



RE-GEN

SPORT in the CITY

Integrated Action Plan

City of Verona (ITALY)

**PUBLIC SPACES
RE-GENERATION
THROUGH INTEGRATED
URBAN SPORT HUBS
FOR THE PARTICIPATION
OF YOUNG CITIZENS**

Credits and disclaimer

Developed by the city of Verona in collaboration with the ULG and the young people involved in the co-design process of the Urban Sport Hubs and during the hackathon.

The *Integrated Action Plan* (IAP) is the result of a two-year experimental co-planning process, carried out by alternating small-scale actions with stakeholders and aimed at testing solutions before planning them for the future of a city that increasingly intends to integrate sport into urban policies.

It is a reference framework that could become a programmatic document that can be used by the Administration for urban regeneration actions.

The contents of the IAP are the responsibility of the Municipality of Verona and cannot in any way be considered to reflect the position of the URBACT Secretariat and the European Commission.



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Introduction:

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The Re-Gen Project in short

Re-Gen (Sport-based solutions for urban regeneration) is an Action Planning Network of the **URBACT IV** program that explores how **sport can become a driver of inclusive, sustainable, and participatory urban regeneration**. The network brings together European cities facing similar challenges related to the transformation of public spaces, the involvement of younger generations, social cohesion, and innovation in urban policies, interpreting sport not only as physical activity but also as a **social, cultural, and spatial tool**.

The overall objective of Re-Gen is to test, adapt, and integrate **sport-based urban solutions** into city policies, with a particular focus on public spaces, local community participation, and collaborative governance models. The project promotes an integrated approach in which sport interacts with urban planning, the environment, health, education, youth policies, and social inclusion. Through **peer learning activities**, pilot actions, and **small-scale actions**, Re-Gen supports partner cities in developing long-term strategies capable of generating lasting urban and social impacts.



Youth and urban regeneration: let's take back public spaces!

development of solutions adapted to the specific characteristics of each city. Her support for Verona's Action Plan was invaluable, leading the working group to work on future scenarios, broadening the strategic horizon from the experimental pilot project to an integrated plan for Verona 2030.

The Re-Gen network is made up of cities from different European contexts, which have experimented with different and complementary approaches to **Urban Sport Hubs**, **Nature-Based Solutions**, youth participation, inclusive sport, intergenerational activities, and shared management of public spaces.

The network's planning and learning process was accompanied by Lead Expert Raffaella Lioce, who supported the partner cities throughout the entire co-planning journey, through creative peer learning moments, thematic workshops, and local experiments. Her contribution facilitated the comparison of different urban contexts, the cross-fertilization of approaches, and the

The partners of the Re-Gen network

In addition to the **City of Verona (Italy)**, the Re-Gen network includes the following **eight partner cities**, listed in alphabetical order:

- Albacete (Spain)
- Corfù (Greece)
- Daugavpils (Latvia)
- Dobrich (Bulgaria)
- Lezhë (Albania)
- Milan (Italy)
- Pula (Croatia)
- Vila do Conde (Portugal)

Re-Gen in Verona

For the City of Verona, Re-Gen represented a **strategic opportunity** to rethink the role of sport in urban policies, particularly in relation to public space, young people, and neighbourhood regeneration. The project came at a key moment for the city, marked by preparations for the **2026 Winter Olympics** and a growing awareness of the need to invest in healthier, more inclusive, and more resilient urban environments.

Verona interpreted Re-Gen not as an isolated project, but as an **urban experimentation laboratory**, using small-scale actions to test new ways of activating public spaces through sport, tactical urbanism, and participatory processes. The experiments focused in particular on neighbourhoods and underutilized spaces, highlighting a strong interest – especially among teenagers and young people – in informal places for gathering, expression, and identity building.

Through Re-Gen, Verona has experimented with the concept of the **Urban Sport Hub** as a multifunctional public space capable of integrating sport, greenery, culture, and socializing. The actions tested have demonstrated the potential of sport to:

- attract diverse and cross-sectional audiences;
- improve the perception of safety and care for spaces;
- promoting social inclusion and intergenerational interactions;
- enhancing the role of young people, moving beyond their role as mere beneficiaries.

The project also strengthened **participatory governance** models through the activation of the ULG (Urban Local Group), which involved the relevant municipal departments (sports and youth policies), youth, cultural, and sports associations, and other local actors. Schools, universities, and professional associations were not permanent members of the ULG, but were involved in specific actions, workshops, and discussions, contributing their educational, technical, and research expertise.

Relevance for the City of Verona

Re-Gen has been and continues to be highly relevant to Verona for several reasons. First, it provided a structured framework for experimenting with innovative solutions based on sport before integrating them into **long-term urban policies**. Secondly, it has helped to position sport as a cross-cutting urban policy, capable of engaging with urban regeneration, sustainability, inclusion, and youth empowerment. Thirdly, it has made it possible to connect the extraordinary dimension of the 2026 Olympics with everyday life in the city, shifting the focus from major events to neighbourhoods, communities, and everyday practices.

The results of Re-Gen have directly fed into the construction of Verona's **Integrated Action Plan 2026–2030**, ensuring that the solutions tested, the skills developed, and the collaboration networks activated are not lost with the conclusion of the project. In this sense, Re-Gen represents both the starting point and the catalyst for a long-term urban transformation, in which sport becomes a stable driver of public space regeneration, social cohesion, and active citizenship.



Presentation of the city

Verona is located in northern Italy, on the banks of the Adige River where it meets the Po Valley. Already existing as a small town, in the 1st century BC it became a Roman municipality and in the following centuries saw the rule of the Ostrogoths, the Lombards, and Charlemagne, always representing a centre of primary military and cultural importance. It became an independent municipality in the 12th century and prospered under the Scaligeri family, who designed the urban layout of the city and placed Piazza delle Erbe, the ancient Roman forum, at its centre. During the Middle Ages, this square became the seat of political and administrative power and still today harmoniously combines or blends together the vestiges of different eras.

In 1405, Verona became part of the Republic of Venice, which enriched the urban fabric with many redevelopment works during its four centuries of domination. Occupied by Napoleon, it was ceded in 1797 to the Austrians, who emphasized its role as a stronghold, making it one of the four fortified cities of the Lombardy-Veneto defensive quadrilateral.

A key player in the Risorgimento and the wars of independence, Verona was united with the Kingdom of Italy in 1866.



Its Roman ruins are among the most important in northern Italy, and the Arena continues to contribute to the city's vibrant cultural life, hosting a vast program of international theatre and music performances.

The monumental gates and fortifications bear witness to the strategic importance of the city, which until the 20th century remained within the walls rebuilt by the Scaligeri family in the Middle Ages. It is considered a magnificent example of a military stronghold, as well as an excellent representation of the very concept of a fortified city that developed progressively over more than two thousand years, incorporating artistic elements from every era. (Source: UNESCO website <https://www.unesco.it/it/unesco-vicino-a-te/siti-patrimonio-mondiale/citta-di-verona/>).

Ancient Verona and sport

Everyone knows the Arena di Verona.

It is one of the largest amphitheatres in Italy and Verona's most famous monument. Built by the Romans around the middle of the 1st century AD, this building hosted various types of entertainment, including gladiator fights and hunts involving wild and exotic animals. Its elliptical shape was designed to accommodate a large number of spectators (around 30,000) and to provide sufficient space for the games. It was built outside the walls of the Roman city to facilitate the influx of spectators and avoid crowding in the city centre.

Some scholars have reconstructed the period of construction of the amphitheatre (10-30 AD) thanks to the armour (or rather, the helmet) of a gladiator (at the time, an athlete), whose head is depicted in tuff in almost life-size on the walls.

Less famous is the Palio race.

The *Palio del drappo verde*, also known as the *Palio di Verona*, is a race that took place in Verona. Established in 1208, it is one of the oldest organized races of the communal era.

Initially, there were two races, one for runners and the other for horsemen, with prizes of a green banner and a red banner respectively. Following some reforms to the rules, two more races were added: the 'women's race' (Visconti era, 1388 -1402) and the donkey race (Venetian domination, 1405-1796 approx.).

The competition took place on a circuit ranging from 7 km to 10 km, passing through the most important points of the city: the route started from the suburb of Tomba, and later from Santa Lucia, and wound its way along the walls of Verona and the esplanade to the south of the city. The route returned to the city under the Arco dei Gavi (later the Palio gate), running along the Corso Vecchio to the square where the church of Santa Anastasia was later built, which was the finish line of the palio.

Dante Alighieri witnessed both the athletic wrestling competitions in the Arena and the Palio, recounting his experience in his Divine Comedy. Regarding the Palio in particular, we can read in Inferno:

*“Then he turned, and seemed like those
 who run the green banner in Verona
 through the countryside; and he seemed like those
 who win, not those who lose.”*
(Dante Alighieri. Inferno. Canto XV, vv. 121-124)

The current demographic context

Data as of December 31, 2023, show that Verona has a population of 257,225 inhabitants (statistically divided into 122,676 males and 134,549 females).

Age	Registered citizens	Percentage
0-9	18,557	7.21%
10-14	10,882	4.23%
15-24	24,047	9.35%
25-39	44,201	17.18%
40-54	53,435	20.77%
55-64	39,323	15.29%
65+	66,780	25.96%
Total	257,225	100.00%

Foreign component as of December 31, 2023: 38,814 (15.09%)

According to the 2022 survey, the Province of Verona had:

- Athletes 97,942
- Associations 961
- Operators 16,044, understood as registered athletes, sports clubs, and sports operators of National Sports Federations (FSN) and Associated Sports Disciplines (DSA).

Focusing on Paralympic sport at a regional level, Veneto has always been a driving force and protagonist of the Italian Paralympic movement over the last 40 years: suffice it to say that 27% of the medals won by Italy at the Summer and Winter Paralympics between 1960 and 2018 were won by athletes from Veneto.

To highlight Paralympic sport in Veneto and celebrate the great results achieved and sacrifices made over the years, in 2016 CIP Veneto published the book “Paralimpiadi. Le stelle venete 1960-2016” (Paralympics. The stars of Veneto 1960-2016).

The development of the Action Plan

The process of developing Verona's Integrated Action Plan began in 2024, in parallel with the development of the European Re-Gen URBACT IV project, with the aim of testing new urban regeneration solutions through sport and defining an integrated strategy to be implemented in the period 2026–2030. The planning was not a theoretical exercise, but a progressive process built in the field, thanks to real tests, community involvement, and continuous dialogue with young people and local stakeholders.

In 2024 and 2025, Verona carried out several small-scale actions that represented the heart of the learning process and the shared construction of the Plan. These tests made it possible to try out solutions before turning them into strategic actions: outdoor sports activities, tactical urbanism interventions, temporary reuse of public spaces, exploratory walks in neighbourhoods, workshops in schools, street sports days, and co-design moments. Through these experiments, the city was able to observe in the field what works, what engages people, what is feasible, and what can be replicated on a larger scale.

The small-scale actions immediately revealed some important signs. In particular, they highlighted the strong interest of the younger generations in public spaces and their willingness to imagine, use, and transform them when given the opportunity to participate. They demonstrated the potential of active youth participation, with young people expressing ideas, testing new practices, and taking on leading roles in the Re-Gen contexts. They confirmed concrete and deeply felt needs: the need for safe and attractive places where young people can meet, move around, recognize themselves in their peer group, and assert their identity. In all the activities tested, sport—especially spontaneous, street sport that is accessible and free of economic barriers—proved to be a common language and an effective lever for stimulating aggregation, inclusion, trust, and a sense of belonging.



At the same time as Re-Gen's experiments were developing, Verona was also entering the thick of preparations for the 2026 Milan–Cortina Winter Olympics. The growing focus on Olympic values and the cultural and social legacy of sport created fertile ground for integrating a broader and more ambitious perspective into the Plan. The city promoted initiatives to educate people about Olympic values, major sporting events, and communication campaigns on the themes of integration, inclusion, respect, discipline, and fair play. This climate reinforced the perception of sport not only as competition, but also as an educational lever, a factor in personal and collective growth, a driver of social regeneration, and an opportunity for urban development.

The dialogue between Re-Gen and the 2026 Olympics generated decisive momentum: it supported investment choices in new sports infrastructure and pushed Verona towards planning focused on health, active mobility, green spaces, the quality of public spaces¹, and the creation of opportunities for teenagers and young adults. The city began to imagine itself as a community that engages in physical activity on a daily basis, moves around in a sustainable way, identifies with lively and well-maintained public spaces, and finds a new form of urban identity in the link between sport and youth subcultures. Between 2024 and 2025, this process gave rise to a participatory process, marked by ULG meetings, focus groups with associations, school workshops, public meetings in neighbourhoods, and discussions with professionals and stakeholders. The analysis of needs, the evidence that emerged from the testing actions, and the Olympic context gradually converged in the definition of the Specific Objectives and Actions of the Plan. 2025 was the decisive year: the lessons learned, the solutions tested, the experience gained by municipal offices, and the contribution of youth communities were systematized and transformed into the final version of the IAP.

At the end of 2025, the Integrated Plan took its final shape, setting a horizon for action that looks ahead to Verona in 2030, to the city that will emerge after the Olympics, and which aims to transform sport into a permanent social infrastructure. The experimental approach launched in 2024 thus translates into a comprehensive framework of space regeneration, participation, values, well-being, and shared governance: a process that originates in the local area, grows through the contribution of young people and communities, and is consolidated into a long-term urban strategy.

¹ Consistent with the Preliminary PAT Document and, in particular, Chapter 6 THE 8 CITIES – paragraph 6.2 Verona “Healthy City,” resilient and biophilic, oriented toward ecological transition



Executive Summary

Verona's Integrated Action Plan comes at a decisive moment for the city. The conclusion of the European Re-Gen program and the proximity of the 2026 Winter Olympics have created new opportunities to rethink the role of sport in urban life, public policy, and neighbourhoods. Building on the experiments launched with Re-Gen—which involved schools, associations, and youth groups in the co-design of public spaces and street sports activities—the Plan defines a medium-term path, from 2026 to 2030, to consolidate sport as a lever for urban regeneration, social inclusion, youth participation, well-being, and sustainability.

The Plan stems from the need to respond to three key issues that emerged in neighbourhoods during the work carried out in the three-year period 2023–2025: the lack of public spaces equipped and designed for adolescents and young people; the need for safe cycle and pedestrian connections linking schools, parks, and places of daily life; and the need for more participatory and cross-cutting governance capable of integrating sport, urban planning, education, social issues, and the environment. The lack of involvement of young people in urban planning policies also emerged from the PAT participatory process and led to a specific meeting and discussion on May 29, 2024, at Spazio Link.

Based on these critical issues, the IAP proposes an integrated strategy that combines physical transformation of spaces, education and sports culture, youth participation, and co-management of public spaces.

The Plan is structured around three Specific Objectives:

- The first concerns the **regeneration of public spaces** through the creation of Urban Sport Hubs in neighbourhoods, multifunctional places that combine sport, nature, socializing, and creativity, and which are connected to each other and to schools via a network of safe cycle and pedestrian paths.²
- The second aims to promote sport as an **educational and cultural tool**, reinforcing Olympic values, **active citizenship, well-being, and inclusion** through programs in schools, events in neighbourhoods, and the activation of Casa Verona as a permanent centre dedicated to sport, culture, and young people.
- The third objective concerns governance and aims to consolidate participatory and sustainable management of public spaces, involving associations, schools, and youth groups through collaboration agreements, local calls for proposals, and a new Youth Urban Sport & Street Culture Lab that supports co-design, creativity, and shared responsibility.

The operational structure of the Plan is organized into a set of integrated actions, seven of which are priorities in terms of impact, feasibility, and continuity with the results of Re-Gen. These include the redevelopment of Urban Sport Hubs, the enhancement of active parks dedicated to street sports, cycle and

² In line with the proximity policies promoted by the Preliminary Document of PAT, approved by DGC no. 1359 of December 30, 2024. Please refer, in particular, to Chapter 6 THE 8 CITIES – paragraph 6.5 Verona, city of neighbourhoods | Identity, proximity, centrality, services, and the green neighbourhood network.

pedestrian connections linking sports venues to everyday life, the permanent activation of Casa Verona as a cultural and social hub, the launch of the educational program on Olympic values, the opening of schools as civic and sports micro-hubs, and the activation of the youth workshop dedicated to sports, urban creativity, and co-design. These actions represent the heart of the Plan and form the basis of an active and inclusive city model capable of projecting Verona beyond 2026.

The entire IAP is characterized by a cross-cutting approach that integrates social inclusion, environmental sustainability, active mobility, equal opportunities, digital transition, and collaborative governance. The proposed actions reflect the desire to improve the quality of public spaces, reduce territorial inequalities, increase accessibility to sports and cultural activities, and make young people protagonists of urban transformation. The governance of the Plan is based on an interdepartmental 'Sport and City' round table, the evolution of the ULG into a permanent stakeholder round table, the strategic role of Casa Verona, and a system of subsidiary agreements that recognizes the community as co-manager of urban spaces.

The expected impacts by 2030 include a significant increase in the use of public spaces and youth participation, greater accessibility to sports venues, improved well-being and active mobility, a stronger sense of community in neighbourhoods, and a more transparent, inclusive, and cooperative model of governance. In this way, the Plan consolidates the Olympic legacy and projects it into the future, building a more active and sustainable Verona that is closer to the needs of the younger generations.



#1

PART 1

Context, relevance and integrated approach

The challenges facing cities and Urban Sport Hubs as a solution

In recent years, Verona has begun to see significant changes in urban life, especially in the most populous neighbourhoods inhabited by young families. The participatory processes launched in 2024 with Re-Gen clearly revealed a series of challenges concerning the quality of public spaces, the social life of adolescents, the growing demand for physical activity and the widespread need for safe, green and accessible places. In many areas of the city, public spaces are underused, fragmented or lack attractive features, especially for pre-teens and young people looking for informal meeting places, spontaneous movement and recognition within their peer group. The lack of dedicated facilities, the absence of shaded areas, the poor connection between schools, parks and services, together with the growth of sedentary lifestyles, have highlighted an urban demand that is still largely unmet: a public space that promotes socialisation, identity and belonging.

The experimental activities carried out with Re-Gen between 2024 and 2025 have confirmed this need very clearly. Small-scale actions have shown how much young people are attracted to spaces where they can move freely, play spontaneous sports, express their creativity, meet friends and enjoy informal moments in safety. The active participation of teenagers and young adults revealed an often underestimated potential: when involved in co-design processes, when invited to contribute ideas and proposals, when called upon to imagine new urban functions, young people respond with enthusiasm, a sense of responsibility and design skills. Experiments have also shown that, in the right contexts, sport becomes the most effective language for activating relationships, generating trust, building sociality and strengthening communities.

At the same time, the approach of the 2026 Winter Olympics has brought renewed

attention to the educational value of sport in the city. Events and initiatives related to Olympic participation have highlighted, especially in schools and neighbourhoods, the potential of sport as a vehicle for integration, respect, discipline, inclusion and fair play. The intertwining of Re-Gen and the Olympic journey has helped to consolidate the perception of sport as a common good, capable of generating urban quality, health, social cohesion and new opportunities for young people.

Based on these findings, the Plan identifies an urban model capable of responding in a concrete and scalable way to the demand for active, inclusive and sustainable public spaces: Urban Sport Hubs. The Hubs represent an integrated solution that combines sporting, naturalistic, social and cultural functions; they enable the regeneration of underused areas; promote active mobility and health; strengthen neighbourhood life; activate communities and associations; and, above all, offer young people places to meet, express themselves and contribute to city life.

The 2024–2025 planning process has therefore identified a “dual urban demand”: on the one hand, the need for quality public spaces and, on the other, the need for opportunities for youth participation and leadership. Urban Sport Hubs are the structural response to both dimensions. They are the mechanism through which Verona is building a more active and fairer city, capable of enhancing its Olympic heritage while shaping a new urban vision based on wellbeing, sustainability, creativity and community.

This framework introduces the definition of the challenges addressed by the Plan and the anticipated solutions, which form the core of the next section.

Context analysis

The 2026 Winter Olympics represent an extraordinary catalyst for urban, social and cultural transformation for the city of Verona. The approach of the event, together with the conclusion of the Re-Gen urban experimentation programme, has already generated innovative processes of inclusive regeneration of public spaces, activation of local communities and construction of the first urban sports hubs spread across neighbourhoods.

On the eve of 2026, Verona finds itself at a particularly favourable strategic moment:

- it has public and private investments already underway or in the pipeline;
- it has introduced participatory regeneration practices that have activated energies, social realities and sports associations;
- it has consolidated the role of sport as a factor of cohesion, participation and urban identity;
- it is part of the international narrative linked to Olympic values, sustainability and the culture of sport as a common good.

The challenge for the period 2026–2030 is to consolidate, integrate and expand what has been built, so that the legacy of the Olympics and the innovations generated by Re-Gen become a permanent asset capable of improving the quality of urban life, strengthening the sense of community and contributing to the sustainable regeneration of neighbourhoods.

The plan therefore stems from the need to integrate sport as a structural dimension of urban policies, transforming it into:

- a driver for the regeneration of public spaces and neighbourhood redevelopment;
- a lever for promoting health, well-being and active mobility;
- a tool for social inclusion, civic participation and territorial cohesion;
- an educational value for the younger generations based on fairness, respect, collaboration and diversity;
- a widespread and recognisable cultural identity, capable of fuelling a new urban imagination;
- a cross-cutting contribution to sustainability objectives, in line with the New European Bauhaus and the ShAre2.0 Manifesto.
- an element of internationalisation for the city, attracting interest and recognition at European institutional level for its regenerative function and its effectiveness in the local area and city community;
- a city model that aims to become a European best practice in the coming years.;

2026 is not a point of arrival, but the beginning of a long-term phase: a season in which sport becomes not only physical activity or an event, but also cross-cutting urban policy, a shared language, social infrastructure and a strategic lever for the future of Verona.

Stakeholder Mapping

The Integrated Action Plan 2026–2030 is based on a complex network of public, private and civil society stakeholders, involved in different roles throughout the entire cycle of the Plan: from co-design to implementation, from management to impact assessment. Stakeholder involvement is structural and permanent, in line with the experience gained through the Re-Gen ULG.

Category	Main actors	Role in the Plan	Engagement level
City administration	Sport, Youth Policies, Urban Planning, Green Spaces, Mobility, Education, Culture, Social Issues	Strategic management, coordination, implementation of actions	Lead / Continuous
Schools and educational institutions	Comprehensive schools, secondary schools	Education, Open Schools, Olympic values, co-design	Active
Sports associations	ASD, grassroots club, UISP, EPS	Sports programming, inclusion, space management	Active
Youth associations and informal groups	Skate crew, parkour, breaking, creative collectives	Co-design, animation, communication, space management	Leading actors
Third sector and social enterprises	Cooperatives, social organisations	Inclusion, activity management, fragility support	Active
Universities and professionals	Universities, architects, urbanists	Technical support, research, monitoring	Advisory
Foundations and sponsors	Banking foundations, CSR companies	Co-funding, event support and infrastructure	Strategic
Citizens and local communities	Families, neighbourhood committees	Use, care and animation of spaces	Active beneficiaries

Target groups and their needs

The Plan identifies several target groups, each with specific needs that the IAP's actions aim to address in a targeted and integrated manner.

Target Group	Primary needs	Response from the Plan
Teenagers (12–18)	Informal gathering spaces, identity, safety, expression	Urban Sport Hub, street sports, Open Schools, Youth Lab
Youth (19–30)	Leadership, creativity, opportunities, skills	Co-design, start-ups, governance, Casa Verona
Children and families	Safe, green, accessible spaces	Active parks, soft mobility, basic sports
Persons with disabilities	Accessibility, adapted sport, inclusion	Universal design, inclusive sports programmes
Vulnerable young people / NEETs	Inclusion, relationships, trust, opportunities	Social sport, non-formal education, mentoring
Elderly	Gentle movement, socialising, closeness	Intergenerational spaces, active parks
Local communities	Urban quality, safety, sense of belonging	Regeneration of spaces, events, shared governance
Schools	Openness to the local area, civic education, wellbeing	Olympic programmes, Open Schools
Associations	Space, stability, recognition	Subsidiarity pacts, community network



Consistency with the policy and regulatory framework

The 2026–2030 Integrated Plan is fully in line with the main European, national and local strategic guidelines dedicated to urban regeneration, sport, youth participation and sustainable development. Its cross-cutting approach reflects the direction of contemporary public policies, positioning Verona as a city capable of enhancing its Olympic legacy and innovating its urban and social strategies.

Consistency with European Policies

New European Bauhaus (NEB)

The plan incorporates the three founding principles of NEB — beautiful, sustainable, together — through:

- high-quality public spaces designed as places for socialising and wellbeing;
- nature-based solutions and circular materials in urban interventions
- collaborative processes with young people, schools and communities.

Urban Agenda for the EU

The plan responds to key priorities of the European Urban Agenda:

- Public spaces: active, multifunctional and regenerated public spaces;
- Inclusion: universal access to sports and cultural activities;
- Sustainable cities: urban greenery, climate, active mobility;
- Urban governance: multi-level cooperation and participation;
- Digital transition: digital tools for mapping, management and monitoring.

EU Youth Strategy

The European strategy for young people is fully implemented in the plan thanks to:

- youth leadership in the co-design of spaces;
- empowerment and leadership;
- urban cultural practices (street sports, creativity);
- safe and accessible spaces for socialising, sport and innovation.

EU Sport Policy and HEPA (Health Enhancing Physical Activity)

The plan contributes directly to European guidelines on sport:

- promoting physical activity as a public good;
- combating sedentary lifestyles;
- promoting grassroots sport and Olympic values;
- social inclusion through outdoor sports activities.

Consistency with National Policies

PNRR and National Strategy for Sustainable Development

The plan integrates with:

- Mission 5 (Inclusion and cohesion): urban and community regeneration;
- Mission 6 (Health): active lifestyles and prevention;
- SNSvS: well-being, sustainable cities, reduction of inequalities.;

National guidelines for grassroots sports and schools

The plan promotes:

- daily physical activity;
- opening schools as public neighbourhood spaces;
- integration of sport and education;
- combating early school leaving and youth vulnerability.

Consistency with Regional Policies

The plan is consistent with:

- regional strategies for Milan-Cortina 2026;
- integrated sports, cultural and nature tourism offerings;
- regional plans for cycle paths, active mobility and footpaths;
- ERDF interventions on urban regeneration, culture and social innovation.

Consistency with Local Policies and Visions

The Integrated Plan represents a natural evolution and consolidation of initiatives already underway in the city, in particular:

- Re-Gen as a laboratory for inclusive regeneration and Urban Sport Hubs;
- Casa Verona as an educational space dedicated to the values of sport and participation;
- youth policies focused on creativity, urban culture and co-design;
- plans for active mobility and cycling;
- urban regeneration programmes in neighbourhoods;
- the vision of an active, sustainable and inclusive Verona, centred on Olympic values.



Integrated approach: sectoral, territorial, spatial and stakeholder integration

The 2026–2030 Integrated Plan is based on an approach that combines sectors, territories and urban spaces into a single coherent strategy. The transformation of the active city is not the result of isolated interventions, but the effect of a structured convergence between urban, educational, social, youth, cultural and environmental policies.

In this context, integration with stakeholders is a central element: different actors participate continuously in the design, implementation and governance of interventions.

Sectoral integration

The plan coordinates urban planning, the environment, social policies, education, culture, sport and digital technology, creating a unique vision in which sport and public space are civic infrastructures. The regeneration of public spaces is accompanied by educational, community and cultural programmes that multiply their social impact. Environmental sustainability is integrated from the design stage through NBS, circular materials and active mobility. The digital dimension supports participation, space management and monitoring.

Territorial integration

The approach integrates neighbourhood interventions, city actions and territorial connections. Active places and community centres are created in neighbourhoods; on an urban scale, a continuous network of Urban Sport Hubs and cycle and pedestrian connections is built; at a territorial level, the plan interacts with nature trails, cycle paths and regional cultural centres.

Spatial integration

The strategy combines regenerated public spaces, open schools, areas in transition, community hubs and active connections. The spaces become an integrated ecological, sporting and cultural system, capable of promoting inclusion, creativity and daily movement.

Stakeholder integration

The plan recognises that urban and social transformation requires a broad network of actors, active at different levels. Structured involvement is envisaged for:

- schools, universities and educational services;
- sports and cultural associations;
- youth groups, creative collectives, student representatives;
- social services, community centres and local organisations;
- third sector organisations and social enterprises;
- sports federations and promotional bodies;
- citizens, families and neighbourhood committees;
- companies, sponsors and private foundations engaged in CSR (Corporate Social Responsibility);
- municipal administration and technical offices.;

Integration with stakeholders is not sporadic, but structured through working groups, co-design processes, collaboration agreements and shared management models. This approach helps to embed the Olympic legacy in the local area and ensure its long-term sustainability.

Consistency with the preliminary document of the Territorial Structure Plan (PAT)

The Plan is based on the principles and strategies outlined in the preliminary document of the new PAT, which defined urban regeneration, environmental sustainability, soft mobility, preservation of urban green spaces and rational land use as priorities for Verona. The proposals for Urban Sport Hubs, a network of cycle and pedestrian paths, the redevelopment of degraded areas and the activation of community spaces are fully in line with the PAT's vision of a "sustainable, accessible and resilient city". In particular, the PAT's strategies for enhancing green spaces, mitigating environmental impact and combating land consumption are integrated into our project through the creation of active public spaces, NBS, equipped parks and pedestrian and cycle paths. The IAP therefore acts as the "operational arm" of the PAT in the areas of sport, wellbeing, community and social regeneration.

The Integrated Action Plan fits within the territorial structure outlined by the new PAT, enhancing its guidelines and translating them into operational interventions that affect urban quality, local spaces and neighbourhood life. The IAP adopts a multi-level territorial perspective that connects neighbourhoods, the city and the environmental system, recognising that urban liveability depends on the balance between public facilities, sustainable mobility and green infrastructure. Each action in the Plan is conceived as part of a wider network, which integrates with **the ecological framework of the PAT**, with its environmental corridors and with the strategy of strengthening widespread urban greenery. From a spatial point of view, Urban Sport Hubs are key nodes in this network: they are located in strategic areas of neighbourhoods most exposed to social vulnerability, lack of services or degradation, and contribute to the regeneration of urban fabrics without land consumption, in line with the principles of reuse and intelligent densification promoted by the PAT. Each Hub becomes a territorial device that combines sport, nature, socialising and culture, improving the quality of public space and strengthening the role of neighbourhoods as places of life and interaction. Proximity to schools, parks, services and public transport stops is deliberately sought, so that the Hubs become active elements of the fifteen-minute city evoked by the PAT.

On an environmental level, the IAP adopts the PAT's vision as a structural guideline. All planned interventions — from park redevelopment to cycle paths and open schools — **integrate nature-based solutions**, sustainable drainage, permeable surfaces, trees, shade and green micro-squares, contributing to the reduction of heat islands, the improvement of biodiversity and the quality of the urban landscape. The network of Urban Sport Hubs and active parks thus becomes an integral part of the city's ecological system, completing its continuity and strengthening the role of neighbourhoods as elements of the environmental mosaic outlined in the PAT. The territorial integration of the IAP is also evident in the connection between places and functions: **hub-to-hub cycle and pedestrian connections**, consistent with the PAT's sustainable mobility framework, build a soft infrastructure that connects schools, parks, services and regenerated public spaces, facilitating safe access to hubs and promoting active lifestyles. This network contributes to reducing private car use, strengthens home-school routes and improves air quality, responding to the PAT's approach, which sees soft mobility as an integral part of urban transformation. The IAP introduces a spatial approach geared towards territorial equity, in full harmony with the PAT: priority interventions are located in neighbourhoods characterised by social fragility, insufficient facilities or low-quality public spaces, with the aim of reducing inequalities and rebalancing access to opportunities for sport, wellbeing and socialising. The focus on proximity, care for public space and citizen participation contributes to building a more cohesive, resilient and inclusive city, strengthening the role of the IAP as an operational tool of the territorial strategy of the new Territorial Structure Plan.

Integration of horizontal aspects (green, gender, digital, culture)

The 2026–2030 Integrated Plan adopts an approach that is fully in line with European principles of sustainable and inclusive urban development, integrating key horizontal aspects into all its strategic and operational components.

Horizontal aspects are not considered as elements added ex post, but rather as fundamental criteria that guide the design, implementation and evaluation of actions.

Gender Approach (Gender Equality)

The plan takes a gender equality and equal opportunities perspective in all its phases:

Access and participation

- Urban Sport Hubs are designed with gender-sensitive criteria (visibility, lighting, safety, multifunctionality).
- Sports and educational activities avoid gender segregation and promote full accessibility for girls and young women.
- Emerging practices led by women's collectives (skater girls, dance crews, youth leadership) are promoted.

Leadership and representation

- Participatory governance pathways require a balanced presence of young men and young women.
- Open schools and youth workshops promote female leadership roles in the design and management of spaces.

Culture and social change

- Educational programmes on Olympic values address gender stereotypes in sport and society.
- Community events promote inclusive narratives and positive female role models.

Social Cohesion & Inclusion

The Plan promotes a cohesive and accessible city through:

Public spaces as common goods

- Urban Sport Hubs are designed to be open, free and universal.
- Temporary spaces and open schools expand access to free and informal activities.

Sports for everyone

- Programmes dedicated to disabilities, socio-economic fragility, the elderly, families and new citizens.
- Diversified offering that responds to different needs and abilities.

Participation

- Shared governance aims to strengthen social capital through agreements, local networks and participatory processes.
- Active involvement of associations, schools, youth groups and local communities.

Environmental Sustainability & Nature-Based Solutions

Environmental sustainability is integrated into all actions, particularly in the regeneration of public spaces:

Nature-Based Solutions (NBS)

- Natural shade provided by trees;
- Green areas integrated into playgrounds;
- Permeable paving and natural drainage;
- Reduction of heat islands in hubs.

Active mobility

- Cycle and pedestrian networks connecting hubs, schools and services;
- Incentives for active travel between home and school.

Environmental wellbeing

- Improvement of air quality and open spaces;
- Reduction of emissions through the use of outdoor spaces and sustainable mobility.

Circular Economy

The plan's measures apply circular economy principles in the design, construction and management of spaces:

Material and infrastructure

- Sports furnishings and equipment made from recycled/refurbished materials.
- Temporary installations based on creative reuse and tactical urbanism.

Management and maintenance

- Shared care models that promote light maintenance and recycling, repair and material recovery projects.
- Low-impact events with waste reduction.

Education in circularity

- Youth workshops on eco-design and sustainable street art
- Programmes in schools and neighbourhoods on reuse and recycling.

Digital Transformation

The digital dimension cuts across the Plan and supports innovation, transparency and participation through:

Digital tools for the active city

- Digital mapping of Urban Sport Hubs and active mobility connections.
- Apps and online services for information, bookings, routes and activities.

Communication and digital culture

- Urban storytelling platforms created by young people.
- Dissemination of digital content to promote sport, neighbourhoods and urban culture.

Social innovation and start-up

- Support for youth start-ups in the fields of sports technology, community engagement and digital events.
- Digital workshops in schools and micro-hubs.

Monitoring and Evaluation

- Real-time data collection on flows, space utilisation, participation and inclusion.
- Digital indicators to assess the impact, effectiveness and quality of interventions.



#2

PART 2

Vision, objectives, expected outcomes

Vision and Mission

Verona is a city where sport is an integral part of urban quality, daily life and civic culture: an active, attractive, inclusive, sustainable city, where every neighbourhood offers opportunities for exercise, wellbeing, socialising and participation for all generations.

The vision looks ahead to 2030 and imagines a city in which:

- Sport is a common urban good.
- Public spaces are designed to be places of health, encounter and creativity.
- Younger generations contribute to the co-design of the city.
- Olympic values (respect, fairness, diversity, collaboration) become part of civic identity.
- the legacy of the 2026 Olympics continues to generate social and cultural value;
- active mobility, sustainability and NBS (nature-based solutions) shape new ways of experiencing the city.

The MISSION is to transform the legacy of the 2026 Olympics and Re-Gen interventions into a stable system of spaces, services and programmes that integrate sport into urban policies, neighbourhoods, schools and citizens' lifestyles.

Over the five-year period 2026–2030, the Plan's mission is:

- **consolidate the Urban Sport Hubs introduced with Re-Gen;**
- make sport a driver of physical, social and cultural regeneration;
- promote health, active lifestyles and inclusion;
- empower young people as protagonists of urban transformation;
- activate shared governance between institutions, schools, associations and communities;
- create a visible, tangible and lasting legacy.

General Objective

Integrate sport into urban policies and city investments so that it becomes a structural component of sustainable development, the regeneration of public spaces, everyday well-being and the civic identity of Verona post-2026.

The overall objective is to ensure that sport is not considered an isolated sector, but rather a cross-cutting element capable of generating value in many areas of urban life:

- design and transformation of public spaces;
- health, prevention and active mobility;
- education and youth policies;
- participation and social cohesion;
- sustainability, NBS and circular economy;
- culture and urban identity;
- digital innovation and smart services.

Specific Objectives, Smart Goals and Actions

The Integrated Plan identifies three Specific Strategic Objectives, which operationalise the General Strategic Objective and form the backbone of the actions planned for the period 2026–2030. The Specific Objectives represent three axes of urban, social and educational transformation, in which sport becomes a cross-cutting element of regeneration, cohesion and innovation.

- **Specific Objective 1** Regenerate public spaces by creating a widespread network of Urban Sport Hubs and infrastructure for sports, street sports and active mobility in neighbourhoods.
- **Specific Objective 2** Develop a social, educational and cultural legacy based on the values of sport and the Olympics through permanent programmes, events, communities and the permanent activation of Casa Verona as an urban laboratory.
- **Specific Objective 3** Engage the younger generations as protagonists of urban transformation through participation, co-design, creativity and social innovation linked to sport and urban cultures.

These three specific objectives are fully complementary to each other:

- The first physically transforms the city and public spaces.
- The second transforms the community socially and educationally.
- The third transforms governance processes and youth participation, creating leadership, creativity, and innovation.



SPECIFIC OBJECTIVE 1

Regenerating public spaces by creating a widespread network of Urban Sport Hubs and infrastructure for sports, street sports and active mobility in neighbourhoods

Areas of intervention

- Urban regeneration and public spaces
- Outdoor sports and grassroots sports
- Street sports and urban cultures (skateboarding, BMX, parkour, basketball playgrounds, breaking)
- Active mobility (walking and cycling)
- Nature-Based Solutions (NBS) and sustainability
- Universal accessibility and safety in spaces
- Tactical urbanism and temporary reuse



Description of the Objective

The objective is to transform public spaces into a system of active, accessible and multifunctional places that promote movement, wellbeing and socialising. Through the creation and consolidation of Urban Sport Hubs in neighbourhoods, the plan aims to:

- strengthen the identity of neighbourhoods as active and inclusive places;
- expand access to sport and informal physical activity;
- promote street sports and urban subcultures as part of the city's identity;
- create multi-purpose spaces capable of hosting spontaneous activities, events and educational activities;
- improve urban greenery and climate resilience by integrating NBS;
- promote active mobility through cycle and pedestrian connections linking hubs, schools and parks.

This objective represents the physical infrastructure of the active city of 2030.

Smart Goals (SG) of Objective 1

Id	Description	Indicator of result	Unit	Baseline	Target	Due month
SG1.1	Build or upgrade at least 8 Urban Sport Hubs by December 2029.	USH	n.	4	8	2029
SG1.2	Equip 10–12 public areas (parks, squares, school playgrounds) with street sports facilities by June 2028.	Street sport areas	n.	2	12	2028
SG1.3	Create 25 km of cycle and pedestrian connections between hubs, schools and services by 2030.	Cycle path between USH	km	0	25	2030
SG1.4	Implement at least six temporary tactical urbanism and pop-up sports initiatives by 2030.	Tactical urbanism	n.	1	5	2030
SG1.5	Ensure 100% universal accessibility to Urban Sport Hubs by 2030.	Accessibility	%	20%	100%	2030

Objective 1 Actions

A.1.1 – Network of neighbourhood Urban Sport Hubs

Description: construction or regeneration of 8 multi-purpose hubs (skate plaza, playground, fitness areas, NBS shaded areas, meeting spaces).

Resources: public investment, community co-design, sports sponsorship, European funds.

Period: 2026–2029

- KPI:**
- no. of hubs completed
 - % average weekly usage
 - no. of activities/year hosted
 - % of shaded and permeable surfaces

A.1.2 – Active parks and equipment for sports and street sports

Description: installation of facilities for free exercise, parkour, calisthenics, pump track, street basketball and spaces for breaking.

Resources: municipal budget, green infrastructure, partnerships with sports associations.

Period: 2026–2028

- KPI:**
- no. of equipped areas
 - no. of daily/weekly users
 - level of user satisfaction
 - areas redeveloped using NBS methods

A.1.3 – Active connections: hub-to-hub cycle and pedestrian routes

Description: creation of safe and continuous routes connecting Urban Sport Hubs, schools, universities, parks and sports centres.

Resources: active mobility plans, regional funds, co-financing for sustainable mobility.

Period: 2026–2030

- KPI:**
- km completed
 - no. of active home-school journeys
 - reduction in accidents in 30 km/h zones
 - increase in cycle and pedestrian users

A.1.4 – Tactical reuse of unused spaces: Temporary Street Spots

Description: temporary installations for street basketball, jams, legal graffiti, micro-skate spots in car parks, transition areas, disused courtyards.

Resources: recycled materials, tactical urbanism, micro-financing, youth partnerships.

Period: 2026–2030

- KPI:**
- no. of reused spaces
 - no. of events/activities hosted
 - average participation
 - % of materials reused

A.1.5 – Universal accessibility in public sports facilities

Description: design and adaptation of routes, equipment, lighting and furnishings to ensure physical and sensory accessibility.

Resources: municipal budget, foundation grants, inclusive design.

Period: 2026–2030

- KPI:**
- % hubs with accessibility certification
 - number of users (young people) with disabilities involved
 - reduction of physical barriers in spaces

A.1.6 – Urban greenery and nature-based solutions in Urban Sport Hubs

Description: enhancement of natural shade, green areas, permeable paving, natural drainage, heat reduction systems and planting.

Resources: green transition funds, green public procurement, community partnerships.

Period: 2026–2029

- KPI:**
- m² of NBS surfaces
 - % reduced temperatures in shaded areas
 - no. of trees planted
 - increased drainage capacity

SPECIFIC OBJECTIVE 2

Developing a social, educational and cultural legacy based on the values of sport and the Olympics, through permanent programmes, widespread events and the stable activation of Casa Verona as an urban community laboratory

Areas of intervention

- Education and Olympic values
- Community and social cohesion
- Urban culture and creativity
- Social inclusion and sport for all
- Health, wellbeing and physical activity
- Cultural and sporting events in neighbourhoods
- Participatory governance and community activation
- Casa Verona as an active hub

Description of the Objective

The goal is to make the legacy of the 2026 Winter Olympics a permanent driver of social, educational and cultural growth. At the heart of this transformation is the creation of a community ecosystem that uses sport, culture and Olympic values as everyday tools for participation and inclusion. **Casa Verona — already established as a space dedicated to sports culture — becomes the hub of a system of permanent activities** capable of:

- promoting educational and civic values;
- strengthening local communities;
- connecting sport, art, music and creativity;
- developing programmes for vulnerable groups;
- consolidating the cultural identity of the active city;
- supporting health and wellbeing in everyday life;
- offering young people a safe place for socialising, culture and innovation.

Smart Goals (SG) of Objective 2

Id	Description	Indicator of result	Unit	Baseline	Target	Due month
SG2.1	Involve at least 60% of city schools in educational programmes on sport and Olympic values by 2029.	Schools	%	5%	60%	2029
SG2.2	Organise one annual city event dedicated to sports culture and youth subcultures from 2026 to 2030.	Events	n.	0	5	2030
SG2.3	Engage at least 500 young people in vulnerable situations by 2030 through inclusive programmes.	Participants	n.	50	500	2030
SG2.4	Develop at least 200 activities/events related to sport and Olympic values per year in Verona by 2028.	Activities/ events	n.	0	200	2028
SG2.5	Create a stable network of 50 local entities (schools, sports, cultural and social associations) by 2030.	Network members	n.	5	50	2030

Objective 2 Actions

A.2.1 – Educational programme “Olympic Values and Active Citizenship”

Description: programmes in schools that integrate Olympic values, civic education, sport, diversity, fair play and sustainability.

Resources: collaboration with schools, sports associations, educators, Casa Verona.

Period: 2026–2029

- KPI:**
- no. of schools involved
 - no. of participating students
 - improvement in civic skills (pre-post survey)

A.2.2 – Annual festival “Verona che si Muove” (Verona on the Move)

Description: large-scale urban event combining sport, street sports, urban arts, music, workshops, health promotion and active mobility.

Resources: cultural partners, sports organisations, sponsors, youth facilitators.

Period: annually 2026–2030

- KPI:**
- no. of participants
 - no. of activities/labs
 - composition of audiences reached

A.2.3 – Sports programmes for fragility and inclusion

Description: sports activities adapted for people with disabilities, older people, migrants, young people not in education, employment or training (NEETs), and people experiencing socio-economic hardship.

Resources: social services, specialised associations, sports operators.

Period: 2026–2030

- KPI:**
- no. of vulnerable participants
 - no. of active programs
 - average frequency of activities

A.2.4 – Permanent activation of Casa Verona

Description: strengthening Casa Verona as an urban laboratory for events, training, culture, sport and innovation.

Resources: dedicated staff, network of cultural partners, sports associations, foundations.

Period: 2026–2030

- KPI:**
- no. of annual activities
 - no. of unique users reached
 - no. of collaborations with external parties

A.2.5 – Community network “Sport for the Community”

Description: creation of a stable network of local stakeholders (schools, sports clubs, cultural associations, youth groups) to coordinate initiatives and events in the area.

Resources: local facilitators, working groups, digital tools.

Period: 2026–2030

- KPI:**
- no. of partners involved
 - no. of co-organised activities
 - strength of partnerships (duration/average)



SPECIFIC OBJECTIVE 3

Empowering young people to become protagonists of urban transformation through participation, co-design, creativity and social innovation linked to sport, urban cultures and public spaces

Areas of intervention

- Youth participation and co-design
- Street culture and urban subcultures (skateboarding, breaking, hip-hop, graffiti, parkour)
- Social innovation and youth start-ups
- Non-formal education
- Collaborative governance
- Open schools and educational spaces
- Creative and digital communication
- Shared care and management of spaces

Description of the Objective

The objective promotes a model in which young people are not recipients, but central actors in the active city of 2030. Through workshops, participatory governance, co-design of sports and cultural spaces, creative experimentation and social innovation pathways, the plan aims to:

- supporting creativity in youth and urban cultures;
- promoting street sports as a form of expression and learning;
- developing design, civic and digital skills;
- strengthening the role of young people in decision-making processes;
- opening schools and educational spaces as neighbourhood micro-hubs;
- generating new youth economies linked to sport, creativity and digital technology;
- activate community care and management practices for spaces.

This objective builds participatory governance and human capital that will support urban transformation in the coming years.

Smart Goals (SG) of Objective 3

Id	Description	Indicator of result	Unit	Baseline	Target	Due month
SG3.1	Involve at least 300 young people in structured co-design processes by 2030.	Youth	n.	0	300	2030
SG3.2	Support 20 youth social innovation projects related to sport, creativity and digital technology by 2030.	Projects	n.	0	20	2030
SG3.3	Open 10 schools/community centres as neighbourhood sports and cultural micro-hubs by 2028.	Schools	n.	2	10	2028
SG3.4	Activate at least 15 youth groups for light maintenance and regeneration of spaces by 2030.	Youth groups	n.	0	15	2030
SG3.5	Produce at least 100 pieces of content created by young people to showcase the active city by 2030.	Content	n.	5	100	2030

Objective 3 Actions

A.3.1 – Youth Urban Sport & Street Culture Lab

Description: a permanent workshop in which young people co-design spaces, sporting and cultural activities, furnishings, communication and rules for using Urban Sport Hubs.

Resources: youth facilitators, educators, sports associations, urban creatives.

Period: 2026–2030

- KPI:**
- no. of youth participants
 - no. of co-designed projects
 - % of projects developed

A.3.2 – Youth Start-up Programme for Sport, Creativity and Wellbeing

Description: supporting innovative ideas related to sports technology, digital communication, events, eco-design, urban fashion, and innovative services, including through subsidiary agreements.

Resources: micro-financing, mentoring, incubators, private partners.

Period: 2026–2030

- KPI:**
- no. of proposals collected
 - no. of start-ups activated
 - survival rate after 12 months

A.3.3 – Youth Centres and Open Schools as Neighbourhood Micro-hubs

Description: opening of courtyards, gyms and school spaces for sports, urban dance, graffiti art, creative and community workshops.

Resources: collaboration with schools, educators, youth associations, social enterprises.

Period: 2026–2028

- KPI:**
- no. of open schools
 - no. of hours open per week
 - no. of registered users

A.3.4 – Young Guardians of Public Spaces Programme

Description: youth groups engaged in light maintenance, creative upkeep, cleaning, authorised street art, and public space animation.

Resources: recycled materials, micro-financing, partnerships with technical services.

Period: 2026–2030

- KPI:**
- no. of active groups
 - no. of care interventions carried out
 - perceived improvement in the quality of space

A.3.5 – "Verona si Muove – Street Edition" Platform

Description: production and dissemination of multimedia content (videos, podcasts, photos, storytelling) created by young people to recount sports, neighbourhoods, street culture, and urban transformations.

Resources: digital training, equipment, collaboration with local media.

Period: 2026–2030



Priority criteria and selection of priority actions

The selection process for the priority actions of the 2026–2030 Integrated Plan is based on clear criteria, assessed using a comparative grid.

The priority actions are those that, overall, have the highest score, and for this reason they will be developed subsequently in detailed project sheets contained in the technical annex to the Plan.

Priority criteria

The actions were assessed according to eight criteria, each with a score from 1 (low) to 5 (high):

- C1 – Social impact and inclusion:** Ability of the action to improve well-being, accessibility, cohesion, and participation of vulnerable groups.
- C2 – Territorial relevance:** Extent of impact: neighbourhood, urban district, city, network of connections.
- C3 – Technical and temporal feasibility:** Feasibility in the five-year period 2026–2030 with realistic resources, skills and timelines.
- C4 – Strategic consistency with Vision, Mission and General Objective:** Alignment with the model of an active, sustainable and inclusive city.
- C5 – Continuity with Re-Gen / Olympic Legacy:** Ability of the action to consolidate experiments and enhance the 2026 legacy.
- C6 – Impact on young people and educational capacity:** Active involvement, empowerment, skills, youth leadership.
- C7 – Economic and environmental sustainability:** Durability, NBS integration, circular materials, manageable costs and co-management.
- C8 – Ability to activate partnerships:** Ability to attract schools, associations, sponsors, foundations, universities, EPS.

Assessment table – priority actions only

(Legend: 1 = low; 5 = very high)

Action	Ref.	C1	C2	C3	C4	C5	C6	C7	C8	Total
Urban Sport Hubs	1.1	5	5	4	5	5	4	5	5	38
Active parks & Street sports	1.2	5	4	5	5	4	5	4	4	36
Hub-to-Hub cycle and pedestrian connections	1.3	4	5	4	5	3	3	5	4	33
Olympic Values Programme	2.1	4	3	5	5	5	5	4	4	35
Casa Verona – permanent activation	2.4	5	4	4	5	5	4	4	5	36
Youth Urban Sport & Street Culture Lab	3.1	4	3	5	5	4	5	4	5	35
Open Schools – Micro-Hub	3.3	5	4	4	5	4	5	4	5	36

The table highlights four high-priority actions (36–38 points):

- Action 1.1 – Urban Sport Hubs (38 points) → infrastructural cornerstone of the Plan
- Action 1.2 – Active parks & Street sports (36 points)
- Action 2.4 – Casa Verona (36 points)
- Action 3.3 – Open Schools (36 points)

Next, three very solid actions (33–35 points):

- Action 2.1 – Olympic Values Programme (35)
- Action 3.1 – Youth Urban Sport Lab (35)
- Action 1.3 – Hub-to-hub connections (33)

These actions are identified as priority actions in the Plan.

The evaluation matrix performs three functions:

1. **Transparency** It provides a clear understanding of why these seven actions are priorities.
2. **Decision-making and Planning** It supports the definition of the 2026–2030 timetable.
3. **Technical Design** The seven actions will be developed in detailed operational sheets (Part 5 of the Plan), containing: specific objectives, project phases, estimated budget, necessary resources, and actors involved.



Area/Policy Sectors involved in the implementation of Actions (Sectoral Integration)

The implementation of the Integrated Action Plan 2026-2030 is based on strong sectoral integration, reflecting the complex and cross-cutting nature of sport-based urban regeneration. The Action is not limited to a single policy area, but requires coordinated contributions from multiple municipal departments, public services and external stakeholders, ensuring that sport is integrated as a cross-cutting dimension of urban development.

At the heart of the Action is the **policy area of sport**, which provides strategic direction, activity planning and coordination with sports associations and grassroots organisations. Sport is understood not only as physical activity, but as a tool for inclusion, health promotion, education and community building. The **urban planning and territorial development sector** plays a central role in translating the Action's objectives into physical transformations of public space. This includes identifying and redeveloping underutilised areas, integrating Urban Sport Hubs into neighbourhoods and aligning interventions with the principles of the new Territorial Plan, prioritising the reuse of existing spaces and avoiding land consumption. Similarly, the **environment and green infrastructure sector** is directly involved through the integration of Nature-Based Solutions, climate adaptation measures, urban greenery and sustainable design. Sports spaces are conceived as part of the city's ecological network, contributing to biodiversity, microclimate regulation and environmental resilience.

The **mobility and transport sector** supports the Action by developing safe and accessible cycling and pedestrian links between Urban Sport Hubs, schools, parks and residential areas.

This integration promotes active mobility as part of everyday life and strengthens the link between sport, health and sustainable urban mobility.

The **youth and education sectors** are key to ensuring long-term impact. Schools, youth services and educational institutions contribute to co-design processes, educational programmes on Olympic values and citizenship, and the activation of schools as open civic and sports spaces. Young people are actively involved not only as beneficiaries, but also as co-creators and ambassadors of the Action. The **social policy and inclusion sector** ensures that the Action addresses inequalities and reaches vulnerable groups, including young people at risk, people with disabilities, migrants and low-income families. Through sport-based social programmes and inclusive design, the Action contributes to social cohesion and equal access to public space. The **cultural sector** contributes by linking sport with creative practices, street cultures, events and cultural programming, strengthening the role of Urban Sport Hubs as multifunctional public spaces and cultural landmarks within neighbourhoods. The **digital and innovation sector** supports the Action through the development of digital tools for communication, participation, space booking, usage monitoring and impact assessment. Digital solutions improve transparency, data-driven decision-making and citizen engagement. Finally, the **governance and participation sector** ensures coordination across all policy areas through the "Sport and City" Integrated Table, building on the experience of the Re-Gen Urban Working Group. This structure facilitates interdepartmental cooperation, stakeholder engagement and shared responsibility for implementation and management.

Through this integrated approach, the Action contributes simultaneously to urban regeneration, public health, social inclusion, environmental sustainability and participatory governance, demonstrating how sport can serve as a cross-sectoral policy tool within a long-term urban development strategy.

#3

PART 3

Governance of the Plan

Governance of the Plan: from Re-Gen's ULG model to the Integrated City Sports Table

The governance of the 2026–2030 Integrated Plan is based on the experience gained with Re-Gen and develops it into a stable, multi-level and participatory system. The transition from the experimental ULG to the Integrated Sport & City Table allows for the consolidation of a broader, more inclusive model of urban governance capable of ensuring continuity over time.

The Re-Gen ULG experience

The Urban Local Group (ULG) established as part of Re-Gen represented a laboratory for innovation in local governance. It was mainly composed of:

- Municipality (departments of sport, youth policy, urban planning, social affairs, culture);
- youth associations and informal groups, particularly active in urban cultures and street sports;
- cultural and social associations involved in neighbourhood work;
- sports associations and grassroots clubs.

During Re-Gen, the ULG played an operational role in testing small-scale actions, including: tactical urbanism interventions related to sport; temporary reuse of public spaces; inclusive events and festivals dedicated to sport, creativity and young people; co-design processes for micro-sports spaces; community activations in neighbourhoods; experiments in shared management and light maintenance.

Schools, universities, urban planning professionals and the Order of Architects were NOT permanent members of the ULG, but were involved in an operational capacity in individual actions, such as co-design activities with classes and students, and thematic meetings with architects and designers. Methodological contributions were also provided by the university, as well as support for educational events and workshops.

This flexible approach made it possible to gradually expand the network while maintaining a core ULG team focused on neighbourhood actions.

From the ULG model to the Integrated Sport & City Table

The new 2026–2030 Plan transforms the ULG experience into an Integrated Sport & City Round Table, which is more structured and participatory. This Round Table has three fundamental functions:

1. Strategic direction and coordination between municipal departments.
2. Operational co-planning with schools, associations, young people and local organisations.
3. Monitoring and evaluation of interventions and impacts.

The Committee will be composed of:

- municipal departments involved;
- sports and cultural associations;
- youth groups and student representatives;
- third sector organisations and social enterprises;
- schools and educational institutions (with an active role, no longer just a collaborative one);
- local professionals (urban planners, architects, designers) involved as technical resources;

- universities and research centres;
- banking foundations, philanthropic organisations and sponsors;
- sports promotion organisations (UISP, EPS, federations)

Compared to the Re-Gen ULG, the Integrated Steering Group is broader (as it structurally includes new stakeholders), future-oriented (with regular meetings and a defined mandate), and cross-cutting (as it integrates sectors, territories, and actors that were not previously involved).

Shared governance and subsidiarity agreements.

The Plan recognizes shared governance as a central lever to ensure the quality, participation, and sustainability of interventions.

Through subsidiarity agreements, youth groups, sports and cultural associations, school communities, and residents can contribute to the management of Urban Sport Hubs, open school courtyards, and temporary spaces. In addition, a form of responsible co-management is developed, involving light care, participatory maintenance, social activation, and stewardship of spaces, and a model is promoted in which public spaces become common goods co-governed by the public administration and citizens.

This approach consolidates what has been experimented with through Re-Gen, making it an integral part of the city's ordinary governance.

Expansion of the stakeholder network

In the 2026–2030 period, the Plan aims to involve new partners with more structured roles, in particular:

- banking foundations for investments in public spaces and youth programs;
- UISP and other Sports Promotion Bodies (EPS) to expand inclusive sport;
- sports federations as providers of technical and training support;
- social enterprises for the management and activation of spaces;
- private sponsors oriented toward social responsibility;
- universities for research, monitoring, and training;
- professionals to ensure design quality and provide technical consultancy.

This expansion makes governance more robust, sustainable, and better able to support the objectives of the Plan.

Operational processes

Governance is structured through ongoing co-design actions with young people, schools, and communities; collaboration agreements with local stakeholders; periodic meetings of the Integrated Steering Committee; and thematic technical working groups supporting implementation. It also foresees the activation of a participatory monitoring system with the production of annual reports, as well as a public digital platform to ensure transparency and communicate impacts.

Municipal Departments and Sectors involved in the implementation of the Plan

The implementation of the Integrated Action Plan requires strong internal coordination among the various municipal Departments, given the cross-cutting nature of the planned actions. Sport-based urban regeneration cannot be attributed to a single administrative area; rather, it requires structured cooperation among sports, urban planning, environmental, social, educational, and youth policies. Each Department contributes according to its own areas of expertise, ensuring coherence with urban strategies and with the objectives of the Plan.

Departments involved by action – priority actions only

Legend: ● = key sector / central role
○ = support sector / complimentary role

Action	Sport	Urban Planning / Public Space	Environment & Green (NBS)	Mobility	Youth Policies	Education / Schools	Social Inclusion	Culture	Digital / Innovation	Governance & Participation
1.1 Urban Sport Hubs	●	●	●	●	●	○	●	●	○	●
1.2 Active parks & Street sports	●	●	●	○	●	○	●	●	○	●
1.3 Hub-to-Hub cycle and pedestrian connections	○	●	●	●	○	●	●	○	●	●
2.1 Olympic Values Programme	●	○	○	○	●	●	●	●	●	●
2.4 Casa Verona – permanent activation	●	●	○	○	●	●	●	●	●	●
3.1 Youth Urban Sport & Street Culture Lab	●	●	○	○	●	○	●	●	●	●
3.3 Open Schools – Micro-Hub	●	●	●	○	●	●	●	○	○	●

External stakeholders involved in the implementation of the Plan

The implementation of the Integrated Action Plan requires strong internal coordination among the various municipal departments, given the cross-cutting nature of the proposed actions. Sport-based urban regeneration cannot be attributed to a single administrative area; rather, it requires structured cooperation among sports, urban planning, environmental, social, educational, and youth policies. Each department contributes according to its specific competences, ensuring coherence with urban strategies and with the objectives of the Plan.

Departments involved by action – priority actions only

Legenda: ● = key partner / central role
○ = support partner / complimentary role

Action	Sport associations/ EPS (UISP etc.)	Youth associations and informal groups (skate/parkour/bre- aking)	Third sector / Social Cooperatives	Schools	Universities / research	Foundations / sponsors	Neighbourhood networks / committees	Cultural / creative operators
1.1 Urban Sport Hubs	●	●	●	○	○	○	●	●
1.2 Active parks & Street sports	●	●	○	○	○	○	●	●
1.3 Hub-to-Hub cycle and pedestrian connections	○	○	●	●	○	○	●	○
2.1 Olympic Values Programme	●	●	●	●	○	○	○	●
2.4 Casa Verona – permanent activation	●	●	●	●	●	●	●	●
3.1 Youth Urban Sport & Street Culture Lab	●	●	○	○	●	○	○	●
3.3 Open Schools – Micro-Hub	●	●	●	●	○	○	●	○

Other stakeholders to be kept informed

In addition to the actors directly involved in implementation, the Plan foresees a continuous flow of information toward a broader range of stakeholders, in order to ensure transparency, public legitimacy, and alignment with urban and territorial strategies.

These include neighbourhood residents, local committees, families, political and institutional representatives, regional and national authorities, foundations, universities, local media, and European networks. Ongoing communication with these stakeholders strengthens consensus, encourages new partnerships, and supports the dissemination of good practices.

Methods, tools, and channels to engage and inform stakeholders and citizens

The active involvement of stakeholders and citizens is a central element of the Plan. The adopted approach combines participatory tools, digital solutions, and a constant presence in neighbourhoods, adapting language and engagement methods to different target groups, with particular attention to younger generations.

The main forms of engagement include co-design workshops with young people and schools, neighbourhood workshops, urban walks, sports and cultural events in public spaces, and tactical urbanism initiatives. Informal and experience-based forms of participation are prioritized in order to facilitate access for groups that are less involved in traditional processes.

Information and dissemination are supported by a dedicated digital platform, the Plan's social media channels, periodic newsletters, informational materials distributed in neighbourhoods, the involvement of local media, and the publication of annual progress reports. Casa Verona plays a central role as a physical hub for communication, dialogue, and the storytelling of urban transformation.

Governance, cooperation and management arrangements

The governance model of the Plan is based on intersectoral cooperation, shared responsibility and adaptive management. It builds on the experience gained with the Re-Gen ULG and represents its structured and permanent evolution.

At the heart of the system is the "Sport & City" Integrated Steering Committee, which brings together municipal departments, external partners and representatives of communities and young people. The Committee ensures strategic coordination, policy alignment and monitoring of the Plan's implementation.

Operational delivery is supported by thematic working groups linked to individual actions (Urban Sport Hubs, schools, active mobility, youth participation). Collaboration agreements and co-management tools enable associations and local communities to take an active role in the care and animation of public spaces.

The management of the Plan follows an iterative and flexible approach, based on experimentation, continuous monitoring and the adaptation of actions. Digital tools and data collection systems support impact assessment and ensure transparency, effectiveness and responsiveness to the city's emerging needs.

#4

PART 4

Impacts, innovation and sustainability

Impacts and expected outcomes

Verona's Integrated Action Plan aims to deliver profound and measurable transformations in urban life, the quality of public spaces and the well-being of local communities. The expected impacts combine physical, social, environmental and cultural dimensions, with particular attention to youth participation and sustainability.

The Plan envisages significant improvements in urban quality through the regeneration of currently underused public spaces and the creation of Urban Sport Hubs and cycling and pedestrian routes, enabling a large share of the population to access green, inclusive and safe areas on a daily basis. The objective is to increase the use of public spaces, improve the perception of safety and reduce areas of urban decay, bringing at least 70% of the population to live within a ten-minute walk of a regenerated space.

From a social perspective, the Plan seeks to broaden access to sport and opportunities for social interaction, with particular attention to vulnerable groups, young people and families. The increase in inclusive sports activities in neighbourhoods and the spread of educational programmes will help to reduce sedentary behaviour, strengthen community cohesion and promote well-being throughout the life course. Youth participation represents one of the most significant impacts: more than 300 young people are expected to be involved in co-design processes, at least 20 youth-led initiatives and start-ups are expected to be launched, and the education system is expected to permanently adopt learning pathways focused on Olympic values and active citizenship. Public health effects include an increase in the physically active population, a reduction in risks associated with sedentary lifestyles, and more frequent use of outdoor spaces for everyday sporting activities.

From an environmental point of view, the introduction of nature-based solutions, the strengthening of urban green spaces and the wider use of natural shading will help to

mitigate urban heat islands, enhance biodiversity and improve the climate resilience of neighbourhoods. At the same time, sustainable mobility will be promoted through a cycling and pedestrian network connected to the hubs, helping to reduce traffic and emissions.

Finally, the Plan will strengthen local governance and cooperation between the Municipality, schools, associations and communities, through an increase in subsidiarity agreements, the consolidation of the Integrated Sport & City Steering Table, and the wider use of digital tools for participatory management and monitoring of interventions.

Impact indicators measure the overall changes generated by the 2026–2030 Integrated Action Plan in terms of urban quality, health, inclusion, youth participation and sustainability.



The time horizon is **2030**, with a **2025** baseline and annual monitoring.

Cod.	Impact	Indicators	Target 2030	Baseline 2025	Source of verification
A1	Urban quality	% of the population living within a 10-minute walk of an Urban Sport Hub	70%	~35%	Municipal GIS; Urban surveys
A2	Urban quality	Increase in the use of active public spaces	+40%	Re-Gen 2025 Data	Systematic observations; smart counters; surveys
A3	Urban quality	Perception of safety in regenerated spaces	+25%	Survey 2025	Annual questionnaires; local ISTAT surveys
A4	Active mobility	Increase in cycling and walking trips (home-school / home-work)	+30%	2025	Mobility monitoring; cycle counters; surveys
B1	Inclusion	Participation of vulnerable groups in sports programmes	+50%	2025	Activity records; social services organisations; associations
B2	Inclusion	Reduction in youth sedentary behaviour	-15%	2025	ASL, schools, HEPA data
B3	Inclusion	# inclusive sports programmes active in neighbourhoods	≥ 30	<10	Annual Sport & City Report
C1	Youth	Young people involved in co-design	≥ 300	~70 (Re-Gen)	Youth Office records; Integrated Committee
C2	Youth	Youth start-ups/projects launched	≥ 20	0	Project calls; incubators; city reports
C3	Youth	Schools involved in Olympic education programmes	≥ 60%	~20%	Local MIUR offices; school reports
C4	Youth	Increase in youth socio-cultural activities in public spaces	+50%	2025	Activity calendar; associations; social analytics
D1	Health	Physically active population	+20%	2025	ASL; HEPA studies; wellbeing surveys
D2	Health	Youth overweight/obesity rate reduction	-10%	ASL Data	School screenings; ASL
D3	Health	Increase in daily use of outdoor sports spaces	+40%	2025	Observations and smart counters
E1	Environment	Area temperature reduction with NBS (heat island effect)	-1.5°C	2025	Microclimate surveys; ARPA
E2	Environment	M ² increase in urban green spaces and natural shading	+20%	2025	Urban greenery GIS; PUMS
E3	Circular economy	Recycled materials in regenerated public spaces	≥ 30%	10–12%	Technical layout; work reports
X1	Governance	Activated subsidiarity agreements	≥ 25	~8	Agreements register; Participation Office
X2	Governance	Active stakeholders in the Integrated Committee	≥ 80	25–30 (Re-Gen)	Committee minutes; attendance lists
X3	Digital	Use of active city digital platform (users)	≥ 10.000	0	Analytics platform

Policy Innovation

The Plan represents a significant policy innovation for the city of Verona, introducing a cross-cutting approach that integrates sport, urban planning, social inclusion, education, mobility and environmental sustainability. The main innovation lies in recognising sport as a social infrastructure and an urban policy tool, moving beyond the traditional approach focused on facilities and competitive activities. Urban Sport Hubs become multifunctional assets capable of regenerating neighbourhoods, improving access to public space and activating new social and cultural economies.

A further innovative element is the central role assigned to young people, not only as beneficiaries but as active protagonists of urban planning. Through laboratories, Open Schools initiatives, co-design processes, street cultures and educational programmes, the Plan introduces a stable method for integrating the perspectives of new generations into decision-making processes.

The Plan also innovates urban governance through the creation of the Integrated Sport & City Steering Committee, which brings together different municipal departments, local stakeholders and civil society actors. This structure makes it possible to overcome traditional sector-based approaches and promotes coordinated and coherent decision-making. From an environmental and design perspective, the structural integration of Nature-Based Solutions in the development of public sports spaces represents a major innovation, strengthening the resilience and sustainability of interventions.

Finally, the adoption of digital tools for space management, data collection, participation and monitoring introduces an innovative, data-driven model for urban planning and the evaluation of public policies.



Economic sustainability: budget and funding sources

The economic sustainability of the Plan is based on a mixed financial structure that combines municipal resources, regional and national contributions, European funds, and investments from private actors and the third sector. The modular approach of the actions, with scalable and flexible interventions, makes it possible to optimise the allocation of resources and to attract targeted funding for individual projects.

Estimated Budget

The overall budget of the Plan, detailed in the technical Annex, is structured by action. The estimates include costs for design, delivery of light infrastructure, sports equipment, educational and cultural activities, governance, communication and monitoring. The seven priority actions entail a total estimated investment of between €7.5 and €9 million over the 2026–2030 period, depending on funding scenarios. A significant share of the resources is allocated to light infrastructure, urban green spaces and active mobility.

Funding sources

Economic sustainability is based on a diversified portfolio of funding sources, including:

- Municipal budget: allocations for sport, urban planning, public green spaces, youth, social services, and culture.
- Regional funds for urban regeneration, inclusive sport, sustainable mobility, and Nature-Based Solutions (NBS).
- National funds (residual PNRR, Sport and Suburbs programmes, school building programmes).
- European programmes: ESF+, ERDF 2021–2027, URBACT, Interreg, Erasmus+ Youth, LIFE, CERV.
- Banking foundations and corporate philanthropy: contributions to events, street furniture, and co-management.
- Collaboration agreements and civic sponsorships: light maintenance and micro-equipment.
- Co-design with the Third Sector: management of services and activities within the hubs.

This architecture enables the Plan to be economically sustainable, flexible, and resilient to potential regulatory and financial changes.

Capacity to attract external resources

The presence of modular, scalable actions that can be integrated with European and regional calls and with private foundations ensures the long-term economic sustainability of the Plan.

Social, environmental, political and administrative sustainability

The Integrated Action Plan 2026–2030 is conceived as a strategy capable of generating lasting transformations not only in the short term, but above all within the long-term perspective of post-Olympic Verona. The Plan's sustainability is therefore understood as a balance between social, environmental, political and administrative dimensions, which together ensure the continuity of actions, their effectiveness over time, and their ability to take root in neighbourhoods and local communities.

Social sustainability

The social sustainability of the Plan is based on three main pillars:

Accessibility and inclusion for all social groups: Urban Sport Hubs, open schools and street sports spaces are designed as free, open, safe and universally accessible places. The presence of inclusive equipment, safe routes, adequate lighting and activities dedicated to people with disabilities, young people in difficulty, families and new residents ensures equity in access to sport and public life.

Community cohesion and participation: Territorial actions activate networks among schools, associations, youth groups, and social and sports organisations. Subsidiarity agreements promote shared management models that strengthen trust-based relationships, social capital and a collective sense of responsibility for public spaces.

Empowerment of younger generations: The Youth Lab, co-design processes, open schools and Olympic educational programmes build skills, active participation, leadership and civic engagement, ensuring a long-term investment in future generations.

Environmental sustainability

The environmental dimension is a constitutive element of the Plan. All regeneration and spatial transformation actions are designed in coherence with:

Nature-Based Solutions (NBS): Tree planting, sustainable drainage, permeable surfaces, natural shading and small-scale green interventions integrate sport and the environment, reducing urban heat islands, improving climate resilience and increasing biodiversity in neighbourhoods.

Active mobility and emission reduction: the hub-to-hub cycle and pedestrian network encourages walking and cycling, reducing traffic and pollution and contributing to the urban sustainability objectives set out in the new PAT.

Circular economy in the delivery of spaces: regenerated street furniture, recycled materials, modularity, creative reuse and tactical urbanism ensure a reduced environmental impact and lower waste generation in the construction and management of spaces.

This approach enables the Plan to contribute to local and regional climate objectives, aligning with the environmental vision of the PAT and with the principles of the New European Bauhaus.

Political sustainability

The political sustainability of the Plan stems from its coherence with urban and territorial strategies and from its ability to position itself as a long-term instrument beyond the Olympic cycle.

Alignment with local strategies and the new PAT: The Plan acts as an operational arm of ongoing urban policies relating to regeneration, schools, youth, mobility, culture, sport and sustainability. Alignment with the vision of the new PAT ensures a solid framework of political and territorial coherence, facilitating integration and access to funding.

Institutional and intersectoral commitment: The Integrated Sport & City Steering Committee represents the political mechanism that ensures continuous coordination between departments and strategic coherence in decision-making processes. The integration of sport, urban planning, youth, education, culture and social policies creates a strong institutional foundation.

Olympic legacy as a shared “political agenda”: The symbolic power of the 2026 Olympic Games provides a broad political horizon that is easy to communicate and capable of building both internal and external consensus.

Administrative sustainability

Administrative sustainability is based on the Municipality's capacity to organise, support and govern the Plan over time.

A stable governance structure: the Integrated “Sport & City” Steering Committee, together with technical working groups for individual actions, ensures the *day-to-day management of the Plan and interdepartmental coordination*.

Subsidiarity agreements and co-management of spaces: the involvement of associations, schools, youth groups and neighbourhood networks reduces management costs, enhances the day-to-day care of spaces, and ensures greater continuity over time.

Monitoring and process digitalisation

The digital platform “Verona Moves” supports:

- participatory and transparent management,
- data collection and continuous monitoring,
- communication with citizens, schools and stakeholders,
- impact evaluation and updating of priorities.

This approach facilitates a modern, data-driven and results-oriented administrative governance.

The overall sustainability of the Plan lies not only in the completion of the planned works, but in the city's ability to activate a permanent model of regeneration, participation, health, culture and sport. The synergy between social, environmental, political and administrative dimensions ensures that the legacy of the Olympics and the Re-Gen pilot initiatives become a stable and deeply rooted transformation in Verona by 2030.

Communication and dissemination plan

Payoff: "Verona moves. Together."

The communication of the Integrated Plan 2026–2030 is not an ancillary element, but a structural component of urban transformation. It accompanies the city throughout all phases of change, makes interventions understandable, fosters trust and transparency and, above all, activates people so that the Plan can generate real and shared impact. The payoff "Verona is on the move. Together." encapsulates the vision guiding the communication: a city that changes, grows and regenerates through the physical, cultural and social movement of its inhabitants; a transformation that becomes possible only through collective contribution.

Communication objectives

The Communication Plan aims to engage, inform, activate and accompany the community throughout the transformation pathway envisaged by the IAP. Communication seeks to build awareness, foster ongoing participation, support dialogue with young people, highlight results and trigger a lasting cultural change towards an active, sustainable and inclusive city.

Communication therefore supports three essential processes:

- engaging people in activities and participatory processes;
- ensuring public understanding of the value and implications of the Plan;
- disseminating the results and innovations produced, so that they become part of the city's shared heritage.

This is a form of communication that does not merely convey information, but seeks to generate a sense of belonging, build a shared narrative and support a new urban culture based on movement, wellbeing and care for public spaces.

Audience and tone of voice

Communication is addressed to the entire city community, but in differentiated ways.

Particular attention is given to young people, schools, families, sports and cultural associations, neighbourhoods, and institutional stakeholders. For young people, communication uses visual, immediate and participatory languages; for families and residents, the style is clear, reassuring and informative; for stakeholders, the tone becomes more technical and focused on opportunities for collaboration. While adapting to different audiences, the overall tone remains consistent: positive, transparent, inclusive, and oriented towards movement and change.

Communication strategy

The strategy accompanies all phases of the IAP: the launch, co-design, construction sites, activation of the Urban Sport Hubs, events, dissemination of results, and, finally, the establishment of the Plan's legacy towards 2030.

During the initial phase, communication generates attention and understanding: it explains why Verona needs to become a more active city, illustrates what will change in the neighbourhoods, presents the benefits of the Urban Sport Hubs, and invites young people, schools, and associations to participate. In the implementation phase, communication becomes a bridge between the city and its citizens: it provides updates on construction, showcases co-design processes, highlights

the work of students and youth groups, makes experiments and events visible, and reinforces transparency and engagement.

When the interventions become reality, communication celebrates the results, highlights social, environmental, and cultural impacts, shows how regenerated spaces have transformed neighbourhood life, and documents the change through data and testimonies. At this stage, communication supports collective ownership of the spaces: it encourages daily use, promotes active mobility, social interaction, spontaneous sports, intergenerational activities, and new community rituals.

Instruments and channels

The Plan uses an integrated system of tools: the Active City digital platform, social media communication, the institutional website, newsletters, neighbourhood info-points, Casa Verona as a communication hub, workshops in schools and hubs, visual campaigns across the city, and public events and meetings. Digital tools allow the Plan to reach young people, collect feedback, monitor interactions, and evaluate results in real time; territorial tools strengthen presence in the neighbourhoods and support direct engagement with communities and families.

Dissemination

Dissemination aims to make the value of the adopted policies visible, enhance Verona's reputation as an innovative city, and share methods and results with other administrations, European networks, and local stakeholders.

The Plan provides for public annual reports, a final feedback event in 2030, a city-wide exhibition in the neighbourhoods, the production of informational materials, and participation in regional, national, and European conferences. Dissemination particularly highlights urban co-design processes, educational approaches, shared governance, and the Urban Sport Hub model as social infrastructure. The goal is to generate widespread knowledge, both within and beyond the city, and to build a community of practice capable of sustaining the innovation introduced by the IAP.

The communication and dissemination Plan is a key lever for making the urban transformation shared, understood, and participatory. Through positive storytelling, a people-centred language, and strong focus on the role of young people, communication supports the cultural change needed to build an active, inclusive, and sustainable Verona by 2030.

“Verona moves. Together.” thus becomes not just a slogan, but the promise of a city where every resident contributes to the energy of change.



#5

PART 5

The 7 priority Actions: implementation framework

Priority Action 1 – URBAN SPORT HUBS (Action 1.1)

Objective: create a network of four Urban Sport Hubs in the neighbourhoods, serving as multifunctional sports, social, green, and cultural infrastructures.

OPERATIVE TASKS OF THE ACTION

PHASE 1 – Preliminary design (2026)

- 1.1 – Selection of priority areas (4 neighbourhoods with a shortage of spaces).
- 1.2 – Urban, social, and technical analysis (surveys, flows, needs).
- 1.3 – Co-design laboratories with young people, schools, and associations.
- 1.4 – Drafting of preliminary concept and functional guidelines.

PHASE 2 – Final detailed design (2026–2027)

- 2.1 – Preparation of the final design incorporating NBS and circular materials.
- 2.2 – Technical checks, cost assessment, and schedule.
- 2.3 – Presentation to the Integrated Sport & City Committee for validation.

PHASE 3 – Production (2027–2029)

- 3.1 – Renovation works (earthworks, paving, greenery).
- 3.2 – Installation of sports equipment (multi-purpose courts, skate, parkour, etc.).
- 3.3 – Installation of urban furniture (seating, shading, lighting).
- 3.4 – Implementation of digital elements (Wi-Fi, QR info, sensors).

PHASE 4 – Activation and management (2028–2030)

- 4.1 – Definition of shared governance model (subsidiarity agreements).
- 4.2 – Training of “young caretakers” and light maintenance teams.
- 4.3 – Activity calendar: sports, festivals, creative workshops.
- 4.4 – Monitoring of space usage and impacts (digital data and surveys).

NECESSARY RESOURCES

Human resources

- Project coordinator (City – Sport/Urban Planning)
- 1 Technical project manager
- 1 Youth participation facilitator
- 1 architect/urban planner for design
- 1 NBS and sustainability expert
- 1 engineer for systems and safety
- Construction work team
- Sports animation team for activity launch
- Communication team (City/partners)

Means and tools

- GIS and CAD software
- Materials for refurbishment (sports surfacing, recycled wood, permeable concrete, steel)
- Sports equipment (skate modules, basketball, parkour)
- Urban furniture (benches, pergolas, LED lighting, fountains)
- Digital equipment (outdoor Wi-Fi, QR code information, flow sensors)
- Gazebos, modular stages, sound systems for events

ESTIMATED COSTS (2026–2030) TOTAL 1.1 → € 4,850,000

CITY DEPARTMENTS INVOLVED

Supporting departments

- Urban Planning
- Public Works
- Youth Policies

Lead Department *Sport Department*

- Green spaces and environment
- Culture (for event planning)
- Mobility (for cycle and pedestrian connections)
- Communication

STAKEHOLDERS TO INVOLVE

In design

- Schools in the targeted neighbourhoods
- Youth and street culture associations
- Grassroots sports associations
- Informal groups (skate, parkour, breaking)
- Architects Associations / professionals
- Universities (support and research)

• Equipment suppliers

- Social cooperatives (maintenance)

In production

- Construction companies

In management and activation

- Sports associations
- Youth centres
- Neighbourhood networks
- Banking foundations (co-financing)
- UISP / EPS (promotion of sport for all)

PRIORITY ACTION 2 – ACTIVE PARKS & STREET SPORTS (Action 1.2)

Objective: enhance parks and urban green areas by installing permanent street sports equipment (skate, parkour, calisthenics, urban basketball, pumprack), creating spaces for spontaneous, inclusive, and intergenerational physical activity.

OPERATIVE TASKS OF THE ACTION

PHASE 1 – Analysis and area selection (2026)

- 2.1 – Mapping suitable parks (size, access, safety).
- 2.2 – Analysis of youth flows and existing spontaneous practices.
- 2.3 – Assessment of ecological impacts and NBS compatibility.
- 2.4 – Consultation with youth groups and street sports associations.

PHASE 2 – Co-design (2026–2027)

- 2.5 – Workshops with skate crews, parkour communities, and calisthenics groups.
- 2.6 – Development of replicable modular designs.
- 2.7 – Integration of greenery, shading, and sustainable drainage.
- 2.8 – Technical validation and project approval.

PHASE 3 – Production (2027–2029)

- 2.9 – Preparation of areas, foundations, drainage, and safety measures.
- 2.10 – Installation of certified skate and parkour modules.
- 2.11 – Installation of calisthenics and street basketball structures.
- 2.12 – Construction of pumpracks in two strategic parks.
- 2.13 – Installation of furniture: seating, fountains, bike racks, LED lighting.

PHASE 4 – Activation and community building (2028–2030)

- 2.14 – Street sport days: demos, educational contests, open sessions with trainers.
- 2.15 – Weekly programming with associations and youth crews.
- 2.16 – Activation of subsidiarity agreements for space maintenance.
- 2.17 – Monitoring of usage intensity, flows, and community feedback.

NECESSARY RESOURCES

Human resources

- Urban Greenery Department Coordinator (lead)
- 1 Technical Manager for green works
- 1 Designer for street sports structures
- 1 NBS / sustainable drainage expert
- 1 Youth participation facilitator
- Green maintenance and light construction team
- Events and sports animation team
- Communication and safety team

Means and tools

- GIS software, skate/parkour modelling
- Modular skatepark and parkour equipment
- EN16630 certified calisthenics structures
- Street basketball courts and anti-vandal panels
- Permeable materials, green surfacing
- Anti-vandal LED lighting
- Inclusive furniture and seating
- Gazebos and event equipment

ESTIMATED COSTS (2026–2030) TOTAL ACTION 1.2 → € 2,900,000

CITY DEPARTMENTS INVOLVED

Supporting departments

- Sports
- Youth Policies
- Mobility (for cycle and pedestrian connections)

Lead Department *Urban Greenery Department*

- Urban Planning (technical verifications)
- Public Works
- Culture (for events)
- Communications

STAKEHOLDERS TO INVOLVE

In design

- Skate and parkour communities
- Calisthenics groups
- Outdoor sports associations
- Youth associations
- Schools (for workshops)
- Professionals (skatepark designers)

In activation and management

- Pumprack contractors
- Green maintenance cooperatives
- Youth crews and street culture associations
- UISP / sports bodies
- Youth centres
- Local sponsors (skate shops, urban brands)
- Banking foundations (co-financing)

In production

- Companies specialised in modular skateparks

PRIORITY ACTION 3 – HUB-TO-HUB CYCLE AND PEDESTRIAN CONNECTIONS (Action 1.3)

Objective: create a network of safe cycle and pedestrian connections linking Urban Sport Hubs, schools, active parks, public transport stops, and key locations of daily urban life. This action physically enables an active city and supports sustainable mobility, road safety, health, and inclusion.

OPERATIVE TASKS OF THE ACTION

PHASE 1 – Planning (2026)

- 3.1 – Technical mapping of existing routes and unsafe areas.
- 3.2 – Definition of the priority “Hub-to-Hub” network (at least 12 km).
- 3.3 – Analysis of critical nodes (schools, intersections, crossings).
- 3.4 – Collection of active mobility data (counters, surveys).
- 3.5 – Consultations with citizens, schools, and bike/skate associations.

PHASE 2 – Design (2026–2027)

- 3.6 – Preliminary designs for priority routes (green, safe, continuous).
- 3.7 – Detailed designs for permeable pavements, signage, LED lighting.
- 3.8 – Integration of NBS elements (trees, rain gardens, seating).
- 3.9 – Intersectoral validation and approval by the Integrated Sport & City Committee.

PHASE 3 – Production (2027–2029)

- 3.10 – Works to widen sidewalks, create new cycle lanes, and improve safety.
- 3.11 – Enhancement of pedestrian/cycle crossings (raised platforms, smart traffic lights).
- 3.12 – Installation of physical and digital signage (QR codes, maps).
- 3.13 – Installation of smart counters for cycle and pedestrian flows.
- 3.14 – Natural shading interventions along the routes.

PHASE 4 – Activation and Promotion (2028–2030)

- 3.15 – “To School and Work by Bike” campaigns.
- 3.16 – Bike & Skate days, educational events, family routes.
- 3.17 – Involvement of schools for School Mobility Manager initiatives.
- 3.18 – Continuous monitoring of flows and user satisfaction.

NECESSARY RESOURCES

Human resources

- Mobility Coordinator (lead)
- 1 Mobility Engineer
- 1 Urban Planner
- 1 Road Safety Expert
- 1 NBS / Linear Green Expert
- Public works team and contracting companies
- Facilitators for consultations and workshops

- Communication team for active mobility campaigns

Means and tools

- GIS software and survey tools
- Permeable pavements
- Eco-friendly paints and signage
- Smart LED lighting
- Sensors and flow counters
- Furniture (benches, bike racks)
- Trees and linear greenery

ESTIMATED COSTS (2026–2030) TOTAL 1.3 → € 3,830,000

CITY DEPARTMENTS INVOLVED

Supporting departments

- Urban Planning
- Public Works
- Sports (connections with hubs)

Lead Department ***Mobility Department***

- Youth Policies (workshops and campaigns)
- Environment/Urban Greenery (NBS and tree planting)
- Schools (for school mobility)
- Communications

STAKEHOLDERS TO INVOLVE

In design

- Schools and School Mobility Managers
- Cycling and pedestrian associations
- Parent associations & neighbourhood committees
- Skate groups and students
- Soft mobility professionals

- Signage and lighting suppliers
- Cooperatives for linear greenery

In production

- Public works companies

In activation and management

- Bicycle and pedestrian associations
- Banking foundations (educational campaigns)
- UISP / sports bodies (bike & urban mobility events)
- Neighbourhood networks
- Mobility sponsors (bike shops, local companies)

PRIORITY ACTION 4 – CASA VERONA: CULTURAL HUB OF SPORT, VALUES, AND PARTICIPATION (Action 2.4)

Objective: transform *Casa Verona* into a permanent civic space dedicated to sports culture, social innovation, youth participation, events, training, and the promotion of Olympic values.

Casa Verona becomes the cultural and social infrastructure of the active city: both a physical and symbolic place.

OPERATIVE TASKS OF THE ACTION

PHASE 1 – Cultural and Functional Design (2026)

- 4.1 – Definition of *Casa Verona*'s mission, functions, and services post-2026.
- 4.2 – Co-design with young people, schools, sports and cultural associations.
- 4.3 – Mapping of events, content, formats, and local needs.
- 4.4 – Definition of management model (in-house/mixed hub/shared management).
- 4.5 – Drafting of the “Cultural Masterplan 2026–2030”.

PHASE 2 – Adaptation of Spaces and Infrastructure (2026–2027)

- 4.6 – Upgrading rooms, exhibition spaces, and training areas.
- 4.7 – Flexible setups for events, workshops, and meetings.
- 4.8 – Installation of digital technologies: interactive screens, multimedia storytelling space, QR codes, digital maps of the active city, high-speed connections, and audio-visual infrastructure.
- 4.9 – Accessibility and barrier removal (ramps, services, signage).

PHASE 3 – Launch of Activities (2027–2030)

- 4.10 – Launch of the Olympic Education Centre with annual programmes.
- 4.11 – Sports and cultural festivals (street culture, health, inclusion).
- 4.12 – Leadership and citizenship pathways for young people (academy).
- 4.13 – Programmes for interaction between schools, federations, and EPS.
- 4.14 – Coworking space for sports and cultural associations.
- 4.15 – Communication and promotion (social media, events, campaigns).

PHASE 4 – Participatory Management and Subsidiarity Agreements (from 2027)

- 4.16 – Activation of collaboration agreements with associations.
- 4.17 – *Casa Verona* Youth Board for youth governance.
- 4.18 – Annual monitoring of activities and impacts.

NECESSARY RESOURCES

Human resources

- *Casa Verona* Coordinator (lead)
- 1 Events and Programming Manager
- 1 Participation and Youth Facilitator
- 1 Audio-Visual and Digital Technician
- 1 Administrative Manager
- 1 Communications Officer
- Front-office and space management staff
- Teachers, experts, and trainers for the academy
- Internal or external maintenance team

Means and tools

- Modular setups for flexible rooms
- Professional audio-visual infrastructure
- Digital information panels
- Interactive software and educational platforms
- Multi-functional furniture (mobile seating, modular tables)
- Olympic educational materials
- Lighting and sound systems
- Coworking setup (PCs, desks, high-speed network)

ESTIMATED COSTS (2026–2030) TOTAL 2.4 → € 1,850,000

CITY DEPARTMENTS INVOLVED

Lead Department *Youth Policies Department*

Supporting departments

- Culture (co-programming of cultural activities)
- School/Education (educational activities)

- Communication
- Social Services (inclusion and cohesion)
- Urban Planning/Public Works (technical upgrades)
- Digital Innovation

STAKEHOLDERS TO INVOLVE

In design

- Sports, cultural, youth assoc.
- Street culture groups
- Schools and educational inst.
- Universities (scientific support)
- Local foundations

In production

- Cultural cooperatives
- Staging/technology companies
- Urban artists and performers
- Sports federations
- EPS/UISP

In activation and management

- Youth networks (Youth Board)
- Investor associations
- Banking foundations (sponsorship)
- Private CSR partners

PRIORITY ACTION 5 – “OLYMPIC VALUES AND ACTIVE CITIZENSHIP” PROGRAMME (A.2.1)

Objective: launch a permanent educational programme targeting schools, young people, and communities, based on Olympic values (respect, excellence, friendship), sports culture, active citizenship, inclusion, and sustainability. The programme integrates sports activities, experiential workshops, health and equality pathways, digital citizenship, respect for public spaces, and social cohesion.

OPERATIVE TASKS OF THE ACTION

PHASE 1 – Educational Design and Content (2026)

- 5.1 – Definition of the Olympic Curriculum for primary and secondary schools.
- 5.2 – Co-design with teachers, school principals, and educational specialists.
- 5.3 – Integration of content on inclusion and diversity, health and daily movement, sustainability, civic education and participation, responsible use of public spaces, and digital citizenship.
- 5.4 – Production of digital and print educational materials.

PHASE 2 – Teacher and Operator Training (2026–2027)

- 5.5 – Training courses for teachers and educators.
- 5.6 – Training of young tutors/peer educators.
- 5.7 – Creation of replicable educational kits.

PHASE 3 – Implementation in Schools (2027–2030)

- 5.8 – Activation of modules in schools (at least 60% of institutions).
- 5.9 – Experiential workshops: fair play, sport and non-violence, inclusion.
- 5.10 – Outdoor initiatives: walks, sports in parks, care of public spaces.
- 5.11 – City-wide Olympic Days.

PHASE 4 – Communities, Families, and Neighbourhoods (2028–2030)

- 5.12 – Community events on legality, respect, sustainability, and sport.
- 5.13 – Engagement of cultural, sports, and youth associations.
- 5.14 – Annual Olympic Values Festival at Casa Verona.

PHASE 5 – Monitoring and Evaluation

- 5.15 – Pre- and post- questionnaires for students and teachers.
- 5.16 – Assessment of impact on civic and social skills.
- 5.17 – Annual public report.

NECESSARY RESOURCES

Human resources

- Educational Programme Coordinator (lead)
- Educational and pedagogue professionals
- Sports trainers and EPS instructors
- Experts in civic studies, sustainability, and health
- Designers/communicators for learning material
- Administrative staff
- Youth peer educators

- Schools staff (teachers, civic education coordinators)

Means and tools

- Digital educational materials
- Printed kits for schools
- Dedicated online platform
- Light equipment for outdoor activities
- Spaces at Casa Verona
- Tools for impact assessment

ESTIMATED COSTS (2026–2030) TOTAL 2.1 → € 850,000

CITY DEPARTMENTS INVOLVED

Lead Department *Department of Schools/Education*

Supporting departments

- Sports
- Youth Policies

- Social
- Greenery and Environment (for outdoor learning)
- Communications
- Casa Verona (as an educational hub)

STAKEHOLDERS TO INVOLVE In design

- School principals
- Civic education coordinators
- School councils
- Universities (sports sciences, education sciences)
- EPS (UISP, CSI, etc.)
- Sports associations

- Educators and pedagogues
- Youth and cultural associations
- Families and parent committees

In implementation

- Educational cooperatives

- Sports federations
- Casa Verona
- Neighbourhood associations
- CSR sponsors interested in youth

PRIORITY ACTION 6 – OPEN SCHOOLS AS CIVIC AND SPORTS MICRO-HUBS (Action 3.3)

Objective: open courtyards, gyms, special rooms and school spaces during special hours (evenings and weekends) for sports and cultural activities using a co-management model between the City, schools, associations and youth.

OPERATIVE TASKS OF THE ACTION

PHASE 1 – Planning and School Selection (2026)

- 6.1 – Mapping schools with suitable spaces (courtyards, gyms, classrooms).
- 6.2 – Consultation with school principals and school councils.
- 6.3 – Definition of opening criteria (accessibility, safety, demand).
- 6.4 – Framework protocol between the Municipality and Schools for out-of-hours space management.

PHASE 2 – Design of Shared Management Model (2026–2027)

- 6.5 – Definition of subsidiarity agreements with local associations.
- 6.6 – Formation of the “Micro-Hub Group” (teachers, young people, associations).
- 6.7 – Development of an integrated annual calendar (sports, culture, study, creativity).
- 6.8 – Training of custodians, tutors, and young volunteers.

PHASE 3 – Minimal Upgrades and Equipment (2027–2028)

- 6.9 – Minor maintenance/open space interventions (fences, lighting, access).
- 6.10 – Installation of light equipment: mini basketball, volleyball, mats, dance.
- 6.11 – Provision of modular furniture for cultural and creative activities.
- 6.12 – Secure opening/closing systems and controlled access.

PHASE 4 – Activation of Micro-Hubs (2028–2030)

- 6.13 – Pilot launch in 10 schools.
- 6.14 – Expansion to at least 20 schools by 2030.
- 6.15 – Weekly scheduling of sports, urban dance, digital workshops, after-school activities.
- 6.16 – Community events (neighbourhood parties, jams, sports meet-ups).

PHASE 5 – Monitoring and Sustainability

- 6.17 – Data collection on participation, users, and social impacts.
- 6.18 – Annual review of the model and scaling.

NECESSARY RESOURCES

Human resources

- Open Schools Coordinator (lead)
- 1 contact person for each participating school
- Educators and sports animators
- Community facilitators
- School custodians for opening/closing
- Youth volunteers (youth tutors)
- Administrative staff
- Technicians for light maintenance

- Communication and territorial mobilisation team

Means and tools

- Light sports equipment kits
- Modular furniture for mixed activities
- Access control devices
- LED lighting for courtyards
- Materials for workshops (dance, urban art, digital)
- Internal and external signage
- Insurance and coverage for out-of-hours use

ESTIMATED COSTS (2026–2030) TOTAL ACTION 3.3 → € 1,580,000

CITY DEPARTMENTS INVOLVED

Supporting departments

- Sports (sports activity scheduling)
- Youth Policies (engagement of youth, tutors)
- Social (family and vulnerable inclusion)

Lead Department Department of Schools/Education

- Urban Greenery (if courtyards and gardens)
 - Mobility (access security)
 - Communications
 - Public Works (micro-upgrades)
 - Local sports associations
 - Cultural and youth associations
 - Social cooperatives (custody, oversight, education)
 - Micro-Hub Youth Boards
 - EPS/UISP
- In activation**
- Urban artists
 - Sports instructors
 - Digital educators
 - Neighbourhood associations

STAKEHOLDERS TO INVOLVE

In design

- School principals
- Institutional councils
- Teachers
- Sports and cultural associations
- Youth groups
- Educational cooperatives
- Parent associations

In management

PRIORITY ACTION 7 – YOUTH URBAN SPORT & STREET CULTURE LAB (Action 3.1)

Objective: activate a permanent lab for engaging young people in the co-design of public spaces, cultural and sports activities, urban communication, and the governance of the Plan. The Lab becomes a driver of innovation, creativity, and youth participation.

OPERATIVE TASKS OF THE ACTION

PHASE 1 – Lab Activation (2026)

- 7.1 – Identification of physical space (Casa Verona or youth space).
- 7.2 – Engagement of young people aged 15–30 through a public call.
- 7.3 – Formation of the Youth Board with 20–25 young members.
- 7.4 – Initial training: co-design and participatory methods, sport culture and street sports, active citizenship, digital communication, event management.

PHASE 2 – Creative Programmes and Co-Design (2027–2030)

- 7.5 – Co-design workshops for Urban Sport Hubs and active parks.
- 7.6 – Urban art, graphics, and video storytelling labs.
- 7.7 – Street sports labs: skateboarding, parkour, calisthenics, breaking.
- 7.8 – Urban furniture prototyping workshops (micro-interventions).
- 7.9 – Roundtables with designers, municipal technicians, and associations.
- 7.10 – Content production: maps, videos, social media, campaigns.

PHASE 3 – Events and Territorial Activations (2027–2030)

- 7.11 – Urban jams, creative contests, open sports sessions.
- 7.12 – Events in collaboration with schools, hubs, parks, and neighbourhoods.
- 7.13 – Initiatives on health, sustainability, rights, and Olympic values.
- 7.14 – Annual “Urban Youth City” festival.

PHASE 4 – Governance and Monitoring

- 7.15 – The Youth Board participates in the Integrated Sport & City Table.
- 7.16 – Monitoring youth perception of public spaces.
- 7.17 – Annual report: “Youth Vision for the City”.

NECESSARY RESOURCES

Human resources

- Lab Coordinator (lead)
- 1 youth participation facilitator
- 1 professional educator
- Trainers for co-design, video, and urban culture
- Street sports instructors
- Municipal technicians in support (urban planning, green spaces, sports)
- Local artists and creatives
- 1 digital communicator

- Event management staff

Means and tools

- Equipped space (Casa Verona or youth centre)
- Creative materials: paints, panels, graphics, cameras, video software
- Light sports equipment (mobile skate modules, mats, parkour props)
- 3D printer for furniture prototypes
- Tables for co-design, whiteboards, participation kits
- Event equipment (sound system, gazebo, lighting)

ESTIMATED COSTS (2026–2030) TOTAL 3.1 → € 870,000

CITY DEPARTMENTS INVOLVED

Lead Department *Youth Policies Department*

Supporting departments

- Sports (street sports and co-design of spaces)
- Culture (creative events)

- Urban Planning (co-design of public spaces)
- Urban Greenery (integration with parks)
- Communications (content production)
- Schools/Education (student engagement)

STAKEHOLDERS TO INVOLVE

In activation

- Youth associations
- Street culture collectives
- High schools and universities
- Educators and territorial operators

- Urban designers and architects

In laboratories and co-design

- Skate crew, parkour community, breaker
- Urban artists, videomakers

In events and management

- Youth centres
- Casa Verona
- Sponsors and urban brands
- Banking foundations (event financing)
- EPS/UISP for inclusive sports

Timetable – Priority Actions

Action 1 – URBAN SPORT HUBS	2026	2027	2028	2029	2030
Phase 1 – Preliminary design					
Phase 2 – Definitive/executive design					
Phase 3 – Implementation					
Phase 4 – Launch and management					
Action 2 – ACTIVE PARKS & STREET SPORTS	2026	2027	2028	2029	2030
Phase 1 – Area selection and analysis					
Phase 2 – Project co-design					
Phase 3 – Implementation					
Phase 4 – Launch and community building					
Action 3 – HUB-TO-HUB CYCLING/WALKING CONNECTIONS	2026	2027	2028	2029	2030
Phase 1 – Planning					
Phase 2 – Design					
Phase 3 – Implementation					
Phase 4 – Launch and promotion					
Action 4 – CASA VERONA	2026	2027	2028	2029	2030
Phase 1 – Cultural/functional design					
Phase 2 – Space adaptation					
Phase 3 – Activities launch					
Phase 4 – Participatory management					
Action 5 – OLYMPIC VALUES AND ACTIVE CITIZENSHIP	2026	2027	2028	2029	2030
Phase 1 – Educational design					
Phase 2 – Trainings for teachers/operators					
Phase 3 – School implementations					
Phase 4 – Community and families					
Phase 5 – Monitoring and evaluation					
Action 6 – OPEN SCHOOLS AS MICRO-HUBS	2026	2027	2028	2029	2030
Phase 1 – Planning and selection					
Phase 2 – Shared management model					
Phase 3 – Adjustments and equipment					
Phase 4 – Micro-Hubs launch					
Phase 5 – Monitoring and sustainability					
Action 7 – YOUTH URBAN SPORT & STREET CULTURE LAB	2026	2027	2028	2029	2030
Phase 1 – Launch of the Lab					
Phase 2 – Creative programs and co-design					
Phase 3 – Events and launches					
Phase 4 – Governance and monitoring					



RE-GEN

SPORT in the CITY

City of Verona (ITALY)

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