Portanuova Impact Report 2025

Making sustainability a shared value

Portanuova

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Introduction

Portanuova in Milan is one of the most important urban regeneration operations carried out in the historic center of a European city. This transformation is part of a constantly evolving urban context where traditional property management is not sufficient to integrate all the aspects necessary today to meet the real needs of the city.

The regeneration of the neighbourhood has always aimed to respond to the needs of the city and the contemporary community through public meeting spaces, attention to environmental sustainability, accessible services and a commitment to safety.

COIMA has taken on the role of manager of the district through a unified and shared vision in line with the "Portanuova Impact" strategy. It has combined real estate development with the implementation of a proposal for multidimensional activation of the neighbourhood. Thanks to a systemic approach, all stakeholders have contributed to the generation of social, environmental, natural, cultural and digital projects. The objective is to generate tangible and measurable impacts that go beyond traditional management and the boundaries of the district.

Portanuova is a place for experimentation toward a resilient city. Urban regeneration, environmental sustainability, and innovation are integrated with the quality of public spaces and services. This results in a development model capable of combining international competitiveness with collective well-being.

Aerial view of Portanuova

The evolution of the northern area adjacent to Via Melchiorre Gioia testifies to the development path of Portanuova. The completion of buildings such as Pirelli 35, the construction of the Portals and the recent development of Gioia 22, the largest nZEB building in Italy, are part of a unified masterplan that also includes Pirelli 32, Pirelli 39 and the surrounding areas[1] .

The district is conceived as an open platform, based on listening and collaborating with the entrepreneurial companies present in the district, in a constant dialogue with local institutions and authorities as well as with the Third Sector, which is very present in the Milanese area.

Characterized by a strong commercial and financial identity, he district has successfully evolved, achieving the balance envisioned from its initial design: a place where work, everyday life and housing coexist harmoniously, with a strong focus on environmental and social issues.

BAM – Biblioteca degli Alberi, a public park of the Municipality of Milan, continues to represent a central element of this urban ecosystem. Through the public-private partnership COIMA - Municipality of Milan - Riccardo Catella Foundation, the park confirms itself as a green and cultural infrastructure open to the city, a place for meeting and well-being.

In continuity with the path undertaken, Portanuova intends to maintain its commitment to measuring and communicating the main results achieved and the related economic-employment, social and environmental benefits generated, with a particular focus on the management and activation activities of the district.

[1] The Portals are part of the urban regeneration project of Portanuova, the subject of a unitary masterplan that includes the developments of Gioia 22, Pirelli 35, Pirelli 39 and Pirelli 32 and the surrounding areas; for the latter, on 21 March 2022, the Municipality of Milan and COIMA SGR signed an agreement for the redevelopment of public and pedestrian areas as part of the overall urban regeneration project.

Promenade Varesine

Methodological note

The document aims to provide a vision of the Portanuova district, recounting its history and evolution, up to its current responsible management and the related impacts generated year after year. This management aligns with the initial objectives of the project, i.e. the generation of environmental, social and economic impacts that are described and quantified in this document using qualitative and quantitative methods.

The time frame of the document is the calendar year 2025 (1 January – 31 December). However, where relevant and for comparative purposes, data relating to the previous two calendar years, 2024 and 2023, as well as to Phase 1 (design and implementation period: 2003-2018) and Phase 2 (2018-2026) of the project are also reported.

The Impact Report refers to the Portanuova area which is constantly evolving and expanding: the district today includes the central area around Piazza Gae Aulenti, the axes of via Galileo Galilei, via Marco Polo, as well as the neighboring areas affected by the development and regeneration of the neighbourhood.

To understand the impacts generated by the activities and initiatives related to the management of the neighbourhood, COIMA, with the support of EY S.p.A.'s Climate Change & Sustainability Services team, has developed a monitoring and evaluation framework, applying the principles of the Theory of Change[2] .

The analyses include all the management activities of private and public spaces, the editorial schedule of events of Portanuova and the activities of the Riccardo Catella Foundation, which also includes the cultural and educational moments of the BAM – Biblioteca degli Alberi Milano program.

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The framework for measuring outputs, outcomes and contribution to impacts made use of several complementary analysis methodologies:

Input-Output Analysis

A method developed by Nobel Prize winner Wassily Leontief that studies the interdependencies between different economic sectors. The analysis made it possible to measure the indirect (along the supply chain) and induced impacts (linked to the purchases of indirectly activated employees) generated by the investments and purchases made for the management of Portanuova. In particular, the impacts measured are: the contribution to the national GDP, the tax contribution and the employment impact.

Descriptive statistical analysis

Collection and aggregation of data from multiple internal and external sources that made it possible to examine the evolution of the neighbourhood and its environmental and social impact. In this context, environmental, social and economic indicators were also considered, used to evaluate the performance of the district and were compared with reference averages available for areas of Milan.

Workshop

Structured moment of technical discussion in the ESG field, aimed at sharing Portanuova's vision on sustainability and urban regeneration of the district. The activity involved sustainability managers and representatives of the leading companies, with the aim of strengthening collaboration, activating synergies and collecting priorities, observations and proposals useful for guiding the present and future development of the district.

Stakeholder engagement

Collection of direct feedback (subsequently presented in the dedicated sections "Portanuova listens") through qualitative interviews and questionnaires, aimed at capturing the perception of tenants, residents, workers and citizens about the quality of services and spaces in Portanuova, investigating their level of satisfaction and experiences in the neighbourhood.

Tenant satisfaction assessment

Survey aimed at calculating the Grace Hill's Kingsley Index, a benchmark tool to assess the degree of satisfaction of tenants with the manager and useful for identifying any critical issues.

Direct observations

Methodology used to acquire immediate and direct monitoring of metrics in the field. This approach made it possible to collect qualitative and quantitative information in real time, directly assessing the functioning and management of services and public spaces, as well as people's participation in the life of the neighbourhood.

2: Theory of Change (TOC) method used to plan and evaluate projects that promote change intentionally. The approach offers a clear vision of the logic that guides projects and actions, identifying, according to a causal logic (results chain) the resources allocated (inputs), the results achieved (outputs), the changes generated (outcome) and the contribution to long-term impacts (impact).

Aerial view of Corso Como Place

Portanuova listens

"Portanuova listens" is the section dedicated to moments of meeting and sharing ideas with the local community.

Portanuova acknowledges and thanks the tenants of offices and retails who contribute to activating the neighborhood.

This year, the listening process included a structured engagement pathway involving people who live in the district (workers, residents, tourists, etc.) and the collection of both qualitative and quantitative feedback. This year the activity was enriched with further moments of sharing, in particular through a workshop with representatives of leading companies established in the district, and with the involvement of retail tenants, met through direct interviews. During these meetings, the results achieved, the strengths of Portanuova and the main future challenges were explored.

In particular, the workshop aimed to collect

operational contributions, priorities and proposals for improvement in an integrated district logic. The activity was conducted with guided discussion mode, stimulating the comparison between experiences, practices already active and possible shared initiatives on a neighbourhood scale.

The workshop confirmed Portanuova as a mature urban ecosystem, where sustainability, quality of public space and attention to daily life create shared value. The companies recognize in the management of Portanuova the promotion of an active and cohesive community, ready to grow also including the extension towards Via Melchiorre Gioia. The desire to strengthen collaboration on sustainability and mobility emerged, enhancing the measurement of the district's performance and the integration of common initiatives. The value of the path already started by Portanuova to consolidate the climate resilience and environmental efficiency of the district was also recognized. Social cohesion is confirmed as a distinctive point: the tenants have expressed their willingness to develop joint initiatives on welfare, health, and well-being, enhancing and systematizing the activities already in place. The theme of quality of life is also central, with the shared goal of making the neighbourhood increasingly livable, accessible and full of useful services for the neighbourhood community. In continuity with what was carried out in 2025, the survey activity on the neighbourhood continued, through the administration of a survey, through which about 200 responses were collected, providing useful data for understanding the public perception of the different dimensions of the district observed.

The survey included multiple choice and open-ended questions. Closed-ended questions are based on a scale of 1 to 5, with 1 being the lowest level and 5 being the highest perceived satisfaction or usefulness. The survey took place on two separate days, one weekday and one holiday, at four points in the districts selected to ensure a balanced representation of the different pedestrian flows and user profiles. The data were collected anonymously and voluntarily and subsequently analyzed in aggregate form.

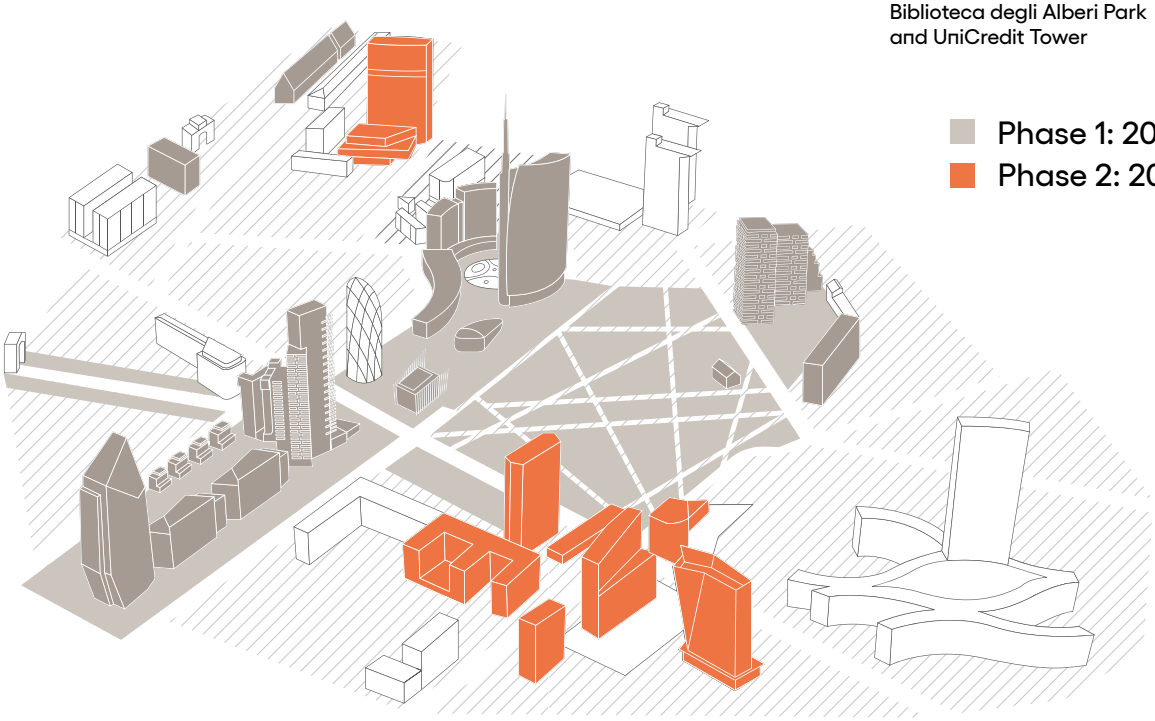
Portanuova key figures

The document describes and reports on the Portanuova activities over which COIMA and Fondazione Riccardo Catella have direct visibility. The boundaries of these activities extend as far as the new on-going developments.

The district hosts, and will continue to host, additional initiatives activated by stakeholders who live in these locations or choose them due to their central position and attractiveness, and because they share the same community values collected in this document. The ambition of this path is to trace over time a complete picture of what is happening in the neighbourhood, also going so far as to tell the initiatives proposed by all stakeholders.

Biblioteca degli Alberi Park and UniCredit Tower

Map of Portanuova with subdivision of buildings and areas in the two phases of intervention.



Portanuova today

10 investment funds

First neighbourhood in the world to receive LEED and WELL for Communities certification

33 LEED Certifications[3]

9 WELL[3] Certifications

9 BREEAM In-Use Certifications[3]

59 retails

56 office leases

11 years average stay in offices

95% of the portfolio in class B or higher

Management of **160,000** m² of public space, of wich **90,000** m² of total green area in the area and **80,000** m² of the Biblioteca degli Alberi

More than **15,000** m² of squares available to the community

120,000 m² covered by video surveillance

135,000 plants including aromatic herbs, hedges, shrubs, bulbs, climbers, aquatic plants, and herbaceous plants in BAM

Parco Biblioteca degli Alberi

500 trees in BAM

202 parking areas for private bicycles

2 train stations

3 metro lines (M2, M3, M5)

5km of cycle paths

2 municipal bike stations for sharing

3: LEED (Leadership in Energy and Environmental Design) is a voluntary certification system that assesses the environmental sustainability of buildings and urban areas. WELL certification is an international protocol that assesses the well-being and health of a building's inhabitants, promoting a healthier and more comfortable environment. BREEAM In-Use certification is an environmental assessment methodology and certification scheme to improve the sustainability performance of existing buildings.

Highlights 2025

14 million
visitors

50,000
workers in offices

35,000
residents

Piazza Alvar Aalto during the Porta Nuova Music Fest

570,000 €
digital investments for apps, sensors and DOOH

Activation of **10** contracts for retail in Portanuova

Activation of **7** contracts for office premises in Portanuova

4.2%
vacancy retail

0.3%
vacancy offices

1 cleaning intervention per day for the entire area to supplement the daily AMSA

7
people with fragility in the world of work

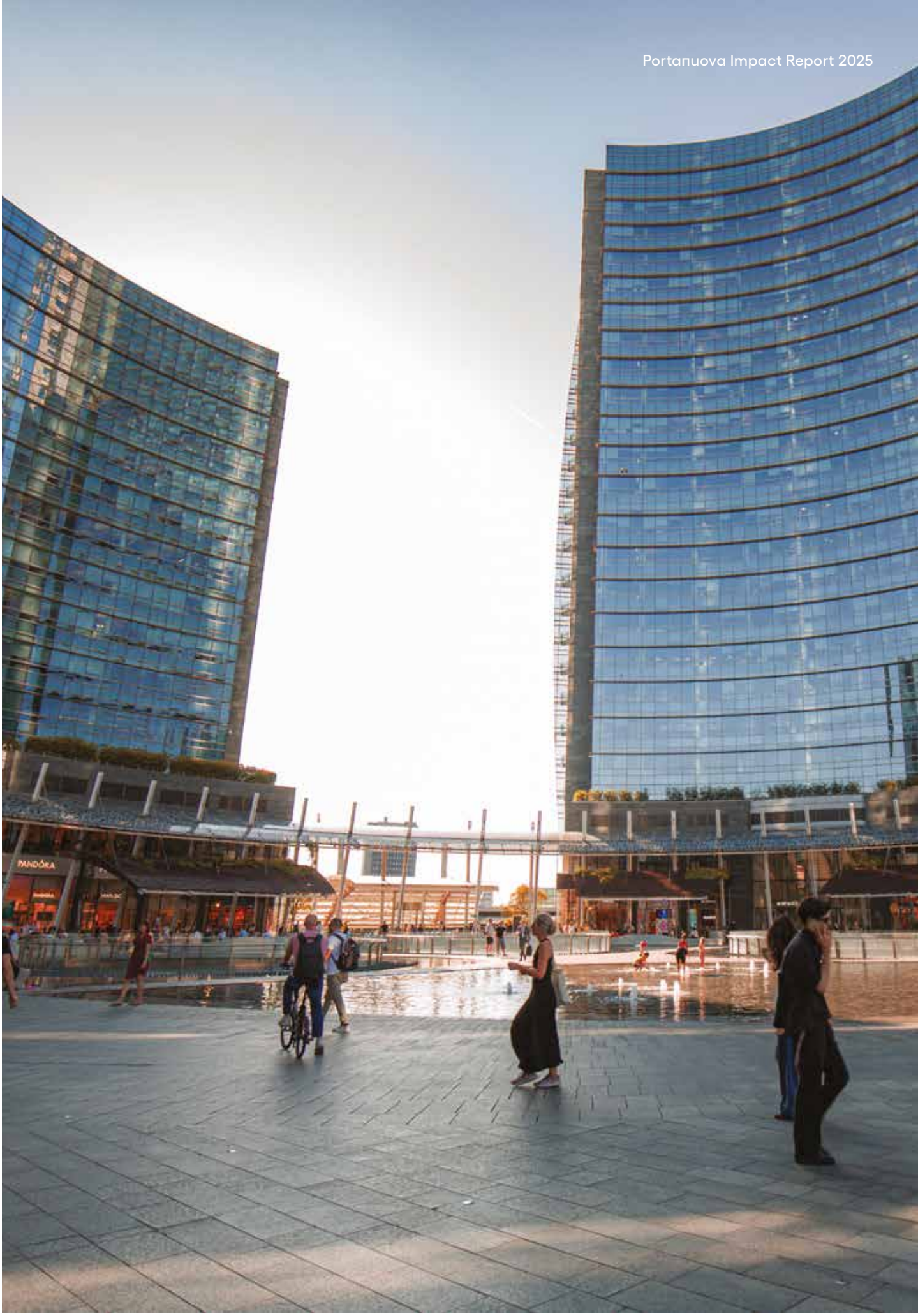
About **450** thousand participants in **94** activation events as well as **350** civic cultural moments conceived and produced by BAM

600
biodiversity maintenance interventions

36
new trees planted

673 m^2 of space redeveloped and returned to the citizens as BAM's Rose Garden

-46%
of requests for intervention to the police



Piazza Gae Aulenti

Aerial view of Gioia 22

The rationale for the investment of the Funds in the activation of the Portanuova district

Creating value in a neighbourhood does not only mean building quality buildings, but generating the conditions for people, businesses and communities to thrive. From this conviction comes the choice of Portanuova's funds to invest continuously not only in physical infrastructure, but also in the social, cultural and environmental activation of the district.

Activation represents a strategic lever: a set of initiatives and services that amplify the attractiveness of the district, strengthen social cohesion and generate measurable effects on the quality of life and economic competitiveness. In an urban context characterized by new needs — sustainable mobility, proximity to services, quality public spaces, shared experiences — Portanuova wanted to go beyond the traditional model of real estate management to build an urban ecosystem capable of producing value along three complementary dimensions.

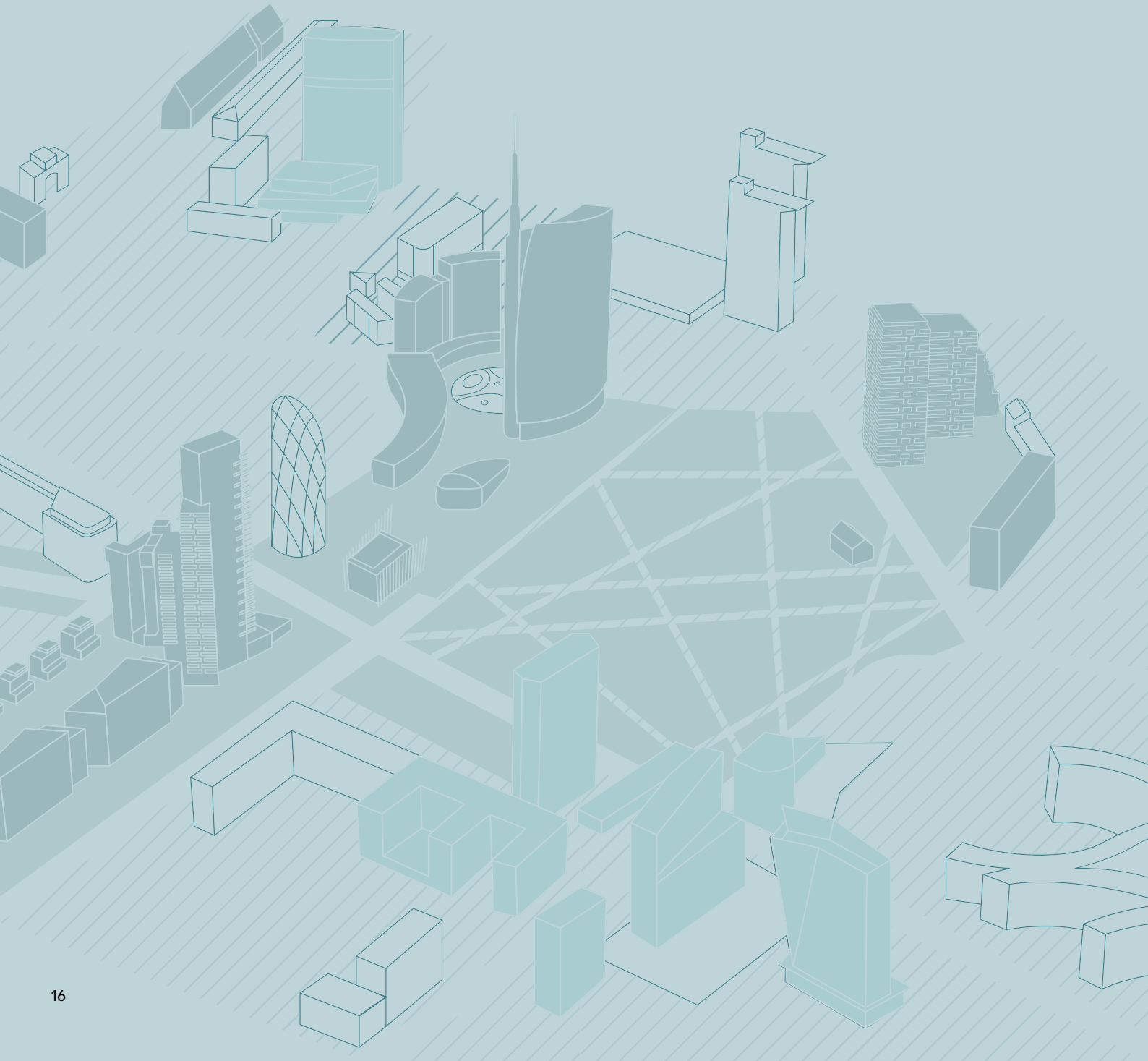
Economic value: activation contributes to the vitality of the neighbourhood, enhances the attractiveness of the assets for companies and talent, increases daily footfall, and creates an environment conducive to commercial and professional development. The presence of cultural events, services, and activities strengthens the retention and engagement of workers, residents, and visitors, with positive effects on the local economic ecosystem.

Social value, because a vibrant neighbourhood is a lived neighbourhood. Offering open, inclusive and diverse activities generates connections between people and organizations, strengthens the sense of belonging and supports the meeting between different communities — professionals, families, students, residents. The activation contributes to making the spaces more accessible, safer and more engaging, positioning Portanuova as a meeting place and not just as a functional district.

Environmental value, the care of green spaces, responsible landscape management and environmental education initiatives promote the quality of public space and contribute to the climate resilience of the neighbourhood. Usable green areas, pedestrian and cycle paths, sustainable management of environmental resources strengthen the role of Portanuova as a model of urban regeneration attentive to well-being and sustainability.

In this long-term vision, activation is not an accessory element, but a strategic investment that allows the neighbourhood to evolve harmoniously, remaining attractive, competitive and inclusive. The result is an ecosystem that puts people at the center: an urban district where the quality of the built environment dialogues with the quality of daily life, and where every company, resident and visitor contribute to generating shared value for the entire community.

The value generated and shared by Portanuova



The four impact drivers of Portanuova

Contribution to enviromental sustainability

- Energy and emissions efficiency of the building and neighbourhood
- Efficient use of natural resources
- Recycling programme
- Maintenance and management of green areas
- Contribution to biodiversity

Increase social cohesion

- Community engagement
- Enabling access to and participation in cultural activities
- Activation of greater social engagement

Improvement of quality of daily life

- Mobility
- Proximity to services
- Provimity to accessible green areas
- Digitalisation
- Security

Contribution to innovation and economic growth

- Employment
- Contribution to national GDP
- Tax revenue generation

Piazza Alvar Aalto during the Portanuova Music Fest

Contribution to environmental sustainability

Portanuova puts its vision of sustainability into practice through concrete actions, integrated into the design, management and daily life of the neighbourhood. The approach adopted does not only focus on the performance of buildings but considers the entire urban ecosystem, with the aim of obtaining measurable and lasting environmental benefits.

Responsible resource management, the energy transition path and decarbonization strategies guide the operational choices of the neighbourhood. In this context, the adoption of Cradle-to-Cradle principles[4] , the achievement of LEED certifications, the use of energy from renewable sources and the attention to the selection of materials and recycling processes contribute to the reduction of the overall environmental impact. These actions are accompanied by the enhancement of urban biodiversity, considered a structural element of the environmental quality of the neighbourhood.

The results achieved are the outcome of a shared commitment: residents, tenants and partners actively participate in this path, helping to make Portanuova a model of responsible urban development.

KEY INDICATORS
Outputs

	2024	2025	2024 vs 2025
Total green areas under management	90.000 m²	90.000 m²	=
Fossil fuels	Zero	Zero	=
Installed power from photovoltaic systems	+ 1,1 MWp	1,5 MWp	↑ (+36%)
Self-generated electricity from renewable sources	282 MWh[5]	266 MWh	↓ (-5,6%)
Consumption from certified electricity of renewable origin for the tenants	76%	85%	↑ (+9%)
LEED Certifications	33	33	=
WELL certifications	9	9	=
BREEAM In-Use Certifications	7	9	↑ (+2)

■ Positive progress compared to 2024 ■ Negative progress compared to 2024

4: Cradle-to-Cradle indicates the approach to the design of systems that adapt to the environment: they convert production processes by assimilating the materials used to natural elements, which must be given the opportunity to regenerate into other products so as not to create waste and scraps.
5: The figure for the share of self-production from photovoltaic systems for 2024 has been recalculated following updated estimates and the exclusion of systems not yet connected. The decrease observed in 2025 is solely due to a technical failure that temporarily limited the plant's operational capacity

Outcomes

	2024	2025	2024 vs 2025
Green areas per inhabitant	2,57 m^2	2,57 m^2	=
Average temperature in Portanuova compared to Central Station and Duomo	-2°C	-2°C	=
Electricity from certified renewable sources	86%	89%	↑ (+3,5%)
Energy Use Intensity of buildings	192 kWh/m^2	186 kWh/m^2	↓ (-3,13 %)
Intensity of climate-changing emissions	45 kg CO_2/m^2	43 kg CO_2/m^2	↓ (-4,5 %)

■ Positive progress compared to 2024 ■ Negative progress compared to 2024

Portanuova Vertical Connection, in piazza Gae Aulenti

The Bosco Verticale seen from the Biblioteca degli Alberi park

> An ideal neighbourhood should have a space like Portanuova, with greenery and a park open to everyone. Living Portanuova also means enjoying the outdoor space, sitting in the park and taking a break in the middle of nature that this neighbourhood offers us. It's a habit I would never give up
>
> **Giulia di Donato**, CEO - Welcomed, MILOVE

A green ecosystem protagonist of the district

In Portanuova, green spaces take on an active role in the construction of urban value. They are not just areas of use but integrated environmental infrastructures that contribute to the quality of daily life, strengthen the resilience of the neighbourhood and support the presence of natural ecosystems in the city.

Green areas cover 25% of the total area of Portanuova, a value higher than the Milan average of 14%[6]. Together with the Biblioteca degli Alberi, the district makes a concrete contribution to CO_2 absorption, the reduction of air pollution and adaptation to climate change.

Biblioteca degli Alberi helps to regulate the urban microclimate and reduce the heat island effect. Climate change and the increasing unpredictability of natural events make it necessary to constantly monitor and progressively adapt the plant heritage.

Biblioteca degli Alberi houses about 100 species of flora, 500 trees that form 22 circular forests and over 135,000 plants including shrubs, hedges, aromatics, bulbs, climbers, aquatic and herbaceous plants. Careful and continuous maintenance helps to create a harmonious and resilient environment. The quality of landscape design and the effectiveness of management programs make it possible to identify the species most able to adapt and thrive even in a complex urban context.

In 2025, the park underwent a process of updating the botanical composition. 21 trees that had fallen or been felled for safety reasons or due to their vegetative status were replaced, along with a further 36 trees as part of a wider review of the species present. Also in 2025, the redevelopment of a new area of the park has been completed, transformed into the BAM Rose Garden – Oasis for Insects and Butterflies.

The interventions favored species more suitable for the current climatic conditions. These were accompanied by targeted actions on lawn areas and walkable surfaces, with the aim of promoting their recovery and ensuring their continuity over time.

6: Urban environment – Year 2023 – Istat (Table 12.1 of urban greenery).

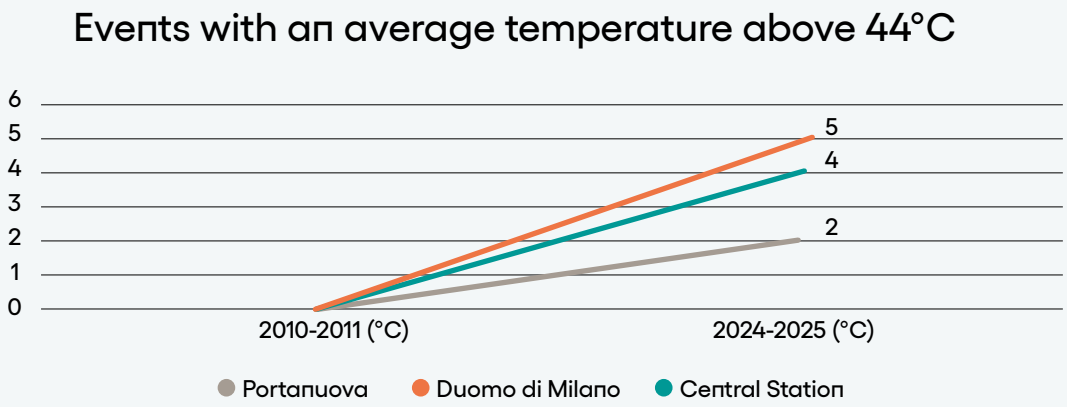
Climate adaptation and heat island mitigation

Urban areas are increasingly vulnerable to the effects of climate change, such as rising temperatures and heat island phenomena, which lead cities to record higher thermal values than surrounding areas. The mitigation of the heat island effect is one of the most concrete effects of the urban regeneration of Portanuova.

The design choices adopted in the district, also consistent with the criteria of LEED certification, have integrated green roofs, high-reflectance materials and natural shading systems, with the aim of improving climatic comfort and livability of urban spaces.

An analysis of the Land Surface Temperature (LST) has shown that the extensive presence of urban greenery contributes significantly to reducing temperatures in the warmer months[7]. The update to 2025 of the surface temperature analysis confirms the benefits of these spaces. In the warmer months, the widespread presence of urban greenery contributes significantly to the reduction of temperatures. In the two-year period 2024-2025, the average surface temperature of Portanuova stands at 39°C, compared to about 42°C in the Duomo area and 41.3°C in the Central Station. A particularly significant figure if compared with the two-year period 2010-2011, when, before the construction of the park, Portanuova recorded values like those of the other areas.

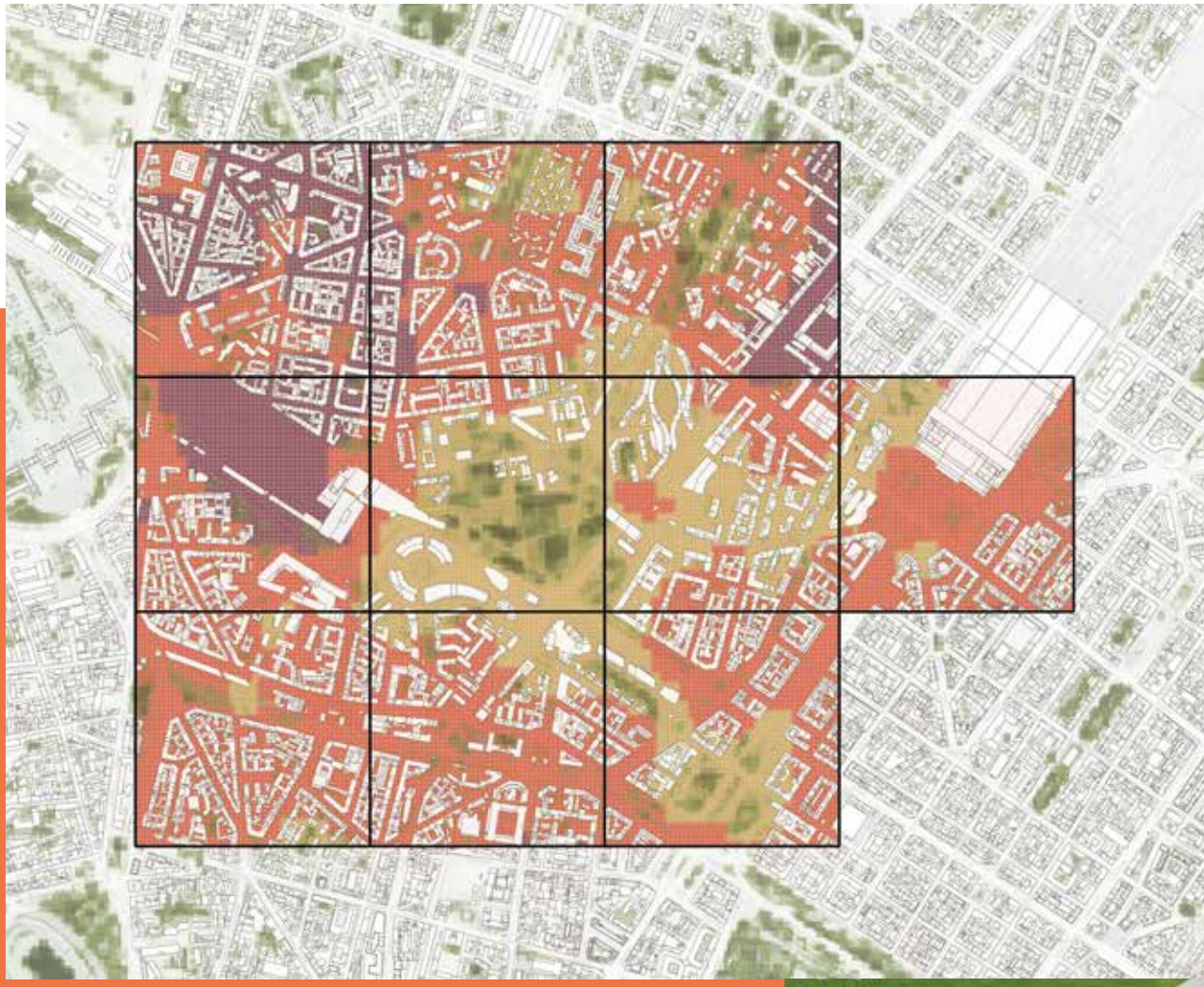
Bosco Verticale



Monitoring moments analyzed with surface temperature greater than 44°C (between the days analyzed according to the criteria in the methodological note) in the Portanuova district compared with the area of the Duomo of Milan and the Central Station of Milan in the two-year period 2010-2011 and 2024-2025.

7: The analysis was conducted based on Landsat satellite images, relating to the summer period of the two-year period 2010-2011 and 2024-2025, selecting only the days with a cloud cover of less than 10%, to avoid interference in the measurement of LST. For each of the areas analyzed, the average of the summer surface temperature over the days available in the period considered was calculated. For the Portanuova area, a focus was carried out on six spots in the district to obtain a complete and dynamic view of the surface temperature recorded.

Map of Land Surface Temperature in Portanuova[8]



8: Image produced by IUAV University of Venice.
9: TERNA (2026), Electricity demand of 311.3 TWh in 2025, press release.

The effectiveness of urban regeneration strategies also emerges from the analysis of episodes of higher surface temperature, conducted on days characterized by heat peaks. The less exposed areas coincide with the Biblioteca degli Alberi and with the most recently developed areas of the district, confirming the active role of urban planning and greenery in mitigating perceived heat waves.

Water management in Portanuova is conceived as a strategic urban infrastructure, capable of generating environmental value and shared benefits over time. Under Piazza Gae Aulenti, a system of wells makes it possible to recover about 400,000 m^3 of groundwater every year, used first for the air conditioning of the buildings and then for the irrigation of the Biblioteca degli Alberi and the internal water basin. The water is finally returned to the Martesana Canal, closing an efficient and responsible cycle. The new buildings also integrate rainwater harvesting systems for public green spaces, helping to reduce the use of drinking water and strengthen the resilience of urban green spaces.

Efficiency of the area in terms of energy and emissions

Energy efficiency in Portanuova stems from integrated design choices, which combine technological innovation and environmental responsibility. The district has a photovoltaic system of over 1.5 MWp which in 2025 generated about 266 MWh of energy, flanked by geothermal air conditioning systems with superior performance to traditional air solutions.

During the year 2025, 99% of the energy used by owners and 85% of that of tenants was covered by electricity certified from renewable sources. A result that far exceeds the national average, which stands at 41%[9] and confirms Portanuova's role as a reference in the urban energy transition.

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The benefits of Artificial Intelligence in neighbourhood energy management

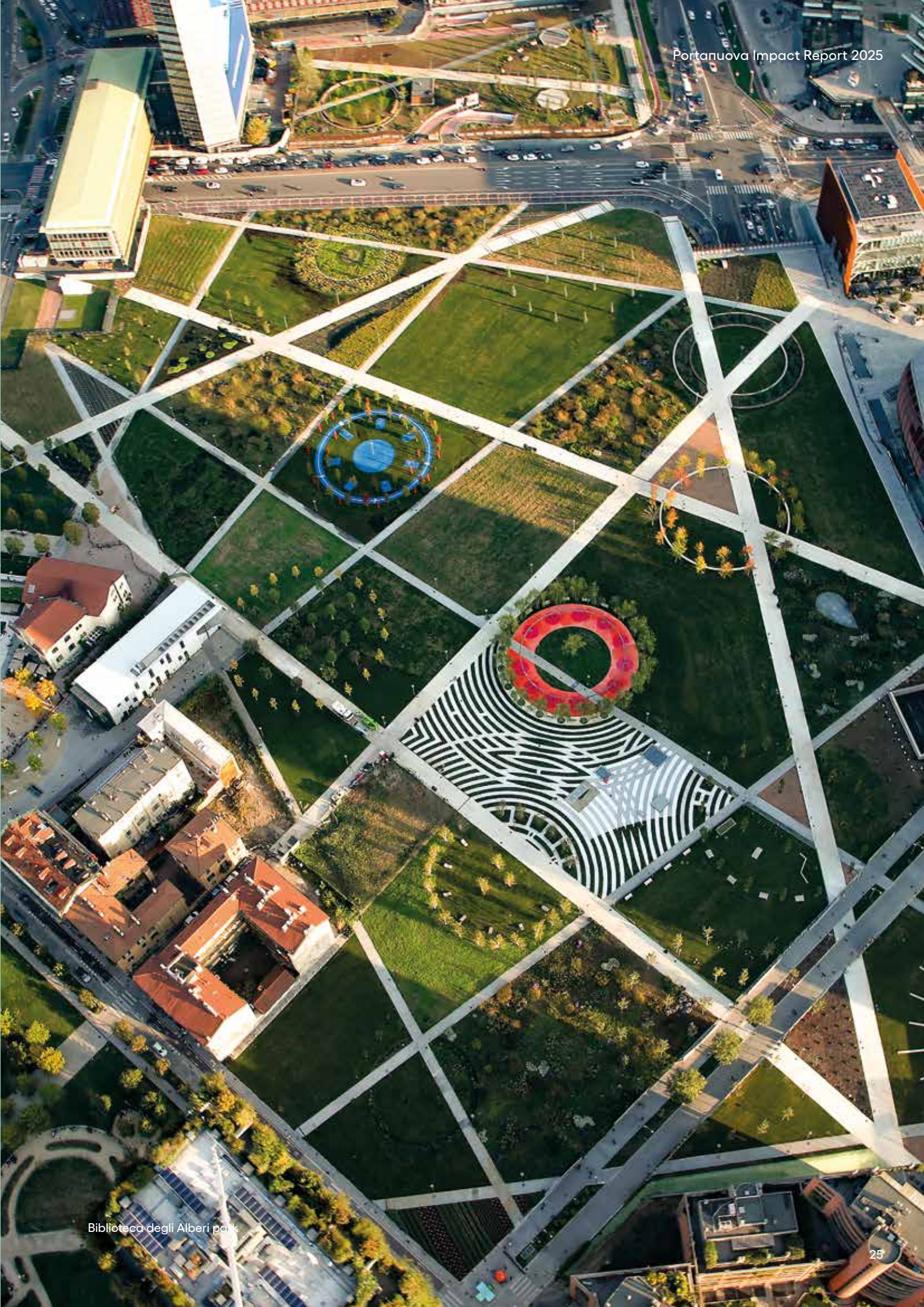
The use of artificial intelligence (AI) in real estate marks a profound shift from traditional paradigms of space design, development, and management. In this context, AI is transforming Property Management, enabling an evolution that makes property management more efficient, intelligent and sustainable.

COIMA continues its program to monitor building roofs and facades using drones equipped with software based on AI and machine learning. Drones identify and report damage and malfunctions, allowing for more precise and timely maintenance. In 2025, drones made 13 flights, capturing over 33,000 images including high-resolution photographs and thermographic images. This approach has proven to be particularly effective as a tool for preventing and mitigating risks associated with extreme weather events, allowing for timely monitoring of critical areas and the early detection of potential vulnerability situations before they evolve into significant damage.

In 2025, the tests started the previous year were completed, confirming energy savings of 10%. The feasibility study launched in 2024 for the integration of artificial intelligence in the management of asset air conditioning systems has therefore demonstrated its effectiveness in reducing energy consumption and associated emissions, while generating economic benefits.

Three algorithms have been implemented and validated at COIMA's headquarters: the dynamic start-up of systems based on internal and external climate data, early shutdown that exploits the thermal inertia of buildings and the micro-regulation of actuators for the optimization of air conditioning vectors. The completion of the tests in 2025 confirmed the potential of AI as a key tool for more sustainable, efficient and high-performance management of the neighbourhood.

In 2026, the panoramic camera system is scheduled to be updated through the adoption of new technology based on artificial intelligence with the aim of further strengthening the area's coverage.



Biblioteca degli Alberi park

Increased social cohesion

Portanuova is configured as a living urban ecosystem, capable of generating relationships and social value over time. The choice of operators and partners aligned with the values of the neighbourhood, together with the development of initiatives dedicated to inclusion and access to work, has made it possible to build an offer of continuous and recognizable activities.

The program of cultural, artistic, sports, and educational events, developed in collaboration with local organizations with a long experience in the field, engaged residents, workers and visitors across the board, helping to make the district an open and participatory space.

The commitment to social inclusion has also taken shape through the collaboration with the Human Age Institute, promoting the employment of people in fragile conditions, through initiatives aimed at creating inclusive and open spaces that facilitate access to work.

"With COIMA for Inclusion, a project born from the collaboration between Fondazione Human Age Institute ETS and COIMA, we aim to strengthen the vision of Portanuova as an open and inclusive ecosystem: a partnership between businesses and the Third Sector that creates shared value and facilitates pathways to employment for people in vulnerable situations."

Stefania Grea, Secretary General of Fondazione Human Age Institute ETS – ManpowerGroup

Piazza Gae Aulenti during the Portanuova Music Fest

KEY INDICATORS 2025:

Outputs

	2024	2025	2024 vs 2025
Workshops carried out	45	50	↑ (+12%)
Activation Events	80	94	↑ (+17.5%)
Free cultural moments (Cultural program of BAM - Biblioteca degli Alberi Milano[10])	+200 compared to the agreement	+150 compared to the agreement	↑ (+75%)
Artists involved (Cultural program of BAM - Biblioteca degli Alberi Milano)	~800	830	↑ (+4%)

■ Positive progress compared to 2024 ■ Negative progress compared to 2024

Outcomes

	2024	2025	2024 vs 2025
Participants in the events reached	+560,000	+ 445,600	↓ (-20%)
Respondents who rate the level of the events as good or excellent	75%	76%	↑ (+1%)
Respondents who rate Portanuova as good or excellent for professional meeting occasions	54%	77%	↑ (+43%)

■ Positive progress compared to 2024 ■ Negative progress compared to 2024

10: The agreement with the Municipality of Milan provides an indication for the programming of Biblioteca degli Alberi Milano of 3 to 4 cultural experiences per week, resulting in an estimated total of around 200 events per year.

"

Portanuova is a district where a high quality of life can be enjoyed by residents, workers, and those who spend a lot of time there. Working here means benefiting from wide, open green spaces: as soon as you step out of the office, the district welcomes you with a sense of openness and breathing room that is rare to find in the city.

Francesca Airoldi, Chief Business Officer Condè Nast

"

BAM
Biblioteca degli Alberi Milano

Since 2019, thanks to a public-private partnership with the Municipality of Milan and COIMA, the Riccardo Catella Foundation has been managing the BAM - Biblioteca degli Alberi public park, taking care of the cultural programming, maintenance and safety of the park.

Today BAM – Biblioteca degli Alberi Milano offers over 350 free events for citizens in its spaces. It plays a central role in achieving Portanuova's social and cultural impact objectives: it represents a concrete example of how culture can be a tool for activating public spaces that promotes aggregation, social inclusion and a positive impact on individual and collective well-being.

In 2025, BAM reached a significant milestone: economic sustainability. Thanks to the support of partners who believe and invest in the project, the income generated by advertising totems, the rentals of public spaces in Portanuova and the funds obtained through tenders, all initiatives are now entirely financed through fundraising. this outcome makes it possible to continue offering cultural and civic activities free of charge, to develop new community projects, and to activate the city's public and green spaces.

To ensure safety, functionality and enhancement of the park, targeted maintenance and redevelopment of green areas and infrastructures have been carried out in BAM. The actions included the renewal of lawns, flowerbeds and trees, with the replacement of damaged plants and the introduction of more resistant species, as well as the paving of the areas with the greatest influx to improve usability and durability. Pedestrian paths have also been adapted and public lighting has been enhanced, while draining flooring and solutions dedicated to child safety have been installed in the play areas.

Particular attention has been paid to water management, through soil remediation and drainage improvements to increase the park's resilience to intense weather events. Finally, the program of interventions included the renovation of key infrastructural elements, including the fountain and lighting systems, also in the area near the Unicredit Tower.

The total value of the interventions carried out in 2025 exceeds 250 thousand euros.

The numerous national and international awards and recognitions that BAM has collected over time confirm the approach and strategy developed since its inception. In 2024, BAM received the first prize of the Dubai International Best Practices Award for Sustainable Development in the Urban Regeneration and Public Spaces category, winning from 2,600 applications from 144 countries. In the same year, on the occasion of the 12th World Urban Forum/WUF12, it also obtained the LivCom Award for SDGs, an international recognition promoted by the LivCom Committee – a non-profit organization supported by the UN and by multiple international organizations. The award was given for the contribution of the regeneration project to the enrichment of urban biodiversity and the care of a public green space, and for the ability to create an innovative cultural program in formats and contents, promoting the construction of livable communities and sustainable cities.

All activities are managed by the Riccardo Catella Foundation through a dedicated BAM team, led by a General and Cultural Director, who oversees and coordinates every organizational aspect: from the conception to the implementation of the cultural program, from the general coordination to the collection of financial resources, from the management of relations with public and private stakeholders to communication and the active involvement of the entire community.

BAM 2025 IN FIGURES

Over **350** cultural events held

Around **95.500** participants in live events at the park

230 collaborations

Over **25.000** people reached with digital events

830 artists involved

Around **31.000** children involved

More than **60** sponsors and supporters

12 public calls

Community

2.400 BAMFriends

48 hours of community service

218 plants adopted through "Radici"

Over **200** volunteer presences

Digital community

Approximately **40.000** registered users on the BAM website

Over **14.500** follower Facebook

Over **27.500** newsletter subscribers

Over **45.000** followers Instagram

Building inclusive communities: twenty years of the Riccardo Catella Foundation

In 2025, the Riccardo Catella Foundation celebrates twenty years of activity, a journey that began in the Isola district and grew to involve the entire city. Over two decades, the Foundation has made the relationship between people, nature, and public space the core of its civic commitment: a model that promotes inclusion, participation, culture, and the shared care of urban places.

On the occasion of this milestone, the Riccardo Catella Foundation has published its first twenty-year Impact Report (2005-2025) with the aim of reporting on its path from its origins and tracing the perspective towards the future. To mark this milestone, it has brought together over seventy actors from the Third Sector and the academic world around a single vision, creating a space for dialogue dedicated to the role of cities as places of relationship, participation and inclusion. The day "NOI. Partecipare è condividere[11]" focused on crucial issues for contemporary urban development such as support for people in fragile conditions, attention to the new generations and the value of culture as a driver of community.

The event is part of a twenty-year journey that has seen the Foundation activate a wide and diversified network made up of over 300 partners, more than 500 Third Sector organizations, 1,200 volunteers and 83 schools and universities. A commitment that has resulted in over 26 million euros invested in civic-cultural programs, 155,000 m^2 of redeveloped public spaces, more than 600,000 people involved in free cultural and educational initiatives and over 20,000 interventions for the care and maintenance of urban green areas.

The reflection that emerged from the day confirms the need for stable alliances between the public, private and Third Sectors, to respond effectively to the needs of local communities. To make this commitment structural, the Foundation – together with the Tiresia research center of the Politecnico di Milano – will launch a co-design process aimed at defining a shared proposal to be translated into an operational program as early as 2026.

This work reinforces the Foundation's mission: to put people at the center of urban transformation processes, generating concrete impacts through active listening, collaboration and care of public spaces. An approach that, in twenty years, has made it possible to activate over 2,200 socio-cultural initiatives, build a digital community of more than 75,800 users and transform areas of the city into new places of sociality, education and collective well-being.

11: WE. Participating is Sharing

The Bosco Verticale and the Biblioteca degli Alberi park

Community activation through culture

"Portanuova is modernity reflected in its skyscrapers, but it really becomes a lively neighbourhood when, alongside the greenery and sunsets of 'magical light', a lively cultural program takes shape: events and initiatives—such as art and exhibitions—that enrich the district and make it an open and inclusive place, capable of creating sociality and leaving room for critical thinking."

Francesca Airoldi , Chief Business Officer Condè Nast

The 2025 cultural programming of BAM – Biblioteca degli Alberi Milano, a project of the Riccardo Catella Foundation, saw the organization of more than 350 free events, conceived and directed by Francesca Colombo, General and Cultural Director of BAM.

With the aim of connecting people, fostering participation, and inspiring new practices of sharing, the seventh season of the cultural programme of BAM - Biblioteca degli Alberi Milano develops around a profound and universal theme: human fragility and vulnerability. It celebrates the courage to go beyond limits—whether physical, emotional, or psychological—and to break down social and geographical barriers.

BAM Circus The festival of wonders in the Park

Three days of contemporary circus and street theater with shows, dreamlike performances, installations and participatory parades, with more than 640 free events open to all. The exhibition involved over 75 artists and 16 international companies from 9 countries - Italy, France, Spain, Poland, Belgium, South Korea, Holland, Australia and the Czech Republic.

BAM Spring Festival

A day with over 20 cultural events that, through dance, choreographies and collective practices, explored the fragility of nature and the human being. Original performances, workshops for adults and children and activities dedicated to well-being animated the park in an experiential path that intertwines art, environment and participation.

The undisputed protagonist was the flower, a symbol of delicacy, resilience and ephemeral beauty, evoked through the performative language of dance and celebrated in the inauguration of **the Rose Garden of BAM – Oasis of Insects and Butterflies**, a new urban oasis dedicated to biodiversity. The Rose Garden is home to over 120 roses including 5 species and 85 different varieties, 17 nurse and nectar plants and two bug hotels, configuring itself not only as a botanical garden, but as a space for environmental education, accessibility and inclusion. Designed in collaboration with three reference associations in the field of accessibility, the Rose Garden is equipped with ramps for people with motor disabilities, an LVE tactile path with dedicated maps for the blind and visually impaired, a LIS video and two guides designed for people with cognitive disabilities, with the aim of making the experience fully usable for audiences with different disabilities.

Multi-Kulti BAM Summer Festival

On the occasion of the Multi-Kulti BAM Summer Festival, BAM has been transformed into a widespread stage dedicated to the enhancement of the multicultural soul of Milan. Over 20 performances and activities enlivened the space with music, dance, poetry, storytelling and intergenerational workshops, giving voice to the creativity and artistic expressions of migrant and refugee communities. International artists, local talents and cultural groups from over 20 countries have contributed to building an atmosphere of dialogue, participation and mutual discovery, promoting the encounter between different cultures through the universal language of music. In 2025, BAM became the first Italian organization to join the international network of Refugee Week, strengthening its commitment to promoting inclusion, social cohesion and cultural citizenship. The Festival has received the patronage of UNHCR – UN Refugee Agency and is organized in collaboration with EMERGENCY, Fondazione Progetto Arca, Caritas Ambrosiana, with the participation of SAI – Sistema di Accoglienza e Integrazione (Reception and Integration System) of the Municipality of Milan together with ALL-ABCittá Living Library.

The blooming in the Biblioteca degli Alberi park

BAM Autumn Festival

A day dedicated to autumn and the language of theatre – enriched this year by an overwhelming site-specific community action: Panique Olympique, a participatory choreographic show conceived by the French company Compagnie Volubilis, which blends contemporary dance and sports practice in a large-scale collective urban dance. The performance celebrated the arrival of the Milano Cortina 2026 Winter Olympics and was preceded by an open call launched by BAM - Biblioteca degli Alberi Milano and addressed to the public, inviting citizens to take part and become protagonists of the stage action: 30 citizens participated in the choreography as amateur dancers, actively contributing to the realization of the performance.

BAM Winter Festival

A day dedicated to the union of body, mind, and community, where the values of the Paralympics—courage, inspiration, determination, and equality—were expressed through collective outdoor experiences.

BAM FAIR PLAY 25/26

A cultural programme consisting of over 70 events, specially designed and entirely produced by BAM, started in September 2025 and scheduled until June 2026, as part of the Milano Cortina 2026 Cultural Olympics. Through performing arts, participatory actions, workshops and listening moments, BAM FAIR PLAY aims to promote Olympic and Paralympic values through culture, education and sport. The project aims to activate everyone – citizen or visitor – by involving the entire community in a shared, inclusive and generative experience of new social connections. The project involves over 1,050 artists and collaborates with over 90 realities including the Olympic Museum in Lausanne, the Milano Cortina 2026 Foundation and the Triennale di Milano.

Back to the City Concert

Great classical music in the park: the seventh edition of the traditional Back to the City Concert has taken on a particular symbolic value, becoming the launch event of BAM FAIR PLAY. The project has developed as a real path towards the Games, launched on 6 September – five months before the start of the Milan Cortina 2026 Winter Olympics – and divided into 15 appointments spread over 8 unusual places in the city, including oratories, hospitals and migrant reception centres. Each stage was dedicated to one of the principles of the Olympic Charter, bringing classical music into unconventional contexts and strengthening the link between culture and community. The journey ended with the great concert in the park, which featured the “Orchestra di Padova e del Veneto” together with the “Coro Città di Piazzola sul Brenta” and Lombard tenors, in a repertoire entirely inspired by the Games. The final event involved over 5,000 people, transforming the park into a space for sharing and collective participation.

BAM Voci di Comunità

A listening and territorial activation project launched by BAM – Biblioteca degli Alberi Milano starting in March 2024. The initiative was created with the aim of intercepting the needs and requests of the communities of the neighbourhoods surrounding BAM - Biblioteca degli Alberi Milano – in particular Dergano and Bovisa – by promoting active listening, the construction of relationships and the co-design of cultural interventions capable of responding in a concrete way to the needs that emerged. The process led to the mapping of 160 organizational realities in the area and the implementation of an articulated process of listening and involvement, which included: two questionnaires (93 responses to the first questionnaire and 91 to the second), 14 semi-structured interviews, participant observation activities (a networking event, territorial explorations and on-site observations) and a facilitated workshop with the involvement of six local organizations. In addition to these actions, four participatory artistic actions were carried out within the park, as a further moment of activation and co-creation with the community. At the same time, a structured method of working and monitoring was defined, configured as a replicable toolkit, designed to be adopted by other cultural organizations in different contexts. The new BAM Community talent project was also born from the listening and co-design process, confirming the initiative's ability to generate concrete actions and new opportunities for the territory.

BAM Community talent

A contest promoted by BAM – Biblioteca degli Alberi Milano in collaboration with the Fondazione di Comunità Milano, created to support and enhance the talent of the new generations in the Milanese urban context. The initiative was aimed at young artists between the ages of 14 and 30 from the city of Milan and the metropolitan area, offering them a concrete opportunity for expression, visibility and professional growth in three artistic fields: contemporary circus and street theater, music and theater. The contest involved 96 young participants, with an average age of 24, confirming itself as an effective tool for cultural activation and support for emerging talents in the area.

BAM Community Talent – Circus and Street Arts – BAM Photographic Archive – D. Harizanov

Program Wellness @BAM

Weekly meetings led by qualified professionals, including yoga teachers, personal trainers, massage therapists, physiotherapists and movement specialists, with the aim of promoting awareness, psychophysical balance and a healthy lifestyle.

A distinctive element in the Library of Trees is the network of "BAMFriends", a community of about 2,385 members who actively participate in the park's events and initiatives and donate an annual fee to support the care and maintenance of the park. BAM is also supported by a community of over 160 volunteers who support the team during cultural events, actively contributing to the reception of the public and organizational support, representing a fundamental garrison of participation and collective care.

BAM Photographic Archive – A. Villa – BAM Circus: The Festival of Wonders in the Park, 4th Edition

Portanuova listens

The public shows a lot of interest in the cultural and recreational initiatives of Portanuova. Among the most popular events are concerts and musical performances (19%), the BAM Circus (17%) and art exhibitions and installations (14%). This is followed by educational events (12%) and conferences and talks on cultural themes (11%), while outdoor sports activities and film screenings each collect 9% of preferences. Children's events and workshops and literary initiatives represent 4% of preferences.

Actual participation in events in Portanuova shows that more than 70% of respondents who have participated in at least one initiative are not residents of Portanuova, an increase compared to 2024 (60%). This figure confirms the role of the district as an attractive cultural and recreational center and reference for the entire city.

Piazza Gae Aulenti

Fostering social interaction through community engagement

> The presence of events, green areas and adequate services encourages meetings between residents, workers and visitors, creating a lively and accessible context for all. Opening a restaurant here means being part of a livable and inclusive neighbourhood, where well-kept spaces and public initiatives allow different people to meet, socialize and share experiences.
>
> **Antonio Civita** , CEO - Panino Giusto

The evolution of the cultural and entertainment programme in PortaNuova reflects a clear strategic choice: to activate the district as a lived, accessible space capable of generating long-term value for the community. The activities are not conceived as isolated events but as part of a broader urban development framework, aimed at promoting participation, audience diversity, and the quality of everyday experiences in public spaces.

The proposed activities, ranging from festivals and entertainment moments to meetings with experts and professionals, have favored the meeting between different fields, stimulating creativity and promoting new forms of socialization. The use of digital tools, such as the official website, social profiles, the newsletter and the Portanuova Milano App, has made it possible to collect feedback continuously and monitor the cultural and recreational offer, ensuring that each initiative meets the needs of a varied and inclusive community.

The 2025 programme of activation events in Portanuova

Design Week 2025 Vertical Connection

During Milan Design Week, the "Vertical Connection" installation integrated an Artificial Intelligence system that made the experience even more participatory and interactive. Through sensors and controls placed along the path, visitors were able to interact with AI to generate personalized content in real time (visuals, sounds and lights projected on the video walls in the structure). The experience was not just "passive": the audience's choices (e.g. via buttons and sensory inputs) were translated by the AI into unique visual and sound outputs for each group of visitors, creating content that reflected their interactions within the installation.

Portanuova Music Fest 2025

Music festival that attracted over 20,000 participants, promoting the community of emerging artists and enhancing their talent. Widespread stages in the Portanuova area, immersive sets and an articulated program of performances have created a dynamic, safe and inclusive environment. The squares, pedestrian avenues and green areas of the district have become real civic-cultural platforms, encouraging moments of spontaneous sociality and collective participation.

PopXMAS 2025

Activities dedicated to the Christmas period, relating to the period 29 November 2025 - 11 January 2026. The event recorded a strong participation, with more than 215,000 visitors up +12.8% compared to 2024. The activities of PopXMAS involved 82 office managers who found a positive appreciation of the proposed initiatives and, in particular, due to the presence of the ice rink. A central component for the success of the initiative was the Portanuova Milano App: in the period between the end of November and the beginning of January, the application registered almost 8,600 new users, equal to 32% of registrations for the entire year. Around 7,400 tickets were generated with the app, for a total of over 15,300 accesses to the ice-skating rink.

Communication played a strategic role, generating 29 million impressions (11 million on Instagram, 15 million on Facebook and 3 million on TikTok), 1.4 million interactions and a total of 240,000 clicks on content.

Piazza Gae Aulenti during the Portanuova Music Fest

Entertainment Programme

Portanuova has established itself as a place chosen for fashion shows, popup stores, corporate events, art installations, photo shoots and events open to the public. Among its strengths is its ability to attract both international brands and emerging realities, creating an ecosystem in which innovation, creativity and business meet.

Over the years, more than 700 organizations have chosen PortaNuova for product launches, exclusive previews, and corporate events, helping it become a strategic hub for experiential marketing and brand communication. The revenues from these initiatives help support BAM - Biblioteca degli Alberi Milano.

Among the temporary stores of 2025, MILOVE had a prominent space, promoting charitable shopping by combining fashion and solidarity and offering visitors the opportunity to buy clothing, accessories and design items from the biggest brands at advantageous prices. The proceeds of the initiative were entirely donated to the Suspended® Visit project of the Welcomed Center, which since 2016 has provided over 63,000 free medical examinations to children and families in economic difficulty.

The Portanuova workshops

Alongside the entertainment and involvement initiatives open to the public, Portanuova has also proposed in 2025 a rich program of workshops and experiential paths designed to cultivate passions, creativity and skills, with activities that can be booked through the Portanuova Milano App and aimed at a wide and diversified audience.

Digital Camera School

Workshops, immersive paths and photographic outings dedicated to street photography, night photography and architectural photography: practical and technical moments designed to learn how to capture the district and its transformations through the lens of a camera or smartphone.

Pandora Workshop

Themed workshops such as Pandora, where participants can explore the new collection and delve into the secrets of jewelry design and creation with specialized trainers.

Il tempo ritrovato

Courses and cultural activities designed to deepen arts and passions, stimulate creativity and transform free time into a fun learning opportunity with expert teachers.

Portanuova listens

According to surveys conducted, Portanuova is perceived as an ideal place for meetings and professional exchanges: 85% of respondents say they consider it a meeting place. The usefulness of the spaces is evaluated positively by 77% of respondents, a share that is up compared to 2024, when 54% expressed a good or excellent opinion.

Among the most popular types of professional meetings are networking opportunities and business aperitifs (33%), workshops and professional training courses (25%) and conferences and panels with experts (21%). Coworking and hackathon events garner 21% of preferences, highlighting the interest in diversified formats. These data confirm the perception of Portanuova as a meeting space, able to offer opportunities for exchanges and interactions between people.

The digital community of Portanuova and social channels

Portanuova's digital presence accompanies the life of the district and tells its ongoing evolution. In 2025, social channels have gathered a community of over 31 thousand followers between Instagram, Facebook and TikTok, generating 92.7 million total impressions.

Numbers that reflect a constant interest in architecture, public space and the initiatives of the neighbourhood and confirm the role of social media as a tool for information, listening and involvement of the people who live, work or visit Portanuova.

Portanuova's social media accounts contribute significantly to the visibility of the neighbourhood through photos, videos and stories that showcase events, community moments, commercial news and cultural initiatives and promote the district as a destination for urban experiences and lifestyle. They also serve as a direct channel of dialogue with residents, workers, and visitors, increasing awareness, participation, and cohesion of the digital community.

Piazza Alvar Aalto

Columns – PoP | The voices of the neighbourhood

With the PoP column - People of Portanuova - space is given to the people and realities that animate the neighbourhood every day. Through mini-interviews, stories, values and visions of the brands present emerge, strengthening their role as integrated players in the urban fabric of Portanuova.

PoP is a choral story that helps to build a sense of belonging and make the neighbourhood a recognizable place not for the spaces, but for the people who live there.

App Portanuova Milano

Multi-format content – The evolving neighbourhood

The production of content in different formats has made it possible to tell the transformations underway in a clear and accessible way. Videos, testimonies and contributions from insiders explain the changes in the neighbourhood, the new works and the regeneration interventions.

This narrative makes complex issues such as the care of public space and urban sustainability more understandable, encouraging informed community participation.

Portanuova Music Fest in Piazza Gae Aulenti

Events – Living the neighbourhood, together

The events represent one of the main moments of meeting and sharing. The digital story gives voice to the people who pass through them: guests, citizens, passers-by and tenats.

Through spontaneous interviews and moments of direct listening (Vox Populi), authentic emotions, perceptions and points of view emerge.

Piazza Gae Aulenti

Newsletter – Information and continuity

To support social channels, Portanuova has a periodic newsletter aimed at people and companies to maintain contact with the community. The newsletter is a simple tool to be updated on initiatives, projects and services in the neighbourhood, helping to strengthen the link between Portanuova and its users, from an urban community perspective.

Improvement of the quality of daily life

The "15-minute city" approach proposes a new idea of quality of urban life, based on proximity and daily accessibility to essential services. Work, mobility, commerce, culture and natural spaces become part of an integrated system, usable on foot or by bicycle. In this perspective, Portanuova adopts a strategy aimed at identifying the best integration of services, designing the offer in such a way as to respond specifically to the daily needs of those who use the area, guaranteeing them an efficient, complete and easily accessible urban experience.

Sustainable mobility plays a central role in this model: the widespread presence of public transport reduces dependence on the car, while proximity to services simplifies daily life and promotes a better balance between work and leisure time. Active and frequented spaces also contribute to strengthening the perception of urban security.

To complement this vision, digital infrastructure supports more effective and responsive district management. The use of technologies for safety and access to services makes it possible to improve the use of spaces and the quality of life, creating the conditions for a dynamic urban ecosystem ready to evolve over time.

Particular attention has been paid to accessibility, with the creation of about 30 accesses for people with disabilities, supported by ramps and facilitated paths that favor a simpler and more autonomous use of the neighbourhood.

Portanuova interprets these principles through an open and inclusive urban design, capable of responding to different needs. In 2025, the program of involvement and activation of the tenants was further strengthened in order to listen more closely to their needs and structure the programming and initiatives in line with the real needs of the Portanuova community. This included individual meetings, invitations to events and opportunities for discussion and socialization and questionnaires.

Physical and mental well-being in the office

Gymmo is an offer dedicated to the physical and mental well-being of people in workspaces. Through structured yoga and pilates programs and movement paths led by qualified professionals, Gymmo develops activities oriented towards health, prevention and psychophysical balance. The initiatives, proposed as a service and corporate benefit for employees of some of the buildings managed by COIMA in Portanuova, promote free access to wellness practices, active participation and the dissemination of healthy lifestyles, strengthening the social value of the services offered to the professional community.

The voice of the conductors: Portanuova exceeds benchmarks and improves perceived quality

In 2025 Portanuova further strengthens its position as a reference district for quality, services and daily well-being. The Kingsley/Grace Hill survey confirms a 100% response rate in the offices, testifying to a strong tenant involvement and a consolidated relationship with the district management.

The results show significant improvements in all major indicators compared to 2024, outperforming benchmarks. Portanuova stands out for:

Increase in overall satisfaction and improve evaluations on the quality of spaces, maintenance and services.

Excellent performance of Property Management, recognized as reliable, present and oriented towards rapid problem solving.

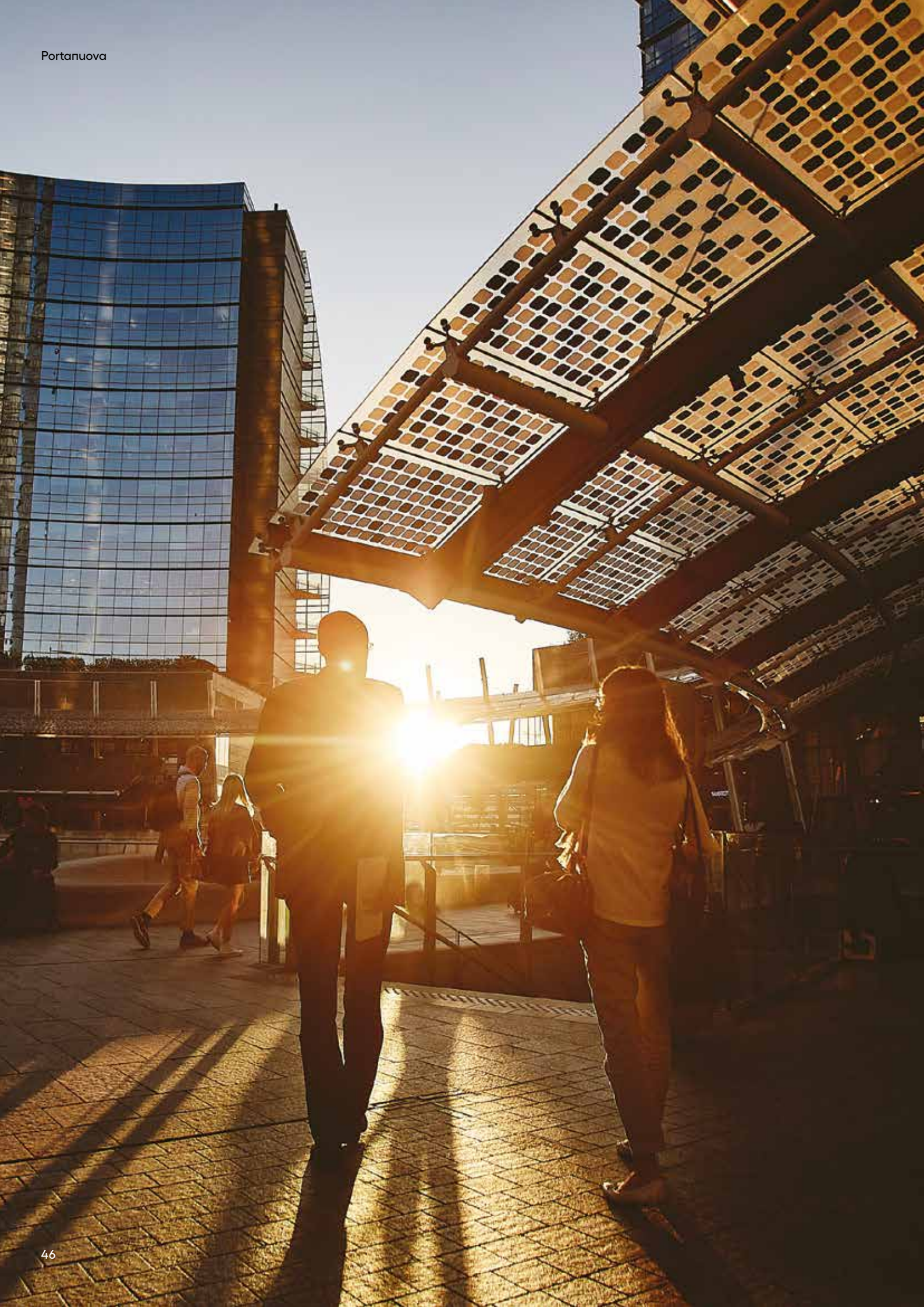
Growth in renewal intentions, which confirms the solidity of the relationship with the neighbourhood and the perceived quality of the work and daily experience.

Perception of safety is improving, while remaining an area in which to continue to invest.

High openness to new services, indicating a growing interest in an increasingly complete, usable neighbourhood that is close to people's needs.

Significantly higher satisfaction with the management of public spaces and services in the areas surrounding Portanuova than in other areas.

Portanuova continues to stand out as a mature urban ecosystem, where careful management, quality of public space and dedicated services generate shared value, well-being and a strong sense of belonging.



KEY INDICATORS 2025:

Outputs

	2024	2025	2024 vs 2025
Commercial Retails within the Portanuova management perimeter	56	59	↑ (+3)
Share of low-budget venues[12]	33%	33%	=
Total area covered by Wi-Fi	40%	40%	=
Security posts	Over 76,500 hours	Approx. 94,000 hoursore	↑ (+23%)
Total area covered by video surveillance	30%	30%	=

Positive progress compared to 2024 Negative progress compared to 2024

Outcomes

	2024	2025	2024 vs 2025
Commercial activities Revenue	+ €48 million	+ €58 million	↑ (+21%)
Catering Revenue	+ 14 million €	+ 14,5 million €	↑ (+4%)
Criminal events	52	20	↓ (-61%)
Active users on the Portanuova Milano App	20,000	39,000	↑ (+19,000)
Respondents who rate the level of accessibility of services and commercial activities as good or excellent	78%	90%	↑ (+15%)

Positive progress compared to 2024 Negative progress compared to 2024

12: Places that offer catering services with average menu prices less than or equal to €16

Promoting soft mobility

> A neighbourhood is truly livable when it is designed around people's needs: Portanuova demonstrates this through its green spaces and the opportunity to enjoy the park even during lunch breaks, in contact with nature. Walking and experiencing open spaces thus become part of everyday life.
>
> **Giulia di Donato**, CEO – Welcomed, MILOVE

Portanuova promotes an urban mobility model oriented towards sustainability and the quality of daily experience. The district has been developed to promote low environmental impact travel, through a continuous network of pedestrian paths, protected cycle infrastructures and direct connections with public transport.

The presence of spaces such as the Biblioteca degli Alberi, Piazza Gae Aulenti and the cycle-pedestrian area that extends to the Varesine office area, creates an open, accessible and safe environment that encourages slow use of the city and reduces dependence on private cars. The pedestrian area of Portanuova has an extension of 160,000 m^2 and includes 5 km of cycling paths and proximity to 2 railway stations and 3 metro stops. Ele3city, the exclusive electric car sharing service reserved mainly for tenants, also fits into this context, which provides 12 fully electric Volvo vehicles, which can be booked via app.

There are about 3,300 covered parking spaces in Portanuova, a number that facilitates access and usability of the neighbourhood. In addition, Portanuova has 202 parking areas for bicycles and a total of parking spaces for mopeds that exceeds 730 spaces.

From the survey administered to workers, residents and visitors, sustainable mobility in Portanuova is perceived positively: 89% of respondents say they are satisfied with public transport services and sustainable mobility solutions, with an average score of 3.52 out of 5, confirming the effectiveness of the solutions already present in the district.

Pedestrian and bicycle mobility in the area around the axis adjacent to Melchiorre Gioia compared to other areas of the city receives a positive opinion from 82% of respondents, with an average score of 3.24 out of 5. The result is better both compared to satisfaction with mobility in Milan (3.16 out of 5), and compared to other large Italian cities, such as Naples (2.8) and Rome (2.68)[13] .

Mobility continues to be a central theme in which numerous projects are in the pipeline. These include a further strengthening of parking spaces through digitization and the development of electric charging and fast-charge infrastructure.

13: For further information: Altroconsumo photographs urban mobility: the car remains the most used means of transport, the alternatives still do not satisfy citizens - 2025.

Promenade Varesine

Availability and proximity of services and commercial activities

The offer of services and commercial activities is one of the main factors of attractiveness and vitality of Portanuova. The district has established itself as one of the most dynamic commercial centers in Milan, capable of attracting million of visitors and tourists every year. Shops, restaurants, leisure spaces and green areas contribute to creating an accessible and functional environment, which improves the quality of daily life of those who live and work in the neighbourhood. The performance of the commercial system is subject to continuous monitoring, based on the trend in turnover, the number of active companies and the volume of daily transactions, which average around 5,400 per day.

The real estate setup of Portanuova is diverse and balanced: there are 121 active lease agreements, including 67 for commercial activities and 56 for offices, in addition to approximately 600 residential units directly managed by COIMA. In the Portanuova area there are 7 supermarkets, 15 schools and educational institutions, more than 10 medical centers, over 10 gyms, 11 cultural activity centers, and 1 cinema.

The perception of an improvement in the livability of the neighbourhood is also confirmed by the average office stay rate of more than 11 years. This figure calculated starting from 2013 – the year of the first contracts – shows that, in continuity with 2024, the average stay is close to the maximum possible (12 years) confirming a strong sense of belonging and satisfaction of the occupants.

Portanuova listens

According to the surveys conducted, the interviewees positively evaluate the accessibility of services and commercial activities in Portanuova, a sign of an urban design attentive to the daily usability of spaces. 91% of respondents consider services to be easily accessible, with an average score of 3.64 out of 5.

The perception of the quality of services in the neighbourhood is articulated: 89% of respondents consider the offer of services to be varied, with an average score of 3.53, while 81% believe that the quality of services contributes to improving their quality of life, with an average score of 3.34.

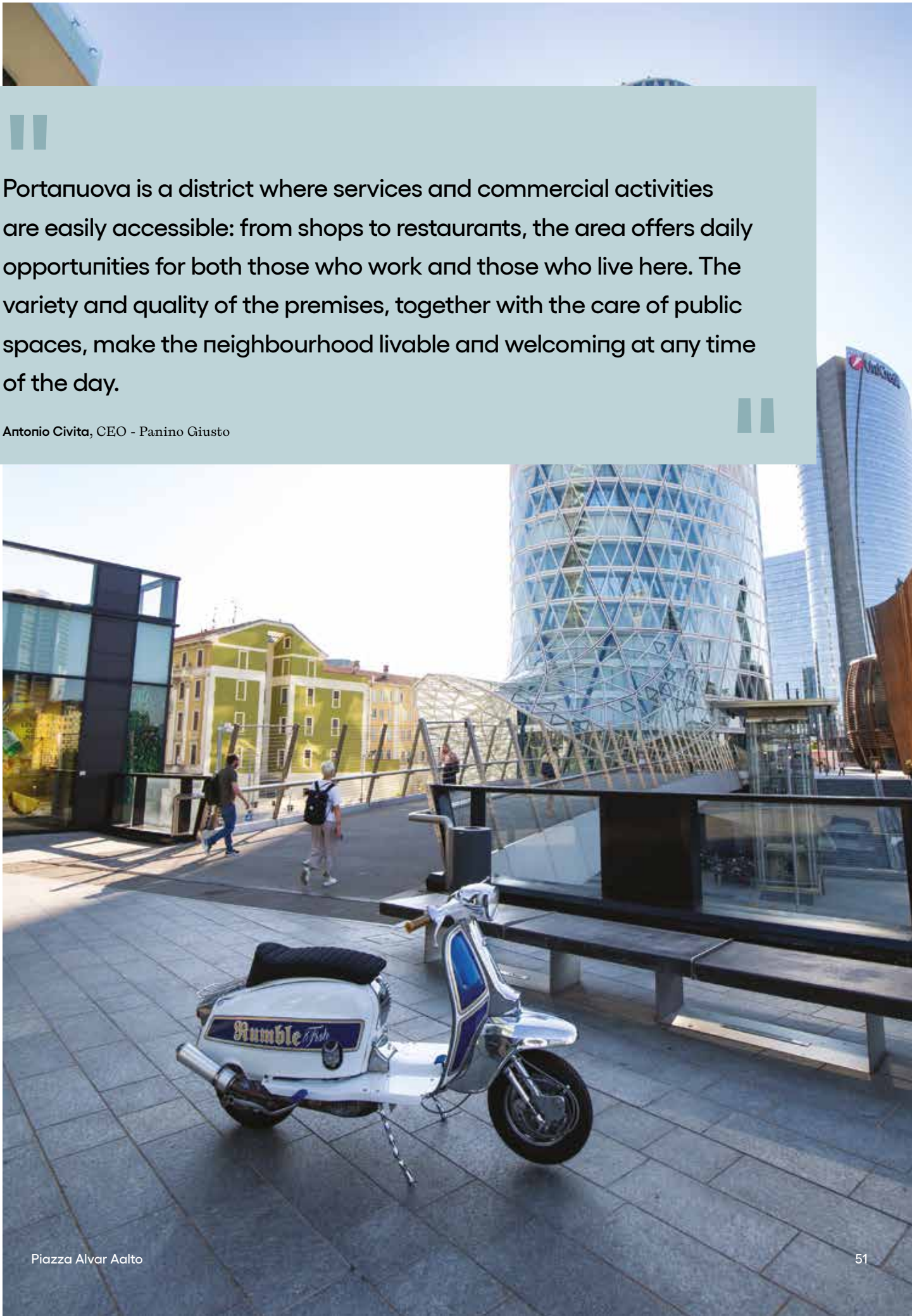
The evaluation of services shows very aligned values: 87% of respondents evaluate accessibility positively (average score 3.38), 86% the variety of services (3.31) and 78% express a good or excellent opinion on the quality of life within the district, which contributes to overall well-being (average score 3.15), an increase compared to 2024, when 57% was recorded.

Overall, the different dimensions assessed - accessibility, variety and contribution to daily well-being - show consistent results and confirm a generally positive perception of the district's service system.

Portanuova is therefore confirmed as a functional urban space, capable of guaranteeing accessibility and a good quality of services, while leaving room to enrich the daily experience of users with more varied, distinctive offers in line with the expectations of the neighbourhood.

"Portanuova is a district where services and commercial activities are easily accessible: from shops to restaurants, the area offers daily opportunities for both those who work and those who live here. The variety and quality of the premises, together with the care of public spaces, make the neighbourhood livable and welcoming at any time of the day."

Antonio Civita, CEO - Panino Giusto



Piazza Alvar Aalto

Efficient connectivity and active participation

Portanuova has the ambition to be more than an urban space, a place where people and communities meet and interact, both physically and through digital tools. The district has been equipped with intelligent infrastructures and integrated technological solutions, capable of improving safety, connectivity and daily management of spaces, while promoting a more accessible and participatory use of the activities and services offered.

Over 40 access points have been installed for high-performance WiFi connection covering 140,000 m², equal to over 80% of the Portanuova surface. To support interaction with users and communication, there are 20 digital totems and 5 LED giant screens for the dissemination of multimedia content. The system is completed by 2 automated and digitized public parking lots, 20 sensors for monitoring pedestrian flows in the retail area, more than 25 charging stations for electric vehicles, a fast-charge station and an automated elevator, helping to make the urban environment more efficient, accessible and sustainable.

Portanuova Milano App

The Portanuova Milano App - developed by COIMA HT - allows easy access to all the services available in the neighbourhood, improving the daily experience and encouraging community participation. In 2025, there were 39,000 registered active users, up more than 95% compared to 2024.

These data testify that the Portanuova Milano App is perceived as a fundamental channel for direct interaction with the community, together with the website, the neighbourhood social media channels on Instagram, Facebook and TikTok, digital totems and Wi-Fi networks.

The app offers immediate access to the editorial schedule of entertainment events, offers from commercial establishments and shared mobility services. The system not only aims to simplify daily life but also encourages community participation, creating a more interactive and dynamic environment. One of the most innovative aspects connected to the Portanuova Milano application is the smart parking system, which allows you to find, book and pay for a parking space directly from your smartphone, eliminating the problem of searching for available spaces and improving the road network.

Corso Como and Piazza Gae Aulenti

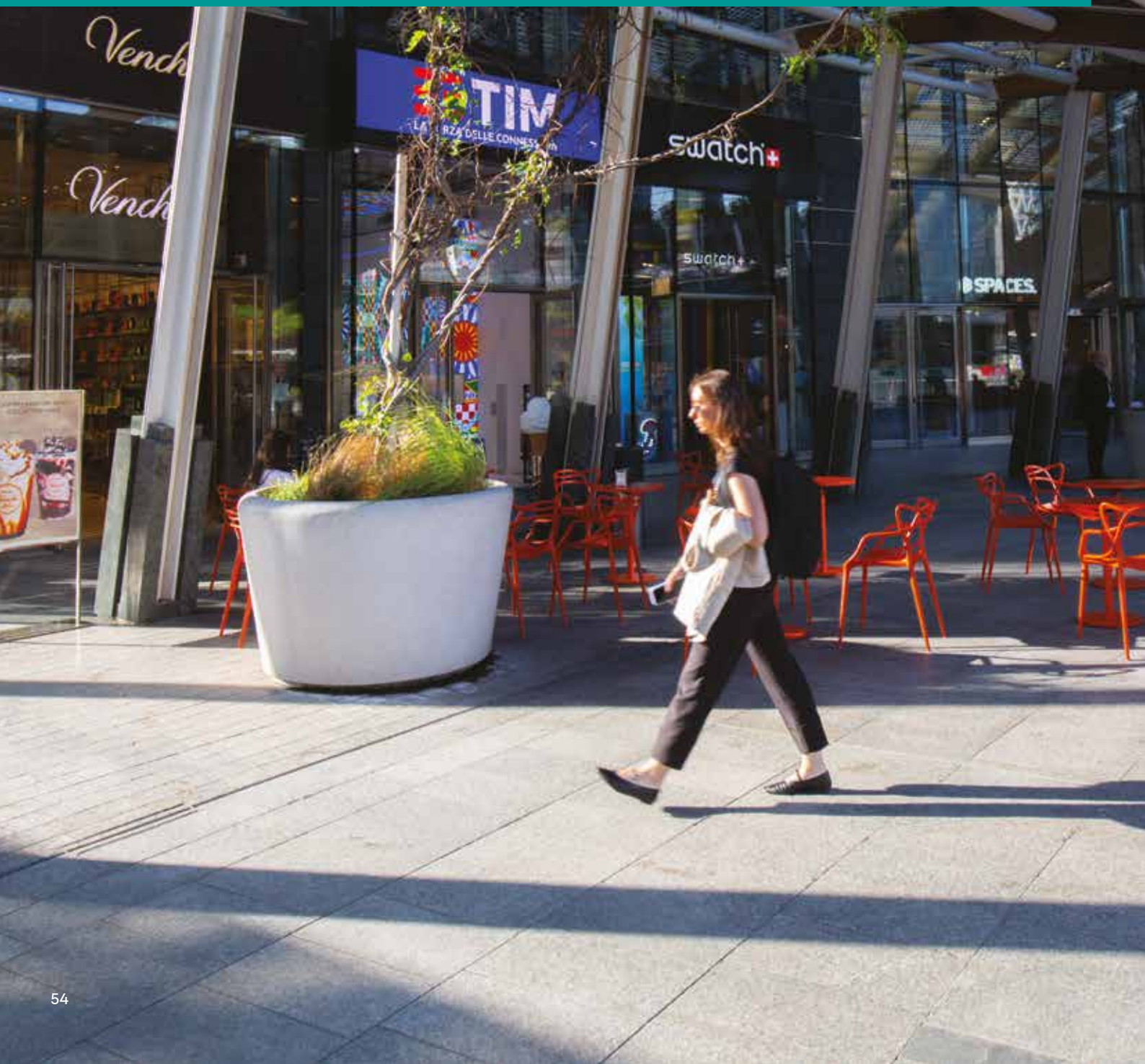
Portanuova listens

According to the surveys conducted, digital services in Portanuova are perceived as useful tools to improve the experience in the neighbourhood and facilitate access to services. Among the most popular types of services are digitized and automated public parking (33%), Wi-Fi and access points (28%), interactive digital totems (22%) and the Portanuova Milano App (17%).

These data highlight how digitization is considered a functional element for the usability of spaces and access to information and services in the neighbourhood. The presence and use of digital tools contribute to making Portanuova a modern urban context, capable of integrating technological innovation and daily services for citizens and visitors.

"Portanuova is a modern and constantly evolving neighbourhood, where urban transformation has made the area safe, well-kept and full of quality spaces, capable of offering continuous stimuli and opportunities to experience the district every day."

Andrea Berton , Founder & Chef of Ristorante Berton | 1 Michelin Star



Attention to safety in the neighbourhood

In recent years, security has emerged as a key priority for urban life in Milan, with an increasing focus on protecting citizens. Portanuova has established itself as an example of integrated security management, combining advanced technological tools, active surveillance and constant collaboration with the local community.

The neighbourhood is now monitored by more than 650 cameras strategically distributed in the busiest and most critical areas. This system makes it possible to monitor pedestrian flows in real time, identifying potential dangerous situations. The smart lighting, designed to reduce shadow areas, improves visibility at night, increasing the perception of safety among workers, residents and visitors. The network of SOS columns guarantees immediate assistance in the event of an emergency, while the coordination between private security and law enforcement ensures widespread supervision, rapid intervention times and effective emergency management.

Since 2024, the district has developed a structured system of supervision with certified routes through over 100 checkpoints equipped with electronic tags. This makes it possible to track passages, times and coverage of the areas, making the monitoring measurable, transparent and effective. During special events, temporary checkpoints have been added to ensure timely control of the busiest areas.

In 2025, the Portanuova Security Hub project was structured, based on a complete assessment of the neighbourhood and the entire video surveillance technology system. The analysis of the data showed that the most frequent episodes concern fights, concentrated in certain areas and specific time slots. For this reason, vigilance has been strengthened at times of greatest risk, introducing personnel capable of managing tense dynamics and preventing the escalation of conflicts thanks to subsidiary surveillance present seven days a week, in support of law enforcement. In the spring and summer months, when the attendance of the spaces increases, a permanent presence has been introduced in Piazza Gae Aulenti.

To make the model increasingly targeted, a detailed risk analysis was conducted in 2025 for individual areas of the district: BAM, Varesine, Piazza Gae Aulenti, parking lots and commercial areas. This mapping has defined levels of attention and priorities for intervention, involving the security managers of the companies present in the neighbourhood and enhancing a shared vision of urban security.

At the same time, a technological assessment of the cameras present was launched, paving the way for an overall redevelopment plan with a new system based on cameras with integrated artificial intelligence, capable of generating automatic alerts in real time.

The service aimed at tenants has also been enhanced: alongside the 24/7 supervision of Portanuova's public and green spaces, the support of security can also be activated on request for needs related to accompaniment to the parking lots, improving the perception of safety of Portanuova workers.

Corso Como Place

The actions implemented have produced tangible results in 2025:

-70%
of brawls

-72%
of incidents involving armed minors

-58%
of thefts

-16%
vandalism

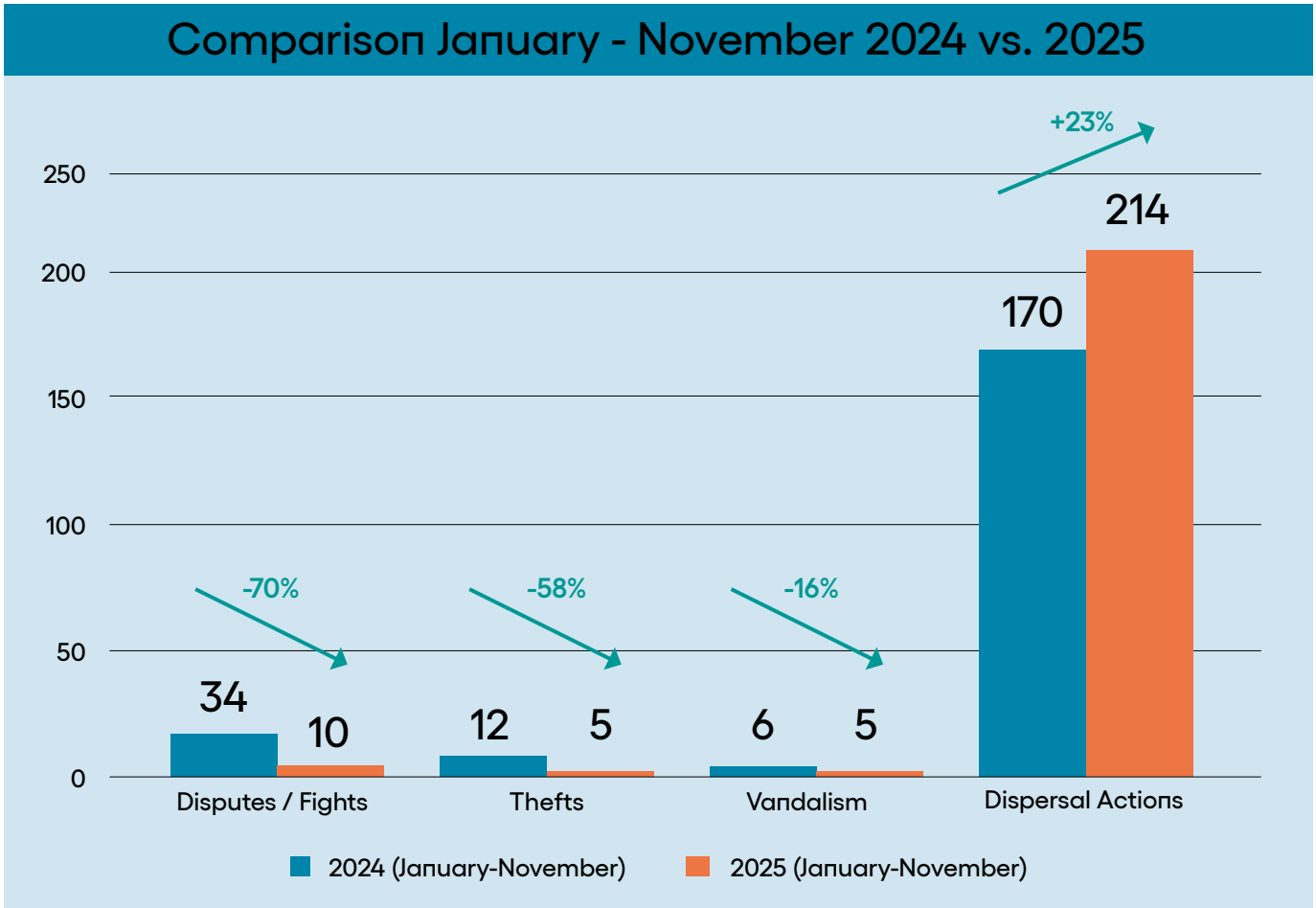
-11%
of total public disorder events

-46%
of requests for intervention to the police

The significant reduction in episodes is mainly attributable to the strengthening of prevention, the widespread presence of guards and the possibility of timely interventions, often before situations degenerate. The system has proven to be effective even in complex contexts, such as events or moments of high influx, correctly managing flows and ensuring continuity of use of public spaces.

COIMA, as manager of the area, is aware that the ideal goal would be the total absence of episodes, since even a single event is unjustifiable. For this reason, it promotes initiatives and actively collaborates with local law enforcement agencies and stakeholders in the neighbourhood to reduce their frequency as much as possible.

Incidents in Portanuova:



The graph shows the trend of the episodes recorded in Portanuova between January and November in the two years compared, 2024 and 2025. There was a significant reduction in fights, which fell from 34 to 10 (-70%), and thefts, from 12 to 5 (-58%). Vandalism also decreased slightly, from 6 to 5 (-16%). On the contrary, the number of dispersal actions increased, from 171 to 215 (+25%), highlighting an increase in activities aimed at managing and preventing potentially critical situations.

Piazza Gae Aulenti

Contribution to innovation and economic growth

The regeneration of Portanuova generates value that goes far beyond the boundaries of the neighborhood. Investments and management activities activate a broad and articulated supply chain that involves companies, professionals and workers along the entire economic system, contributing in a concrete way to the growth of the country.

The management of the district and the development of new interventions produce direct, indirect and induced effects on the labor market, on value added and on public revenues. Every euro invested and every service purchased generates new demand, skills and opportunities that spread throughout the territory, strengthening the productive and social ecosystem.

Portanuova is thus configured as an urban economic infrastructure capable of connecting capital, work and innovation, creating lasting benefits for Milan and for the country system.

To make this contribution measurable, Portanuova adopts an input-output analysis model based on national matrices, which makes it possible to rigorously estimate the indirect and induced impacts generated by the district's investments and activities.

The approach follows the following causal logic:

- Inputs: investments for the development of the district and expenses for management and maintenance
- Output: activation of companies and services along the construction, engineering, technical services and real estate sectors
- Outcomes: job creation, incomes for workers and new demand for goods and services
- Impact: contribution to national GDP, strengthening employment and growth in tax revenues.

This approach makes it possible to grasp not only the immediate effects of investments but also the value that propagates over time through the consumption of the people involved and the consolidation of economic supply chains.

> Portanuova represents a leap toward a far more innovative future, placing sustainability, inclusivity, and diversity at the center — key themes for our company. It is, in every respect, the most innovative district in Milan developed in recent years.
>
> **Francesca Airoldi**, Chief Business Officer Condé Nast

KEY INDICATORS 2025[15]:

Occupancy	10,098 jobs	14.03 jobs for every € million spent
Contribution to GDP	Over 887 mln € million in added value	1.23 mln € in added value for every million spent
Tax contribution	Over € 150 mln	€ 210,000 in tax contributions for every € million spent

15: The indicators were calculated with the support of EY S.p.A.'s Climate Change and Sustainability Services (CCaSS) team and are based on the method developed by Nobel laureate Wassily Leontief (Input-Output Analysis), which studies the interdependencies among different economic sectors.

"

I have watched this area transform day by day: since 2004, when they began preparing the construction site, I followed the growth of the buildings, the skyscrapers gradually rising. It was a continuous movement, an evolution that was changing not only the district but Milan itself.

Andrea Breton, Founder & Chef of Ristorante Berton | 1 Michelin Star

"

Investments and management: the lever that activates the economy

In 2025, the volume of investment in the district accelerated significantly. Total investments exceeded 668 million euros[16], a significant increase compared to 2024. This growth reflects the progress of development projects and the completion of strategic assets along the Via Melchiorre Gioia axis.

Alongside investments, the management and maintenance of the district continue to represent a structural component of value creation. In 2025, operating expenditure exceeded €51 million, supporting labor-intensive and skills-intensive services, which are essential for the daily functioning of the district.

The value generated by the rents of buildings and spaces exceeded 156 million euros, confirming the attractiveness of the district and the ability to support a dynamic and competitive economic ecosystem.

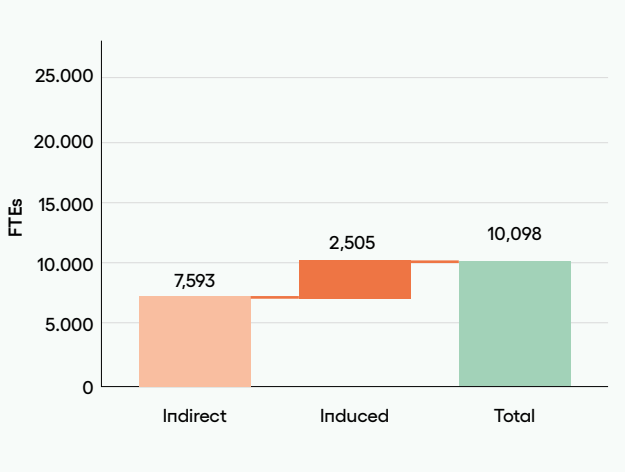
Impact on employment

The investments and management of the district have had a significant impact on the labor market. In 2025, more than 10,000 jobs were activated, more than tripling compared to 2024.

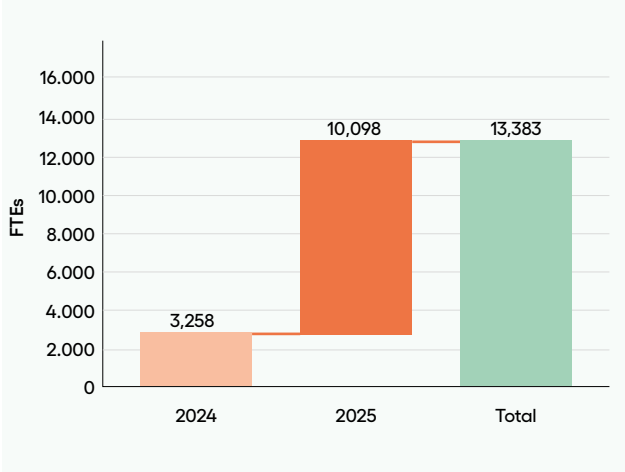
Of these:

- 7,593 are indirect jobs, generated along the supply chain
- 2,505 are induced jobs, linked to the consumption of the workers involved.

Employment 2025



Employment 2024, 2025



The increase is linked to the expansion of the activities considered: in 2025, in addition to management, development and construction interventions will become fully operational, which extensively activate the construction, design and specialist services sector. Portanuova thus confirms its role as a driver of employment, engaging technology companies, professional firms, advanced service providers and retail businesses, while contributing to the development of increasingly specialized skills.

16: The data for 2025 include, in addition to the Funds already analyzed for 2024, also the investments and operating expenses of Coima HT, which in any case have a negligible impact on total expenses. The analysis of socioeconomic impacts focuses on indirect and induced effects. Direct impact components are not included because, given the multi-fund structure and the absence of personnel directly employed by the funds themselves (which rely on support from COIMA SGR and COIMA REM staff), they cannot be methodologically isolated at the level of individual funds and are overall limited.

Piazza Gae Aulenti

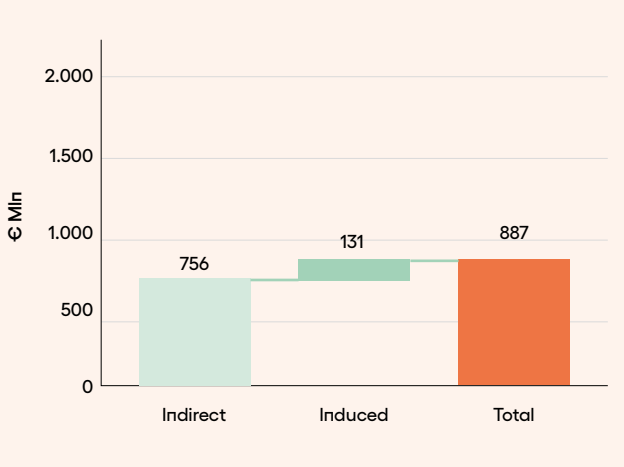
Contribution to national GDP

The input-output analysis highlights a strong multiplier effect generated by Portanuova on the national economy. In 2025, the total added value produced exceeds 887 million euros, with significant growth compared to 2024.

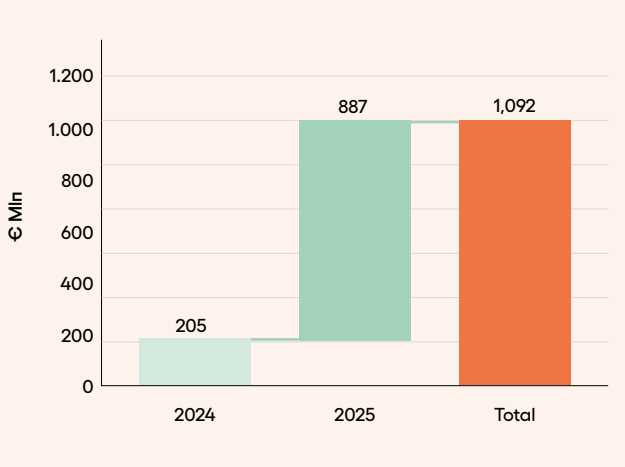
The contribution is divided into:

- 756 million euros of indirect value added, generated along the supply chain
- 131 million euros of induced value added, linked to workers' consumption.

Indirect and Induced Value Added 2025



Value Added 2024, 2025



Overall, the contribution to the national GDP is about 0.04%, a figure that testifies to the ability of the regeneration project to significantly affect the country's economy. Every million euros invested generates 1.23 million euros of added value, confirming the high multiplier effect of investments in the district[17].

Portanuova has created an attractive environment for innovative companies, startups and advanced services. This environment favors the growth of new activities, the evolution of skills and the strengthening of Milan's competitiveness in the European panorama.

17: The data for 2025 include, in addition to the Funds already analyzed for 2024, also the investments and operating expenses of Coima HT, which in any case have a negligible impact on total expenses. The analysis of socioeconomic impacts focuses on indirect and induced effects. Direct impact components are not included because, given the multi-fund structure and the absence of personnel directly employed by the funds themselves (which rely on support from COIMA SGR and COIMA REM staff), they cannot be methodologically isolated at the level of individual funds and are overall limited.

The development of the Portals of Joy

Main socio-economic results

More than **1,100** jobs created for the development of the Portals

21 jobs generated per million euros invested

Added value of **63** million €

1.14 million € in added value per million euros invested

Tax contribution of **17** million €

314 thausand € of tax contributions per million euros invested

The Portals represent one of the most significant steps in the transformation of Via Melchiorre Gioia, a key area that connects the historic Portanuova to the city's new growth poles. Conceived as a real urban hub, they embody Portanuova's vision of creating spaces capable of generating economic and social value and responding to the future needs of the city. Their design integrates mixed functions, quality public spaces, innovative services and attention to architecture, making the Portals a catalyst for investment, skills and economic activities.

The Portals are a cutting-edge project from an energy and technological point of view. The integration of innovative solutions allows continuous monitoring of environmental performance and guarantees high levels of building efficiency. The complex is equipped with a photovoltaic system integrated into the façade, an active part of the energy strategy, which — together with the other supply systems — makes it possible to cover more than 65% of annual needs with renewable energy. The project also introduces TK Elevator's "Twin" elevators for the first time in Italy, with two independent cabins operating in the same hoistway: a technology that ensures high-performance waiting and arrival times and allows for greater floor construction efficiency, significantly reducing the technical surface area required.

The project is developed according to the most advanced international standards of sustainability, health and digital innovation, with LEED® Platinum, WELL® Gold, WiredScore® Platinum certification objectives and Cradle-to-Cradle Supply Chain criteria, confirming the commitment to high environmental performance, quality of spaces for people, excellent digital connectivity and responsibility in the choice of materials and supply chains.

The construction site has produced concrete impacts today and promises significant prospective effects, promoting sustainable mobility, expanding the range of services and contributing to the evolution of urban behaviour, from the use of spaces to the commercial life of the area.

The economic analysis shows that the development of the Portals has activated a total of 1,168 jobs, generating an added value of 63 million euros and a tax contribution of 17 million, divided between indirect impacts along the supply chain and impacts induced by the consumption of the workers involved. Every million invested produces about 21 jobs, €1.14 million in added value and €314,000 in tax contributions.

But the Portals are not just an economic intervention: they become an urban hub capable of connecting the different souls of the district, with new pedestrian and cycle connections between Gioia, Pirelli and Varesine, greater permeability and safety of public spaces, new services and activities for workers, residents and visitors, and an increase in attractiveness for innovative companies, with positive effects on employment and on the evolution of traffic flows.

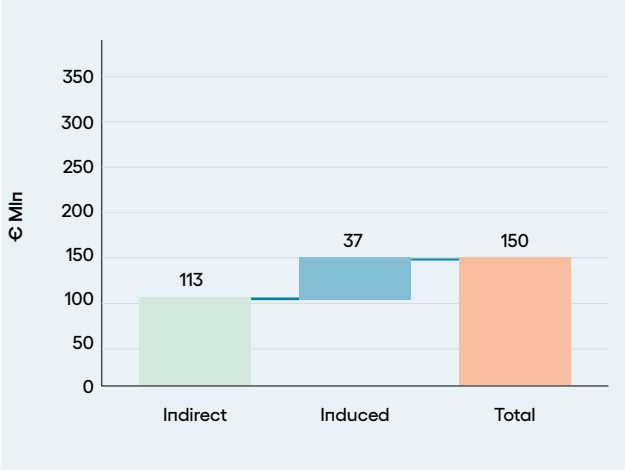
Tax contribution

The economic and employment growth generated by the district also translates into significant positive effects on public finances. In 2025, the total contribution of taxes related to the activities of the district exceeds 150 million euros, with a significant increase compared to 2024.

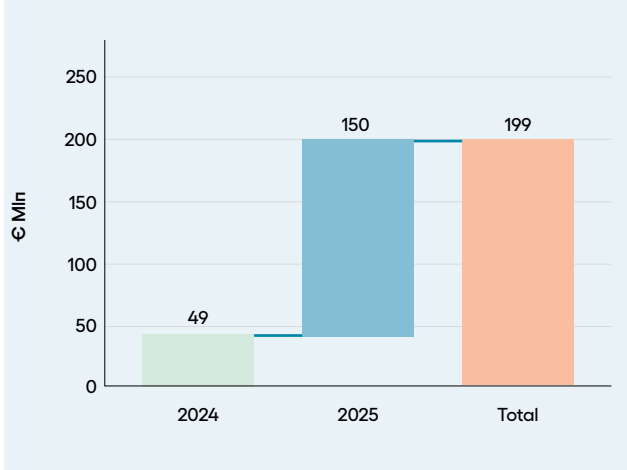
The tax contribution consists of:

- 113 million of indirect impacts;
- 37.3 million euros of induced impacts.

Indirect and Induced tax contribution 2025



Tax contribution 2024, 2025



Every million euros spent generates about 210 thousand euros in tax contributions, which support public services, infrastructure and investments for the benefit of the city and citizens.

Portanuova: a constantly evolving story

At the beginning of the twentieth century, the area of Varesine, Garibaldi, Gioia and Portanuova was already a strategic node for Milanese industry and logistics. The presence of the Varesine Station, active until the 60s, and numerous warehouses and production plants made the area a nerve center for Milanese trade and logistics. However, with the progressive decline of industrial activities and the decommissioning of the station, the area began to lose its centrality, entering a phase of urban decay and fragmentation.

In the 70s and 80s it was characterized by vast unused spaces and abandoned buildings: the lack of a coherent urban plan contributed to making the area marginal with respect to the development of the city. The turning point came in the early 2000s, when the municipal administration and private investors launched a massive urban regeneration project aimed at redeveloping the area, reintegrating it into the dynamic Milanese landscape. Approved in 2003, work began in 2005 on three main areas, each with its own identity and function within the new urban layout: Porta Nuova Garibaldi, Porta Nuova Varesine and Porta Nuova Isola. The project involved a total investment of €2.8 billion. The goal was to mend an urban wound and restore value to the city.

The continuity of the commitment to the urban regeneration project has meant that the project has supported the Italian construction supply chain even in times of particular crisis for the sector. In September 2008, the Porta Nuova Garibaldi construction site was started and, despite the difficulties following the bankruptcy of Lehman Brothers and the onset of the sovereign debt crisis, Phase 1 of the regeneration of Porta Nuova continued over the 9 years without interruption. During the peak of work on site, in 2012, more than 2,200 jobs were reached.

The project has not been interrupted or slowed down even in the face of new shocks such as those related to the pandemic, the disruption of supply chains and, subsequently, the Russian-Ukrainian war.

In 2018, the second phase of development began, with a new investment of around 600 million euros. This phase extended the project along the northern axis of Melchiorre Gioia.

The Gioia area, neglected for decades and characterized by disused buildings, has been completely rethought, with a unitary masterplan developed in dialogue with the Municipality of Milan to continue the urban regeneration of the neighbourhood. The intervention included demolitions, redevelopments, new construction and the design of public spaces, pedestrian and cycle paths. One of the most representative elements is Gioia 22, the first skyscraper in Italy with zero operational emissions. The building now houses the Milan headquarters of Intesa Sanpaolo. Its slender shape and high-performance glass cladding set the benchmark for sustainable architecture in the city. The second phase redeveloped Pirelli 35, the former Telecom headquarters, transforming it into a modern, efficient and certified building, capable of hosting new office and commercial functions. The intervention also included the construction of the Portals, an innovative architectural system that marks the entrance to the district. The project, designed by ACPV ARCHITECTS, which houses the new KPMG headquarters in one of the towers, reinforces the district's role as an international business hub. All the buildings in the area have been designed according to the highest environmental standards, with the aim of reducing energy consumption, improving air quality and encouraging soft mobility.

The start of the second phase was accompanied by a rebranding operation, with the introduction of the name of "Portanuova" to characterize the positioning not only of the area but also of the activities and initiatives carried out.

In addition, the location within the city and the development of state-of-the-art buildings have allowed the birth of a real business district, with quality offices and services for employees, suppliers and customers of the companies. Its evolution represents a virtuous example of urban regeneration, demonstrating how the redevelopment of degraded areas can radically transform the face of a city, improving its livability and attractiveness also at an international level.

Portanuova is the first LEED and WELL for Community certified district in the world. It integrates technological solutions to reduce environmental impact and improve the quality of life. These include energy-efficient buildings and a wide network of sustainable mobility solutions.

Portanuova continues the path of urban regeneration characterized by an open and transparent approach to its stakeholders. The district promotes constant communication on ongoing activities, on the methods of managing resources and on the collaborations activated with companies and partners, strengthening a development model based on the sharing of value and urban quality. Portanuova represents a new idea of the city: a place in constant transformation, capable of adapting to people's needs and anticipating new ways of living, working and collaborating. In this perspective, the Portanuova urban regeneration project contributes to a broader cultural transformation, oriented towards inclusion, sustainability and participation, confirming the role of cities as platforms at the service of people and communities. Portanuova is a concrete message of confidence in the future of cities that update themselves based on environmental impact and social impact.

The COIMA Group

The COIMA Group stands out as a point of reference in the investment, development and management of real estate assets for institutional investors. Innovation and sustainability are fundamental pillars of COIMA's model, key elements to consolidate its leadership position in the market.

The Group has a total of more than 310 employees and collaborators and includes the companies COIMA SGR, COIMA REM, COIMA HT and COIMA Image. The other organizations that collaborate with the activities of the Group companies are the Riccardo Catella Foundation and Big Spaces.

COIMA SGR is an asset management company, active in Investment and Asset Management, authorized by the Bank of Italy in 2007. The Company manages 43 UCIs (real estate investment funds reserved for professional investors and SICAFs) with approximately 13 billion euros of investments when fully operational.

COIMA SGR collaborates in an integrated manner with COIMA REM (Real Estate Management), founded in 1974 with a specific focus on Development and Property Management. The Development division follows projects during the development phase, from asset construction to redevelopment interventions, while the Property division manages projects in the operational phase, focusing on the use and enhancement of assets. To strengthen the presence in the area, an office was opened in Rome in 2024.

The Group has established COIMA HT (Human Technology), a company specialized in the development and integration of digital solutions with the aim of offering personalized services in line with people's needs through scalable solutions both at the level of individual buildings and neighbourhoods.

Founded in the 80s, COIMA Image is a company that offers architectural design, interior design and space planning services, whose mission is the creation of places with significant design and high social and cultural value, with technical and managerial skills to successfully conduct multidisciplinary integrated design developments.

The Riccardo Catella Foundation

COIMA concretely supports local communities also through the Riccardo Catella Foundation. The Foundation has been dedicated for 20 years to the promotion of civic and cultural initiatives aimed at spreading sustainable practices for the development of the territory. It encourages active community involvement and contributes to the improvement of the quality of urban life. The Foundation's activities are based on the UN Sustainable Development Goals (SDGs) and focus on four main areas of intervention: participatory urban regeneration and care and management of public green spaces, accessible quality culture in contact with nature, sustainability education and the creation of partnerships with subjects and networks active in the area.

The headquarters of the Riccardo Catella Foundation is a reference point for the debate on social and sustainability projects, increasingly chosen by institutions and non-profit associations.

With its vocation for innovation and comparison, the Foundation fosters dialogue between public and private actors, contributing to the spread of a culture of sustainability.

Since July 2019, through an innovative public-private partnership with the Municipality of Milan and COIMA, the Foundation has been promoting the BAM - Biblioteca degli Alberi Milano project, becoming responsible for its management and creating a cultural program for the public park of Portanuova.

Big Spaces, operational since 2013 and controlled by the Riccardo Catella Foundation since 2019, is a venue management company in charge of enhancing and managing the public spaces of Portanuova. Its activity includes the promotion, marketing and management of the external and internal areas of the district.

UniCredit

Ice skating rink during the Portanuova Pop XMAS

Scarica l'app
Acquista il tuo biglietto
Aggiungi gli accessori
E con Smart Parking

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www.portanuova.com

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CONCEPT, ARTISTIC DIRECTION, AND DESIGN
Network Comunicazione

All photos contained in this report depict the Portanuova district
and Milan and its activities.

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COIMA

Real Estate, since 1974