

2026 Chengdu  
International Friendship Cities  
Cooperation and  
Development Conference  
May 13-16, 2026 Chengdu, China

Rocco Ballacchino Zona Ovest di Torino – Italy



**Rocco Ballacchino**  
*Managing Director*



**Mayor of West Area of Turin**

# Zona Ovest di Torino (Turin Western Metro Area)

Zona Ovest di Torino is the development agency of the Municipalities of Alpignano, Buttigliera Alta, Collegno, Druento, Grugliasco, Pianezza, Rivoli, Rosta, San Gillio, Venaria Reale, Villarbasse. It was established in June 2001 and manages an agreement among the municipalities called “**Patto territoriale**” or “**Territorial Pact**”.

## **Mandate:**

The purpose of the agency is to carry out activities aimed at **promoting the social and economic development** of the western area of Turin, through **spatial planning activities**, project development, employment services and public funding, carried out in partnership with local public and private stakeholders.



HERE WE ARE!!!



ROSTA

BUTTIGLIERA

VILLARBASSE

RIVOLI

ALPIGNANO

SAN GILLIO

PIANEZZA

DRUENTO

COLLEGNO

GRUGLIASCO

VENARIA REALE


TURIN


# About Zona Ovest di Torino...

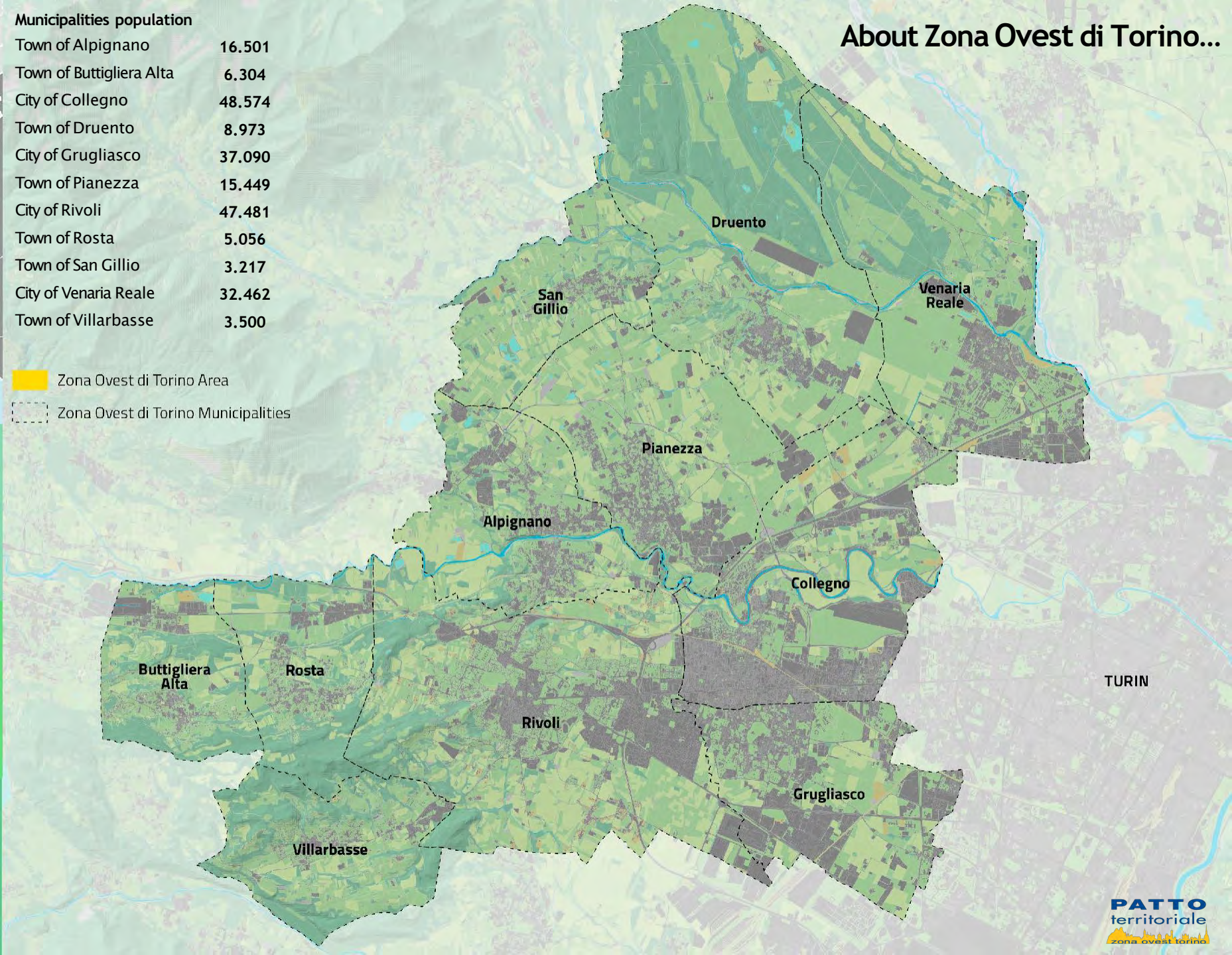


## Municipalities population

Town of Alpignano	16.501
Town of Buttigliera Alta	6.304
City of Collegno	48.574
Town of Druento	8.973
City of Grugliasco	37.090
Town of Pianezza	15.449
City of Rivoli	47.481
Town of Rosta	5.056
Town of San Gillio	3.217
City of Venaria Reale	32.462
Town of Villarbasse	3.500

 Zona Ovest di Torino Area

 Zona Ovest di Torino Municipalities



**224.607**

inhabitants → the  
2° largest regional  
agglomeration

**73.388**

employees → the  
2° Industrial cluster of  
Piedmont

**174** km<sup>2</sup>

larger than Turin  
(Metropolitan capital)

**1.291**

inhab/km<sup>2</sup> population  
density

**27%**

Average degree of  
urbanization

**32**

Exceedance days per  
year PM10 threshold  
value

TURIN

# What is a «Patto territoriale» or «Territorial Pact» ?

- It is a negotiated planning tool for local authorities (L. 662/96, art. 2, comma 203, lett. A)).
- "Regulation established through an **agreement between public entities or between public and private actors, aimed at achieving common development goals**".
- This requires an **integrated approach**

# Activities of Zona Ovest



Spatial and mobility planning

# Post-industrial transition



# Sistema NEXT GEN LINES + BIKEONDA

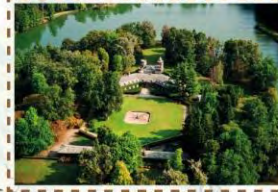
(Visione d'insieme)

- Grandi dorsali di rigenerazione di interesse sovralocale
- LINES di adduzione
- Corona di Delizie in Bicicletta
- Progetti strategici e ambiti di trasformazione
- Nodi del trasporto ferroviario AV
- Nodi del trasporto ferroviario metropolitano



La Bizzarria

Parco Naturale La Mandria



Reggia di Venaria Reale (UNESCO)



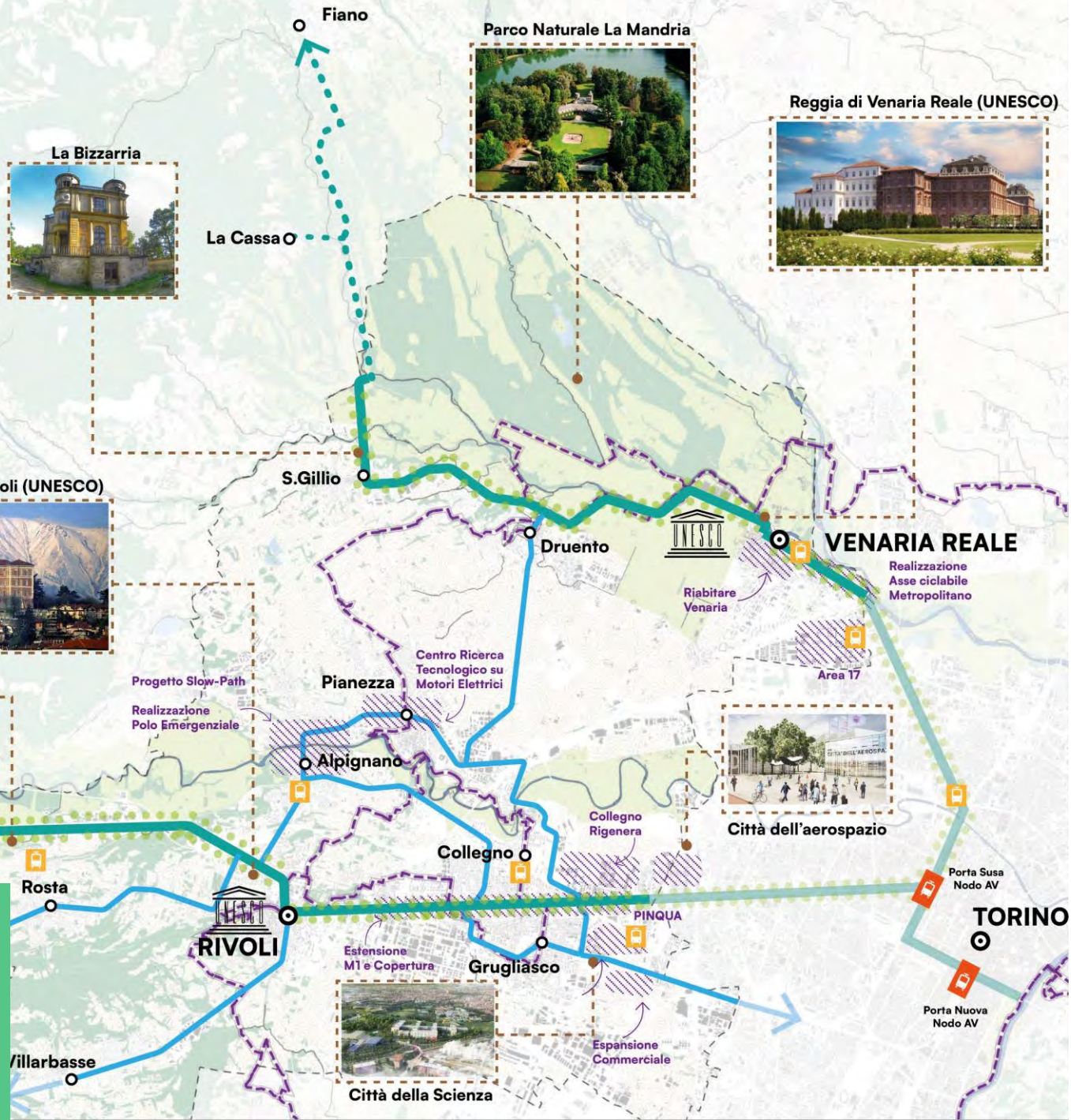
Castello di Rivoli (UNESCO)



Precettoria di Sant'Antonio di Ranverso



# Planning Infrastructure development



# Transforming Europe's longest urban highway...

(Corso Francia)



# ...into Europe's longest Multimodal Green Corridor...

(Corso Francia)



*Today*

Tomorrow

**Healthy corridor:** a place that encourage citizens to engage in physical activity and prefers active mobility options for their daily life.

**Inclusive corridor:** where everyone's needs are taken into account.

**Playful corridor:** a place where children can safely play

**Green corridor:** a "climate-proof" street able to absorb and mitigate extreme climate events such as extreme rain, heat, etc.

**Efficient corridor:** where traffic is smooth and regulated to minimize congestion.

**Safe corridor:** a safe place for all, especially for the weakest users.

**Smart Corridor:** ready for the current and next technological revolution (smart mobility, autonomous driving, IoT, ITS, etc.)

**Vibrant corridor:** where businesses can thrive.



**Cycle path**

*Quality of public space*

**Green corridor**

*Solutions for climate change*

**Traffic regulation**

*Rethinking the mobility system*

**Sidewalk**

*New public spaces*

**Corso**

**Francia**

# Promoting active travel

Europe's largest bottom-up Bike-to-School programme  
(9 cities, 6 volunteer associations, 1.300+ kids)

Entirely funded by private sector



# Activities of Zona Ovest



**Spatial and mobility planning**



**Active Employment Policies & Business Development**

# Reskilling workers and connecting labor force...

**DESTINAZIONE LAVORO**

MI INFORMO + MI FORMO = **INVESTO SUL MIO FUTURO**

Potrai incontrare **AZIENDE, AGENZIE FORMATIVE, AGENZIE DI SOMMINISTRAZIONE**, che presenteranno le loro opportunità di formazione e di lavoro.

**VENERDÌ 6 OTTOBRE 2023**  
DALLE 9.00 - ALLE 17.30  
Ricordati di portare il tuo CV

**SALONE DEL LAVORO E DELLA FORMAZIONE**  
Palazzetto dello Sport  
via Antica di Rivoli, 21  
Collegno (TO)  
INGRESSO LIBERO

INFORMAZIONI:  
francesco.vignola@zonaovest.to.it  
politichedellavoro@comune.collegno.to.it 011 4015527

Evento organizzato da: In collaborazione con:



# ...with the business community



# Improving the economic attractiveness of West Turin



## Aerospace Industry



## Education



# «The Chilometro Blu» project - Circular economy biopole

Innovation ecosystem for applied research and collaboration

## Living Lab model - integration between:

- companies
- universities
- institutions

## Network of strategic partners:

- 11 Municipalities in the western area of Turin
- CIDIU
- University of Turin
- Polytechnic University of Turin
- SME trade associations
- Zona Ovest Territorial Pact

**Goal:** accelerate innovation and competitiveness in the circular economy field



# «The Chilometro Blu» project - Structure and research Areas

## **Infrastructure**

- Private and shared laboratories
- Advanced machinery
- Spaces for meetings and knowledge sharing
- Transparent management and protection of know-how

## **Main research areas**

- Water treatment and PFAS removal
- Recovery of materials from WEEE and batteries
- Valorization of organic fractions
- Recovery of mechanical waste and by-products

# Activities of Zona Ovest



**Spatial and mobility planning**



**Active Employment Policies & Business Development**



**Environmental Protection and Nature Conservation**

# Reconnecting urban areas with nature...



# Activities of Zona Ovest



**Spatial and mobility planning**



**Active Employment Policies & Business Development**

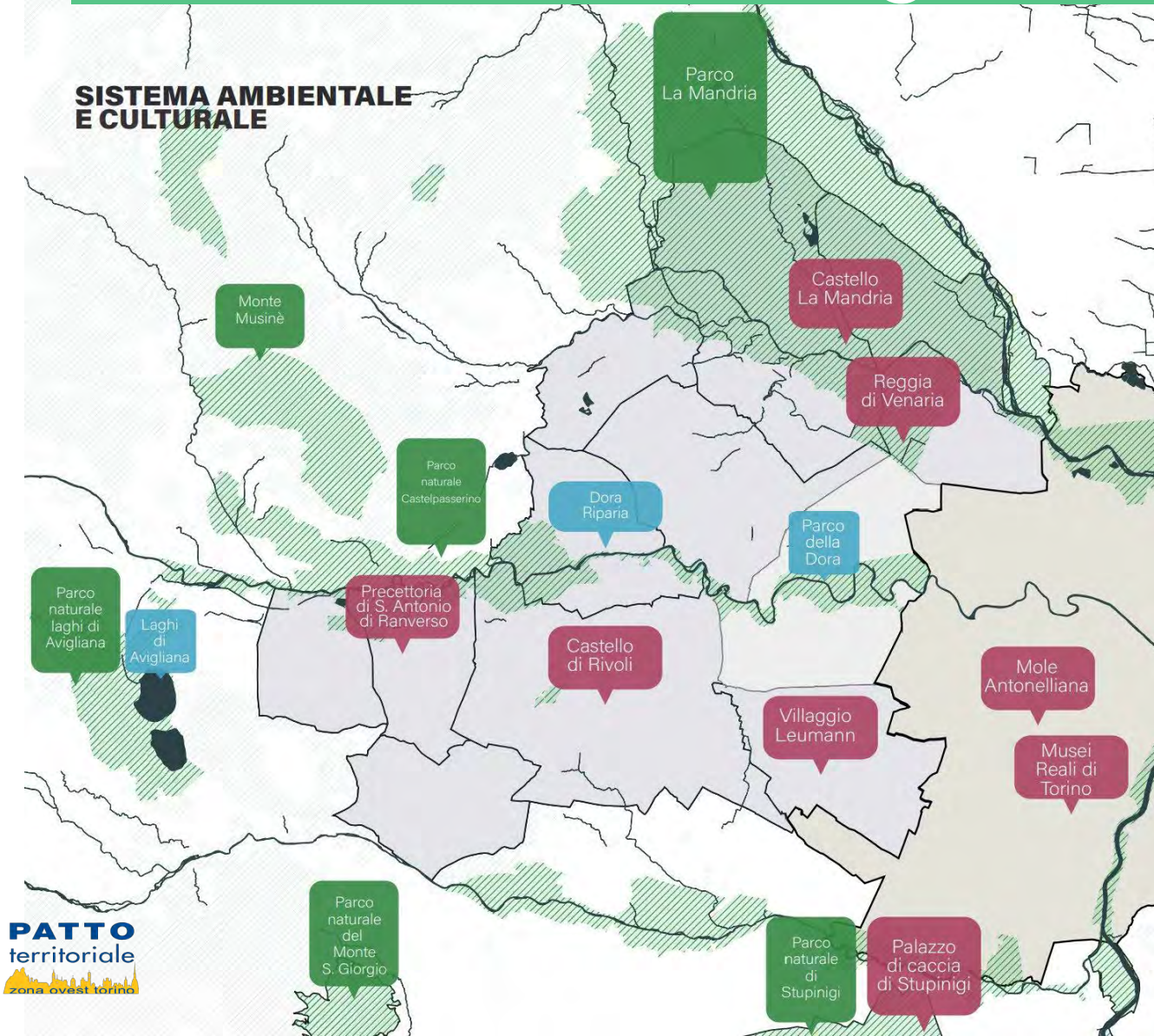


**Environmental Protection and Nature Conservation**



**Tourism promotion and regional marketing**

# Enhancing synergies across our cultural heritage



Reggia di Venaria Reale



Castello di Rivoli



Parco della Mandria

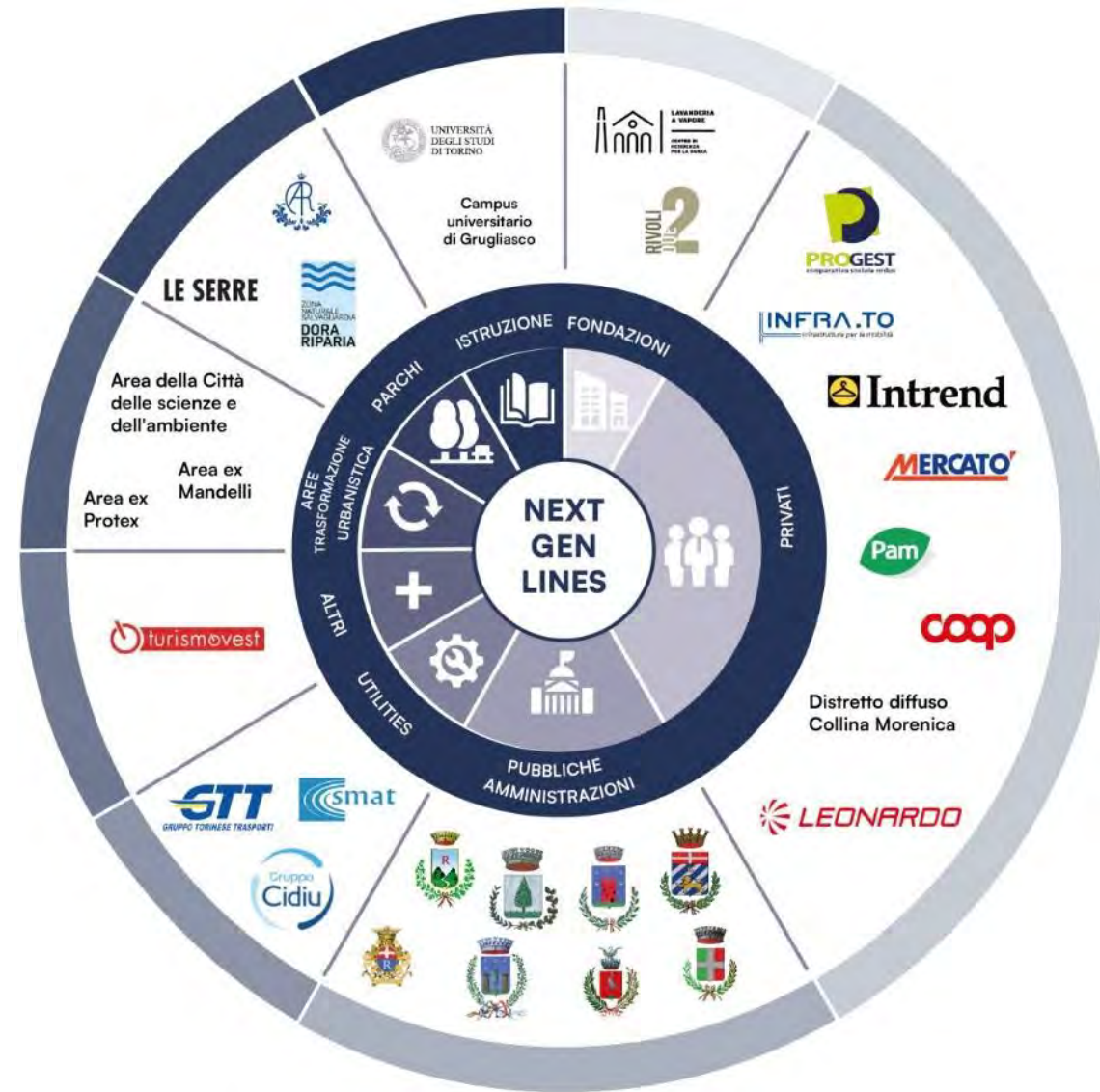


Parco della Dora



# STAKEHOLDERS

We facilitate  
public-private  
synergies





**Political  
entrepreneurship!**

Towards a new  
**Sustainable Spatial Economic  
Strategy**

# Starting point





### Asset 3

Adeguamento **impianto compostaggio**: la vivibilità futura dell'ambiente per la collettività e il territorio.



### Asset 3

Comune di Pianezza: **Competence Center**



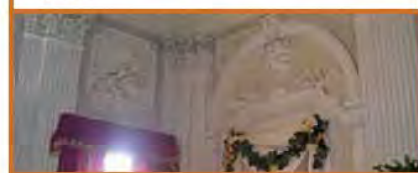
### Asset 1

Messa in valore del patrimonio culturale ed inventivazione mobilità sostenibile: approccio integrato per **S. Antonio di Ranverso**



### Asset 1

Città di Rivoli quale luogo d'arte e di cultura: nuovi **poli culturali** dedicati all'arte



### Asset 1

Parco Culturale **Le Serre 4.0**: rifunzionalizzazione multidisciplinare del polo culturale



### Asset 1

Completamento in chiave **"Smart City"** del Sistema di Accessibilità al Sistema Turistico Centro Storico, Reggia Sabauda-Parco La Mandria-Valli Lanzo e Ceronda.



### Asset 1

**Certosa Reale**: un nuovo centro culturale e polo universitario per una nuova coesione territoriale



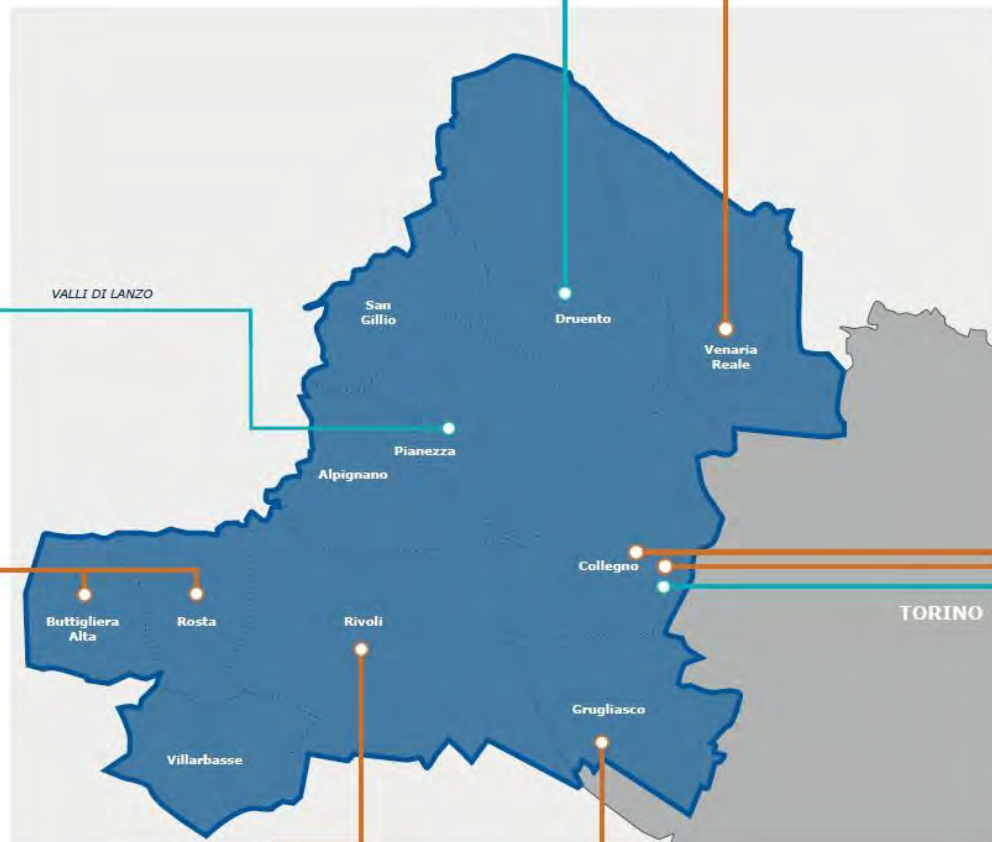
### Asset 1

Sviluppo turistico culturale del **Villaggio Leumann** per una maggiore attrattività turistica del territorio



### Asset 3

**Chilometro Blu**: Green&blue Communities per il territorio Torino Ovest



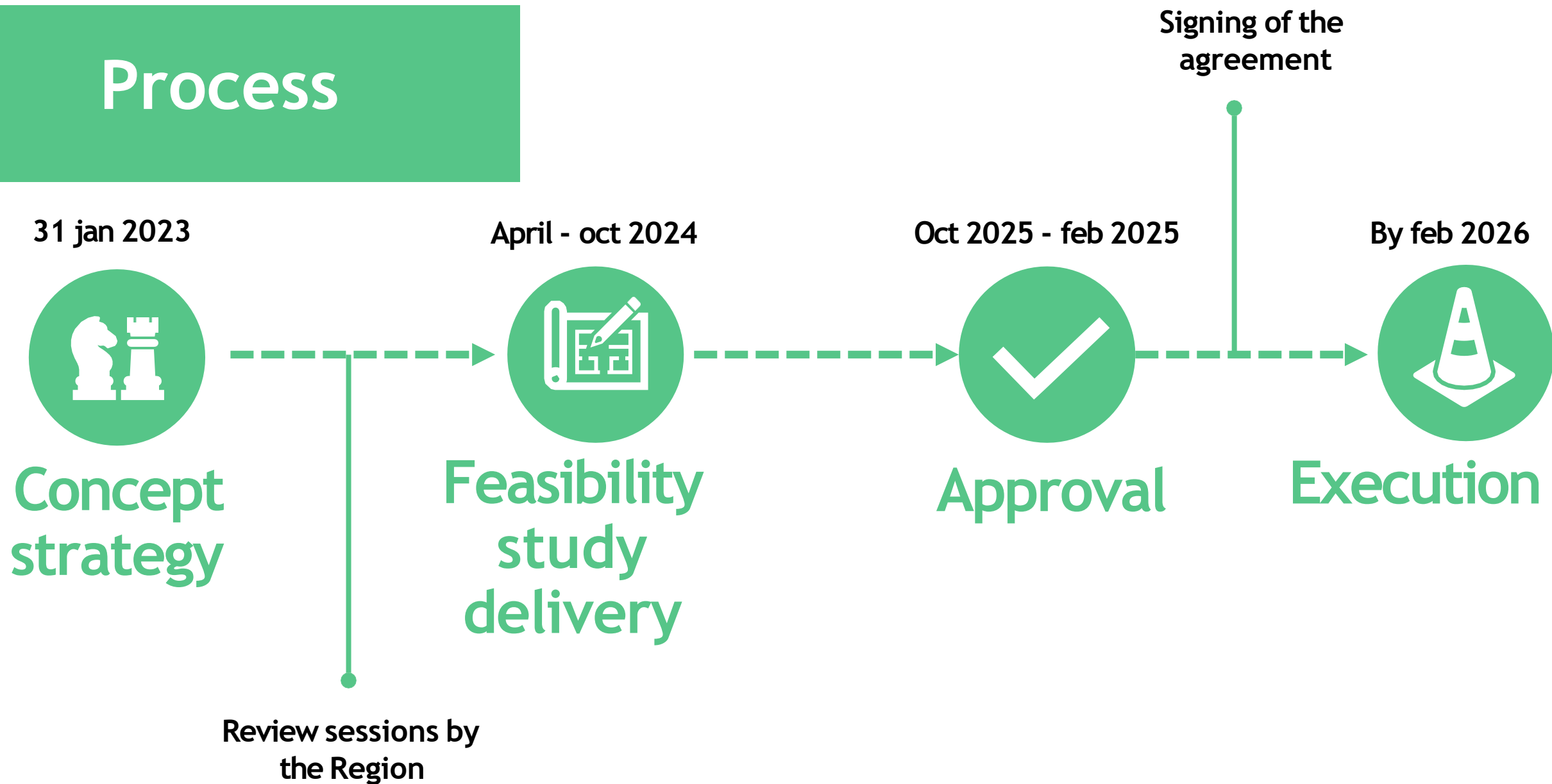
# New ERDF Fund

STRATEGIA URBANA D'AREA  
PR FESR 2021-2027 – Azione V.5i.1

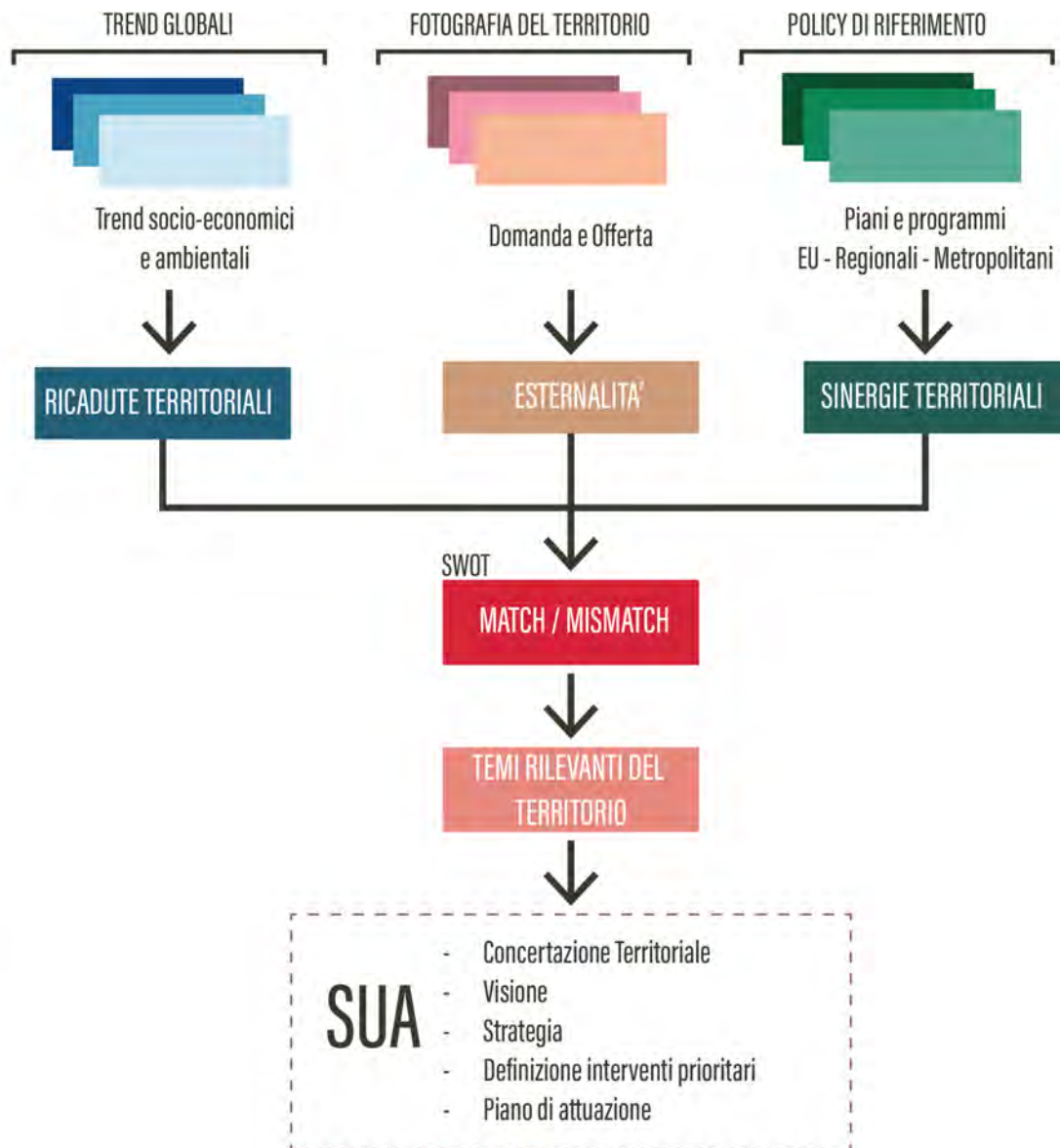
## Rules of the game

- ✓ Each area develops a (funded) **“umbrella” spatial development strategy** that identifies **max. 10 integrated flagship projects**
- ✓ The strategy is **co-approved by municipalities and the region** after a thorough SWOT analysis and **engagement of local stakeholders**
- ✓ Direct funding from Region **10M€**, (10% co-funded by municipalities)
- ✓ The Strategy should identify **other measures** to strengthen the flagship projects and become the **policy framework of the territory**

# Process



# Our Approach



Understand and measure the problem before selecting solutions

# Challenges

Vocation of the area

Ageing population

New unmet patterns of consumption

Fragmented cultural, natural and  
urban assets

Car-dominant mobility patterns

Administrative fragmentation

# Opportunities

# Challenges

Vocation of the area

Ageing population

New unmet patterns of consumption

Fragmented cultural, natural and urban assets

Car-dominant mobility patterns

Administrative fragmentation

# Opportunities

Rich tapestry of architectural and historical goods

United despite political differences

High accessibility to rail, road, metro

New core functions: University, Culture Hubs, Parks, Museum networks

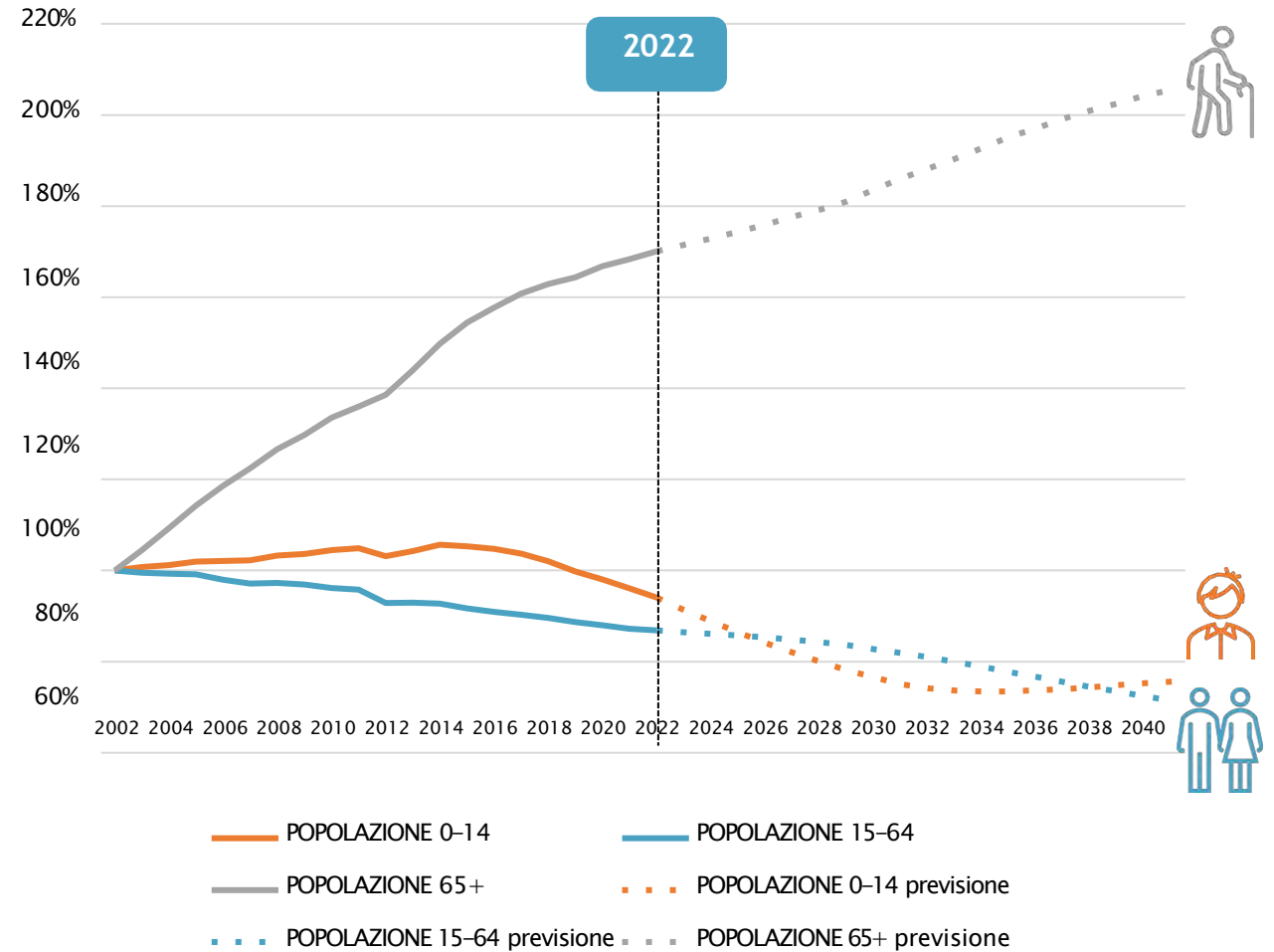
New emerging industrial hubs linked to airspace, defense, circular economy, biotech

# Some Key figures



	2021	2041	Δ
	234.399	216.379	<b>-7.7%</b>
0-14	28.791	22.642	<b>-21.4%</b>
15-64	142.790	116.913	<b>-18.1%</b>
64+	62.818	76.681	<b>+22.1%</b>
85+	8.845	14.317	<b>+62%</b>

Andamento delle fasce della popolazione

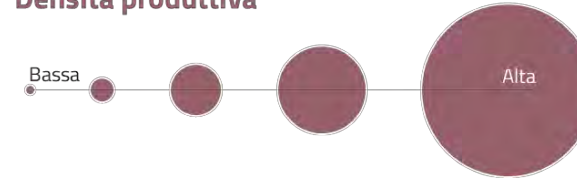


# Some Key figures

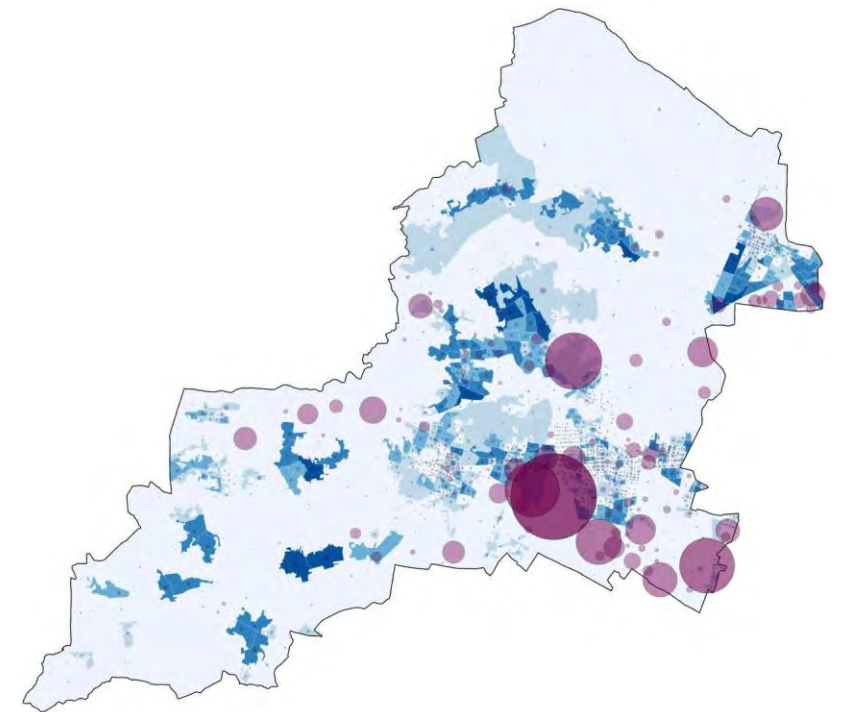
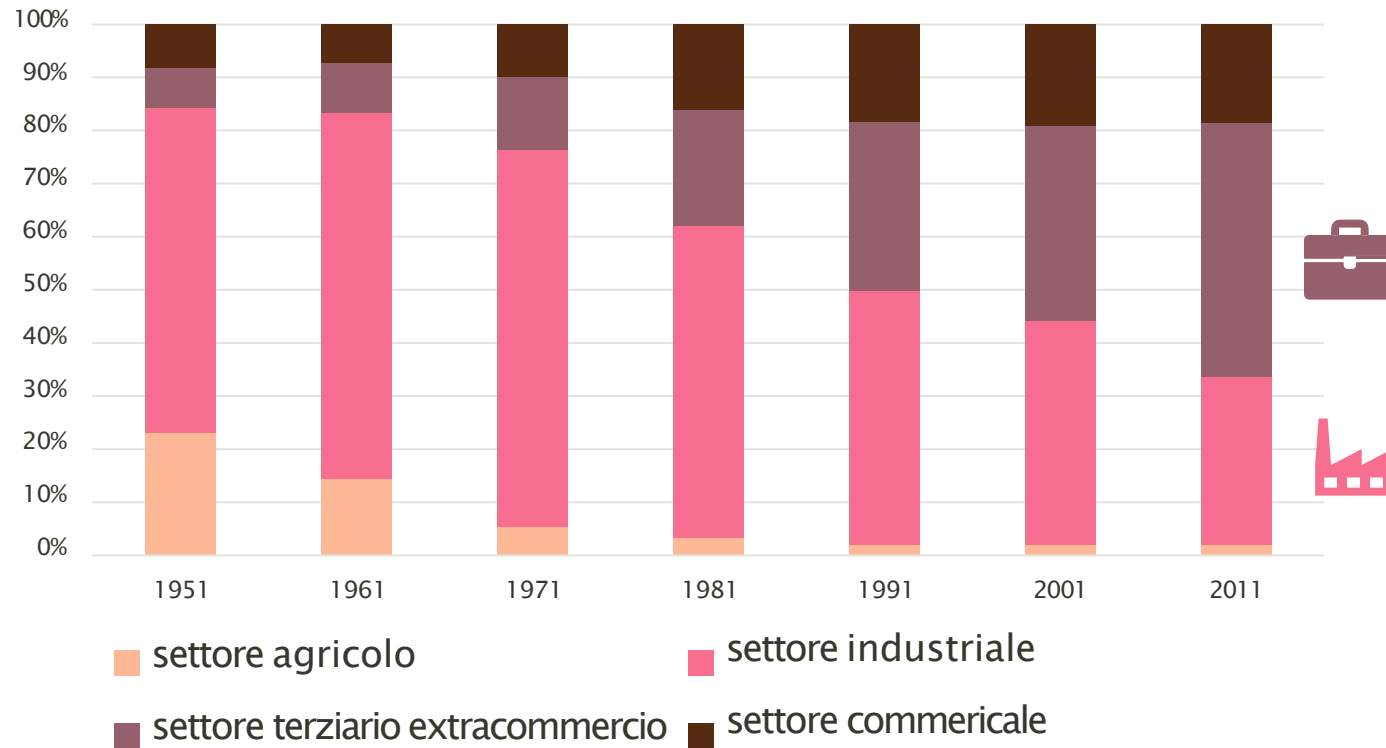
## Densità residenziale



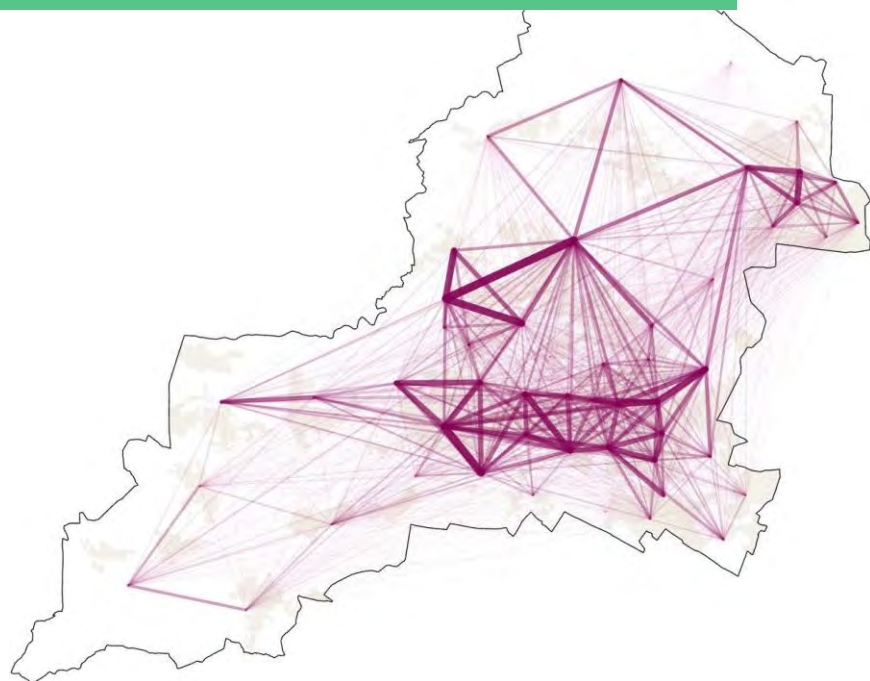
## Densità produttiva



### Employment by sectors



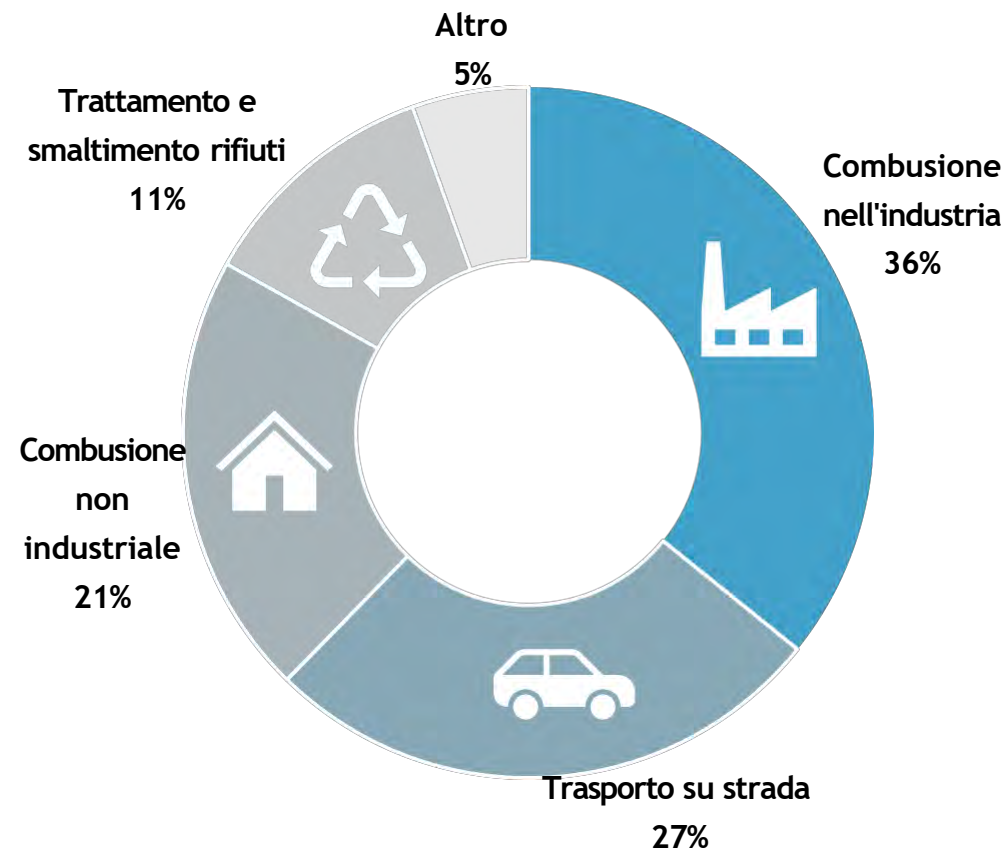
# Some Key figures



**>500.000**  
Trips per day

**>71%**  
By private car

## Principali settori responsabili delle emissioni di gas serra

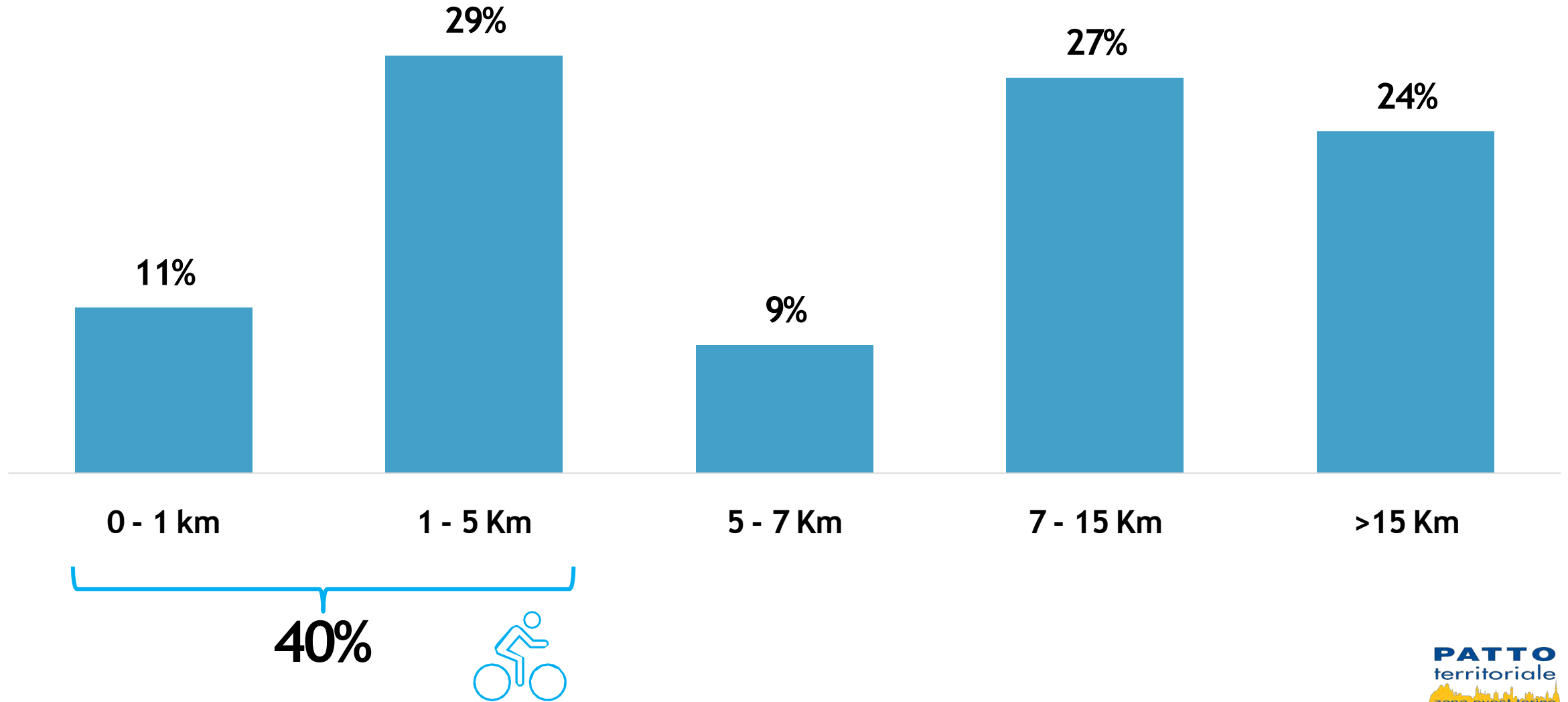


**1.700 ktCO<sub>2</sub>**  
equivalenti prodotte anno

**7.3 tCO<sub>2</sub>**  
equivalenti pro-capite anno

# Some Key figures

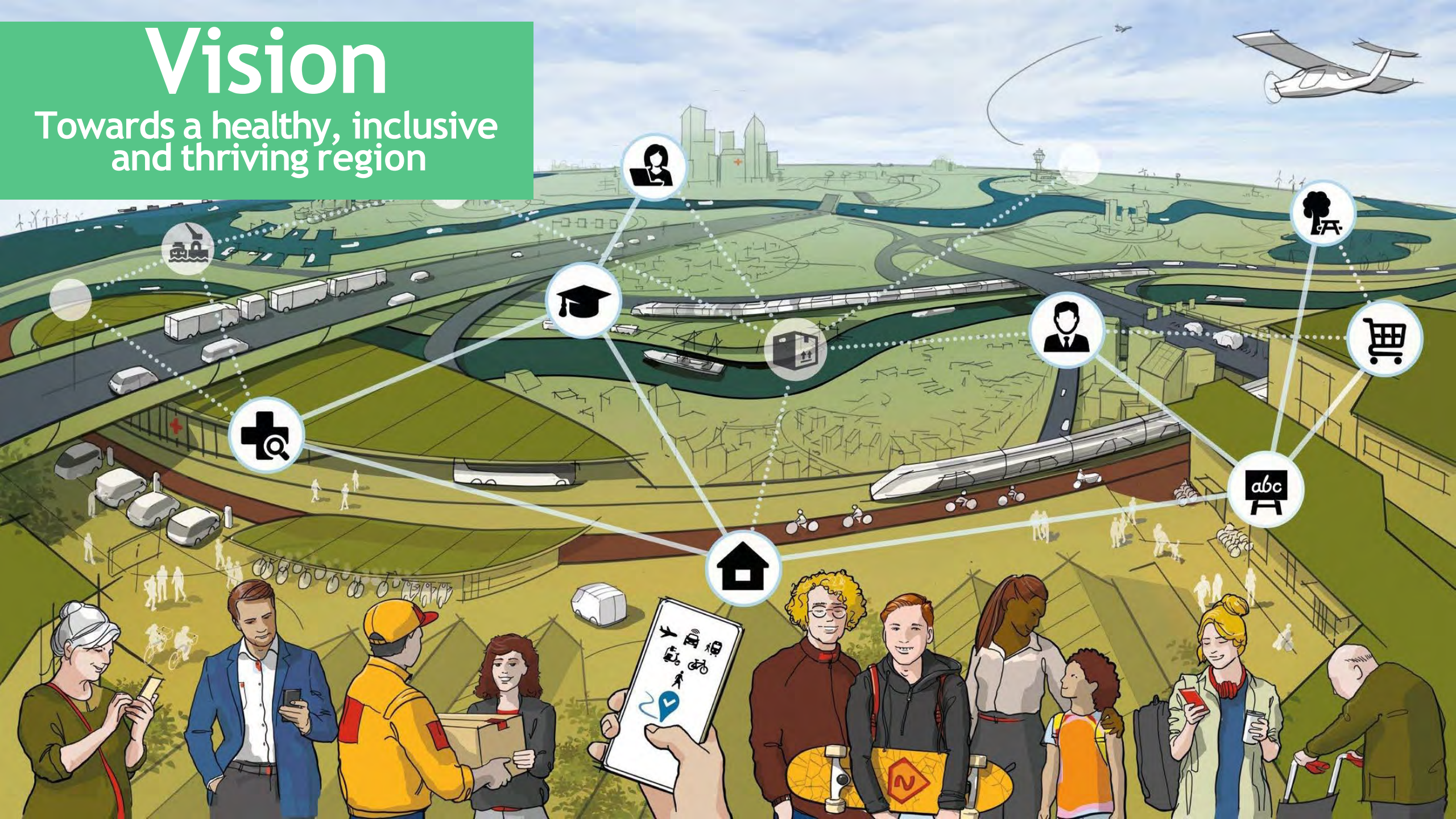
## Distribution of car trips





# Vision

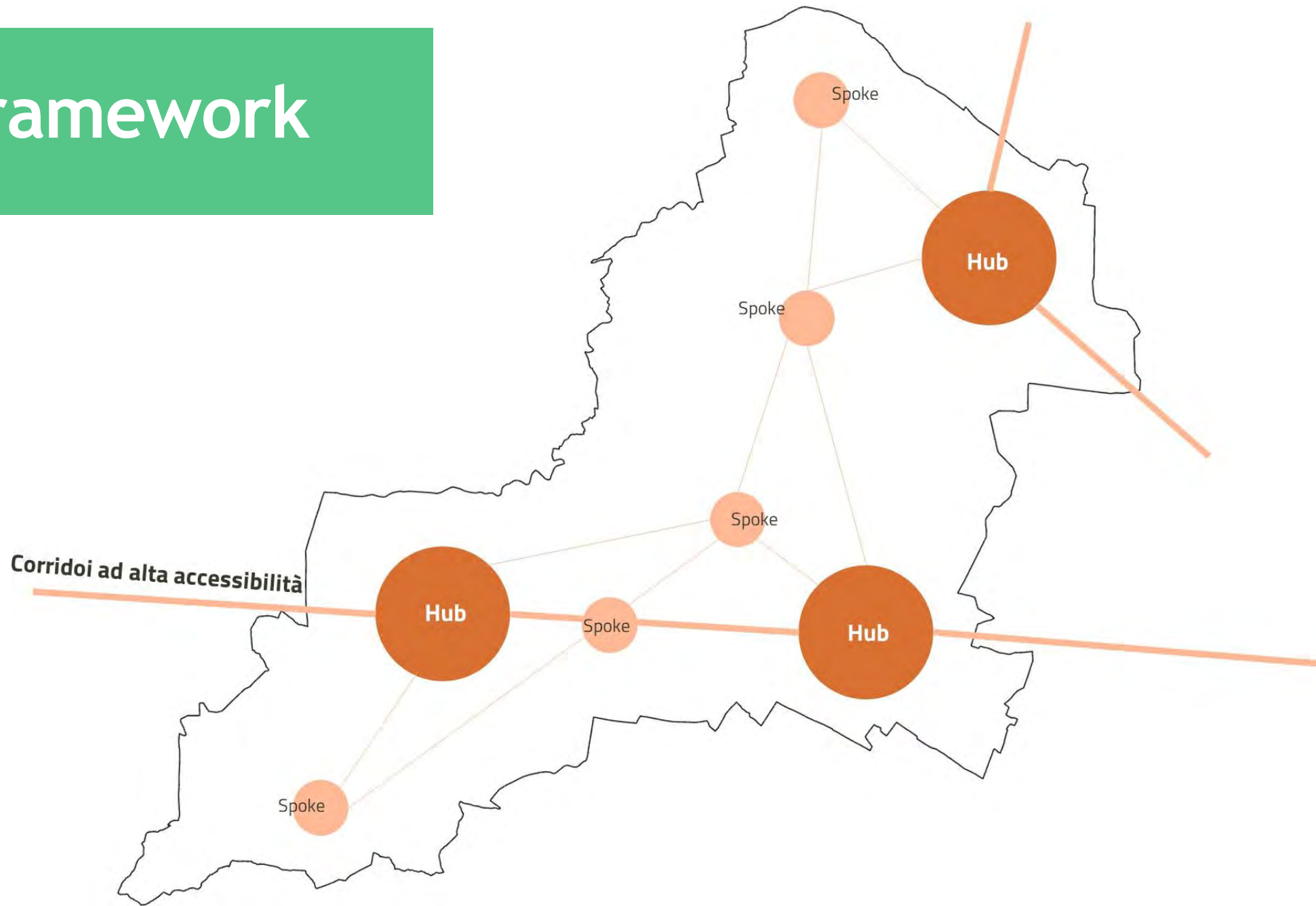
Towards a healthy, inclusive and thriving region



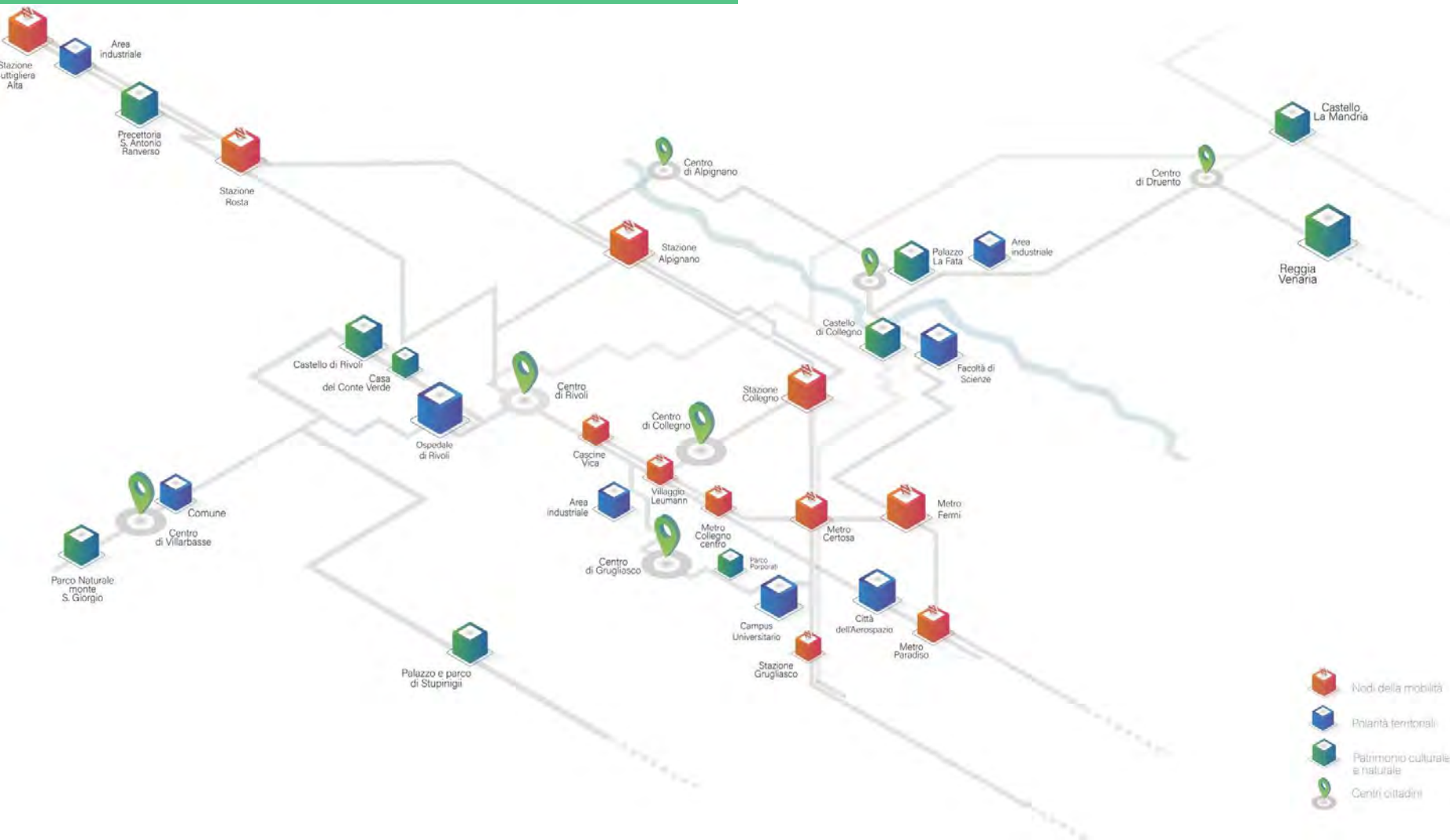
# Models



# Framework



# Projects



-  Nodi della mobilità
-  Polarità territoriali
-  Patrimonio culturale e naturale
-  Centri cittadini

# Development approach



Convogliare oneri urbanistici da progetti in corso per realizzazione LINES



Ridisegno sezione stradale a favore di utenti



Ricucitura e connessione sistema spazi aperti



Trasformare spazi di risulta da ridisegno sezione stradale in nuovi spazi pubblici



Promuovere usi di prossimità attraverso riqualificazione spazi condivisi



Inserimento elementi di arredo urbano

# Projects

## Culture Hub of Venaria Reale



# Projects

Parco della Certosa of  
Collegno





CALL DI INTERESSE

# Butterfly Area

Sinergie innovative con le imprese



# Public Private Synergies



# Accessibility planning

# Development approach



Connettere tracciati esistenti ad oggi scollegati



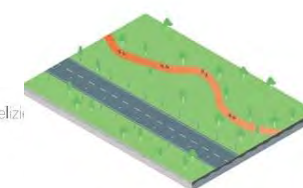
Aumentare la sicurezza reale e percepita degli spostamenti per utenti fragili



Garantire requisiti tecnici per percorrenza ad alto flusso



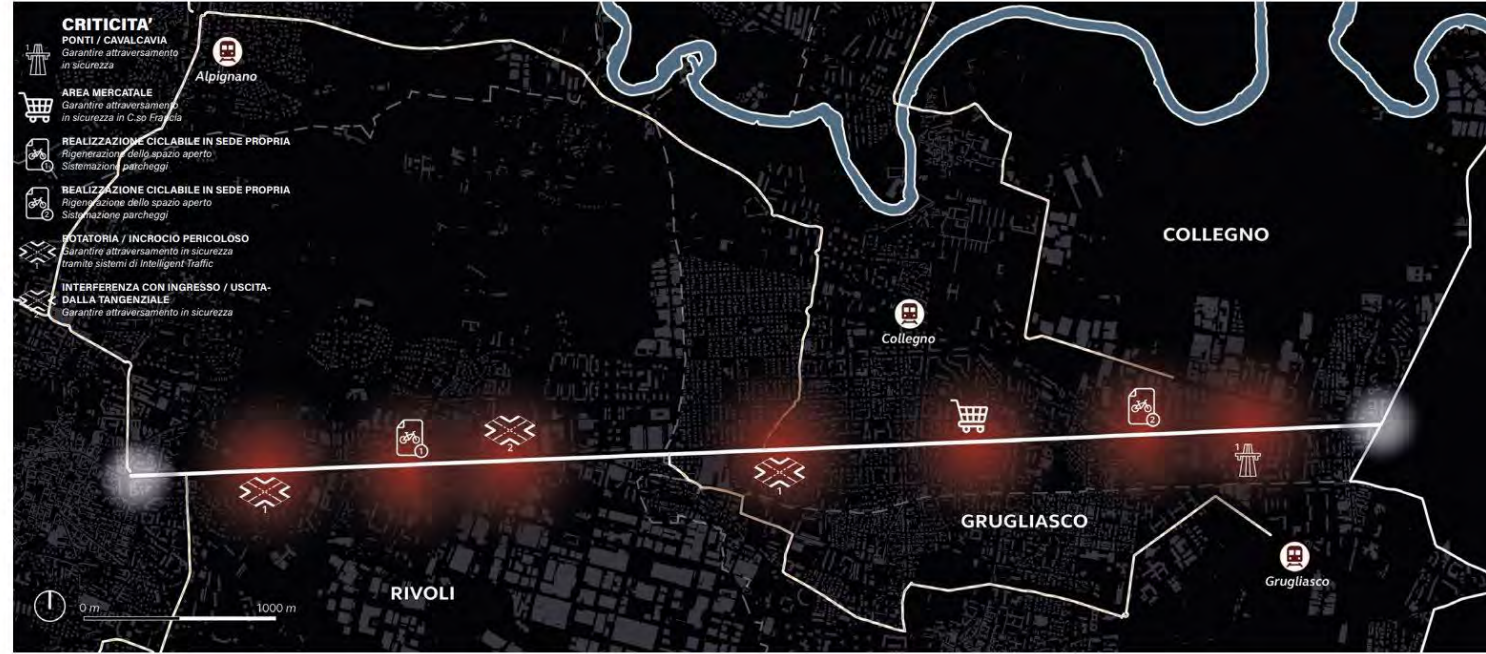
Raggiungere l'obiettivo strategico di 0 vittime della strada definito dal PRMT



Garantire separazione da traffico veicolare



Ricavare spazi adeguati per la pedonalità



**Torino**  
 Corso Francia  
 Sezione assonometrica  
 Stato di fatto

**Collegno**  
 Corso Francia  
 Sezione assonometrica  
 Stato di progetto

**Rivoli**  
 Corso Francia  
 Sezione assonometrica  
 Stato di progetto



**Transit-Oriented  
 Urban  
 development  
 Hubs**



Supportare decentramento funzionale con sistema di mobilità all'avanguardia e qualità spazio aperto



Individuare aree strategiche per parcheggi scambiatori

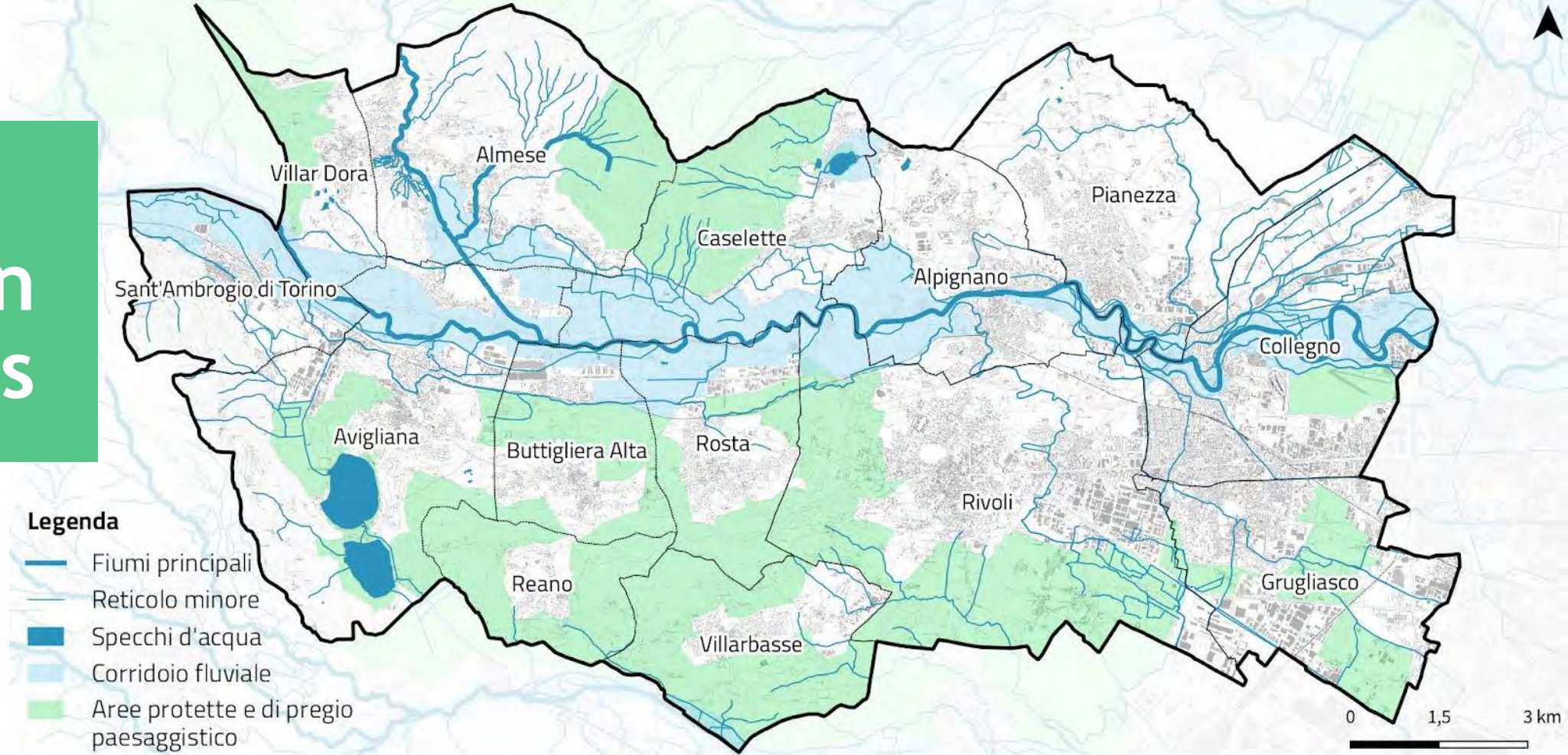


Riorganizzare parcheggi esistenti massimizzando la capacità



Permettere integrazione con trasporti pubblici di superficie

# Climate mitigation strategies



Conservazione e valorizzazione sistemi paesaggistici e naturali



Connettere habitat naturali con utilizzo specie autoctone



Massimizzare superfici permeabili con azioni sistematiche di depavimentazione



Ottimizzare raccolta, depurazione, riuso acque meteoriche

Contact:

Rocco Ballacchino +39 3355983735

[rocco.ballacchino@zonaovest.to.it](mailto:rocco.ballacchino@zonaovest.to.it)

[www.zonaovest.to.it](http://www.zonaovest.to.it)

An aerial photograph of a city, likely Turin, showing a dense urban landscape with many buildings and a prominent street lined with trees. A large, semi-transparent green rectangular box is overlaid on the center of the image, containing the text 'GRAZIE THANK YOU' in white, bold, uppercase letters. The background image is in grayscale, except for the green overlay and the text box.

**GRAZIE  
THANK YOU**