

POLITECNICO DI TORINO
FIRST SCHOOL OF ARCHITECTURE
Master of Science in Eco-efficient Product Design
Honors theses

Evolution of the Energy Information Centre: the Systemic Centre for Environment

by Giulia Ferrari

Tutor: Luigi Bistagnino

Co-tutor: Cristian Campagnaro

The concept was born as a result of a collaboration, developed at the Energy Information Centre of the city of Moncalieri (Turin).

We started from the definition of an Energy Information Centre, born as the environmental policy implemented by the European Union, in cooperation with local authorities. Energy Information Centre offer free advice and assistance on economic and energy benefits, associated with the use of renewable energy and use of technologies for energy efficiency, and provide information about the existing funding schemes on the market.

Then we conducted the analysis of three Energy Information Centres: that defined by the theoretical Notice of the Province of Turin, the Sportello Energia Terre dell'Ovest (one of five generated from notice) and the Sportello per il Risparmio Energetico in Moncalieri, individually born and not meeting the criteria set by the Province.

Four parameters were applied:

- Organization: actors from the Information Centre.
- Activity: activities, outlining other subjects may give their support.
- Material: type of material used, companies that provide it and media used.
- Experience: perceptual analysis based on a direct comparison.

This parameter has been applied to the Sportello Terre dell'Ovest seated in Collegno, where we carried out an inspection, and that of Moncalieri.

Alongside we treated some case studies, chosen in base of these parameters:

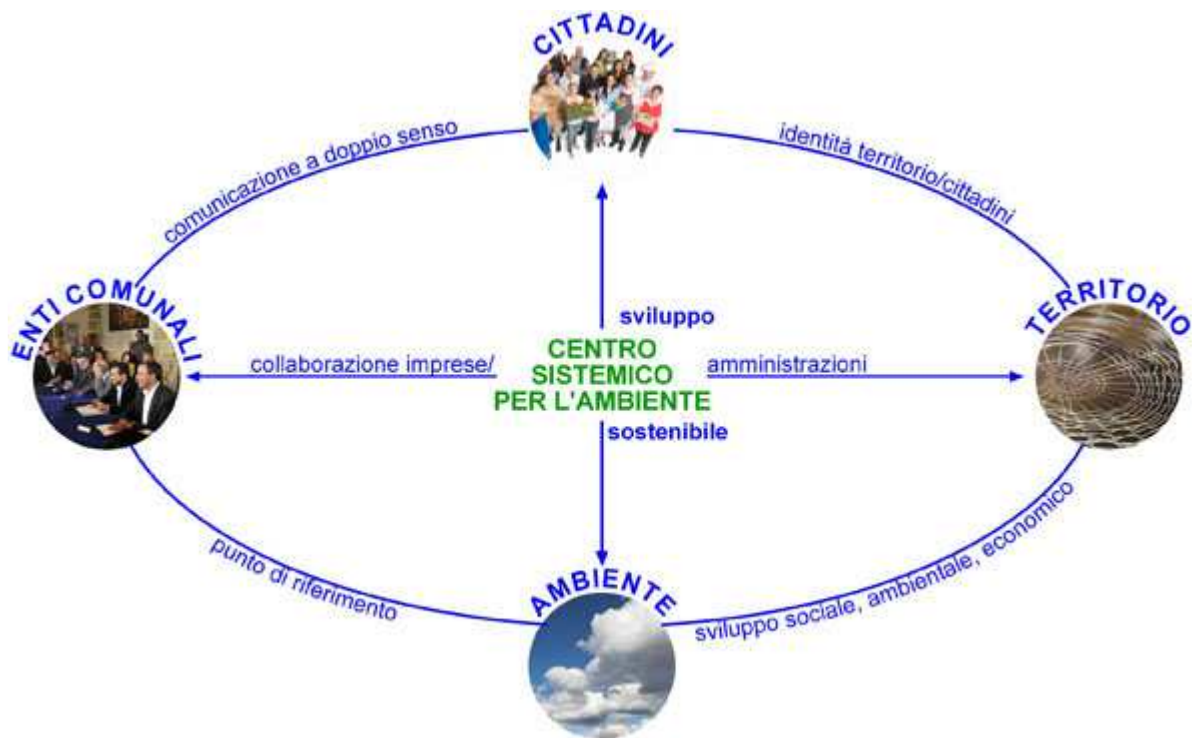
- Social and environmental development.
- Exchange of experience.
- Participation and involvement.
- Education.
- Information.

The focus, linking the issues, is the communication and the means by which it pervades our society: oral communication, TV, web 2.0, film, radio, literature (printed media, books), advertising (TV, printed) art, music, video games, technology, mailing. The basic theme is not so much environmental issues as sustainable development: it was decided to extend the "boundaries", in order to tap into different levels of reading and face the scenario with greater "openness".

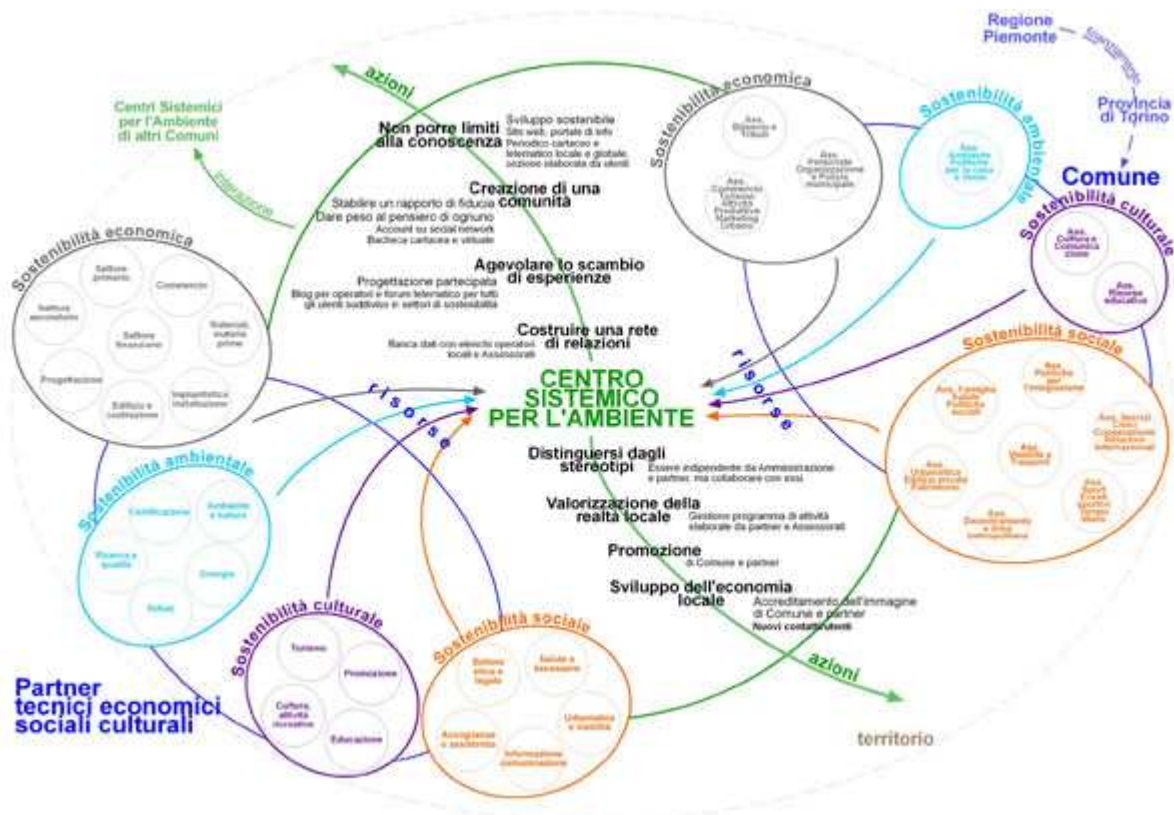
Interaction between positive and critical issues of an Energy Information Centre, the suggestions emerged from case studies and the principles of Systems Design revealed the guidelines for a new concept:

- Harmonious involvement of all stakeholders.
- Man in the middle of project.
- Development of what is local, knowledge of what is global.
- Definition of the Centre's own and recognizable identity.

The scenario emerged led to the need to an ontological evolution to Energy Information Centre, which enlarges the boundaries of responsibility and establishes a close relationship with the territory: the Information Centre becomes the Systemic Center for Environment.

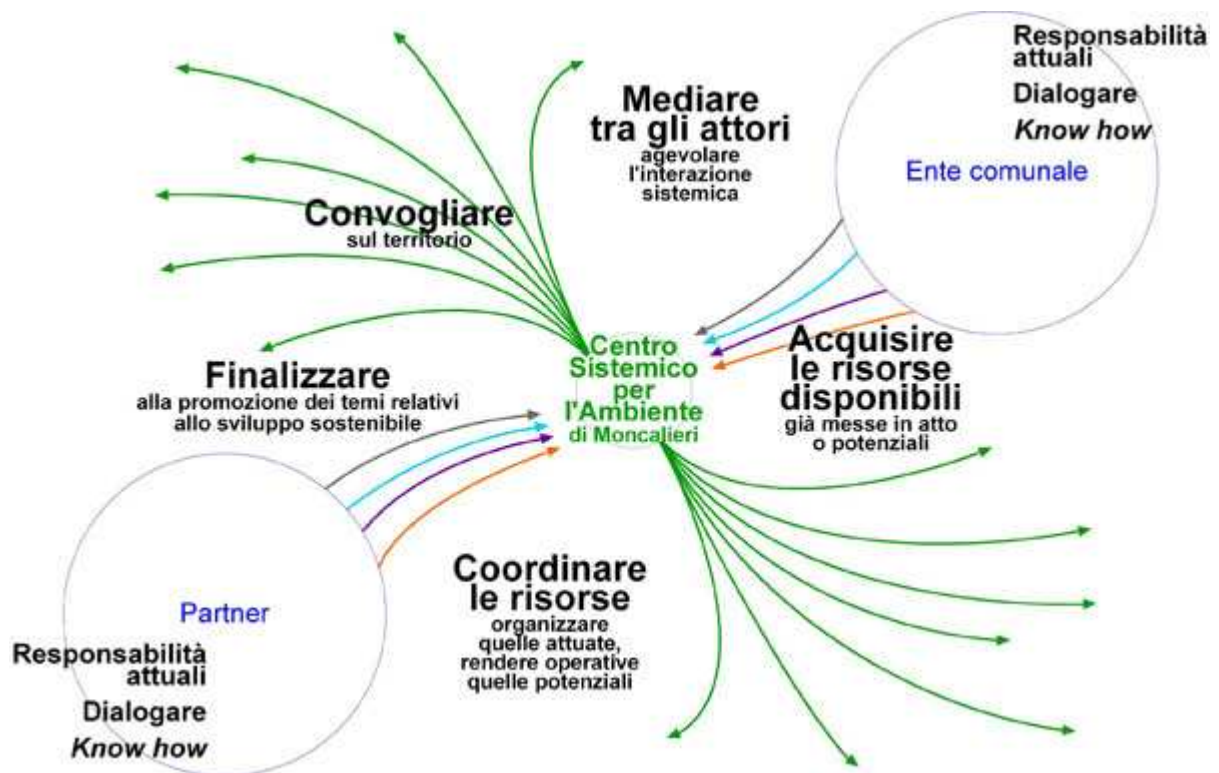


The Systemic Centre for Environment: goals and actors



The Systemic Centre for Environment: organic structure

The study concludes by returning to the starting point, the Municipality of Moncalieri and his Sportello per il Risparmio Energetico, observed with a different look: what was a small info-box, which gives building and technical assistance for renewable energy, enough irrelevant in urban areas, has evolved into a center, based on sustainability and aims to spread the culture of sustainable development, involving the area and then taking value in town.



Role of the Systemic Centre for Environment

The design of the Systemic Center for Environment demonstrates that there is no need to create anything new, all resources are already available to society. You only need to coordinate, organize and direct them towards the right direction, with common sense and do not forgetting that environment is naturally connected to humans.

To erect a wall you need lots of small brick, to be joined with mortar: to build a better future, just that everyone agrees to assume its responsibility and feel part of a relevant community.

For further information, e-mail:

Giulia Ferrari: giulia.ferrari14@gmail.com