



TORINO'S RESPONSE TO COVID-19

Torino encourages innovative solutions for better livelihood

Torino (Italy), a UNESCO Creative City of Design, recently introduced the initiative 'Torino City Love' to support its citizens and businesses during the COVID-19 emergency.

The initiative has called upon businesses, as well as public and private organizations, to come together and provide city users in various domains with innovative solutions and resources to provide better living conditions during the pandemic. These range from facilitating challenges encountered due to the lockdown in regards to work and school, health, information and digital services, training and many other areas of interest. For instance, the city encourages projects focusing on tools and devices supporting remote work and study, or on solutions facilitating access to goods and services at the local level.

Interested institutions and organizations are invited to send in their creative proposals, in Italian or English, to the 'Torino City Lab', a local platform assisting companies to conduct the testing of innovative solutions for urban living. Promoted by the city, the Lab involves a vast partnership of public and private sectors working towards the support and growth of the local innovation ecosystem.

The Torino City Lab Team will assess submitted proposals and those selected are envisaged to be published on the dedicated website for public consultation.

Through this initiative, the city of Torino continues its proactive engagement to raise awareness among all citizens about the capacity of design knowledge, and strengthen solidarity and cooperation to improve social, cultural and environmental conditions in the city.
