

## A POISED QUARTER: The application of SROI method for the evaluation of urban transformation scenarios of Villeneuve in Grenoble

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Urban transformation processes are complex and dynamic systems, influenced by the interaction of different elements and by the involvement of many actors.

This thesis work focuses on the experimentation of an unconsolidated methodology for the evaluation of alternative scenarios, referring to different urban transformation strategies.

The Social Return On Investment is a measurement approach, still barely used in this area, which integrates costs and benefits not only economic but also social and environmental. The purpose of the SROI method is to render in financial terms every type of value, even what is generally not monetized, in order to provide more complete tools as a decision support.

The technique will be applied to the case of urban regeneration of the Villeneuve of Grenoble and more specifically of the Arlequin district, simulating a decision-making process, to achieve the most plausible design solution.

The choice fell on Villeneuve quarter because the area is currently in the middle of a very heated debate about the urban transformation projects underway. Furthermore, during our Erasmus year, we had the opportunity to experience the neighborhood in first person as residents. On this occasion our strong interest in the subject emerged, which led us to deepen our knowledge of the area during our stay in France.

The first chapter of the thesis is dedicated to the presentation of the SROI approach, from the origins to the application, up to its articulation in phases. Particular attention will be paid to the methods of defining financial proxies, with a brief reference to the Contingent Evaluation.

The second chapter focuses on the presentation of the case study of Villeneuve in Grenoble. In this phase the project area is investigated through territorial analysis at urban and neighborhood level, the socio-demographic and socio-economic data relating to the settled population are illustrated and a brief historical research is carried out with reference to the area. Furthermore, Stakeholders Analysis and Swot Analysis, essential for the definition of Problem Framing, are developed.

The third chapter is dedicated to the definition of the four possible scenarios of urban transformation that will be subsequently evaluated: the Ville Écologique, a quarter founded on the principles of sustainability, environmental wellbeing and health for the inhabitants; the Ville Universitaire, a new university center for the city of Grenoble, conceived in every part for the life of the students; the Ville Partagée, a quarter marked by the ideas of sharing and community; the Ville du Sport, where all the functions related to sport and personal wellbeing are concentrated.

The fourth chapter is dedicated to the application of evaluation methodologies, that lead primarily to the exclusion of two scenarios through the Rapid Impact Assessment Matrix methodology and subsequently to the development of the SROI analysis to compare the Ville Écologique and Ville Universitaire scenarios.

The fifth and last chapter reports the observations and conclusions resulting from the analysis process, proposing a fifth scenario of urban transformation as a final strategy, supported by the SROI evaluation tool. The final development solution is an alternative to the ongoing urban regeneration project, financed by the

ANRU1 convention, against which the inhabitants of the quarter have been in constant struggle for years. Emerging as the SROI methodology, based on listening to individuals directly affected by the change, is a technique suitable for the evaluation of urban transformations, socially more effective than those used in the usual way. However, it also has some limitations that will be highlighted, even though it offers the possibility of improvement and better adaptability in urban transformations.

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