

TWO-DAYS INTERNATIONAL SEMINAR

# Impact Design-Evaluation experiences and tools

**23 and 24 October 2025 \_ Rabitti hall, 5th floor, stairs C**

Department of Architecture, University of Naples "Federico II"

Via Forno Vecchio, 36, Napoli

*" A decolonizing lens sometimes helps you see, connect and interpret that small thing in a different way through a different lens."*

*Decolonizing Methodologies - Linda Tuhiwai Smith*

The seminar brings together critical reflections, international experiences, and operational tools to integrate design processes – architectural, urban, landscape, and territorial – with impact assessment and evaluation. When spatial transformation aligns with social innovation, when architecture and planning assume ethical responsibility toward affected communities, and when decision-making is open and plural, the methodologies for social impact design/evaluation can move beyond mere accountability to become a catalyst for desired change.

The social dimension of urban and regional dynamics is the most fragile and contested link in the chain of knowledge: it lies at the intersection of evidence, value attribution, plurality of perspectives, radical uncertainty, democratic practice, and political intentionality. At this nexus, the limits of conventional, model-driven evaluation are most. The core question is not only how to measure, but how to orient design processes toward positive, equitable, and durable impacts. We propose impact design–evaluation to reconnect the processual nature of city and territorial projects with plural, collective value frameworks. The seminar examines how different real-world contexts articulate complex demands for social change (*experiences*) and which tools and methods respond effectively (*tools*), while building transformative capacities in the face of spatial inequality, community fragmentation, marginalisation of vulnerable groups, and the quest for transparency and legitimacy in decisions that shape space.

This seminar provides a platform to explore alternative methodologies that embrace complexity and uncertainty, valuing the process as much as the outcome. Reflecting on social impact means questioning who participates and benefits, which values guide decisions, and how design choices affect equity and justice. Reimagining evaluation requires seeing cities and territories as interdependent and socially embedded systems, where design–evaluation is never neutral but a situated and intentional practice that exposes inequalities and opens pathways toward systemic, ethical, and transformative change.

The seminar is part of the PNRR project **GRINS**, which involves more than 25 Italian institutions (including universities and enterprises). The project's main goal is to develop the AMELIA georeferenced data platform, designed to guide public policies and private enterprises toward sustainable choices, reducing territorial inequalities and strengthening economic and social cohesion. The case of **Atena Lucana**, located in the Vallo di Diano area, serves as an experimental laboratory for integrated strategies aimed at reinforcing the territory's ecological and social connections, fostering participatory governance practices and sustainable development models based on local cooperation.

## SEMINAR PROGRAM

**23 october 2025**

H 10:00 \_ Rabitti hall

### **Welcome**

**Marella Santangelo** \_ Head of the DiARC, UniNa

**Fabio Mangone** \_ Coordinator of DoA, UniNa

**Massimo Perriccioli** \_ Coordinator of HabiT, UniNA

### **General introduction**

**Maria Cerreta**

### **Introduction to the GRINS topics and case studies**

**Angela D'Agostino**

### **Impact prospectives for Atena Lucana and the Vallo di Diano**

**Caterina Loffredo**

### **Presentation of the seminar themes and invited speakers**

**Piero Zizzania**

H 15:00 \_ Rabitti hall

### **Opening remarks**

**Gilda Berruti**

### **Spatial Justice and Social Changes**

**Roberto Rocco**

*Professor of Spatial Planning and Strategy, Department of Urbanism, TU Delft; Coordinator of the Centre of Just City*

Collective discussion and Q&A moderated by

**Benedetta Grieco, Maria Somma, Mingyang Yu**

### **The case of Montagna Fiorentina**

**Chiara Manfriani and Fiorenzo Polito**

*LAMA – Impresa Sociale; Project Coordinators of the Londa School of Economics and Montagna Fiorentina*

Collective discussion and Q&A moderated by

**Caterina Loffredo, Renata Boeri, Marina Montemuro Varela**

**24 october 2025**

H 10:00 \_ Rabitti hall

**Opening remarks**  
**Giuliano Poli**

**Innovative Participative Policy Design: Challenges for a Decision Aiding Methodology**

**Alexis Tsoukiàs**

*Directeur de recherche CNRS au LAMSADE, PSL University,  
Université Paris Dauphine*

Collective discussion and Q&A moderated by  
**Pasquale De Toro**

**Social Multi-Criteria Evaluation in practices**

**Nicole Ostlaender**

*PhD and Scientific Project Officer at European  
Commission at Joint Research Centre (JRC)*

Collective discussion and Q&A moderated by  
**Giuseppe Ciciriello, Eugenio Muccio**

H 15:00 \_ Rabitti hall

**Opening remarks**  
**Simona Panaro**

**HYPOTHESIS: Social Responsibility and Regulatory Tools for multi-stakeholders processes**

**Afchin Mehrpouya**

*Professor and Chair in Accounting at the University of  
Edinburgh Business School*

Collective discussion and Q&A moderated by

**Understanding the social impacts of spatially transforming projects**

**Frank Vanclay**

*Professor of Social Impact Assessment and Management in  
the Faculty of Spatial Sciences at the University of  
Groningen*

Collective discussion and Q&A moderated by  
**Laura Di Tommaso, Sabrina Sacco**

**General conclusions**

**Maria Cerreta**

**OTHERS INFORMATION**

The seminar is curated by Maria Cerreta and Piero Zizzania  
with the scientific support of Gilda Berruti, Simona Panaro and Giuliano Poli  
and with the organising support of Giuseppe Ciciriello, Laura Di Tommaso, Benedetta Grieco,  
Caterina Loffredo, Sabrina Sacco, Maria Somma, Marina Varela, Mingyang Yu, Renata Boeri

The initiative is founded by University of Naples "Federico II", DiARC Department of  
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