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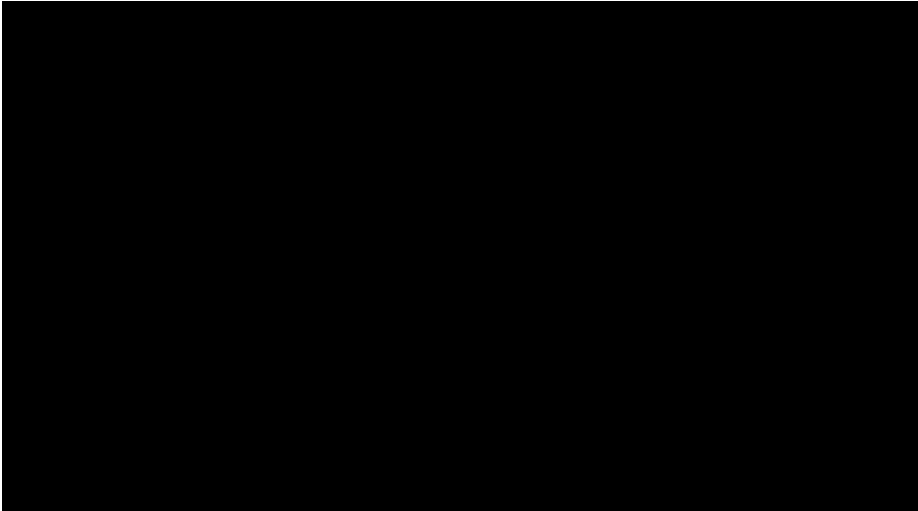
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POLITECNICO DI MILANO: VIA AL JRC, LOSSERVATORIO SUL DIGITALE NEL REAL ESTATE

Milano, 11 dicembre 2019 - Realtà virtuale, modelli di previsione per la progettazione di case, blockchain per i pagamenti, algoritmi per calcolare il valore degli immobili. Il PropTech, neologismo che unisce Property e Technology, sta rivoluzionando il mondo del Real Estate. Al nuovo fenomeno che racchiude soluzioni e servizi innovativi nel campo immobiliare, il Dipartimento di Architettura, Ingegneria delle Costruzioni e Ambiente Costruito (ABC) del Politecnico di Milano e la **Fondazione Politecnico di Milano** hanno dedicato un osservatorio permanente sul tema. L'evento inaugurale del JRC – Joint Research Center PropTech si è tenuto al Politecnico di Milano alla presenza di importanti aziende che si sono confrontate sulla rivoluzione in atto. Sono sei le aziende fondatrici del progetto Accenture, BNP Paribas Real Estate, Bosch, Covivio, Edison, Vodafone, che finanzieranno la ricerca in questo campo e collaboreranno con l'ateneo per nuove opportunità di crescita digitale del settore. L'obiettivo è realizzare, nei prossimi anni, prototipi, strumenti di intelligenza artificiale, piattaforme innovative che permetteranno di penetrare con rinnovata efficacia le nuove frontiere del mercato immobiliare e trovare soluzioni digitali e tecnologie di nuova generazione. JRC promuoverà anche studi e ricerche rivolti all'ambiente del costruito. L'evento è stata anche l'occasione per presentare i dati relativi al PropTech Monitor. E' stato infatti il Politecnico che per primo in Italia ha mappato le realtà innovative del mercato. A distanza di diciotto mesi dalla prima mappatura, startup e aziende più consolidate, sono passate da 40 a oltre 100 operanti in Italia, di cui poco più del 10% provenienti dall'estero (Spagna, Estonia, Olanda, Portogallo, USA, Svizzera) Il Monitor le riconduce a 4 Categorie generali: il 30% opera nella categoria Real Estate Fintech, il 25% nella categoria Professional Service, il 25% PropTech nella categoria Sharing Economy e il restante 20% appartiene alla Smart Real Estate. Per quanto riguarda la loro nascita il 10% circa delle PropTech mappate sono nate prima del 2009, il 40% tra il 2009 e il 2015, mentre la metà si sono affacciate sul mercato negli ultimi 3 anni. In molti Paesi il fenomeno PropTech è nato qualche anno fa e costituisce già una realtà piuttosto consolidata. Tra gli esempi di maggior rilievo in Europa emergono la Svizzera e il Regno Unito. In Italia il fenomeno sembra più recente e probabilmente a causa di questo ritardo nel nostro Paese, il panorama delle PropTech Italiane resta per larga parte inesplorato. “Il comparto immobiliare è sempre stato, per sua natura, piuttosto lento e legato a modelli di business consolidati – dichiara il professor Andrea Ciaramella Responsabile Scientifico JRC PropTech -. La crescita del mondo PropTech e, più in generale, lo sviluppo di tecnologie in grado di supportare le diverse attività della filiera, rappresenta un fenomeno senza confini che registra tassi di crescita importanti in tutto il mondo. Il 2019 ha registrato, a livello globale, finanziamenti indirizzati al settore PropTech per oltre 9 mld di dollari (Venture scanner). Non dobbiamo fare l'errore di vedere questo fenomeno come antagonista del mercato tradizionale, quanto piuttosto come portatore di innovazione e di una cultura di nuovo tipo che vuole dare risposte veloci a una domanda di servizi e soluzioni che è profondamente cambiata.” “Il Joint Research Center è uno strumento efficace per realizzare progetti altamente sfidanti e multidisciplinari, favorendo una joint venture tra università, imprese e altri stakeholder - precisa Eugenio Gatti Direttore Generale della **Fondazione Politecnico di Milano** -. Il JRC oggi rappresenta un modello di successo nei meccanismi di collaborazione di medio e lungo periodo per la ricerca industriale tra cluster e filiere di aziende e ateneo, in quanto risponde in modo concreto, innovativo e flessibile alle esigenze, nel caso specifico dell'ambiente costruito, proponendo soluzioni vicine ai bisogni della società del futuro, come il risparmio energetico, la mobilità intelligente e l'economia circolare”. Il JRC PropTech prevede anche la presenza di partecipanti esterni che sono A ssoimmobiliare, RICS – Royal

Institution of Chartered Surveyors, Ance, Assolombarda. Continua

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GL SURJUDPPDUH XQ VLJQLILFDWLYR LQWHUYHQWR LQ WHUPLQL GL DFFHOHUD]LRQH GHOOD
H GL PLVXUH SHU UHQGHUOD SLX HILFDFH /R DYUHEEH GHWWR LO SUHPLHU *LXVHSSH &R
SDVVDJJLR FRQFOXVLYR DOO LQFRQWUR FRQ L VLQGDFDWL VXJOL LQYHVWLPHQWL H LO 6XG
DSSUHQQH ,O WHPD GHJOL LQYHVWLPHQWL QRQ H VROR OHJDWR DOOH GRWD]LRQL ILQDQJL
PD DQFKH D XQD FDSDFLWD GL VSHVD SLX HILFDFH 'REELDPR FHUFDUH GL LQWURGXXUH
LQQRYDWLYH GL SDUWHQDULDWR SXEEOLFR SULYDWR VX TXHVWR SRVLDPR IDUH GL SLX H
DVVROXWDPHQWH VHPSOLILFDWR LO TXDGUR QRUPDWLYR H UHJRODWRULR H SLX LQ JHQHU
VQHOOLUH L SURFHVV DPPLQLVWUDWLYL H ULGXUHH OD EXURFUD]LD JXJ DOX ILQH 0) '-

83'\$7(8VD 'HP UDJJLXQJRQR DFFRUGR FRQ
DPPLQLVWUD]LRQH 7UXPS VX 8VPPD





