

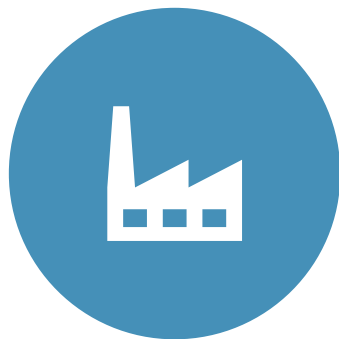
METROPOLITAN CITY OF BOLOGNA

METROPOLITAN POLICIES FOR THE ECONOMIC DEVELOPMENT

Sara Maldina
Economic Development Area

Starteasy- simplification policies and business start up services
28 January 2020





**1. PRODUCTION AND
ENTREPRENEURSHIP IN BOLOGNA**



**2. THE METROPOLITAN CITY AS A
HUB FOR ECONOMIC
DEVELOPMENT**



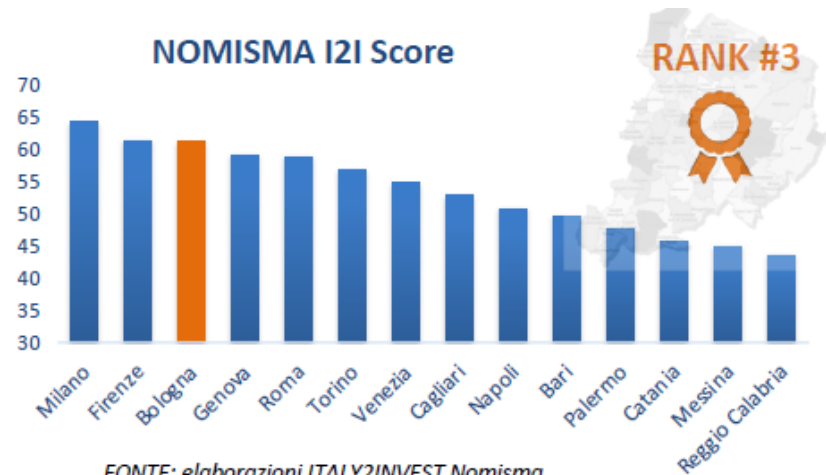
**3. POLICIES AND SERVICES
SUPPORTING BUSINESS
ACTIVITIES**

1. Production and entrepreneurship in Bologna

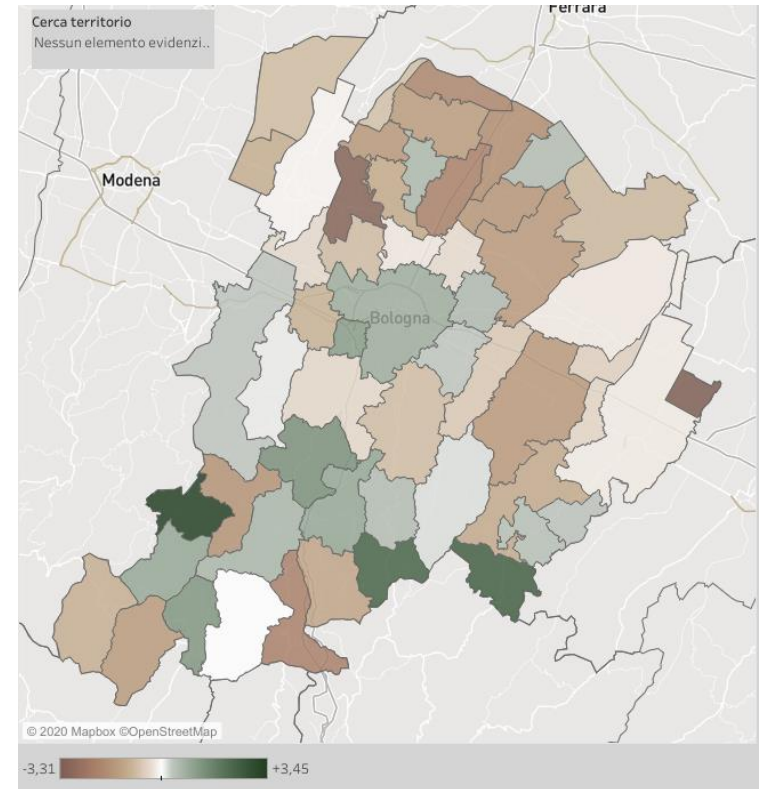
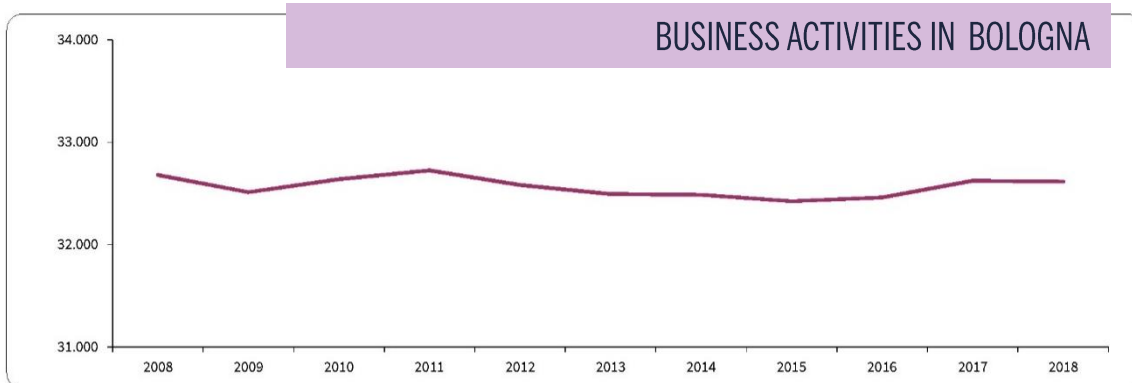
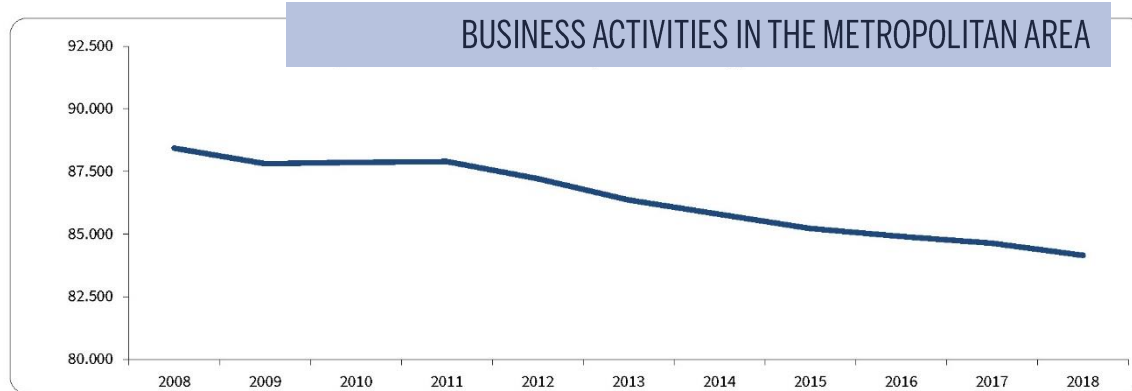
An attractive place for business development

Strengths:

- ✓ Specialized production system
- ✓ Vocation to innovation
- ✓ University and scientific centers
- ✓ Good services for businesses
- ✓ High level of social cohesion

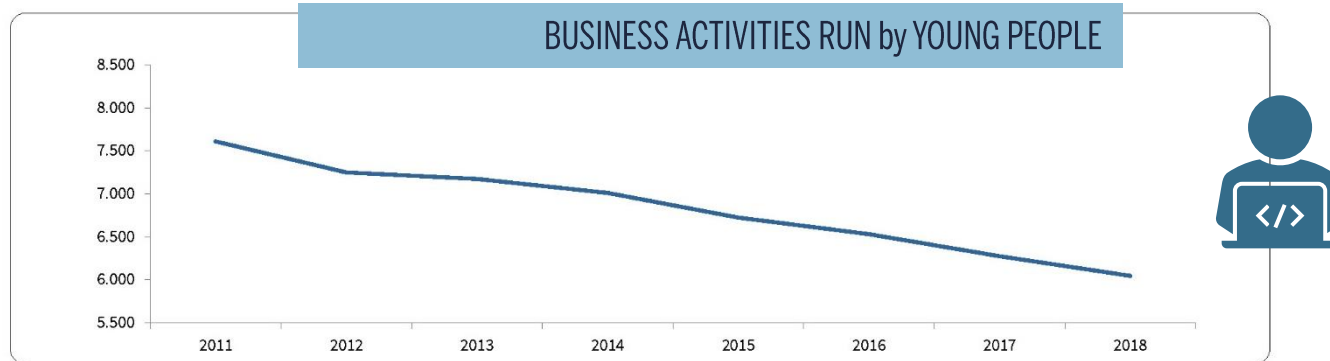
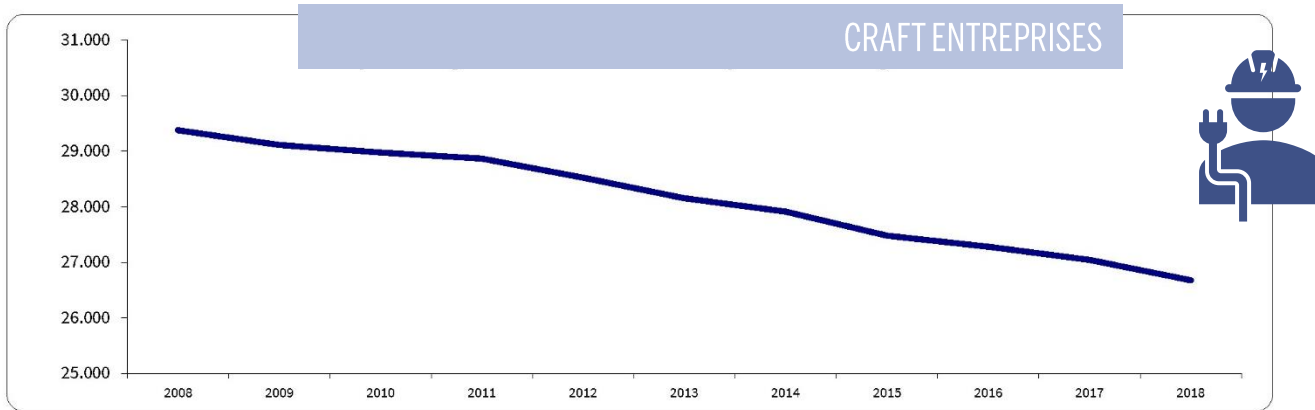


Decline in the number of business activities



Data (2018) provided by the Chamber of Commerce and processed by the Statistical Office of the Municipality of Bologna and the Metropolitan City of Bologna.

Decline in the number of businesses



The
**entrepreneurship
index**

8.3


*business activities/
100 inhabitants*

9.0 in ER
8.5 in Italy

Data (2018) provided by the Chamber of Commerce and processed by the Statistical Office of the Municipality of Bologna and the Metropolitan City of Bologna.

2. The metropolitan city as a hub for economic development

Economic development policies – a matter of scale

- **2014 Law n.56:** special «functions» to the metropolitan cities (strategic plan, regional planning, mobility and transport, economic development, informatization and digitalization).
 - **2015** Regional Law n. 13
 - **2016** General framework agreement between the Region and the Metropolitan City
 - **2016** Implementing agreement for economic development between the Region and the Metropolitan City
- 
1. Overcome the administrative uniformity
 2. Foster cooperation among public bodies
 3. Promote the MC as the HUB for economic and regional development

The metropolitan strategic plan



I. Bologna metropolitana: sostenibile, responsabile e attrattiva



II. Rigenerazione urbana e ambientale



III. Mobilità



IV. Manifattura, nuova industria e formazione



V. Cultura, conoscenza, creatività e sport



VI. Istruzione ed educazione



VII. Salute, welfare, benessere



SOSTENIBILITÀ

INCLUSIVITÀ

ATTRATTIVITÀ

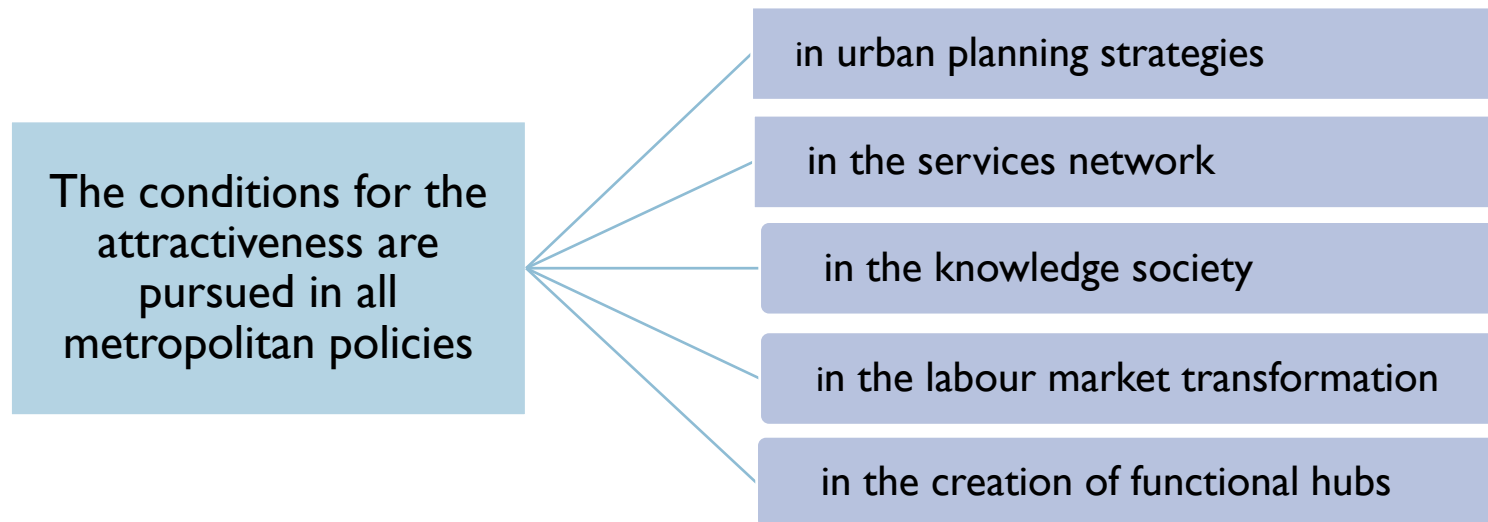
The metropolitan strategic plan

Attractiveness as the definition of an integrated system, aimed at promoting investments for the innovation of the productive system and the increase of the employment rate and its quality.



Attractiveness as a transversal objective

The metropolitan scale has been identified as the optimal level of government to carry out an effective policy of attractiveness and economic development, to be implemented as a transversal strategy



The Agenda 2030

The strategies, actions and tools that the Metropolitan City implements for attractiveness and investment promotion are consistent with **Goals 8, 9 and 11** of the United Nations 2030 Agenda



Goal 8

DECENT WORK AND ECONOMIC GROWTH

Promote inclusive and sustainable economic growth, employment and decent work for all



Goal 9

INDUSTRY, INNOVATION AND INFRASTRUCTURE

Build resilient infrastructure, promote sustainable industrialization and foster innovation



Goal 11

SUSTAINABLE CITIES AND COMMUNITIES

Make cities inclusive, safe, resilient and sustainable

3. Policies and services supporting business activities

Istitutional network



Confindustria Emilia for the implementation and promotion of the website www.areeindustriali.it



Art-er to share regional strategies and implement actions to attract productive investments in the metropolitan area

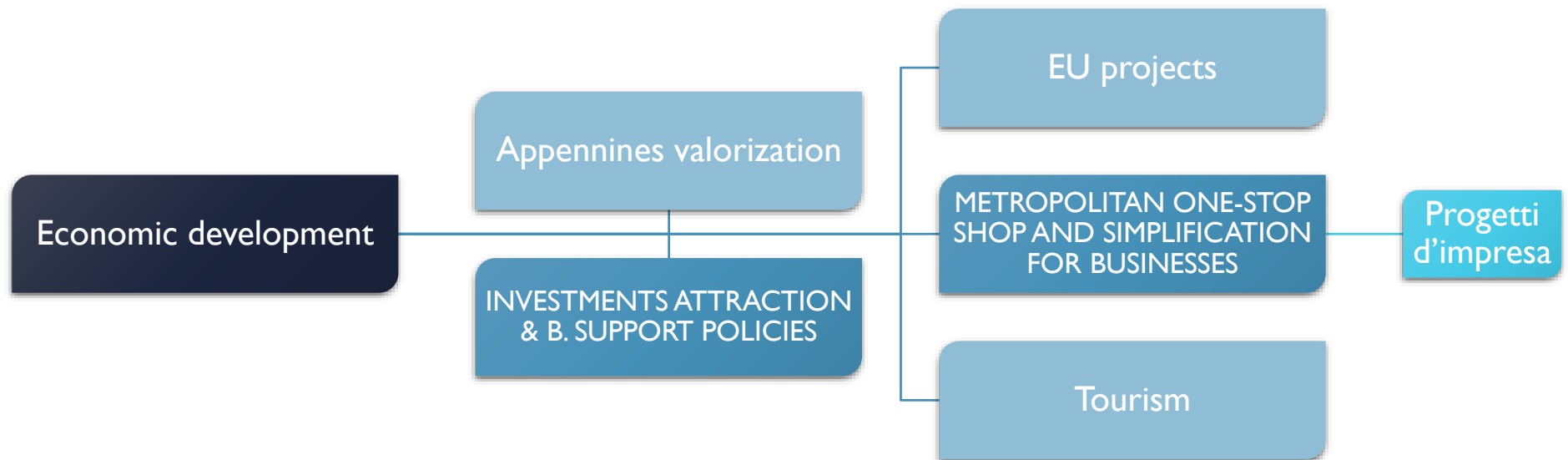


Emilia-Romagna Region for a three-year program of joint actions for attractiveness and territorial economic development



- optimize the operation of the one stop shops
- enhancement of the Big Data Technopole, also with the implementation of international investment promotion initiatives
- initiatives to attract high-skilled and talented people
- relaunch of the Enea Brasimone Center
- definition of tools for the sustainability and the quality of the employment

Metropolitan services



Attractiveness service

The target

Make the territory able to:

- attract systematically national and international businesses and productive investments;
- increase the employment capacity and its quality.



Landing and staying support

attractiveness service

A support service for strategic investments and business activities to ensure:

- ✓ complete and accurate knowledge of the offer in the areas of possible settlement;
- ✓ the certainty of the timing and fulfilment of administrative procedures;
- ✓ connections with the world of research and education;
- ✓ integration with local production chains;
- ✓ the presence of qualified workers;
- ✓ an evolved relational model with the workers representative bodies;
- ✓ a system of financing and tax incentives to support new settlements;
- ✓ an adequate training system to meet the needs of companies.

Activities

attractiveness service

**Communication
and marketing at
national and
international level**



**Promotion of
settlement
opportunities**



**Tutoring for new
investments**

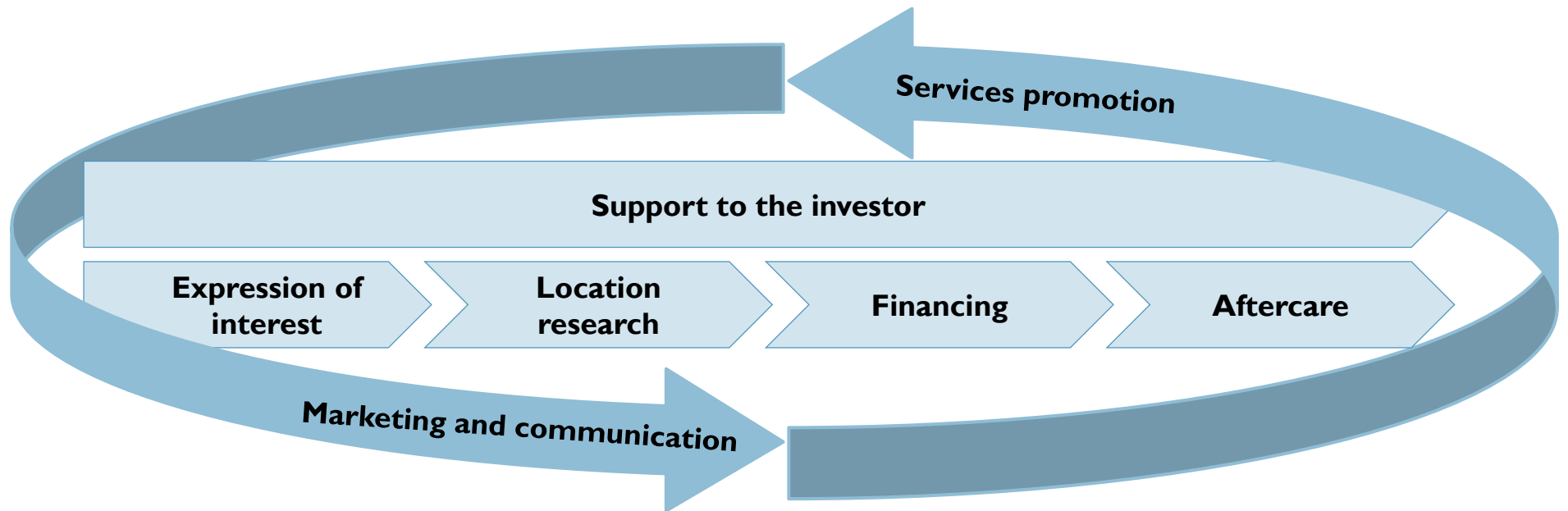


**Constant dialog
with the
companies
settled in the
area**



Life-long support

attractiveness service



Tools

attractiveness service

Invest in Bologna website

where to find a narrative of the metropolitan area, our services and the ne of our partners.



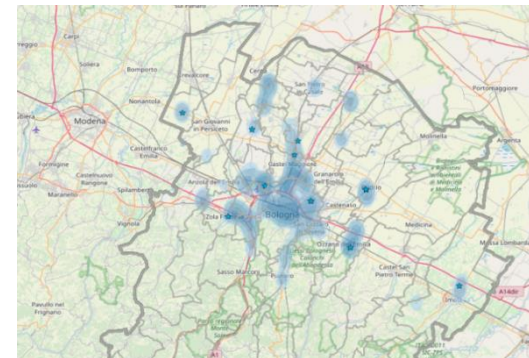
www.areeindustriali.it

where to find areas and productive building that are being sold by privates or through judicial auctions



webgis productive chains

where have been localized the corporates operating in the main productive chains and the main services.



Metropolitan One-stop shop

Agreement among Unions,
Municipalities and the
Metropolitan City for the
administrative simplification



Convention signed by the
Metropolitan City and other
Istitutions involved in the
business settlement process



- ✓ Tailored service and procedures for strategic investments
- ✓ Coordination actions with the territorial One-stop shops for simplification and homogenization of the procedures
- ✓ Coordination with entities involved in the authorization process
- ✓ Learning and cross-fertilization activities

Next goals and focus areas

attractiveness service

Simplification as a strategic goal



- Increase the capacity of dialogue with the private
- Direct the private action towards the strategic development of the territory

- Big data - new technologies
- Logistics
- Skilled and high-level workforce
- Enterprise social (and territorial) impact
- Entrepreneurship in the Apennines



Thank you!

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