

Turchia str.

From the analysis of the interviews with the residents of the residences in Turchia str., it emerges that it is not the beauty of the forestation intervention of the Urban Jungle itself that creates a place and provides lymph to a living knowledge that emerged several times in the observations. Beyond the possible positive repercussions from a climate and environmental point of view, it is the rediscovery of the cohesion between the people that ensures that the intervention can survive, even regenerate itself, and incubate new virtuous practices for the neighborhood and for the city. As the careful and respectful listening of the citizens has shown, knowledge and green practices (such as collective dinners, spontaneous plantings and forms of activism for sustainable mobility and community causes) already exist in the complex of Turchia str., and it is desirable that these are recognized and valued as a fundamental part of the project. Consequently, sociability is the engine of the entire operation, and the inclusive nature of the project is of vital importance for its success.

Macrolotto 0

From several researches, Macrolotto 0 emerges as a multicultural space with a strong imprint of the Chinese community, characterized by a clear commercial vocation, and lacking in public and green urban spaces. Contiguous to the historic center, the neighborhood feeds on movements that originate from junctions of main communication such as the Porta al Serraglio station, the central station, and the historical center; the neighborhood is therefore a point of reference not only for the Prato citizens but also for those who arrive in Prato from other cities. The idea of involving citizens in the neighborhood starts from the awareness that the intervention planned by Prato Urban Jungle must become a citadel firstly recognizable and then recognized in the transit space of the neighborhood. People live the Macrolotto 0, but the impression is that there is no way to stop and participate, nor that there is a real interest in its socio-cultural qualities. The challenge, in this context, seems to be that to blur the lines that divide various segments of the local population in order to involve in the reconstruction of the neighborhood a young, educated and multilingual population, ready and attentive to the challenges of the future.

ESTRA

The employees of the company involved in the research phase have shown a strong sensitivity to environmental issues and a keen interest in the challenges proposed by the urban forestation plan. The project is viewed with positive interest by all the interviewees from several points of view: first of all, the forestry intervention is interpreted as the opportunity to regenerate common company spaces with a view to leisure and psychological well-being. There is also a dimension relating to the role of model throughout the urban area that may arise from the implementation of the plan itself and without which, according to many, the project would be not very incisive. Interestingly, most of the people surveyed have articulated a superficial knowledge of the neighbourhood surrounding the company, denoting a gap between the company space and the rest of the neighbourhood that hosts it that could be stitched up by an intervention not simply aesthetic but more connective and complex in its ramifications. Furthermore, it is widespread opinion that there is a need for an efficient system of incentives for the pursuit of an even more attentive policy to sustainability by ESTRA, in which the workers are incentivized to adopt more virtuous behaviours through prizes for alternative mobility, better remote work policies, gaming activities and co-design of innovative solutions.