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PURE COSMOS
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PURE COSMOS Expert Paper 2

Involving regional stakeholders in public administration activities



COMUNE DI GENOVA

GENOVA
MORE THAN THIS



PURE COSMOS (Public authorities Role Enhancing COmpetitiveness of SMEs) project (2016-2020) brings together two of the big challenges the EU faces: the need to stimulate and support SMEs and the need to reduce the weight of public administration.

The project focuses on the role public authorities can play in enhancing the competitiveness of SMEs by making the business climate more transparent and reliable supporting the needs of SMEs and promoting administrative modernization of public services. Improved governance is expected through IT administrative solutions, regional legislation review, simplifying processes and influencing funding calls for businesses.

Partners

- ❖ Municipality of Genoa (IT) - Lead Partner
- ❖ Municipality of Florence (IT)
- ❖ Hajdú-Bihar County Government (HU)
- ❖ Development Bank of Saxony-Anhalt (DE)
- ❖ Birmingham City Council (UK)
- ❖ Development Agency of Eastern Thessaloniki's Local Authorities (ANATOLIKI SA) (GR)
- ❖ Ústí Region (CZ)
- ❖ Government of Catalonia (ES)



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For further information about the PURE COSMOS project please visit:
<http://www.interregeurope.eu/purecosmos>

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THE CHALLENGE

The main challenges of the PURE COSMOS network have been the fostering of SMEs competitiveness building better services for the enterprises and the creation of participatory processes in policy-making and policy implementation.


The PURE COSMOS network focuses on the role of cooperation and integration between different administrative levels: from Cities to Regions to (where possible) National Authorities when elaborating Regional or Local Action Plans.

One of the main objectives is to improve the horizontal and vertical cooperation, and to provide all regional and local actors with the know-how and tools to develop and implement more “users focused” strategies. The strategic involvement and cooperation can help create a stronger sense of motivation and responsibility among all the involved actors.




In the context of PURE COSMOS project, a close collaborative relation has been established between the city and its managing authority, especially with regard to FI.L.S.E. SpA (the subsidiary financial company owned by Regione Liguria) and Liguria Digitale Spa.

In fact, the stakeholders took part in various study visits and peer reviews of the PURE COSMOS project, in order to share their experience and knowledge with the other partners.

The good practice that FI.L.S.E. SpA made available to the project is an IT platform  which enables local enterprises to take part in EU calls/grant schemes. One of the most important aspects is that this system does not require candidates to present any paper documentation to the managing institution. Enterprises can complete various online forms

(according to the selected grant scheme), upload documents and submit the application on-line.

The main actors involved are  Liguria Region that owns the system, which has been developed through the collaboration of two in-house companies: Liguria Digitale Spa for the IT aspects and FI.L.S.E. for the technical aspects.

The private sector is involved with reference to enterprises (mainly SMEs) which can access the system and independently create their applications for EU funds.

Enterprises do not need to involve third parties in the creation of their applications, thanks to the on-line platform that guides the user through the preparation of the application in a transparent way. In fact, the enterprise can view the status of its application by logging in with username and password.

The platform also manages all correspondence relating to the application between enterprise and managing institution (e.g. queries, act of approval which grants the benefit, presentation of request for distribution of benefit, etc.).

In addition, from day one the system allows the managing institution to monitor in real time the number of applications so far submitted and the amount of the benefits requested. This way the regional authority is able to monitor the scheme’s budget.

The most important outcomes of this good practice are the access to EU funds by enterprises without the need to involve third parties for the preparation of their applications. Consequent improvement of enterprises’ (especially SMEs) ability to interact with an IT system. Increased transparency by the public authority towards businesses concerning the processing of their applications.

Reduced processing times by the managing institution since all data regarding submitted applications can be downloaded automatically on the IT back office system, contrary to traditional paper schemes which required manual data entry.

A NEW APPROACH AND PROCESS

In order to build, concretely, the Genoa of tomorrow, the Municipality of Genoa organized “The General States of Economy”, a tool for cooperation that involves both individual citizens and representatives of public and private institutions of Genoa.



The main theme is the repopulation of the city, with all the connected topics: work, aid to families, real estate situation, development of the territory, creation of jobs and growth opportunities, safety perception and much more.



A series of meetings was organized by the Department of Economic Development of the Municipality of Genoa to involve representatives of the productive, trade union and category forces.

To the General States of Economy contributed: Liguria Region, Metropolitan City, Chamber of Commerce, Port Authority, Confindustria, University of Genoa, Curia, Cooperative Alliance, Trade Unions (CGIL, CISL, UIL), CNA, Confartigianato, Cia, Coldiretti, Ascom Confcommercio, Confesercenti, Ascom, Genoa Airport, ANCE.

The topics of the round tables were the following:

- High-tech industry
- Port and Logistics
- Infrastructure
- Trade, Tourism and Culture

This way of working together and in connection with other institutions and partners has been adopted by The Municipality of Genoa also for the PURE COSMOS project.

In fact, the Municipality of Genoa always involves internal stakeholders as well as external (enterprises) in the project activities (e.g. study visits and peer reviews).

In the context of the PURE COSMOS Project, the Municipality of Genoa has involved a large number of stakeholders both external and internal to the Municipality.

External stakeholders include citizens, enterprises, banks, payment service providers, Start-ups, Chamber of Commerce and Universities, among others.



Three stakeholder meetings have been organized since the project started. The first regional stakeholder group was an essential milestone in which the Chamber of Commerce participated, the meeting focused on the presentation of the PURE COSMOS project, its purpose, method and timing.

The second event had a considerable participation. Participants included: interested departments and structures of the Municipality, representatives of the Liguria Region, banking institutions, providers of electronic payment services and Poste Italiane, trade associations, professional associations, service societies with public participation of local authorities, universities.

The central topic was the PagoPA payment system, as a priority interest of the stakeholder group through actions and projects to be implemented in the territory of Genoa.



In this perspective, the meeting included a workshop on the PagoPA System, in collaboration with the Digital Italian Agency.

The workshop aimed at promoting the dissemination of knowledge of PagoPA in terms of deadlines, benefits, obligations, priority services and acceleration factors, but also to showcase the activation plan developed by the Municipality of Genoa.



This project was conducted at a national level and complies with European regulation on payment services introduced by the [Single Euro Payment Area \(SEPA\)](#) and by the [Payment Services Directive \(PSD, 2007/64/EC\)](#).

It is the result of a collaborative approach among the stakeholders (central and local governments) with an important contribution made by payment service providers.

The payment hub, a digital infrastructure known as “nodo dei pagamenti”, was created and is operated by a national Agency known as “Agenzia per Italia Digitale”.

In order to enable electronic payments all public authorities were required to adapt their IT procedures for full integration.

The priority interest of the stakeholder group has focused on how to disseminate the "culture" of the system within the Municipality itself and throughout the City of Genoa.

The Municipality has organized festivals, public events, published information on social networks and provided flyers and brochures to banks or tourist information centres.



The Municipality also organised a workshop in which AGID (Agency for Digital Italy) also took part, as well as professional organisations, businesses, citizens, Chamber of Commerce. It made contact with various PSP (providers of payment services) at the Salon of Milan Payments, activating later the MyBank service (payment on the public administration portal by bank transfer with your bank).

Finally, smaller meetings have also been planned with various internal and external stakeholders. The Municipality:

- prepared a brochure for citizens and businesses to be distributed in our offices;
- prepared a brochure to inform colleagues working in the back office; held training courses for colleagues;
- activated an experimental call-desk to understand the difficulties encountered by users and colleagues on the pagoPa;

- presented a project under the national operational plan PON Governance to finance the temporary recruitment of young personnel to be dedicated to training and activation of a call desk.

EXAMPLES OF STAKEHOLDER INVOLVEMENT IN GENOA

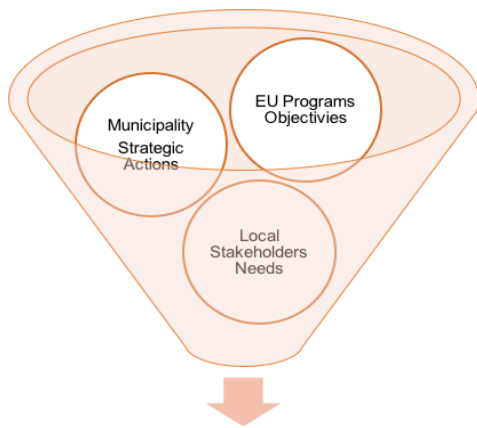
During the last period Genoa Municipality changed its methodological approach in order to focus on a strategic city planning able to involve all the actors/stakeholders present in the territory.



This is a long-term participatory process carried out by the Municipal Strategic Planning and Organizational Development Departments and the Genova Smart City Association (GSC).

The GSC Association is the principal interface actor on the territory as it represents a network of active realities on the territory.

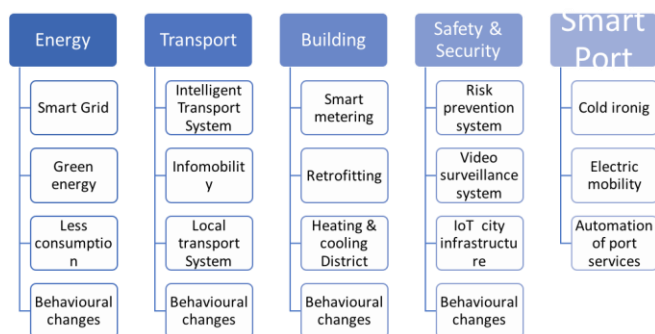
The relationship built between the city and the GSC Association can be considered as an example of Stakeholders involvement in order to implement new business models to meet the challenges of globalization increasing job opportunities and prospective for young people.



The members of GSC Association submitted about 25 projects that were evaluated and classified by the Scientific Technical Committee of the Association and are currently being integrated into a single, comprehensive project called "Project Genoa Smart City."

After the first scientific classification process, there is also an evaluation according to parameters such as bankability, the type of financing possible, the creation of jobs, the induction of behavioural changes, and the creation of awareness.

The main areas of the project activities are:



Genova Smart City Association was founded in 2010 by the Municipality of Genoa, the University and ENEL, it was designed to consolidate and facilitate the process of transformation into a smart city and to engage key partners to undertake a virtuous circle: research, enterprises, institutions, finance and citizens.

Today the Association has more than 80 members.

This model of partnership is based on voluntary cooperation between public and private sector.

The GSC Association is composed of:

- An Assembly of Members
- A Board of Directors
- An Executive Committee
- A President embodied by the Mayor of the City of Genoa
- An Executive Vice President
- A General Secretary
- A Technical and Scientific Committee
- A Board of Auditors

The Municipality of Genoa has signed memoranda of understanding and has engaged some companies to carry out analysis and feasibility studies of specific projects:

ABB:
intelligent medical building, transparent technological laboratory, green port

Elkrom:
mini wind turbines and intelligent sports facilities

Enel:
development of smart grids, smart meters, Renewable Energy Funds (FER)

Ericsson:
Smart Mobility

Italian Post Office:
Integrated digital communications and friendly counters (Sportello Amico)

Selex ES:
energy consumption of "Matitone" building, security through voluntary participation in the "Maddalena" area, experimental systems for hydro geological monitoring of landslides

Siemens:

intelligent historical buildings, green airport, green harbour, urban mobility

Singularity:

e-Government

Telecom Italy:

smart school, mini-trenches for laying optical fiber

TOSHIBA Transmission & Distribution Europe:

energy optimization of water courses, intelligent museums and sport facilities.

Finmeccanica Group and its companies:

other specific projects.

Genoa is also reinforcing its Research and Innovation economic sector becoming one of the main research excellence cities in Italy.

In this framework its former industrial neighbourhoods host many technological companies and research institutions having national relevance:

- The University of Genoa
- The Italian Institute of Technology - IIT one of the most important Research excellences in Italy
- Many departments belonging the National Council for Research (CNR)
- The Ligurian Technological District - SIIT which is a Public and Private Partnership aiming to boost industrial research at regional level in the field of integrated intelligent systems
- Dixet is a Technological and Advanced Technology club joined by more than 110 Genoese companies operating in the field of electronics, robotics, mechatronics, information technology, telecommunications and biomedical

Many important initiatives are being activated by other public and private subjects present on Genoese territory in order to reinforce the international positioning of Genoa:

- The GENOVA2021 project aims to create a network among the Genoese High-Tech companies to promote the economic growth and young people job opportunities in the field of technological innovation and to get the acknowledgement of Genoa as the European City of Technology;
- The SEA TECHNOLOGIES CLUSTER initiative promoted by Genoa WTC aims to put together the major USA and Canadian private subjects operating in the field of applied research to the following sectors: boat and shipbuilding, defence & security, desalination & water treatment, marine recreation, ocean science & observation.



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