our VISION

PlusValue (PV) is a research and consultancy group which takes an entrepreneurial approach to delivering public goods. PV focuses on innovative solutions for the creation of social value through the alignment of public and private interests, advising clients on how to maximise their impact, achieving financial and social value.

The group consists of two organisations, a not-for-profit arm which runs research and policy activities, and a for profit entity which builds on the research and knowledge developed within the group to conduct consultancy contracts and implement strategies for social impact.

Since incorporation in 2015, PV has delivered a broad variety of projects, most notably having been commissioned by a range of EU bodies to investigate and pilot new strategies for digital social innovation, social entrepreneurship and boundary pushing models for sustainable and impact financing amongst other topics.

Urban regeneration is a key focus area for PV as we recognise the sheer scale offers opportunity for social innovation on a level that meets our ambition.
We conduct **multidisciplinary research** in a wide variety of innovation and impact fields. Starting from the collection of **best practices worldwide**, we draw critical insights and advance normative propositions and **evidence-based policies** to reinvent the way we think about social innovation, informing both the private and public sector.
We are not consultants in the traditional sense, we are **impact economy entrepreneurs**. We seek to bring innovative ideas and models of social change to market, by **integrating impact strategies into successful business models**. In this way, social value is not only a positive externality, but also a winning and value creating **modus operandi**.
Relying on our **vibrant and diverse network** and extensive on-the-ground experience, we assist clients in forming **cross-border partnerships** and **multi-stakeholder collaborations**, finding **funding opportunities** and **engaging citizens** and **local communities**.
our SERVICES

<table>
<thead>
<tr>
<th>KNOW-WHAT</th>
<th>KNOW-HOW</th>
<th>KNOW-WHO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy advisory</td>
<td>Social business consulting</td>
<td>Network of experts</td>
</tr>
<tr>
<td>Social business, research and innovation</td>
<td>Impact strategy, business model, funding model</td>
<td>Work with a network of 40+ fellows and over 8K</td>
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<tr>
<td>Regulatory environment advisory</td>
<td>EU funding strategy</td>
<td>EU policy makers</td>
</tr>
<tr>
<td>EU social business, research and innovation</td>
<td>Maximising access to EU funding streams</td>
<td>Connections and collaboration with EU policy</td>
</tr>
<tr>
<td>EU funding advisory</td>
<td>Organisational transformation</td>
<td>makers</td>
</tr>
<tr>
<td>DG connect, DG research and innovation, EIB,</td>
<td>Restructuring in line with impact outcomes</td>
<td>Community stakeholders</td>
</tr>
<tr>
<td>EIF</td>
<td>principles</td>
<td>Stakeholder mapping and engagement</td>
</tr>
<tr>
<td>Delivery of EU Tenders</td>
<td>Urban regeneration</td>
<td>Social investments</td>
</tr>
<tr>
<td>Research and innovation, social innovation,</td>
<td>Re-functionalisation of distressed urban</td>
<td>Identify impact investors and social inv</td>
</tr>
<tr>
<td>impact investing</td>
<td>assets for public good</td>
<td>estees in the field*</td>
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</tbody>
</table>

*The above listed service is for information purposes only. It is not intended to represent investment advice. Seek a duly licensed professional for investment advice.
<table>
<thead>
<tr>
<th>our APPROACH</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BESPOKE</strong></td>
</tr>
<tr>
<td><strong>INTER-DISCIPLINARY</strong></td>
</tr>
<tr>
<td><strong>MIXED METHODS</strong></td>
</tr>
<tr>
<td><strong>NO WIN, NO FEE</strong></td>
</tr>
</tbody>
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WHERE we work

PlusValue operates internationally. London, Milan and Brussels are our main hubs. We run our global operations from our London and Milan HQs.
The PlusValue fellowship consists in a trusted knowledge network of experts, whose interests align with our goals.

8K contacts worldwide

Fellows propose ideas, projects, and new contacts within the scope of our shared vision, as well as partner with us on a project-by-project basis in order to best realise our mutual goals and assist our clients.
CLIENTS & FUNDERS – past and present
Treviso Hospital

PlusValue provided international property development company, Lendlease, with a comprehensive, **dynamic and integrated impact investing strategy** for the financing of the PPP for the redevelopment of the €250m, 1,000 bed hospital in Treviso (Italy).

NEW GROUND-BREAKING STRATEGY AND PPP MODEL FOR THE FINANCING OF INFRASTRUCTURE PROJECTS:

- €29m loan at market rate from **private banks** = 2.3%
- €29m loan at below market rate from **EIB** = 1.4%
- Savings
- €1.8m impact investing vehicle

New impact fund
**The Ospedal Grando Impact Investing (OGII)**

Referred as a EU success story by:

Listed as one of the 100 best practices worldwide by:

**PlusValue**
MIND – Milano Innovation District

The vision for MIND is to capitalise on the success of Expo 2015 and place Milan on the map of the world’s gateway cities. PlusValue is currently supporting Lendlease in developing the innovation strategy as well as the impact assessment framework. This will ultimately enhance the quality of life locally and promote the country’s sustainable economic development and international growth, through an infrastructural platform which will enable scientific, economic and social innovation.

Key Statistics:

- 1M m²
- €2bn
- 99 year concession
- 60k daily visitors
**Milano Santa Giulia**

The regeneration of Milano Santa Giulia will create a **new mixed-use residential district** just outside Milan city centre, incorporating retail, residential, commercial, office, recreation and leisure uses. The masterplan is based on "Smart City" criteria, already part of the design phase: Smart living, Smart Mobility and Infrastructure, Wellbeing and Social Sustainability.

PlusValue will support Lendlease through a **bespoke community engagement and social impact strategy**.

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**Key facts:**

**Timeline**
- 2017 - PDA signed
- 2019 – Remediation start
- 2033 – Completion

- €2bn
- 1.1M m²

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**Highlights:**

- First Italian development project to apply to LEED ND certification
- The decontamination of this former industrial area will, provide more than **300.000sqm green areas**
- IIF vision and GMRs principles fully applied from the start
Casa Bossi

PlusValue and Base Engineering have been tasked with creating a proposal for the restoration and redevelopment of Casa Bossi in Novara (Italy). This work aims to find a new identity for this heritage asset that can restore the beauty of the building and generate value for the local community.

The aim will be to transform the asset into a home where the excellences of the made-in-Italy in its various forms can reside (Dimora delle Eccellenze): from the art of restoration to design and traditional local gastronomy, closely mirroring the essence of the local socio-economic fabric.

A neoclassical jewel built in 1857 by Alessandro Antonelli in the heart of the city of Novara, Casa Bossi has been abandoned for over 25 years.

Key facts:

- 6K m²
- +200 rooms
- Historical and artistic landmark

Promoters of the project:

[REAMSGR Asset Management]
[Comune di Novara]
Olivetti: The Red Brick Factory

The Olivetti’s iconic Red Brick Factory (Mattoni Rossi) embodied a synthesis between capitalist productivity and social justice; an engine for collective progress and wellbeing. Starting from there, the goal of the project is to design cultural experiences that can turn this heritage site into a source of collective resilience and social inclusion by creating a “living achieve” open to the local community and an international network of creative, social entrepreneurship.

In this context, the Red Brick Factory will host the DataPoiesis project (HER, PlusValue, Message, Sineglossa), an Art and Business project developing new urban installations and DIY objects that use data to create experiences of social awareness, information-sharing and data-powered education processes.

Key facts:
- 8500 m²
- UNESCO heritage site
- 2 Workshops to co-create proposals for the re-activation of the factory.

Partners:
SDG Accelerator for Refugees

By utilising the convening power of the UNDP, the SDG Impact Accelerator Program aims to catalyse *market-based solutions for challenges of displaced people and LDCs*. Upon the request of Turkish Ministry of Foreign Affairs, UNDP recruited a international group of experts, including PlusValue, to run a feasibility study and ultimately design the SDG Impact Accelerator.

The SDG Impact Accelerator will aim to:

- Bring together companies, public institutions, NGOs and beneficiaries to **identify and tackle development challenges**;
- Offer a **living-lab-like environment** to develop, prototype and test solutions;
- Provide the opportunity to **scale up successful solutions** through a ‘sister city’ network.

**Key Statistics:**

- 68.5 million forcibly displaced people worldwide
- 85% of displaced people are in developing countries
Selected Publications

- HER & PlusValue (2019) **Human Architecture.** Funded by Fondazione Peruzzo and the European Commission through the programme S+T+ARTS=STARTS. Available [here](#).

- PlusValue and Valle D'Aosta University (2019) **Funding social innovation: A public administration handbook on impact investing.** Subcontracting agreement between the University of Valle d’Aosta and the Valle d'Aosta Autonomous Region. Available [here](#).


- HER & PlusValue (2017) **Beyond Social: A network and sentiment analysis of Europeans’ conversations about the Future of Internet.** Released under a Creative Commons Attribution 4.0 International license. Available [here](#).

- Ruckstuhl A., Lipparini F., Addarii F. (2017) **Social Outcome-Based Regeneration: A New Vision For Our Cities.** Available [here](#).


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