

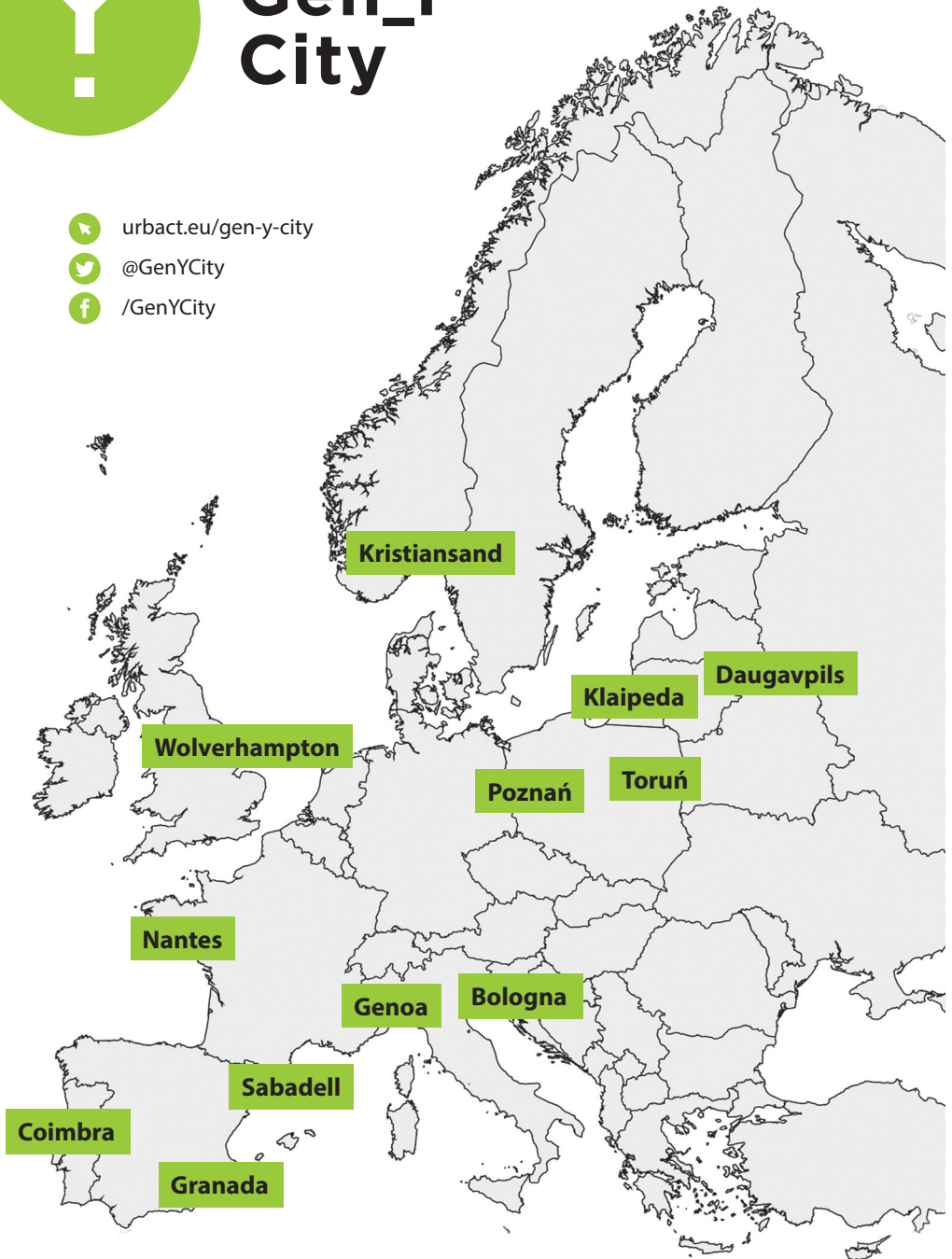


Gen_Y City

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**Gen_Y
City**

Get into
the swing of
the City



Credits: G. Schicchi, 2012

The goal of Gen-Y Network is to promote a stronger co-operation among local government, science, businesses and citizens to improve the development, attraction and retention of young talent, particularly creative and tech entrepreneurs.

Economists have calculated that each high-density knowledge job generates further opportunities for five more jobs in service sector and care to people. This circuit produces wealth, incomes, opportunities. In few words an attractive city becomes a good place to live and to invest. The Gen-Y contribution can be very significant and is geared

towards: a network of local stakeholders that can support, promote, accompany the activities of young entrepreneurs and workers; a network of cities willing to exchange experiences, good practices, examples of successful policies.

The Metropolitan City of **Bologna** caught the innovative aspects of this project to focus on some specific issues. With Gen-Y Bologna will try to redesign the image and the idea of technical culture and work, placing them in close contact with creativity, innovation and dematerialisation that characterize the new smart cities and smart communities.

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