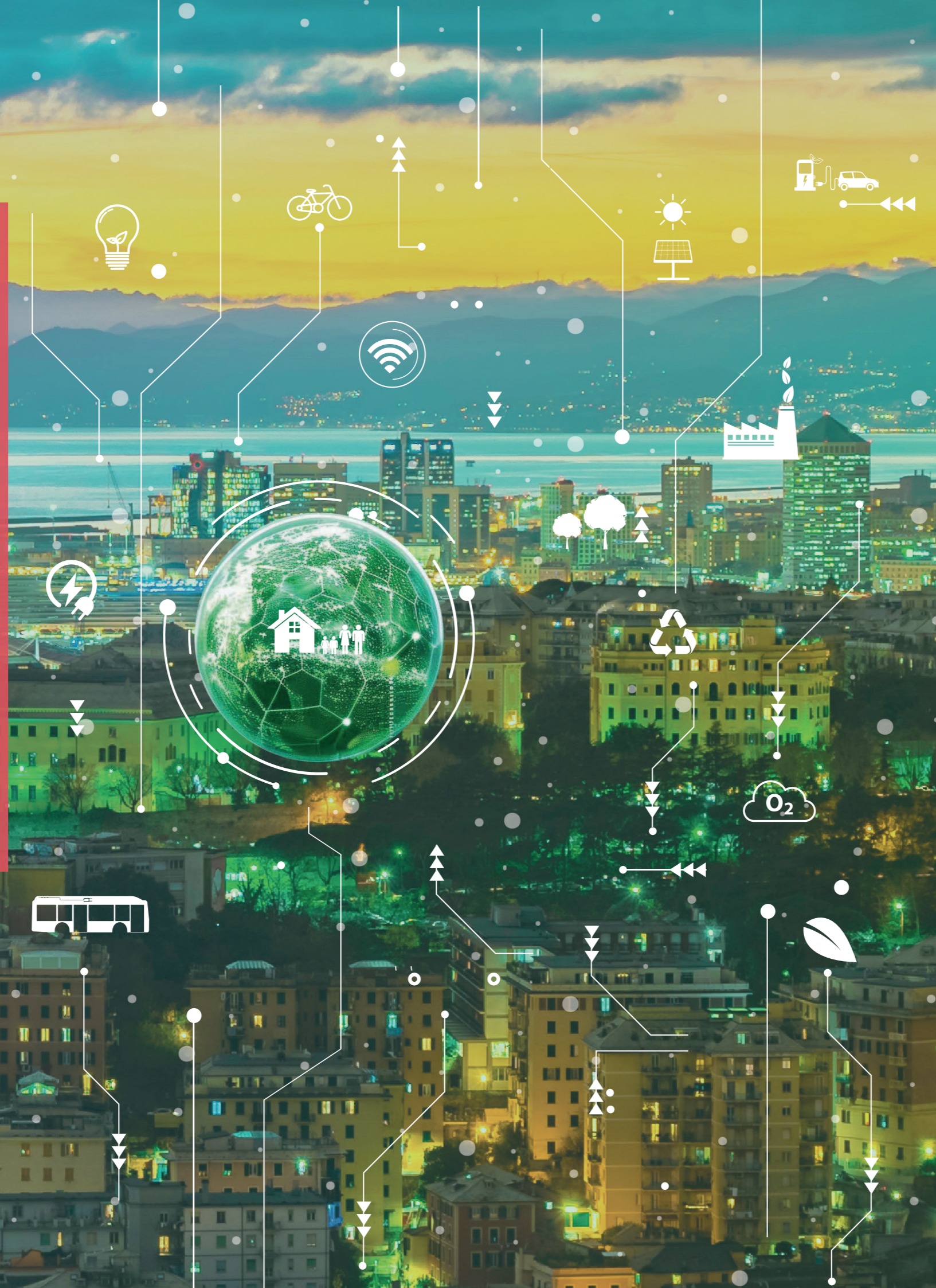
- Ensuring equal opportunities, resilience, and spaces where everyone can express their full potential.

### Sustainability

- Respecting future generations through responsible resource management, aligned with ESG principles.

### Well-being

- Ensuring a high quality of life by creating a stimulating and welcoming environment for all.



## Cities as Places of Evolution

Cities are constantly evolving spaces that profoundly influence daily life, surprise with their innovation, and adapt to exceptional situations. According to international projections, climate, demographic, and digital changes will lead to increasing urbanization, with Europe characterized by an aging population and a growing number of senior citizens.

## Genova Lighthouse: A Course Towards 2030 and 2050

With the strategic document “Genova Lighthouse – beacon city”, approved in 2019, the city has outlined an ambitious vision for the future. The 2030 strategy envisions Genova as a fully sustainable city—environmentally, economically, socially, culturally, and in terms of gender equality. A city that evolves by adapting to the needs of residents, entrepreneurs, students, and visitors, enhancing its attractiveness and positioning across all sectors.

## Investing in Human Potential and Environmental Capital

Genova recognizes the importance of strengthening the relationship between land and sea through circular innovations, focusing on physical and digital connectivity, urban regeneration, modern infrastructure, and new skills. Multigenerational and multifunctional approaches are at the heart of this transformation.

## Action Plan Genova 2050

The Action Plan is the operational tool that implements strategic and replicable initiatives to attract stakeholders at all levels. This plan guides Genova toward the future through six essential qualities of a modern city: livability, development, attractiveness, inclusiveness, sustainability, and well-being.

## Genova: A Theater of Innovation

Genova is preparing to become an innovative and attractive city—an ideal place to live, study, work, and visit. With its unique heritage and strategic vision, it will be an unforgettable city, capable of welcoming and inspiring anyone, even for just a day.



# GENOVA: THE RIGHT PLACE



Ligurian Region Capital



3,400,000 ca  
overnight stays



An additional 100km of cycle  
paths are in the planning stages



32,000€  
added value



Average Real Estate  
1,815€/mq



5 colleges  
22 departments of higher education



Average Rent Value  
9.27€/mq



6th Italian City



Among The Major Italian Ports



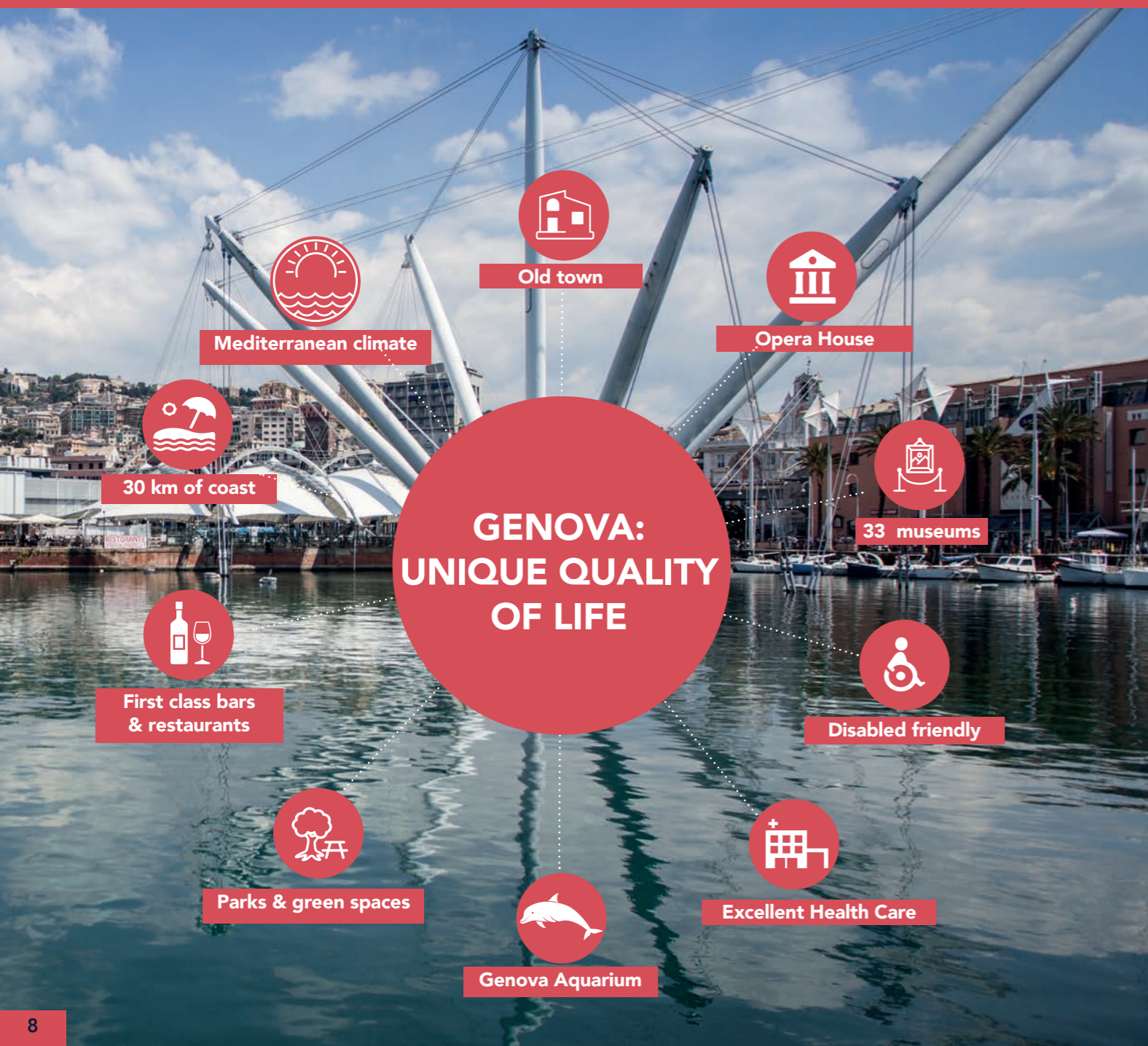
# LIVING IN GENOVA

The quality of life in a city is closely tied to the six pillars defined by the "Genova 2050" Action Plan as essential for Genova's future: livability, development, attractiveness, inclusivity, sustainability, and well-being.

Focusing on the development of each of these qualities means building a place where it is enjoyable to live, work, study, or even to visit for just a day. The ongoing urban regeneration processes aim to create new spaces for socialization, healthy green areas suited to an

active lifestyle, and cultural venues that enhance the city's appeal. Investments in infrastructure will ensure inclusive and sustainable economic growth, improve connectivity within the city and beyond, create job opportunities, and make Genova more attractive to new investors.

Every intervention is carefully designed to fit into the city's complex and diverse urban context.



## THE 15-MINUTE CITY

To improve the quality of life, Genova is aligning itself with the concept of the 15-minute city, a model of urban planning introduced by Sorbonne urbanist Carlos Moreno in 2016. This approach aims to make cities more livable and less environmentally impactful.

The 15-minute city represents a new paradigm for urban livability. It is a complex transformation that integrates sustainability with new ways of living, working, and spending leisure time while reshaping urban spaces. Instead of mono-functional areas with specialized city centers, this model envisions a polycentric city based on four key components: proximity, diversity, density, and ubiquity. It is a hyper-proximate city where accessibility is guaranteed for everyone, allowing residents to reach their essential needs within 15 minutes.

Genova already demonstrates a naturally polycentric structure, stemming from the historical union of various municipalities that

are now neighborhoods, each with a strong sense of identity. This characteristic, if leveraged appropriately, can facilitate a shift in perspective: moving away from the idea of traveling long distances quickly and instead bringing essential services and activities closer.

This ensures that living, working, healthcare, education, and leisure can all take place within a reasonable time and space.

Sustainable reconnections, integrated urban regeneration, and reimagined service planning are transforming Genova into an urban ecosystem. This system reconnects people with their environment, strengthens communities, fosters inclusion, reduces the city's environmental impact, and guarantees an improved quality of life.





# CULTURE

The Municipality of Genova has always been committed to making culture a vehicle for growth, inclusivity, and sustainability, in alignment with the global objectives of the United Nations' 2030 Agenda, where cultural policies serve as both an engine and an enabler.

Every cultural initiative promoted by the Department of Culture is guided by the principle of inclusivity, ensuring that each event is designed to engage all audience segments through pathways tailored to diverse abilities and

interests. Furthermore, every project decision is marked by a strong focus on accessibility, ensuring that everyone, regardless of physical, social, or economic conditions, can participate in and enjoy the proposed events.

Sustainability is another key value: from theater seasons to musical events, from festivals to exhibitions, every activity is carried out with particular attention to its environmental impact.



In 2025, the year dedicated to the theme "Genova and the 19th Century" according to the Strategic Cultural Plan, the city will celebrate one of the most fascinating and complex phases of its history.

The scheduled events will provide a unique opportunity to explore the artistic, social, and cultural transformations of the 19th century, with a focus on the key figures, movements, and places that deeply shaped the city's identity. Through a series of exhibitions, conferences, performances, and thematic itineraries, visitors will have the chance to relive an era of great cultural dynamism, fostering a continuous dialogue between past and present.

These initiatives stem from the collaboration between the Municipality and the numerous cultural institutions that enrich Genova's territory, such as universities, foundations, theaters, and associations. This network of synergies enables the creation of a rich and varied program, capable of meeting the needs of a broad and diverse audience.

Genova reaffirms itself as a city capable of transforming culture into a driving force for participation, education, and sustainable development, aiming to build a community that is increasingly united, aware, and respectful of diversity.





# TOURISM



Genova, "La Superba," accessible by land, sea, and air, offers a wide range of experiences, blending the richness of a cultural capital with the charm of the sea and the enchantment of its colors and flavors. For this reason, Genova has established itself on a global scale as one of the 10 international tourist destinations in Lonely Planet's "Best in Travel" list for 2025.

In the maze of "Caruggi", the narrow alleys of the historic center, the Palazzi dei Rolli, a UNESCO World Heritage Site, blend with ancient artisan workshops revived to new life, charming venues, restaurants filled with the inebriating scents of focaccia and pesto, and small shops.

The sea embraces the city of Genova: from Nervi to Voltri, offering breathtaking seaside promenades; from the Porto Antico, redesigned by Renzo Piano in 1992 and home to the famous Aquarium, to the picturesque Boccadasse, an ancient fishing village set in a dreamlike landscape. More than thirty museums, housed in both historic and modern buildings, showcase invaluable collections of ancient art, archaeology, oriental treasures, contemporary and modern art, as well as natural and maritime history, hosting exhibitions of exceptional quality.

A system of vertical connections, including funiculars and elevators, links the sea to the mountains above the city, leading to the Parco delle Mura, a magnificent green route connecting the 17th, 18th, and 19th-century forts, offering breathtaking panoramic views.

Both the sea and the mountains provide opportunities for leisure and sports of all kinds, in a pleasant climate throughout every season.

From the Port of Genova, where 3.5 million passengers transit annually, Mediterranean and beyond cruises depart weekly, operated by major cruise lines, including MSC and Costa.

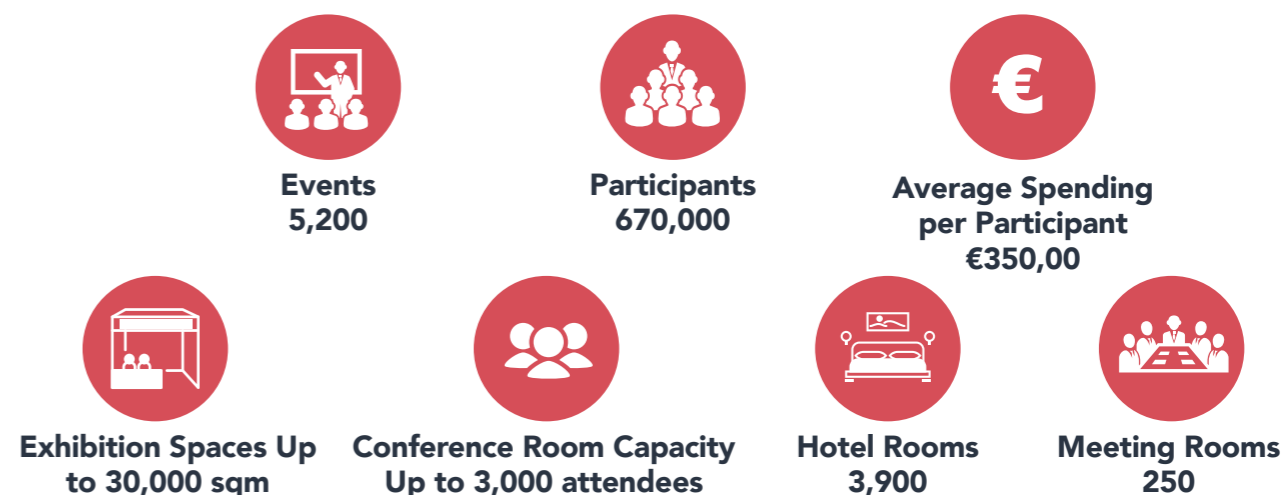


# MICE

## MEETINGS, INCENTIVES, CONFERENCES, EVENTS

Genova is a lively city offering international events, greeting business meetings in modern and efficient conference venues near airport, train stations, top hotels, main tourist attractions. A conference in the sea-side Magazzini del Cotone Congress Centre, gala dinner with sharks and dolphins in the Aquarium, a meeting in a central hotel, events in magnificent historic villas, palaces, castles. We can help you organize a perfect event in the right venue.

### This is Genova!



#### Annual Overnight Stays

2023-2024 + 4.9%  
2019-2024 + 38.46%



#### Cruise Passengers

Annual Passengers 1,500,000



#### Annual Arrivals

2023 -2024 +0.95%



#### Hotels & Accommodation

Hotels: 96 properties  
Other Accommodation Facilities:  
Over 3,000



#### International Visitors

2023-53% of total arrivals  
2019-2024 +13%



#### Average Hotel Rate\*

Approx. €140 per night



#### Airport

Distance from City 6 km



#### Average Length of Stay

6.5 nights



# SPORT

In recent years, Genova has reaffirmed its strong sporting vocation, thanks to its unique location between the sea and mountains and its deep-rooted maritime tradition.

Alongside its historic sporting events, such as the Giro dell'Appennino, the Trofeo Nico Sapio, and the Millevale regatta, the city has hosted major international competitions. Among them, the Grand Finale of The Ocean Race, the world's most prestigious crewed sailing race, placed Genova on the global sporting stage, attracting thousands of sports enthusiasts and tourists.

In 2024, Genova was awarded the title of European Capital of Sport, a prestigious recognition that enabled the city to host high-profile international events

such as the World Rowing Coastal Championships & Beach Sprint Finals, the thrilling Red Bull Cerro Abajo downhill race, and the Orienteering World Cup.

This title also contributed to the growth of grassroots sports, engaging citizens of all ages through collaboration with CONI, CIP, and Sports Promotion Organizations.

Also in 2024, Genova was a stage of the Giro d'Italia in three different disciplines: cycling, handbike, and sailing, transforming itself into a large open-air gym. This was a unique opportunity for athletes, tourists, and residents to experience sports in new ways, taking full advantage of the endless possibilities offered by the city's diverse landscape.



## SPORTS FACILITIES

Genova boasts a wide network of municipal sports facilities, essential for the development of sports at all levels. With over 80 venues spread across the city, from the center to the outskirts, it offers gyms, swimming pools, football and tennis fields, and many other sports facilities. This extensive network allows sports associations to train, organize tournaments and competitions in high-quality, well-maintained, and functional structures, suitable for athletes of all ages and skill levels.

Beyond maintaining its existing facilities, the city invests in new sports infrastructure to expand its offerings. Recently, Genova has renovated some of its historic venues, including: the Piscina Mameli, the historic swimming complex in Voltri, now upgraded to host high-level swimming and water polo competitions and the Palasport, an iconic venue and gateway to the new Levante Waterfront, redesigned

by RPBW – Renzo Piano Building Workshop. The new flexible, multi-purpose arena will host sports events, local federation training sessions, and various other activities.

Genova also promotes outdoor sports, recognizing the crucial role of physical activity for overall well-being. The growing focus on outdoor sports, which emerged with the pandemic, has led to the creation of public sports areas freely accessible from west to east, equipped with facilities suitable for all ages and abilities. This initiative aims to encourage a healthy, active lifestyle while fostering inclusion, social interaction, and personal well-being.





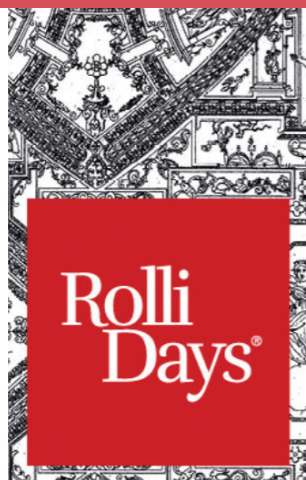
# EVENTS

Genova, a city of history and beauty, serves as a stunning international stage for unique events. Art exhibitions, music and film festivals, regattas bring the city to life, attracting visitors from all over the world. Historic palaces and picturesque squares provide the perfect backdrop for unforgettable experiences, fostering a spirit of

sharing and discovery. Genova invites you to immerse yourself in a whirlwind of emotions, celebrating its cosmopolitan soul and openness to the world through internationally renowned events.

## Rolli Days

February 15-16; April 26-27 and May 2-3; October 2025  
Weekends of extraordinary openings of the Palazzi dei Rolli – UNESCO Heritage; their stories are told by Science Popularizers



[landing.visitgenoa.it/rollidays-online/](http://landing.visitgenoa.it/rollidays-online/)

## Euroflora 2025

April 24 – May 4, 2025  
Prestigious international flowers exhibition. Setting of this year edition will be the new Waterfront di Levante



[euroflora.genova.it/euroflora-2025/](http://euroflora.genova.it/euroflora-2025/)

## Summer open-air concerts and events

June - July 2025  
Open-air concerts and events will liven the Genoese summer nights up



[www.visitgenoa.it/it](http://www.visitgenoa.it/it)

## Nervi Music Ballet Festival

July 2025  
Music, dance and prose, with national and international performances in the wonderful setting of Nervi's Parks



[nervimusicballetfestival.it/](http://nervimusicballetfestival.it/)

## The Ocean Race Europe

September 3-7, 2025  
The famous round-the-world regatta, that involves the planet's finest sailors, will be back to Genova for the second time



[www.theoceanrace.com/it/europe-2025](http://www.theoceanrace.com/it/europe-2025)

## International Boat Show

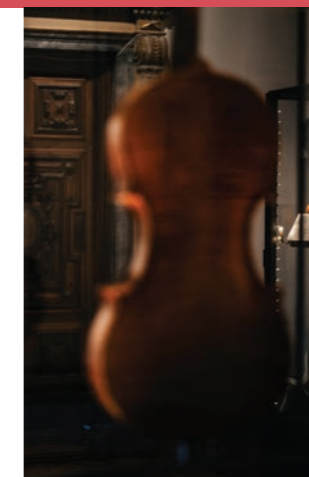
65th Edition  
September 18 – 23, 2025  
Unmissable event for both the international yachting market and the sea enthusiasts.



[www.salononautico.com](http://www.salononautico.com)

## Premio Paganini

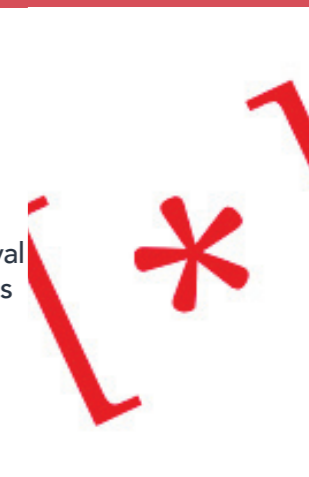
58th Edition  
October 14 – 26, 2025  
Prestigious International violin competition named after the famous Genoese violinist Niccolò Paganini



[www.premiopaganini.it/it](http://www.premiopaganini.it/it)

## Science Festival

October 23  
November 2, 2025  
The Genova Science Festival is one of the leading events in the dissemination of scientific culture and has become, over the years, an international point of reference.



[www.festivalscienza.it](http://www.festivalscienza.it)

## Capodanno a Genova

Open-air concert event to say goodbye to 2025. A night full of fun and good music



[www.visitgenoa.it/it](http://www.visitgenoa.it/it)





# EUROFLORA

Euroflora 2025, organized by Porto Antico di Genova, is the international exhibition of flowers and ornamental plants scheduled from 24 April to 4 May on the "Waterfront di Levante" designed by Renzo Piano.

At the center a renewed idea of Nature, a nature that is beauty, culture, territory. A Nature that takes shape and makes space, where beauty is combined with sustainability, architecture with landscape, consumption with responsibility.

Euroflora is one of the largest and most spectacular international events, unique in Italy to be recognized by the International Association of Horticultural Producers to promote the excellence of floriculture in all territories.

New trends in garden design, and the most innovative solutions for energy saving and environmental sustainability will be highlighted. Euroflora is twinned with Florales Internationales de France, and at the moment are confirmed presences from USA, China, France, Spain, Great Britain, Thailand, Switzerland, and Monaco.

The absolute novelty of Bhutan, the small kingdom at the foot of the Himalayas that

makes the happiness of its citizens its greatest wealth. Hundreds of thousands of visitors are expected, 254 technical, aesthetic and honour competitions, with a special dedicated to designers and top-level media coverage, from the general press to the media specialized in green issues.

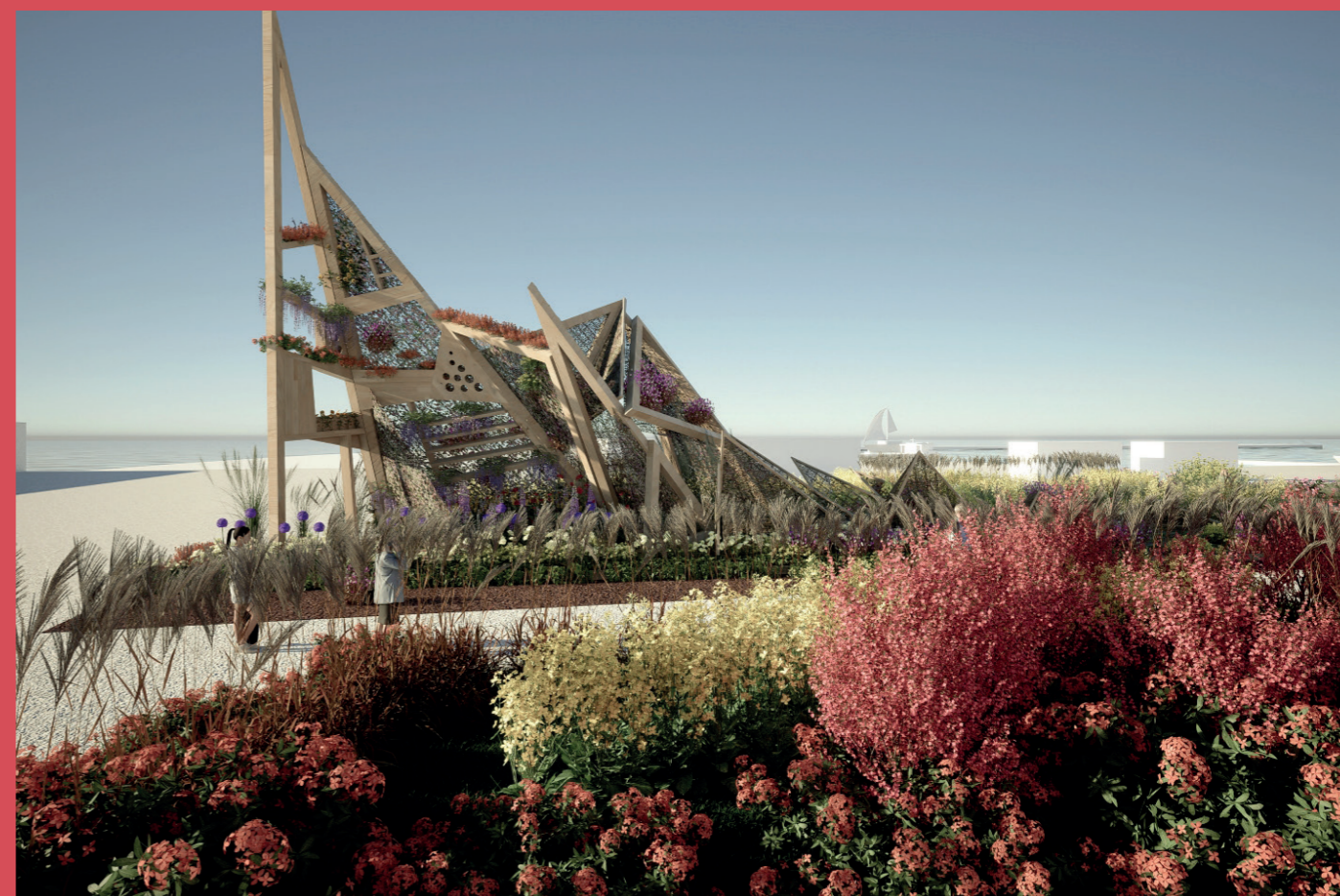
The architectural project, signed by architect Matteo Fraschini, represents something absolutely new in lines and contents, emphasizing the importance of the soil as the first reference of human action on Earth.

Thanks to an ever closer synergy with Italian Trade Commission 4 days out of 11 will be dedicated to buyers from all over the world, on Monday 28th April Euroflora will be open to national and international accredited b2b operators.



For info and ticket purchase visit [www.euroflora.genova.it](http://www.euroflora.genova.it), or on the [www.ticketone.it](http://www.ticketone.it) circuit

The event, organized by Porto Antico di Genova Spa is promoted by the municipality of Genova, in collaboration with Liguria Region and Chamber of Commerce of Genova. The event is supported by the Ministries of Agriculture.





# GREY CONNECTED CITY



## AIRPORT

With various national and international connections, the Genova Airport offers flights to destinations worldwide. Located by the sea and integrated into the city, the airport is easily accessible from the city center, cruise terminals, railway stations, and highways. A €20 million investment will introduce a new terminal with state-of-the-art technology, a modern baggage handling system, a direct railway connection, and a strong focus on sustainability.



## HIGHWAYS

Genova is connected to a dense highway network, currently undergoing major modernization and safety upgrades. Travel times to key destinations: Milan less than two hours, Nice less than three hours, Rome 5.5 hours, Zurich less than five hours, Venice four hours. Alternatively, scenic provincial roads offer breathtaking landscapes along the journey.



## RAILWAYS & CRUISES

The rail network connects Genova with France, Italy, and the rest of Europe, operating from recently modernized stations. Plans are underway for an ultra-fast train between Genova and Milan.

From the Port of Genova, passengers can travel across Italy and the Mediterranean or embark on cruises to destinations worldwide.





## GENOVA HIGHWAY GRONDA

The Genova Highway Gronda Project, set for completion in 2034, involves the construction of 72 km of new highways and related infrastructure. The plan includes expanding the airport runway and doubling the A7 highway towards Milan on the eastern route.

This strategic project modernizes a key segment of the national highway network (A10 & A7) and is essential for supporting Genova's port expansion.

## TERZO VALICO E NODO DI GENOVA

The Terzo Valico dei Giovi high-speed railway will enhance rail transport efficiency between Genova, Milan, and Europe, ensuring a clear separation between local and long-distance traffic. The Genova Rail Hub redevelopment will integrate advanced technology to upgrade historic infrastructure, enabling:

- Travel from Genova to Milan in under an hour
- Direct connections to Rotterdam
- A 30% shift of freight transport to rail by 2030
- 33% reductions in transit times, costs, and emissions

## CAMPASSO DRY PORT

The former Campasso Rail Yard, once comprising over 30 tracks, will be reduced to eight to accommodate a new dry port for cargo traffic linked to the Port of Genova.

The project includes:

- A newly completed road
- Green dunes to shield residential areas
- A sports facility
- Urban renewal and redevelopment plans currently in progress



## DATA CABLES

Genova hosts two intercontinental cable landing stations, playing a crucial role in fiber optic, data transmission, and power cable management. The city is also home to two cutting-edge data centers in Lagaccio and Lungobisagno Istria.

The Lagaccio data center is managed by Telecom Italia Sparkle.

The Lungobisagno Istria data center, operated by Equinix, is connected to the 2Africa cable, one of the largest submarine cable projects in the world (45,000 km, 180 Tbps), launched in 2024 and linking 23 countries across Africa, the Middle East, and Europe.

At Foce, the BlueMed cable (1,000 km, up to

240 Tbps) lands, connecting the Middle East, Africa, Asia, and major European hubs, further strengthening Genova's role as a key digital gateway.

Since 2022, the Municipality of Genova has been a founding member of the Ge-DIX (Genova Data Internet Exchange) consortium, ensuring high-performance access to data.

Recently, Quadrivium Digital acquired the former BPER-ex Carige Bank Data Center, with plans to transform it into a major data center connected to new intercontinental cables, further solidifying Genova's position as a global digital infrastructure hub.





# GREY SUSTAINABLE MOBILITY

The city of Genova is at the forefront of sustainable mobility with a range of innovative projects aimed at making the urban transport system more efficient, interconnected, and environmentally friendly.

## PUMS - Sustainable Urban Mobility Plan

The strategic plan aims to reduce emissions, promote public transport, soft mobility (bikes and pedestrians), and intermodality. It focuses on optimizing traffic flow and improving quality of life, with an emphasis on green infrastructures and electric vehicles to enhance city connectivity.

## The "4 Assi di Forza" Project

A €471 million project, €350 million of which is funded by the PNRR (National Recovery and Resilience Plan), designed to revolutionize local public transport with 139 new 18-meter electric vehicles. The project includes: renovation of AMT depots in Gavette and Staglieno, creation of park-and-ride facilities, trolleybus infrastructures with 17 electric substations, traffic light prioritization, reserved lanes.



## INTELLIGENT URBAN MOBILITY

The **Intelligent Urban Mobility Project** aims to create a connected and sustainable urban mobility system by integrating advanced technologies such as Artificial Intelligence (AI) and IoT. At the heart of this initiative is the **Mobility Lab**, an innovation hub located in Porto Antico. Among its key innovations, Genova's **digital twin** enables real-time monitoring and predictive planning.

The project includes adaptive gateways, smart traffic lights, and intelligent parking systems to improve traffic management and prepare the city for autonomous vehicles. It also features **City Logistics** to optimize last-mile deliveries and solutions to encourage public transportation usage. Genova aspires to become a model of smart and sustainable mobility.



## Bike Lanes and Velostations

**Bike Lanes:** 71 km of bike paths are currently in operation, 31 km are in the design phase, and 48 km are funded by the PNRR. New routes include the Val Polcevera pedestrian and bike path, as well as developments on Corso Italia and Val Bisagno.

**Velostations:** Secure bicycle storage facilities are strategically located throughout the city. These stations are managed via an app and are integrated with public transport systems.

**Secure Bike Parking:** Designed for safe bicycle parking, these facilities offer basic maintenance services and are accessible through a dedicated app.

**Urban Bike Lanes:** In areas where standard bike lanes are not feasible due to limited road width, urban bike lanes enhance cyclist safety while minimizing the impact on existing road infrastructure.





### THE NEW CABLE CAR TO GENOVA'S FORTS

The project involves a "pendulum" cable car with two sections, three stations, and four supports, designed as both a tourist attraction and an innovative, sustainable alternative public transportation system. With a travel time of around 8 minutes, the cable car will provide direct access to the sixteen forts of Genova's eco-museum trail, connecting the urban area to **Forte Begato** and enhancing the historical and cultural heritage of the Lagaccio neighborhood.

### METRO EXTENSION AND THE SKYMETRO

Major projects are underway to expand Genova's metro network, with approximately €240 million in funding. The plans include:

- Extending routes to Canepari, Martinez, and Rivarolo,
  - Building new stations at Certosa and Piazza Corvetto,
  - Adding pedestrian connections and parking facilities.
- Additional expansions, including routes to San Martino and Fiumara, are also in the planning phase.

The **Skymetro project** envisions an elevated metro line in Val Bisagno, funded with €400 million. The double-track, 6.9 km line will connect "Brignole Sant'Agata" station to "Molassana" and will include five intermediate stations: **Stadio Marassi, Parenzo, Staglieno, Ponte Carrega, and San Gottardo**. The route will cross the Bisagno River via a single-span bridge, offering fast and direct connectivity between the valley and the city center.

### FROM THE AIRPORT TO ERZELLI

**Moving Walkway:** A 640-meter elevated pedestrian walkway will connect the C. Colombo Airport to the new Aeroporto/Erzelli FS Station. As part of the GATE – Genova Airport Train to Europe project, it will enhance the airport's accessibility and competitiveness. Equipped with moving walkways, pedestrian lanes, photovoltaic panels, and safety exits every 50 meters, the structure will ensure functionality even in case of malfunctions, offering a modern and sustainable connection.

**Erzelli Funicular:** With an investment of approximately €100 million, the funicular will connect the Aeroporto/Erzelli FS Station to the technology and university hub on the Erzelli hill. This area will host a new hospital and residential developments with a park. The "pendulum" funicular will feature a 1 km route with a 96-meter elevation gain and a travel time of less than 3 minutes. The first section will run on a viaduct, while the final part will include trenches and an artificial tunnel. The lower station will connect to the railway via a pedestrian walkway, while the upper station, located underground, will be centrally positioned within the Science and Technology Park. This green transportation system, powered by electric motors, will have a capacity of 4,500 people per hour and is designed for efficiency and sustainability.





# GREY THE SUBMARINE TUNNEL

The submarine tunnel represents an extraordinary opportunity for Genova. The project is included in the Genoese Road system, strengthening it through the basin of the old port, becoming a valid alternative to the existing causeway, ensuring direct connection between the western and the eastern city, improving the distribution of vehicle flows.

Equally important, however, is the possibility to regenerate and requalify the city areas where the tunnel returns to the surface, becoming part of the urban landscape.

4 km long, built by ASPI, the tunnel develops from San Benigno, in the western part of the city, up to the Foce district, to the east, passing below the port basin. The plan includes three surface-level connection points, where new urban parks will be created, designed by the Renzo Piano Building Workshop in collaboration with AG&P greenscape. In total, about 8 hectares of green or pedestrian areas will be developed, enhancing

the quality of public spaces, celebrating the city's historical and cultural heritage, and boosting its tourist appeal.

Specifically, the project includes three major developments: the reconnection of the **Lanterna**, Genova's iconic symbol, with the Sampierdarena area; the northward expansion of **Parco della Foce**, transforming it into the largest park in the city and the restoration of the historic walls of **Corso Aurelio Saffi**, long concealed by the construction of various superstructures.

The preparatory work began in November 2023 and is expected to last six years.





The leading Italian port and the southern gateway of the Mediterranean along the North Sea – Rhine – Mediterranean European Corridor, connecting major industrial and consumer areas. It is seamlessly linked by rail and road to all key European destinations.

The Port of Genova is a versatile hub boasting a wide range of specialized terminals equipped to handle all key cargo sectors: containers, breakbulk, ro-ro, perishables, metals, timber, dry and liquid bulk, as well as passenger traffic (both cruise and ferry services).

Supported by a cluster of dedicated companies, the port ensures a comprehensive range of complementary services, including shipbuilding, ship refitting, digitalization processes, and authorization management to enhance efficiency, sustainability, and the competitiveness of the port logistics system. Genova's maritime community is enriched by the presence of shipping agents, freight forwarders, brokers, and insurance companies, making it a vibrant and strategic hub.

A major €3 billion infrastructure investment plan is aimed at improving maritime, road, rail, and air accessibility, further strengthening Genova's leadership in international trade. The plan also focuses on enhancing the sustainability of port activities, mitigating their impact on surrounding urban areas through green technologies and redevelopment projects that integrate the port with the city.



**2024 Data**



# THE CIRCULAR ECONOMY MODEL APPLIED TO MAJOR INFRASTRUCTURE PROJECTS IN GENOVA

The scale of investments, the technical complexity and the strategic importance of the interventions shaping the future of Genova, the Liguria Region and the entire Italian system, along with the strict deadlines for the utilization of funds from the National Complementary Plan, have led to a challenging and complex application of circular economy principles in large construction sites. This approach aligns with the Action Plan 2050 and its C-City initiative, which envisions the transformation of Genova into a circular city by 2050 across multiple sectors.

Genova is undergoing an unprecedented infrastructural transformation, with projects aimed at reorganizing and optimizing the Metropolitan City of Genova. Among the key projects are the New Breakwater and the Support Tunnel. Given the infrastructure-driven nature of these developments, material management, recovery, and recycling play a fundamental role in ensuring not only efficient but also sustainable project execution.

Across the territory, construction sites generating materials (from excavations, dredging, and demolitions) coexist with sites requiring materials. With a total demand exceeding 9 million cubic meters of material, the circular recovery model will allow for the reuse of over 5 million cubic meters, most of which will be used for filling the cellular caissons of Genova's New Breakwater.

The approval of the Environmental Decree (2024), which expands the possibility of sourcing materials from the ports of the Eastern Ligurian Sea, marks another major milestone. This new regulation harmonizes authorization procedures for simultaneous construction sites, ensuring procedural consistency, compliance with EU environmental directives, and optimized recovery and use of inert materials.

**Expected Outcomes:**

- Economic savings related to procurement and disposal costs.
- Significant reduction in CO2 emissions and other climate-altering substances, as well as reduced consumption of raw materials and fuels.
- Lower maritime and port traffic disruptions, minimizing emissions associated with the entire material transportation and handling cycle.
- Reduction of heavy vehicle traffic in urban centers, helping to ease congestion, enhance city livability, and promote maritime transport.



# GREY NEW BREAKWATER

The New Genova Breakwater is a one-of-a-kind project worldwide in terms of complexity, scale, and its positive impact on the national port system. It represents the largest infrastructure intervention ever undertaken to enhance Italy's port sector, set to redefine the Port of Genova, restoring its competitiveness and full operational efficiency to accommodate future maritime traffic.

Commissioned by the Western Ligurian Sea Port Authority, the project involves partial

demolition of the existing breakwater and the construction of a new longitudinal structure extending approximately 5,900 meters, built in deeper waters (up to -50 meters below sea level). This €1.3 billion investment is strategic for solidifying Genova's position on the international stage.

With the New Breakwater, the port will be able to safely accommodate vessels up to 400 meters long with a capacity of up to 25,000

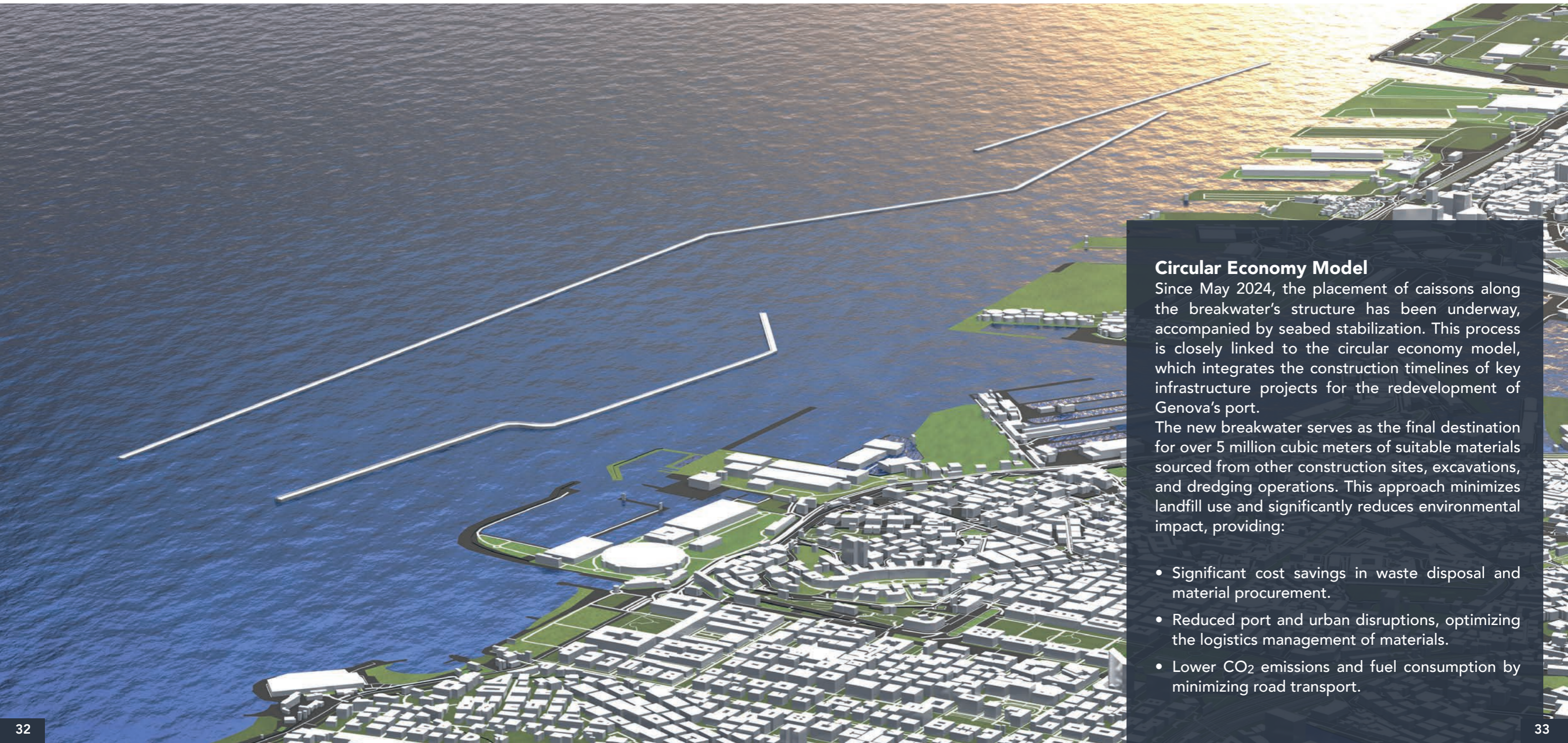
TEUs, aligning itself with Europe's leading ports.

The construction, which began in May 2023, is being carried out by the Consorzio Per Genova Breakwater, composed of Webuild S.p.A., Fincantieri Infrastrutture Opere Marittime S.p.A., Fincosit S.r.L., and Società Italiana Dragaggi S.p.A.

### Environmental Protection

One of the most innovative environmental initiatives of the project is the protection of gorgonians and other valuable marine biocenoses, which are essential for the seabed's ecological balance. These marine organisms

are being gradually relocated to the Genova Aquarium, where they are kept in designated tanks under controlled conditions until the completion of the breakwater. Once the project is finished, they will be reintroduced into the sea, ensuring the preservation of the marine ecosystem.



### Circular Economy Model

Since May 2024, the placement of caissons along the breakwater's structure has been underway, accompanied by seabed stabilization. This process is closely linked to the circular economy model, which integrates the construction timelines of key infrastructure projects for the redevelopment of Genova's port.

The new breakwater serves as the final destination for over 5 million cubic meters of suitable materials sourced from other construction sites, excavations, and dredging operations. This approach minimizes landfill use and significantly reduces environmental impact, providing:

- Significant cost savings in waste disposal and material procurement.
- Reduced port and urban disruptions, optimizing the logistics management of materials.
- Lower CO<sub>2</sub> emissions and fuel consumption by minimizing road transport.



# GREEN URBAN REGENERATION: 7 WONDERS FOR A SUSTAINABLE FUTURE

Urban regeneration is a fundamental process for revitalizing territories over a medium-to-long-term horizon. In recent years, and in compliance with international community demands reflected in the strategic documents of the Municipality, a pathway has been outlined to locally address the effects of global challenges and transformations, such as climate change, demographic shifts, and the digital transition.

The pressure of megatrends on territories has driven a profound transformation embodied in 7 major projects - true Genoese wonders

- where renaturalization, protection and promotion of urban biodiversity, improvement of urban environmental quality, and enhancement of ecosystem services accessible to the population, visitors, tourists, students, and businesses have been guiding principles in their design and implementation. The narrative of a sustainable, net-zero city is accompanied by concrete projects that are closely aligned with the needs of the territory and its users, even those who experience it for just a day.

## Key Points of Green-Oriented Urban Regeneration



**Biodiversity:** Preserving and enhancing urban biodiversity is crucial for creating resilient ecosystems. Gardens, green roofs, and urban green spaces can serve as habitats for diverse species, contributing to the conservation of local flora and fauna.



**Nature-Based Solutions:** Urban regeneration through nature-based solutions represents an opportunity to create more livable, sustainable, and resilient cities. These approaches focus on leveraging the potential of natural ecosystems to tackle urban challenges such as pollution, climate change, and biodiversity loss.



**Nature in the City:** Integrating nature into urban contexts not only enhances the aesthetic appeal of cities but also provides numerous benefits, such as reducing urban heat islands, managing rainwater, and improving air quality.



**Parks and Urban Green Spaces:** The creation and redevelopment of parks and green areas are fundamental elements of urban regeneration. These spaces not only offer recreational and relaxation opportunities for citizens but also play important ecological roles, such as water conservation and climate change mitigation.



**Health and Well-Being:** Access to green and natural spaces has been proven to positively impact mental and physical health, helping to reduce stress and improve overall well-being.



**Community Engagement:** Active citizen participation in the urban regeneration process is essential. Involving local communities in the planning and management of green spaces can foster a sense of belonging and responsibility toward the environment.





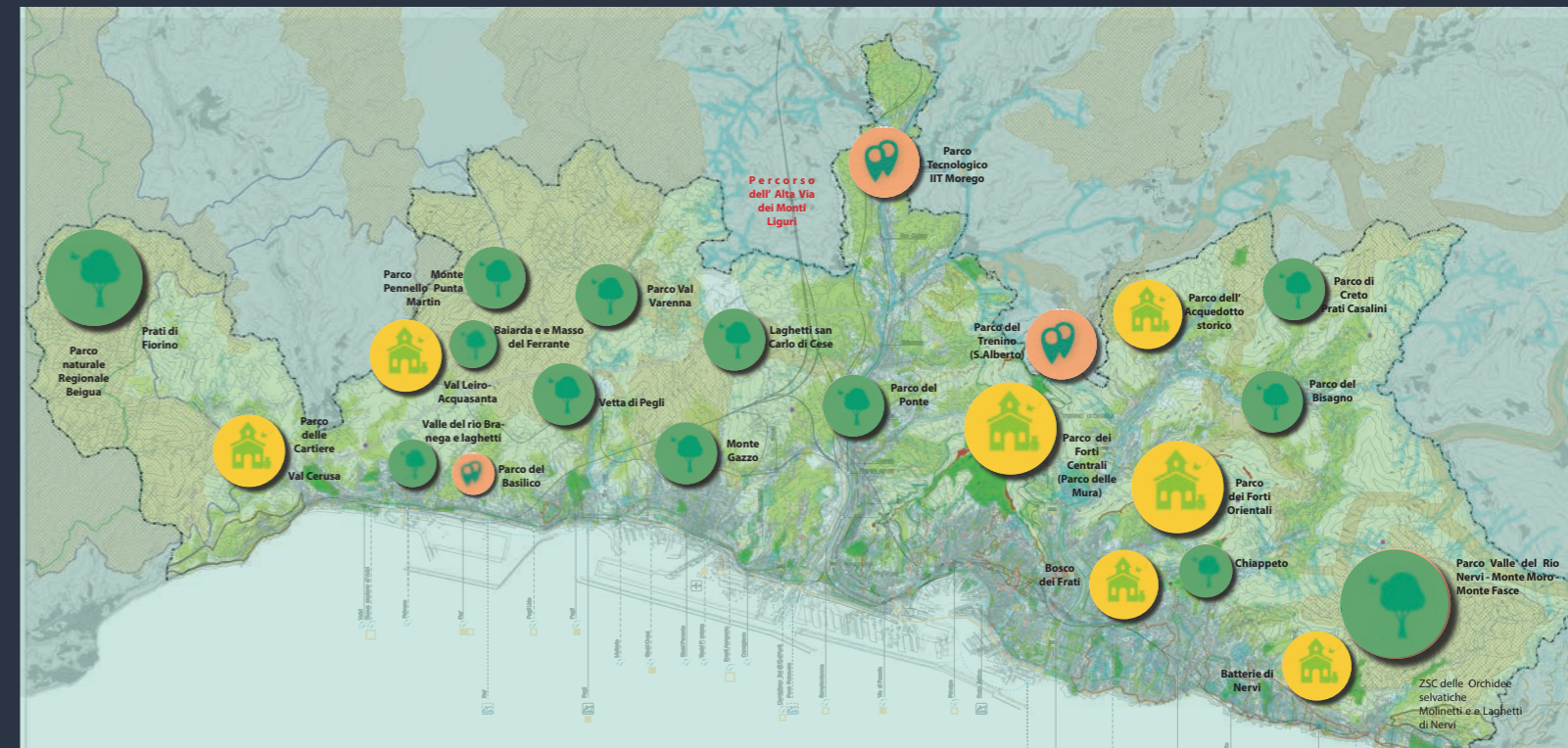
# #1 THE PARK OF PARKS

The Green Plan of the city of Genova is an ambitious project aimed at guiding the regeneration of public spaces and promoting climate change mitigation and adaptation. Through interventions designed to enhance livability, sustainability, comfort, quality, inclusivity, safety, and the usability of urban areas, the Plan places public areas at its core, recognizing them as strategic resources for collective well-being.

A key objective is the protection and enhancement of the landscape and the environment, seen not only as natural elements to preserve but also as drivers of social and economic development. The Green Plan represents a turning point in managing the city's assets, envisioning the "Park of Parks"

as a symbol of a new paradigm of participatory urban transformation. For the first time, urban greenery is considered a single interconnected system, a shared heritage to protect, enhance, and expand, transforming Genova into a more sustainable, resilient, and forward-looking city.

In a densely populated city historically developed vertically, the plan focuses on redeveloping existing green areas and creating new parks and gardens, with particular attention to the most inhabited zones. Every available space will be used for soil de-impermeabilization and tree planting, contributing to a tangible perception of a green and sustainable city.



## Adaptation, Mitigation, and Safety

The plan addresses three key components:



### GREEN

Increasing greenery to improve air quality, regulate temperature and acoustic comfort, enhance thermal and psychological well-being, and boost biodiversity.



### SOIL

Improving soil by optimizing and enhancing pedestrian spaces, promoting permeable, photocatalytic, and light-colored pavements, and incorporating phytotechnologies.



### WATER

Managing intense rainfall events, collecting and reusing rainwater through rain gardens, reservoirs, and storage tanks, for irrigation, sanitation, and fire safety purposes, including the use of oil separators.

These measures yield significant benefits for:



### AIR

Improved air quality through pollutant absorption by vegetation and the promotion of pedestrian and cycling pathways.



### FIRE

Reduced fire risk through rainwater and runoff collection for firefighting purposes and fire safety networks, reforestation with resilient species.

These interventions not only enhance the city's resilience but also create social gathering places to combat isolation and promote citizens' well-being.

## An Integrated Strategy

The Green Plan is part of a broader vision for green urban regeneration, which includes:

- Halting soil consumption and preventing space wastage.
- Creating green infrastructure and accessible pedestrian areas (design for all).
- Redeveloping public spaces and expanding bike lanes.
- Adopting "positive energy" models for a more efficient and sustainable city.

## Urban Parks

Behind Genova's urbanized areas, green slopes with natural vegetation, forests, meadows, and ancient trails cover approximately 35% of the non-urbanized territory. The Green Plan aims to transform these areas into parks of historical, naturalistic, and environmental value, integrating them into a system stretching from the Beigua Regional Park in the west to the Monte Moro and Monte Fasce Parks in the east.

## From Project to Implementation

The Plan includes training for designers and integration with the city's planning documents, alongside initiatives to promote its content and encourage public participation. One notable initiative is **Tactical Urbanism**, a participatory process that involves citizens in the creation of public spaces.

The approach emphasizes multifunctionality and adaptability to meet the specific needs of the territory, positioning Genova as a model of urban sustainability





# GREEN #2 THE LANTERNA PARK

The project for The Lanterna Park, which encompasses the lighthouse symbol of the city of Genova, represents a unique opportunity to restore an area of great historical and cultural significance to the city, currently affected by the intertwining of port infrastructures. This new 6-hectare park redefines the relationship between the city, port, sea, and Lanterna, evoking Genova's past while shaping a vision for its future.

With the construction of the new subport tunnel, a large public park integrated with the surrounding urban spaces will be created, featuring terracing, observation points, and natural landscapes reminiscent of the long-lost bastion system. A green walkway will connect Via Sampierdarena and Villa Pallavicino Giardino to a new square in the east, providing access to the park. The main pathway, with a gentle slope, will wind through clearings and terraced areas shaded by a Mediterranean forest, equipped for play, sports, and relaxation, ultimately reaching the expansive clearing at the foot of the Lanterna.

The vegetation design pays homage to Genova's historic parks and gardens, reinterpreting them in a modern way to offer a multisensory, high-quality experience. The diverse flora will create a pleasant microclimate, reducing the heat island effect and providing ample shade in equipped areas, making the park enjoyable even during the hottest months. The planned natural system will be rich and varied, serving as a biodiversity oasis and adding value through ecosystem services, thanks to the use of nature-based solutions for irrigation, drainage, and park maintenance.





# GREEN #3 THE POLCEVERA PARK

The Polcevera Park, designed by the team led by architect Stefano Boeri, stands as a symbol of urban and social regeneration in Genova. This ambitious project is inspired by the principles of efficiency, innovation, and virtuous collaboration between the public and private sectors, the same values that guided the construction of the San Giorgio Bridge. A masterpiece of elegant and simple architecture, the bridge seamlessly integrates with the park project, sharing a common vision of renewal and sustainability.

## A Resilient and Multifunctional Landscape

The project envisions a 23-hectare park organized into parallel bands, featuring 2,895 trees from 43 different species and thematic paths that promote biodiversity. A trail crossing the park connects the eastern and western ends of the valley, merging into a red circular pedestrian path, allowing visitors to move easily throughout the area. The Polcevera stream has been

transformed into a resilient hydraulic system, with banks enriched by herbaceous species and shrubs, creating a green, walkable space.

This innovative project integrates green infrastructure, sustainable water management, and shared public spaces, placing citizen well-being and environmental sustainability at its core.

All green areas, squares, and pathways are designed to absorb and store rainwater, reducing flood risks. Filtered water is reused for irrigation and urban cleaning, while natural basins, ponds, and lakes fed by phytoremediation systems provide resources for community use.

A red steel ring, accessible to pedestrians and cyclists, connects both banks of the Polcevera, integrating innovative technologies such as piezoelectric pavements and solar energy. The park also features sports areas, community



gardens, and research and production spaces, creating a harmonious balance between industrial, residential, and green areas, promoting a more inclusive and sustainable quality of life.

## The Memorial, the Bioclimatic Greenhouse, and the Sea Park

The project includes the creation of a Memorial for the Victims and the transformation of a former ecological island into a park for people of all ages and backgrounds.

This memorial space is designed as a place of reflection and remembrance, developed through Participatory Workshops where the Committee of the Victims, in collaboration with the Municipality of Genova, emphasized the sacredness of the site.

The 14 August 2018 Memorial, dedicated to the 43 victims of the Ponte Morandi collapse, stands

near the former Pila 9, a symbolic site of the tragedy.

Inaugurated on December 15, 2024, it features both public and private spaces, including the House of Families, an exhibition area with audio-video materials, and the Bioclimatic Greenhouse, which houses a precious collection of trees and shrubs. A silent tribute to the victims and a symbol of regeneration. Both the Memorial and the Bioclimatic Greenhouse are NZEB (Nearly Zero Energy Buildings).



The San Giorgio Bridge, inaugurated on August 3, 2020, less than two years after the tragic collapse, is a mixed concrete and steel engineering structure with 19 spans supported by 18 reinforced concrete piers. Designed by Renzo Piano, engineered by

ItalFer, and built by the PerGenova Consortium (Webuild and Fincantieri Infrastructure), the bridge is continuously monitored by four robots developed by the Italian Institute of Technology, ensuring constant structural control.



Photo: ©Stefano Goldberg

*"A bridge that feels like a ship, a great white vessel crossing the valley. This is where the strength of this extraordinary country emerged, the most beautiful construction site I have ever worked on. This bridge is simple and strong, just like this city"*

Renzo Piano





# #4 WATERFRONT DI LEVANTE



Renzo Piano designed the Waterfront di Levante, transforming the former Genova Fairground into a vibrant urban area by the sea, regenerated and accessible to all citizens. Spanning approximately 100,000 square meters, this "city of the sea" will connect Genova to its natural boundary, the

sea, through a network of pedestrian and cycling paths. The plan includes the development of blue infrastructures, a nautical district, the renovated Palasport, an urban park, and a residential area equipped with services, accommodations, commercial spaces, and student housing.

Two newly constructed canals will connect the city directly to the sea, turning the Jean Nouvel Pavilion into a "blue island." Sustainability is a key feature of the project, employing advanced environmental and energy-efficient strategies. All buildings will adhere to nZEB (nearly Zero Energy Building) standards,

following bioclimatic architectural principles. Furthermore, the canal waters will be oxygenated using technological devices to protect biodiversity from eutrophication.



## Pilot Tower

In the waters of the dock near the Jean Nouvel Pavilion stands the new 60-meter-high Pilot Tower, made of steel, equipped with advanced maritime traffic control technology, and powered by photovoltaic panels.

## Navigable Canals

A 40-meter canal will be constructed between the Jean Nouvel Pavilion and the Palasport, crossed by bridges and connected to a 200-meter-long and 35-meter-wide main canal, allowing mooring on both sides. The canal perimeter will host docks for nautical clubs, associations, maritime sports-related businesses, and restaurants.

## Residential Area

The pavilion designed by French architect Jean Nouvel will blend into a deeply renewed landscape. On the east side, two seafront buildings by Renzo Piano will house 300 apartments, while the west side will feature a hospitality and residential building.



## Fabbrica delle Idee

Currently in the design phase, the structure will offer 11,000 square meters across three levels, including spaces for study, work, and offices, a 150-seat auditorium, a library, commercial areas, and dining spaces. It will promote innovation and sustainability with 180 meters of photovoltaic roofing and a design featuring large glass windows and the characteristic Genoese red.



## Sailing House

Located on the southern main dock, this new headquarters for the Italian Sailing Federation will promote the sport, serving as a center of excellence for sailing activities, with lodging and public services.

## Palasport

Palasport: The restyling project will restore the existing structure, transforming it into an Arena for national and international sports events, cultural performances, and shows, with a capacity ranging from 4,000 to 5,000 seats. It will also include a thematic commercial district.

## Promenade and Parco della Foce

Corso Italia will extend to the historic city center. The new pedestrian and cycling route will start from the Porto Antico tourist area, pass through the Waterfront, and reach the Boccadasse neighborhood. The new area will include an urban park with approximately 1,000 trees, focusing on high-quality species. Spanning 16,000 square meters, it will serve as a new green lung for the city.

**Partners:** virtuous example of public private partnership, led by the City of Genova with Region Liguria, and Port Authority. CDS Holding is the contractor.



# #5 REGENERATING PRÀ

Redesign started with Pra's buffer zone continues with infrastructural reorganization and housing interventions, extended to the hills. The new planned urban park will offer people a green public space, bike lanes, sports trails, new pedestrian zones and requalification of public areas in Prà and Palmaro old centres.

Villa De Mari restoration project includes co-housing and events areas in the park, as well as urban local services and temporary rent spaces attracting new inhabitants.

Via Novella will host public housing and sports areas, while replanted surrounding woods will offer social meeting and integration points.

Furthermore, both the ancient "creuze" (narrow alleys) and Sorgenti Sulfuree (Sulphurous Sources) Park will be restored.



The chosen **STRATEGY** for Prà (from Palmaro to Cà Nuova) is a pivotal one. The aim is to rethink the dwelling through a big infrastructural reorganisation project. Using PINQUA fund, housing concept will be enhanced with high generating potential.

## STRATEGIC GOALS

1. Reconquering open spaces to the public in the lower valley
2. Refurbish cultural historic heritage as common good
3. Improve quality of life in public housing
4. Environmental and landscape requalification



Int.1 Pedestrian and cycle path system in the Pra' Marina area

Int.4 Via Novella public housing regeneration

Int.2A A pedestrian zone in part of via N.S. Assunta di Palmaro  
Int.2B Prà Palmaro Old Town public spaces regeneration

Int.5 Requalification of public spaces for sports

Int.3 Restoration of Villa De Mari, including co-housing, events areas and requalified public park

Int.6 Enhancement of the Creuze system and of the sulphurous Springs Park



# GREEN #6 THE WALLS AND FORTS OF GENOVA

Enhancement of the city walls and the Genoese fortification system



The Genoese city walls represent a heritage of great historical and cultural value that, along with the fort system, defines the identity of Genova. The project involves the restoration and enhancement of a series of assets belonging to the Genoese fortification system, which are currently in a state of decay and abandonment.

The initiative, funded by the Ministry of Culture through the National Complementary Investment Plan to the PNRR, includes the restoration and enhancement of **Forte Belvedere, Forte Puin, Forte Tenaglia, Forte Begato, and Forte Santa Tecla**, as well as the redevelopment of 13 kilometers of the historic connecting route and sections of the historic aqueduct.

The forts are being integrated into a system of historically and culturally significant sites and will serve as key stopoffs along an equipped and accessible route, designed for a diverse audience. The project aims to contribute to the cultural, social,

and economic development of the city by focusing on resources tied to its identity, preserving its memory, promoting the development of cultural and environmental tourism, and expanding hospitality offerings in line with the cultural and landscape value of these locations. Additionally, it aims to create new spaces for the community and open them to public use.

Numerous interventions are planned, with ambitious goals. For example, the Forte Begato area and the fort itself will become a hub connecting the city via a new cable car and the starting point for experiencing the Parco delle Mura and the fort system. This connection will work in synergy with the hospitality and cultural activities to be introduced at the fort.

Originally built for defense and control, the fortifications are now being repurposed into a collective asset and a space returned to the community.

FORT PUIN



FORT SANTA TECLA



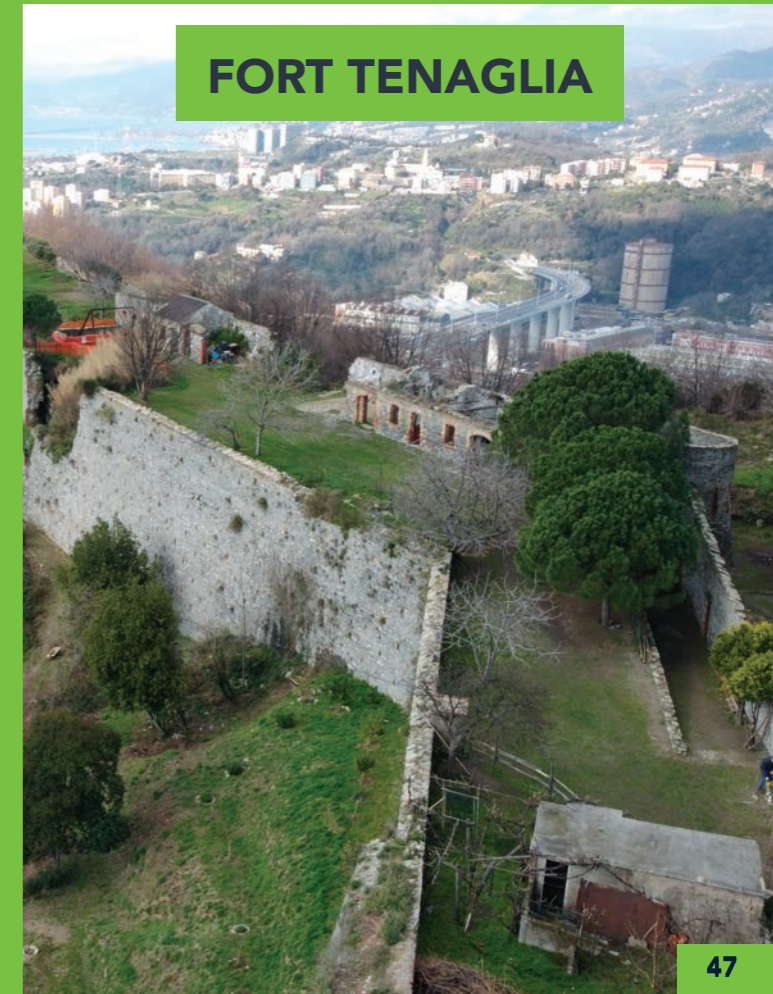
FORT BELVEDERE



FORT BEGATO



FORT TENAGLIA





# GREEN #7 HISTORICAL CENTER "CARUGGI"

Genova's historic center, known as the "caruggi," is a cultural treasure that narrates centuries of history. Its narrow alleys, bustling squares, and historic buildings create a unique atmosphere that captivates both tourists and residents alike. To revitalize the "caruggi," making them vibrant, culturally rich, socially active, accessible, and livable, the Integrated Caruggi Plan was launched in November 2020.

This ambitious project aims to regenerate and enhance this part of the city.

The plan seeks to make Genova a sustainable, dynamic, and inclusive city by respecting the

historic identity of the center and encouraging new investments while catering to the needs of residents and visitors. Urban regeneration is an essential tool for territorial reactivation, capable of transforming an area in systemic crisis into a lively and dynamic hub. In this context, the plan focuses on restoring historic buildings, upgrading public spaces, promoting cultural and commercial activities, and improving the quality of life for residents.

Regeneration also enables the community to reclaim and actively use the renewed spaces, resulting in significant social, economic, and environmental benefits.

The Integrated Caruggi Plan adopts a holistic and collaborative approach, involving multiple stakeholders, including local authorities, civil society, businesses, and professional associations.

Together, they define strategies, objectives, and concrete actions to regenerate the historic center, creating synergies and maximizing available resources.

Urban regeneration of the historic center represents a unique opportunity to revive invaluable cultural heritage while ensuring a sustainable future for the city.

The plan is based on ten operational axes, focusing on the three main areas of the historic center – Molo, Maddalena, and Prè-Ghetto – with targeted interventions and a cross-cutting vision. It emphasizes collaboration between public and private entities, viewing regeneration as a systemic and cooperative process.

## 10 operational pillars 3 districts



Urban Regeneration



Urban Facility Management



Social Inclusion



Economic Innovation



Smart Lighting



Urban Security



Clean City



Smart Mobility



Tourism and Leisure



Living Entertainment

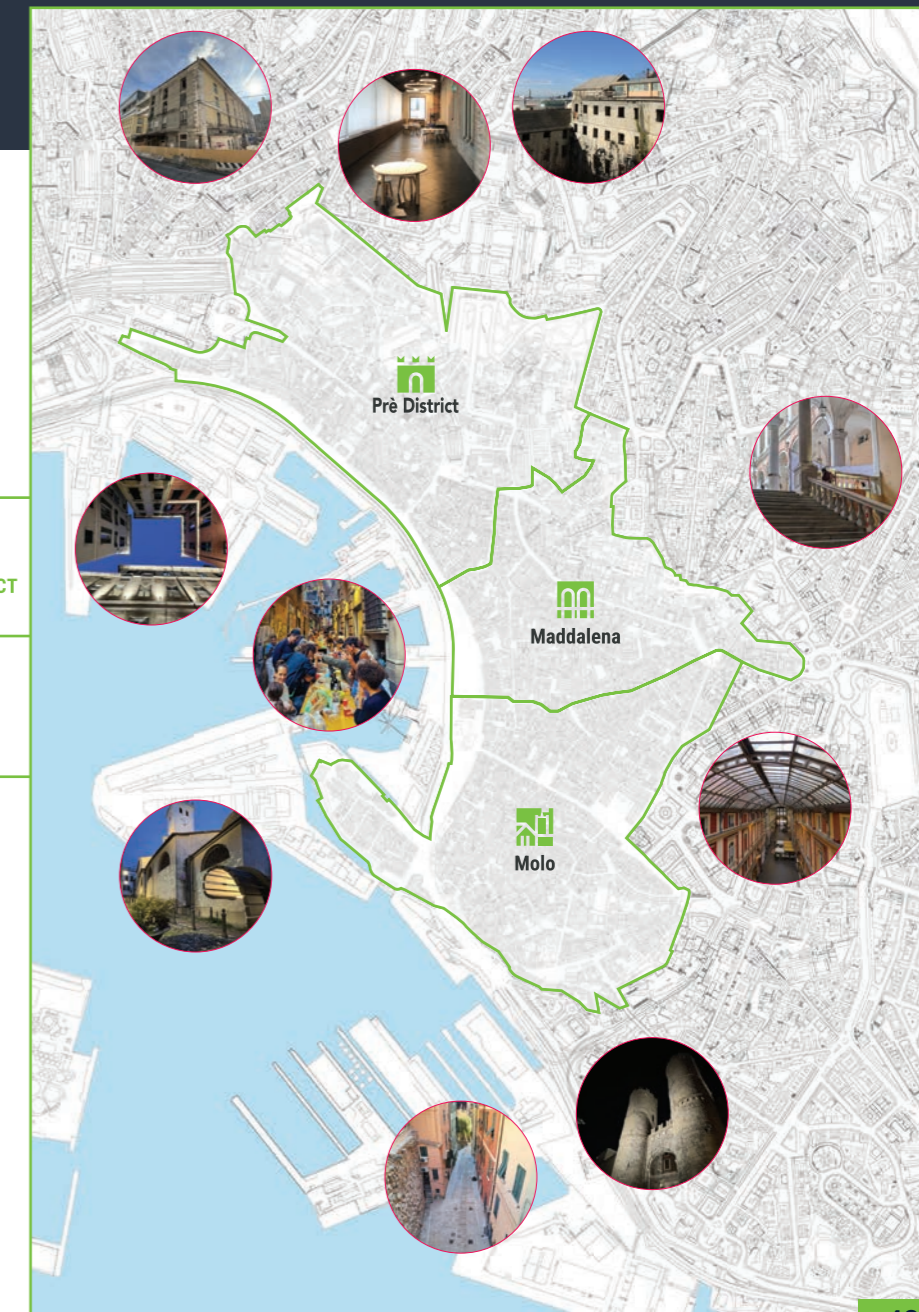
# 148 ACTIONS

30 PRÈ DISTRICT

22 MADDALENA DISTRICT

48 MOLO DISTRICT

48 ALL DISTRICTS





# GREEN CULTURAL CONFESSIONS PROJECT

With financial assistance from the PN Metro PLUS and Città Medie del Sud 2021-2027, the Municipality of Genova aims to implement the Cultural Confessions project. This initiative focuses on restoring, re-functionalizing, and rebranding the Sant'Agostino complex, one of the city's most significant landmarks, for civic use.

Located in the Molo district, Sant'Agostino connects its 13th-century cultural heritage with the surrounding area, characterized by diverse commercial, cultural, recreational, and tourism-related activities, as well as a multiethnic population. The complex consists of a church and an ex-Augustinian monastery, converted into a museum in the 1990s.

Despite undergoing numerous modifications and changes in use over the centuries, the complex has remained a vital reference point for Genova, both religiously and culturally.

Sant'Agostino Church is one of the few Gothic churches in Genova that survived the urban expansion of the 19th century. Its vast interior makes it an ideal space to restore sociocultural functions, driving innovation and growth in the city.

The Municipality of Genova aims to use the funding to restore the structural and functional aspects of the former Sant'Agostino Church while fostering public-private collaboration for space management and re-functionalization. This includes modernizing the museum spaces to create a contemporary experience.

By promoting new urban regeneration practices and leveraging co-creation processes, the administration seeks to position culture as a cross-cutting and strategic force – a true driver for city-making initiatives.





# SOFT BLUE ECONOMY



The **Blue Economy** represents a fundamental pillar for Genova's economic growth, integrating strategic sectors such as the maritime supply chain, hi-tech, business, and tourism. Thanks to the central role of the port, shipbuilding, and cruise tourism, the city stands out as a key hub for innovation and sustainable development linked to the maritime economy.

- **Economic Impact:** The direct value added from Liguria's Blue Economy amounts to €5.7 billion, with an additional €15.7 billion in indirect value added, reaching a total of €21.4 billion for the entire supply chain. Liguria's shipbuilding sector remains strategic for exports, contributing €2.8 billion.
- **Employment and Businesses:** Liguria ranks first in Italy both for the wealth generated (11.9%) and for the number of employees, which reached 96,824 in 2024, accounting for 14.4% of total employment. Liguria's Blue Economy includes 16,853 businesses, of which 1,200 are youth-led, 3,981 are women-led, and 1,614 are foreign-owned. In the first half of 2024, 8,320 new hires were recorded in the region's Blue Economy sector.
- **Passenger Traffic:** Passenger traffic at Genova's Maritime Station closed 2024 with 3,86 million passengers. In 2025, ferry traffic is expected to increase by 2–3%, while cruise traffic is forecasted to reach 1.7 million cruise passengers, including 700,000 homeport passengers (embarking and disembarking in Genova) and 1 million transit passengers, with a total of 333 ship calls.
- **Major Cruise Operators:** MSC Cruises is expected to handle around 1.2 million passengers in 2025, maintaining its position as the leading cruise operator in Genova. Costa Cruises will make 52 calls, moving a total of 370,000 passengers.

## PSA GENOVA PRÀ

PSA Genova Pra' plays a pivotal role in the Blue Economy, promoting sustainability in the maritime and port sectors. In 2024, PSA Italy announced a €1 billion investment plan to increase the capacity of the Genova Pra' terminal from 2 to 3.2 million TEUs by optimizing existing spaces and reducing environmental impact. Technological innovations, such as automation, artificial intelligence for container flow management, and the use of electric vehicles, enhance efficiency and reduce emissions. The 2023 Sustainability Report highlights ambitious decarbonization goals: a 50% reduction in CO<sub>2</sub> emissions by 2030, 75% by 2040, and achieving net-zero emissions by 2050. PSA Genova continues to establish itself as a leader in combining economic development with environmental protection through investments in sustainable technologies and innovative solutions.

<https://www.psagp.it/>

## GENOVA BLUE DISTRICT

The Genova Blue District is an excellent hub for innovation, research, and dissemination dedicated to the blue economy, integrating the marine supply chain, hi-tech, business, and tourism. Since 2020, it has built a cooperative ecosystem through initiatives such as Innovation Village, Blue Street, Blue Gallery, and events at Salone Nautico, involving 62,200 participants, 350 organizations, 209 businesses, 50 associations, and 60 schools.

The project "From the Genova Blue District to the Technology Hub: the Blue Line," supported by the Fondazione Compagnia di San Paolo, is structured around three main pillars: the development of the Village, the enhancement of the Technology Hub - Digital Culture Workshop, and the connection between the two sites through cross-cutting initiatives. Future plans include shared projects and integrated experiences, both physical and virtual, to expand and enhance the current offering, strengthening the physical and cultural link between the Genova Blue District and the Emerging Technologies Hub, creating a shared innovation network that connects the city center and its outskirts.

<https://www.genovabluedistrict.com/>

## EVENTS

One of the key drivers of the marine economy and Made in Italy is the nautical sector, where Genova stands as an undisputed leader. The prestigious International Genova Boat Show, hosted annually at the new Waterfront di Levante, is complemented by other major events like the Blue Economy Summit and Genova Shipping Week, cementing Genova's role as an international reference point for the business community, enthusiasts, and maritime industry experts.

## MARITIME VENTURES

Promoted by CDP Venture Capital, Maritime Ventures is based at the Genoa Blue District of the Municipality of Genova. The initiative aims to facilitate the digital transformation of Italian SMEs in the marine and port logistics sectors.

Established with support from the CDP Venture Capital's Boost Innovation Fund and in collaboration with the Ministry of Enterprise and Made in Italy and leading investors, the project boasts an initial budget of € 30 million and has set a goal of creating ten new businesses over the next three years, with aspirations to raise up to €70 million.

The long-term goal is to fill technological gaps and improve the competitiveness of Italian SMEs in the shipbuilding, yachting, cruise and port logistics sectors, fostering an innovative ecosystem capable of attracting new investments and generating growth opportunities for the local and national economy.

<https://www.maritime-ventures.com/>

## ITALIAN MERCHANT MARINE ACADEMY

Since 2005, the Italian Merchant Marine Academy has offered advanced training in the maritime field and was recognized in 2011 as the "Foundation for Higher Technical Institute for Sustainable Mobility – Maritime Transport and Fishing Sectors." Its high-level professional and technological training aligns with the needs of companies, particularly in maritime and logistics. Collaboration with the business world ensures high levels of employment, with post-diploma employment at over 95%.

In 2009, the Academy launched its International Section through IMSSEA – International Maritime, Safety, Security & Environment Academy, under a bilateral agreement between the Italian Ministry of Foreign Affairs and the IMO in London, which manages specific international development and training projects with over 100 nations.

Since 2025, the Academy's new headquarters will be located at Palazzo Tabarca, at Porto Antico area, providing an international hub of excellence dedicated to the training of the maritime professions.

<https://company.accademiamarinamercantile.it/>





# SOFT INNOVATION AND TECHNOLOGY

## START-UPS AND ENTERPRISES



Genova's innovation ecosystem is built on the presence of 200 innovative startups and significant institutional, public, and private partners, including the Genova Chamber of Commerce, FI.L.S.E. - Finanziaria Ligure per lo Sviluppo Economico, LigurCapital, Confindustria Genova, the University of Genova, the National Research Council (CNR) of Genova, the Italian Institute of Technology, START 4.0 - Competence Center, Job Centre, Liguria Digitale, Cofoundry, CONDIVISO, the Ligurian Marine Technology

District, Legacoop Liguria, Social Hub Genova, Talent Garden Genova, Wylab, and Compagnia delle Opere Liguria.

In Genova, a well-established network of high-tech companies operates in sectors such as robotics, AI, automation, biomedical technology, cybersecurity, energy, logistics, and the blue economy. Among these are Leonardo, Esaote, ABB, ETT, BeDimensional, Hitachi Rail, Hi-Lex, Gruppo Danieli, and Axpo Italia.

### NOVA CONNECT

Nova Connect, a partnership between the Municipality of Genova, the Compagnia di San Paolo Foundation, and Feat. Ventures, aims to position Genova among Europe's leading innovation hubs. It facilitates collaboration among start-ups, investors, companies, institutions, and research organizations, fostering sectors like robotics, cybersecurity, energy, logistics, and blue economy.

<https://novaconnect.ge/>

### TALENT GARDEN

For 13 years, Talent Garden has been a hub for coworking and innovation in Genova. Initially based at the GREAT Campus in Erzelli, its new location at Baltimora Gardens fosters sustainable urban development, connecting the public and private sectors to enhance access to green and blue economy services and improve quality of life.

The new Talent Garden Baltimora collaborates with Genova Industrie Navali, providing privileged access to the shipbuilding and maritime industry.

<https://talentgarden.com/en/coworking/genova>

### GENOVA SMART CITY ASSOCIATION

Genova's commitment to revitalizing economic growth includes tangible support for businesses. Through an inclusive networking process among companies and under the aegis of the Municipality of Genova, the Genova Smart City Association supports the city in its transformation into a Smart City. This is achieved through a unified platform for discussion and project planning, creating links between development strategies and business opportunities, projects, and funding, while also fostering dialogue and collaboration with other Italian and international cities.

[www.genovasmartcity.it/en/home-en/](http://www.genovasmartcity.it/en/home-en/)





# SOFT INNOVATION AND TECHNOLOGY

## RESEARCH, DEVELOPMENT, AND CREATIVITY

The University of Genova, together with specialized training institutions in key sectors and international centres of excellence, provides a wide range of scientific, technical, and professional skills. Genova and Liguria are hosting some of the largest robotics and AI research laboratories in Italy, with scientific programmes exploring the coexistence of intelligent machines alongside humans to improve the quality of life and work - the 'Robot Valley'. Alongside traditional sectors such as the maritime economy, logistics, and high-tech, new professional opportunities are emerging in tourism, culture, and creativity.

### UNIVERSITY OF GENOVA (UniGe)

The University of Genova plays a central role in research, innovation, and technology transfer. It transforms academic results into entrepreneurial opportunities and promotes youth employment through initiatives like Tech Check, connecting universities and businesses to address innovation needs.

The Contamination LAB fosters collaborations between academia, public and private stakeholders, and businesses. Key focus areas include Agrifood, Blue Economy, Cultural Heritage, Security, AI, and Robotics.

<https://unige.it/en>

### NATIONAL RESEARCH COUNCIL – CNR

National public research institution established by the Ministry of Universities and Research. Since 1923, its aim is to carry out scientific research projects, promoting innovation, internationalisation and fostering the competitiveness of the industrial system. In Genova, it has 9 institutes: Biophysics, Electronics and Information Engineering - Telecommunications, Energy, Computational Linguistics, Applied Mathematics and Informatics, Study of Macromolecules, Marine Sciences, Intelligent Systems for Automation, Educational Technologies.

<http://servente.ge.cnr.it/inglese/index.php>

### ITALIAN INSTITUTE OF TECHNOLOGY – IIT

A foundation established jointly by the Italian Ministry of Education, Universities and Research and the Ministry of Economy and Finance to promote excellence in basic and applied research and to contribute to the economic development of Italy. The primary goals of the IIT are the creation and dissemination of scientific knowledge as well as the strengthening of Italy's technological competitiveness. To achieve these two goals, the IIT will cooperate with both academic institutions and private organizations, fostering through these partnerships scientific development, technological advances and training in high technology.

<https://www.iit.it/en-US/>





**RAISE**

The **ROBOTICS AND AI FOR SOCIO-ECONOMIC EMPOWERMENT (RAISE)** project – conceived and coordinated by UNIGE, CNR and IIT – aims to support the development of an innovation ecosystem based on the scientific and technological domains of artificial intelligence and robotics, focusing on the needs of a specific regional context, namely the Liguria Region.

The project aims to evolve into a highly attractive ecosystem for companies, investors and researchers, both nationally and internationally. The proposed project is rooted in a regional territory characterized by scientific, technological and economic specificities. This project was selected together with 10 others by the MUR from the PNRR call - M4C2 Ecosystems of Innovation

[www.raiseliguria.it/en/](http://www.raiseliguria.it/en/)

**CASA DELLE TECNOLOGIE EMERGENTI**

Promoted by The Ministry of Enterprises and Made in Italy, CTE Genova aims to increase new market opportunities for next generation start-ups and SMEs that can develop and provide innovative Made In Italy solutions for cultural and creative sector

Based in the former railway station of Genova Prà, CTE – Genova offers a co-working space, training activities and funding opportunities to develop digital solutions heritage through the application of emerging technologies - IoT, AI, Augmented, Virtual and Immersive Reality, Blockchain – triggered by 5G infrastructures.

Set up by the Municipality of Genova with the scientific and technological partnership involved, CTE-Genova is an incubator capable of fostering cultural acceleration and creation programmes, such as:

- immersive itineraries of cultural enjoyment for citizens and tourists.
- digitisation of museum archives;
- enhancing the conservation of cultural heritage;
- increasing the security of museums and logistics of works.

<https://cte.comune.genova.it/en/>

**GENOVA GLOBAL GOALS AWARD**

Designed by the Municipality of Genova and co-organized by the Genova Smart City Association to engage local communities in projects for the regeneration and enhancement of natural heritage and public assets, in line with the UN's 2030 Agenda.

Actors from the educational, social, and productive sectors are encouraged to adopt sustainable and inclusive behaviors, inviting them to present ideas and projects aimed at improving the quality of life in the Genoese territory. Genova Global Goals Award welcome two categories of participants: GenZ, including schools of all levels; Senior, which includes companies, startups, spin-offs, associations, universities, and public institutions.

[www.investingenova.com](http://www.investingenova.com)

**GENOVA LIGURIA FILM COMMISSION**

The Foundation's primary goal is to attract productive investments to Liguria in the audiovisual, advertising, television, and film production sectors to boost employment and foster the creation and growth of local entrepreneurial ventures. Established by the Liguria Region, the Municipality of Genova, and other regional stakeholders, Liguria is constantly "on set," spanning from west to east.

2022 Data: 333 productions assisted, 1,382 production days, 198 crew placements, including 2,000 local workers, for a total of 27,510 workdays. Direct economic impact exceeding €9 million, with total production value estimated at €27 million. 88 Ligurian municipalities involved in productions.

[www.glfc.it](http://www.glfc.it)





# INVESTMENT TRANSFORMATION DISTRICTS

The Transformation Districts identify urban areas designated for complex interventions aimed at radically transforming the physical appearance and functionality of significant portions of the municipal territory. These areas are often characterized by abandoned industrial zones, public or private structures that have outlived their purpose, or neglected urban spaces. Through the Urban Plan, these zones undergo deep renewal, creating new opportunities for development.

The preliminary analysis of these areas considers several key aspects: the district's specific objectives, surface area, sectors of intervention, implementation methods, cadastral details, opportunities and constraints for economic operators, as well as considerations for landscape, architectural, and archaeological protection. Additionally, a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) is conducted to outline innovative planning guidelines.

## A Simplified Procedure

In 2023, the Municipality of Genova simplified the procedures for implementing these areas compared to regional regulations. Notably, building permits for these transformations can now be obtained directly through a simple service conference lasting just 45 days.

Urban-scale planning, which is preparatory to the realization of individual lots, is required only when deemed necessary for particularly impactful interventions. Recovery projects for existing buildings, however, are exempt from this requirement, aligning with the core principle of the Urban Plan: "Building on the built".



(EX AURA NERVI)



(EX AURA NERVI)

## Genova 2050: A Strategic Vision for the Future

The Genova 2050 Action Plan embodies an ambitious long-term project aimed at transforming the city into a model of innovation, resilience, and sustainability. With strategic goals such as sustainable urban regeneration, the adoption of advanced technologies, energy transition, climate change adaptation, and the promotion of social inclusion, Genova is preparing to face global challenges, including climate change and the shift toward a sustainable energy future.

The Transformation Districts become the core of this strategy, with interventions that not only improve urban planning but also transform these areas into true Positive Energy Districts (PEDs)—districts that generate more energy than they consume.

## Objectives of Positive Energy Districts (PEDs)

- High-energy-efficiency buildings, powered by renewable sources such as solar and wind energy.
- Resource management systems, including water and waste, designed for reuse and sustainability. Optimized infrastructures that reduce emissions and improve urban quality of life.
- Climate-adaptive areas, designed to mitigate the effects of climate change, with solutions such as green spaces integrated with natural drainage functions and urban heat mitigation.





# INVESTMENT GREAT CAMPUS ERZELLI

<https://www.great-campus.it/en/>

- NEW POLYTECHNIC SCHOOL - Under construction - Area equal to 60,000 sqm
- NEW GENOA PONENTE HOSPITAL - Design stage - Area equal to 100,000 sqm
- HOTEL - RESIDENCE (student residences, elderly residences, etc.) - RECREATION - Area TO BE DEVELOPED equal to 40,000 sqm (+/-30%)
- HOUSING RESIDENCES - Area TO BE DEVELOPED equal to 100,000 sqm (+/- 30%)
- DIRECTIONAL OFFICES, OFFICES, LIGHT LABORATORIES - Area TO BE DEVELOPED equal to 60,000 sqm (+/-30%)
- COMMERCIAL - Area TO BE DEVELOPED equal to 9,000 sqm (+/- 30%)
- MANAGEMENT OFFICES, OFFICES, LIGHT LABORATORIES - Built surface area equal to 40,000 sqm
- COMMERCIAL - Built surface area equal to 1,500 sqm

**NEW GENOA PONENTE HOSPITAL - Design stage**  
Area equal to 100,000 sqm



**NEW POLYTECHNIC SCHOOL - Under construction**  
Area equal to 60,000 sqm



**PUBLIC GREEN PARK - Area created**  
Surface area equal to 30,000 sqm



**MANAGEMENT OFFICES, OFFICES, LIGHT LABORATORIES - Built surface area equal to 40,000 sqm**  
**COMMERCIAL - Built surface area equal to 1,500 sqm**



The Genova Erzelli Science and Technology Park (GREAT Campus) represents the new technological district of Genova, currently under development. It is a true Smart City, bringing together high-tech companies, the New Polytechnic School of the University of Genova, the new Ponente Genovese Hospital "National Center for Computational Medicine," as well as research and training centers, all within a newly completed 30,000 sqm Public Green Park.

The goal is to create a multifunctional space that is both practical and enjoyable, designed to foster creativity, collaboration, and interaction. The GREAT Campus will integrate services and facilities for work, study, leisure, and relaxation. In addition to state-of-the-art laboratories and workspaces, the campus will feature high-comfort residential areas, spaces dedicated to culture, sports, and recreation, as well as commercial services designed for families. This will create a vibrant, continuously active environment, seamlessly integrated into the existing urban fabric, operating seven days a week.



# INVESTMENT THE FORMER QUARTO PSYCHIATRIC HOSPITAL

Located in the Quarto district, in the eastern part of the city, the complex is easily and quickly accessible from Genova's city center by public transport, private vehicles, or bicycles.

Key services nearby the complex include the Giannina Gaslini Children's Hospital, the San Martino Polyclinic, the Galliera Hospital, the University of Genova campuses, several large sports facilities, schools of all levels, public offices, a Carabinieri station, and public beaches.

Completed in 1933, the complex is now divided into three different ownerships: ARTE, ASL3, and CDP Immobiliare. It comprises several neoclassical buildings, including the so-called "Old Institute" and "New Institute," residential buildings, the "Nurses' House," the monumental gatehouse, a recently constructed office building, and a smaller structure previously used for forensic medical clinics.

## The Building Owned by Cassa Depositi e Prestiti (New Institute)

The New Institute consists of a single architecturally valuable structure with three above-ground floors, divided into three U-shaped blocks. The main functions permitted by the municipal urban plan for this district include residential, office, hotel accommodations, private and public-use services, and advanced tertiary and management activities.

The project, designed by OBR Studio, includes the following elements:

- New residential building: Integrated with the natural level of the terrain, following the flat slope before descending towards Via Antica Romana di Quarto.
- Underground parking for the new residential building: Constructed within the buildable limits of the municipal urban plan, in compliance with the project scale.
- Underground parking: Located beneath the southern parterre, fully underground without altering the terrain; the roof will be landscaped as a lawn, compliant with UNI 11235:2015 standards.





# THE PALASPORT OF GENOVA



The Palasport of Genova offers an extraordinary opportunity for those aspiring to invest in a strategic venue with immense potential for developing sports, cultural, and entertainment events at both national and international levels.

The Municipality of Genova is about to initiate a tender process for granting the concession for managing the newly renovated sports arena.

The renovation, designed by the Renzo Piano Building Workshop, aims to ensure dynamic management that enhances the value of the new structure, positioning it as a benchmark of excellence.

The goal is to identify a high-profile operator with proven experience in international circuits and the

organizational and financial stability required to take on the challenge of sustainable and innovative management.

Analyses conducted during the acquisition phase identified the following key areas of interest:

- **Naming rights of the facility;**
- **Hosting large and medium-scale sports events** at international, national, and regional/local levels;

- **Organizing non-sporting events**, including concerts, trade fairs, and exhibitions;
- **Utilizing dedicated spaces**, such as the lounge area and merchandising opportunities;
- **Using the facility for athlete training** and a variety of gym activities.

## The Redevelopment Project

The redevelopment of the Palasport of Genova aims to transform the historic building, designed in 1962 by Leo Finzi, into a multifunctional complex at the entrance to the new Waterfront.

The project integrates two main components:

- **Sports Arena:** A flexible space for sports, cultural, and trade events, including international gatherings. The arena can host up to 4,000 seats, expandable to 5,000, with adaptable configurations enabled by retractable stands.
- **Thematic Commercial District:** A ring of commercial activities featuring promenades and panoramic terraces, emphasizing the structure's circular geometry.

The arena, designed in collaboration with CONI, meets **FIP GOLD standards** for hosting Serie A basketball games. It also incorporates advanced technological systems such as sound-absorbing panels that improve acoustics and support 360° immersive projections, as well as high-performance projectors that provide the required lighting levels without glare.

The **design** preserves the original aesthetic while introducing modern elements to enhance functionality and visual appeal:

- **Ground floor:** Glass sections foster a seamless connection between interior and exterior.
- **Upper ring:** Opaque metallic panels and 288 steel blades ensure structural stability while evoking the original design.
- **Public balconies:** Three terraces provide visual connectivity to the surrounding park.

### Second floor

(+14.95 m above sea level)

- Multifunctional spaces for gyms
- events, storage
- and technical rooms

### First floor

(+11.58 m above sea level)

- Spectator stands, VIP/skybox areas
- press spaces, and merchandising areas

### Ground floor

(+5.60 m above sea level)

- Sports area
- locker rooms
- facilities for sports clubs
- restrooms, and refreshment areas

### Basement

(+1.93 m above sea level)

- Entrances
- ticket offices
- VIP reception areas
- storage spaces



## Sustainability and Innovation

A distinctive feature of the project is its focus on environmental sustainability:

- **Renewable energy:** 2,800 square meters of photovoltaic panels will be installed on the outer ring's roof.
- **Energy efficiency:** A heat exchange system using seawater will power the building's heating and cooling.
- **Integrated design:** The new Palasport will meet much of its energy needs independently, aligning with the overall masterplan of the area.



# INVESTMENT GAVOGLIO BARRACKS



The complex, built starting in the 19th century, predates the development of the Lagaccio neighborhood, one of the most urbanized and densely populated areas of the city.

Following its acquisition by the Municipality, the UNaLab executive project, in collaboration with LAND, includes the creation of a new urban park for the community. The new green areas and social spaces have strengthened connections with the upper part of the neighborhood.

The adopted solutions and strategic urban green design have significantly enhanced the resilience capacity of this area.

The third floor of the restored building will host a new nursery school, equipped with a reception hall and three multipurpose classrooms. Additional spaces will be dedicated to workshops and areas reserved for school staff and catering personnel.

Some nature-based solutions have been selected for the project.

These include systems for managing and channeling rainwater, such as permeable surfaces, detention and infiltration basins, which also contribute to water conservation.

Features like rain gardens, orchards, xerophilous meadows, new tree plantings, shrub beds, green walls, and slope reforestation reduce hydrogeological risk and the urban heat island effect, absorb CO<sub>2</sub>, and boost biodiversity.

Additionally, play areas on experiential surfaces will combine the psycho-physical benefits for children with a positive ecological impact.





# INVESTMENT PALAZZO GALLIERA



Palazzo Galliera, owned by S.P.Im. S.p.A., is a historic building dating back to the 19th century, located in the heart of Genova, next to Via Garibaldi, between Palazzo Tursi and Palazzo Bianco. Originally a private residence, it stands on a site of great historical significance: the ancient Church of San Francesco al Castelletto. Traces of this past, such as columns and arches from the lateral nave, are still visible in the façade and the evocative inner courtyard.

Considerations about the potential use of the palace are particularly focused on social purposes. Among the proposed ideas is the creation of spaces dedicated to hostels or facilities with community-oriented objectives, aimed at fostering inclusivity, affordability, and social mobility.

The palace's strategic location, in the heart of the historic center and a few steps from

the Strada Nuova Museums, offers a unique opportunity to develop synergies with museums and cultural institutions by hosting educational, artistic, and social initiatives. The hope is that the future buyer can transform Palazzo Galliera into a vibrant and meaningful place for the community, restoring prominence to this hidden treasure.

A feasibility study has also been commissioned to the architectural firm OBR Open Building Research, which explored the palace's potential as a resource for the city. Proposed solutions include the creation of apartments, coworking spaces, art galleries, and libraries.

Palazzo Galliera represents an example of how historical heritage can become an opportunity for the city's future.



# VILLA SAREDO PARODI



The XVI century Villa Saredo Parodi is in Marassi neighborhood, near the church of Santa Margherita. In the entrance hall and along the staircase leading to the main floor and the loggia, there are relevant frescoes with allegorical scenes. In the chapel there is a fresco, by Valerio Castello depicting the Coronation of the Virgin. Another fresco, by Domenico Fiasella (1589-1669) inspired by the myth of Diana and Endimione, is in the vault of

the ground floor. For several years there were offices decentralized of the municipality.

The building has a historical and architectural value, is near the city center, and is surrounded by services and commercial activities. The maintenance state needs intervention.



LAND AREA



EXTERNAL COURTYARD



SLP TOTAL (SQM)  
(From FISIA relief)





# INVESTMENT VILLA GRUBER



Villa Gruber, located in the district of Castelletto, is an XVIII century building, surrounded by an English park very popular to the inhabitants of the area.

It consists of a main building of three floors above ground and one underground. The tower, sited on the western front, rises for two more floors and offers an exclusive panoramic view of the city. The dwelling was built by the noble De Mari family in the second half of the '500.

In 1856 the property passed to the Austrian industrialist Adolf Gruber, who made some changes to the complex.

More recently, In the thirties of XX century, the large park was partially adapted to allow the construction of residential buildings. Later the property was transferred to the Municipality of Genova, which destined the remaining part of the park for public use, today a large green space of 13,500 sqm.

# VILLA ROSSI



Villa Rossi, a seventeenth-century noble building, is located within the park of Piazza Poch, the green lung of the district of Sestri Ponente.

The building is partly on five floors above ground, partly on three and is equipped with large space used as a garden. It was built by the noble Lomellini family in the seventeenth century and was soon ceded to the Spinola centurion.

In 1855 it was bought at auction by the Rossi - Martini family, who expanded the beautiful park. Still intact today, it measures 40,425 sqm and is often used for cultural and leisure events. It was sold to the Municipality of Genova around the 1930s to house a school, that was then closed at the beginning of the 2000s.

Today is fully occupied and houses several associations within it. The maintenance state needs enhancement interventions.

about  
**2,600**  
sqm

**LAND AREA**  
(excluding park area)

**1,500**  
sqm

**OUTDOOR SPACE**

**2,664**  
sqm

**SLP TOTAL (SQM)**  
(from FISIA relief)

about  
**2,600**  
sqm

**LAND AREA**  
(excluding park area)

circa  
**2,000**  
sqm

**PERTINENT  
EXTERNAL AREA**

**3,070**  
sqm

**SLP TOTAL**  
(from FISIA relief)





# SOURCES, CONTRIBUTIONS, AND CREDITS

## Invest in Genova is easy.

The city has set up a series of information and communication tools with potential investors to make the process smoother. In particular:

**Genoa Business Unit:** a public office with the purpose of assisting those who intend to invest and establish their activities in Genova. The focus is to support the new start-ups, to promote employment, real estate, and urban regeneration in the city.

[genoabusinessunit@comune.genova.it](mailto:genoabusinessunit@comune.genova.it)

**Invest in Genova:** a website dedicated to territorial marketing, enhancing the assets of the city, and promoting its socio-economic potential through a showcase of the great opportunities in different investment areas such as technology, innovation, and real estate.

[www.investingenova.com](http://www.investingenova.com)

**Invest in Italy – Real Estate:** is a portal that offers information on real estate investments in Italy, for both national and international operators. The project, realized by ICE (Italian Trade Agency), is part of the initiatives of the “Sblocca Italia” decree, aimed at fostering investment opportunities in the country. It is a platform that connects professional investors with selected real estate opportunities, which include both properties ready for enhancement and development projects. The properties are available for sale or long-term concession, with disposal procedures through private negotiation or public tender.

[www.investinitalyrealestate.com](http://www.investinitalyrealestate.com)

**Opportunity Liguria:** a digital platform developed by the Liguria Region that valorizes the areas and sites for new productive, directional, logistic activities. It provides detailed information on land and/or building characteristics, architectural, archaeological, landscape, hydrogeological risk, accessibility, and logistics. In addition to defining a specific vision of the economic and sociodemographic context with ISTAT sources, which details investment opportunities, cartographic sections, land register, manufacturing, artistic and sports activities, entertainment, accommodation, and catering services.

[www.opportunityliguria.it](http://www.opportunityliguria.it)

## PP. 4/5 Genova 2030 – 2050

Economic Development and Promotion Area, Municipality of Genova

Genova Lighthouse City Strategy

Genova 2050 Action Plan for a Lighthouse City

## PP. 6/7 Genova: The Right Place

Statistics Office, Municipality of Genova

Overnight Stays Data – Projections for 2024

## PP. 8/9 Living in Genova

Tourism Department, Municipality of Genova

Economic Development and Promotion Area, Municipality of Genova

Urban Planning Department

General Report on the Green Plan – Image: Openfabric

## PP. 10/11 Culture

Culture Department

Images: Alessandro Milesi - At the Café, Tranquillo Cremona –

Poor but Proud, Giuseppe De Nittis – The Amazon at Bois de

Boulogne

## PP. 12/13 Tourism - MICE

Tourism Department, Municipality of Genova

Genova Convention Bureau

Tourist Tax 2024

Regional Tourism Observatory

Stazioni Marittime

Data Appeal

## PP. 14/15 Sport

Sports Department, Municipality of Genova

Red Bull Cerro Abajo – Credit: Gabriele Seghizzi

## PP. 16/17 Events

Communication Office, Municipality of Genova

## PP. 18/19 Euroflora

Euroflora – Porto Antico

## PP. 20/23 Connected City

Technology Office – IT Systems, Municipality of Genova

Infrastructure and Public Works Area, Municipality of Genova

## PP. 24/27 Sustainable Mobility

Mobility Department, Municipality of Genova

## PP. 28/29 Tunnel

Aspi – Autostrade per l'Italia

## PP. 30 Port

Western Ligurian Sea Port Authority

## PP. 31 The circular economy model applied to major genovese projects

Genova Reconstruction Commissioner

## PP. 32/33 The New Breakwater

Western Ligurian Sea Port Authority

## PP. 34/35 Urban Regeneration: 7 wonders for a sustainable future

Economic Development and Promotion Area, Municipality of Genova

Image: Fabio Di Paola [www.fdpdesign.it](http://www.fdpdesign.it)

## PP. 36/37 #1 Park of Parks

General Report on the Green Plan

Urban Planning Department, Municipality of Genova

## PP. 38/39 #2 Lanterna Park

Urban Planning Department, Municipality of Genova

Commissioner's Office for the Reconstruction of the Polcevera

Viaduct on the A10 Highway

Public Works Department, Municipality of Genova

Aspi – Autostrade per l'Italia

## PP. 40/41 #3 Polcevera Park

Urban Planning Department, Municipality of Genova

Stefano Boeri Architetti, Metrogramma Milano, Inside Outside

I Petra Blaisse, MIC | Mobility in Chain, Studio Laura Gatti, Transsolar Energietechnik, Antonio Secondo Accotto

## PP. 42/43 #4 Waterfront Di Levante

Urban Planning Department, Municipality of Genova

Western Ligurian Sea Port Authority

Renzo Piano Building Workshop

Casa della Vela: Final Project – Neostudio Architetti Associati,

S. B. Arch, SEM Ingegneri Associati, Giorgio Demofonti

Impresa – Sirce SPA

## PP. 44/45 #5 Regenerating Prà

Infrastructure and Public Works Area, Municipality of Genova

## PP. 46/47 #6 The Walls and Forts

Urban Planning Department, Municipality of Genova

Infrastructure and Public Works Area, Municipality of Genova

## PP. 48/49 #7 Historic Center “Caruggi”

## PP. 50/51 The Confessional Cultural Project

Economic Development and Promotion Area, Municipality of Genova

## PP. 52/53 Blue Economy

Economic Development and Promotion Area, Municipality of Genova

Italian Maritime Academy Foundation

## PP. 54/55 Innovation and Technology – Business Incubators And Companies

Genova Smart City Association

Economic Development and Promotion Area, Municipality of Genova

Talent Garden Genova

## PP. 56/59 Innovation and Technology – Research, Development, And Creativity

Economic Development and Promotion Area, Municipality of Genova

Images: Claudia Oliva - Genova Liguria Film Commission, IIT – Italian Institute of Technology

## PP. 60/61 Transformation Districts

Urban Planning Department, Municipality of Genova

Open Building Research S.r.l.

## PP. 62/63 Great Campus Erzelli

Urban Planning Department, Municipality of Genova

GHT - Genova High Tech Spa

## PP. 64/65 Former Quarto Psychiatric Hospital

Urban Planning Department, Municipality of Genova

## PP. 66/67 Palasport

RPBW Renzo Piano Building Workshop

## PP. 68/69 Gavoglio Barracks

Urban Planning Department, Municipality of Genova

## PP. 70 Galliera Palace

S.P.Im. S.p.A.

## PP. 71 Villa Saredo-Parodi

## PP. 72 Villa Gruber

## PP. 73 Villa Rossi

Heritage Department, Municipality of Genova

**For all other images:** Municipality of Genova

**Layout and graphics:** Liguria Digitale



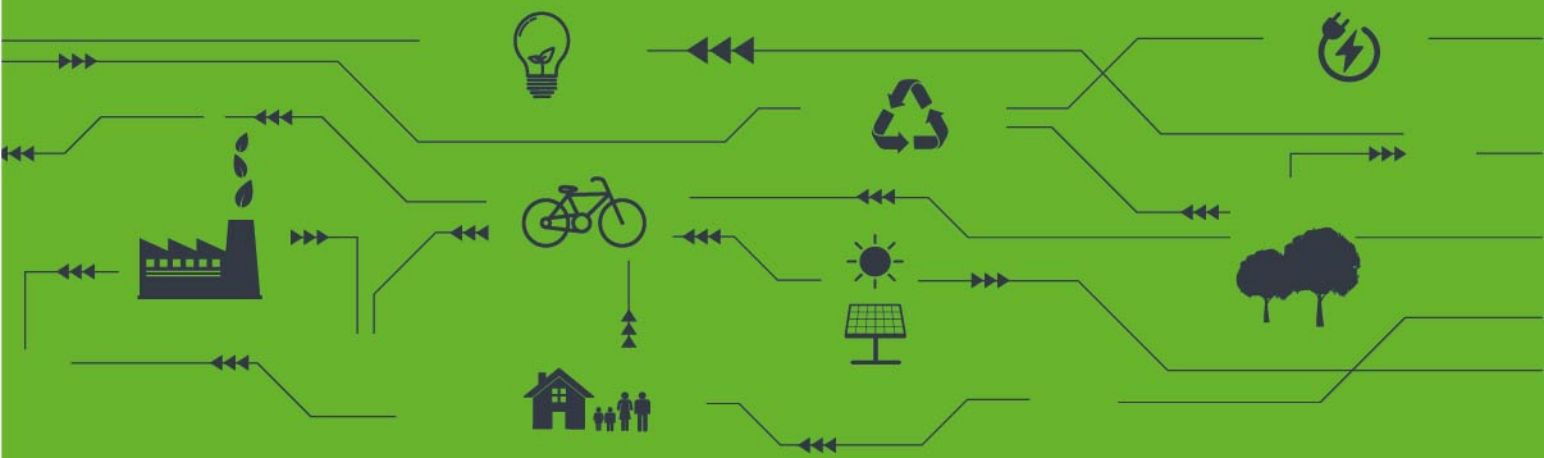
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