

# START EASY

START EASY  
Interreg Europe



European Union  
European Regional  
Development Fund

## Presentation of Action Plan Metropolitan City of Bologna Final Conference

14 July 2022

Research, Innovation & European Project Management  
**Metropolitan City of Bologna**

# 1. THE LOCAL CONTEST OF THE ACTION PLAN

## 1.2. Policy Instrument

### Metropolitan Strategic Plan (PSM) 2.0

Objective 4.D: **The single contact point for businesses (SUAP)** - Making business simple and efficient.

Objective 4.B: **Promoting new business and greater entrepreneurship** - An incubator for new ideas: the Metropolitan city as a Start up Valley.



# 1. THE LOCAL CONTEST OF THE ACTION PLAN

## 1.2. Key themes for the AP development

### 2 key themes:



a) Improving the process of harmonisation and integration of **metropolitan OSS (SUAP)**.



b) Improving synergies between alternative finance and Public Administration: **the role of the Crowdfunding Hub**.

## 2. ACTIONS



**Action 1:** Training, accompanying and support activities for the Metropolitan OSS (SUAP) managers, aimed at promoting the management of high-quality services in terms of platform integration and harmonisation of procedures.



**Action 2:** Information, communication and training activities for the managers of the Crowdfunding Hub and local business offices, aimed at improving the access and implementation of innovative and alternative finance services.

## 2.1 ACTION 1

*Training, accompanying and support activities for the Metropolitan OSS (SUAP) managers, aimed at promoting the management of high-quality services in terms of platform integration and harmonisation of procedures.*

### Target group

Managers and operators of the SUAP services existing in Municipalities and Unions of Municipalities of the Metropolitan City of Bologna (29 SUAP services).

### Results expected

- More competent OSS managers and operators, in terms of knowledge, experience and practices learned from Start Easy;
- A more integrated metropolitan SUAP network in terms of communication, procedures, and quality level;
- Easier access to SUAP digital procedures by final users (entrepreneurs, startup developers, citizens).

### Output

Co-development of a common scheme of metropolitan parameters for SUAP functioning.

# 2.1 ACTION 1

## 2.1.1. Timeline



**1. PREPARATORY ACTIVITIES**



**2. IMPLEMENTATION OF  
FORMATION ACTIVITIES**



**3. CONCLUSIONS**



**4. MONITORING AND ACTIVITES  
EVALUATION**

- ✓ Normative update on the functions of SUAPs
- ✓ Database digitalisation and integration process: the most critical issues
- ✓ Co-definition and co-evaluation of parameters for the functioning of SUAPs of CMBO

## 2.1 ACTION 1

### 2.1.2. What has been done so far

- **17 May 2022 6<sup>th</sup> Regional Stakeholder Meeting held online “Services of the SUAPs in the European prospective”**. It was on occasion during which the stakeholders could meet to favor the adoption of common practices at the metropolitan level, and also to learn more about news for SUAPs. Total participants: 32.
- More tables are going to be organized from September 2022 to address the needs of the SUAPs and understand the best ways to implement the Action Plan.

## 2.2 ACTION 2

*Information, communication and training activities for the managers of the Crowdfunding Hub and local business offices, aimed at improving the access and implementation of innovative and alternative finance services.*

### Target group

The manager of the Metropolitan Crowdfunding Hub, the territorial network of Progetti d'Impresa, based in 8 Municipalities and Unions of Municipalities, aspiring young entrepreneurs and start-ups (early stage), Start-ups (early stage) and Micro and Small Enterprises.

### Results expected

- Increasing access to innovative and alternative finance services;
- Improving quality implementation of the Crowdfunding Hub;
- Promoting the strategic role of the CF Hub through an enhanced cooperation between local public-private actors based on partnerships for integrating new types of services.

### Output

Creation of the section Crowdfunding Hub in the portal Progetti d'Impresa and guidance on crowdfunding and alternative financial instruments.



# 2.2 ACTION 2

## 2.2.1. Timeline



### 1. PREPARATORY ACTIVITIES



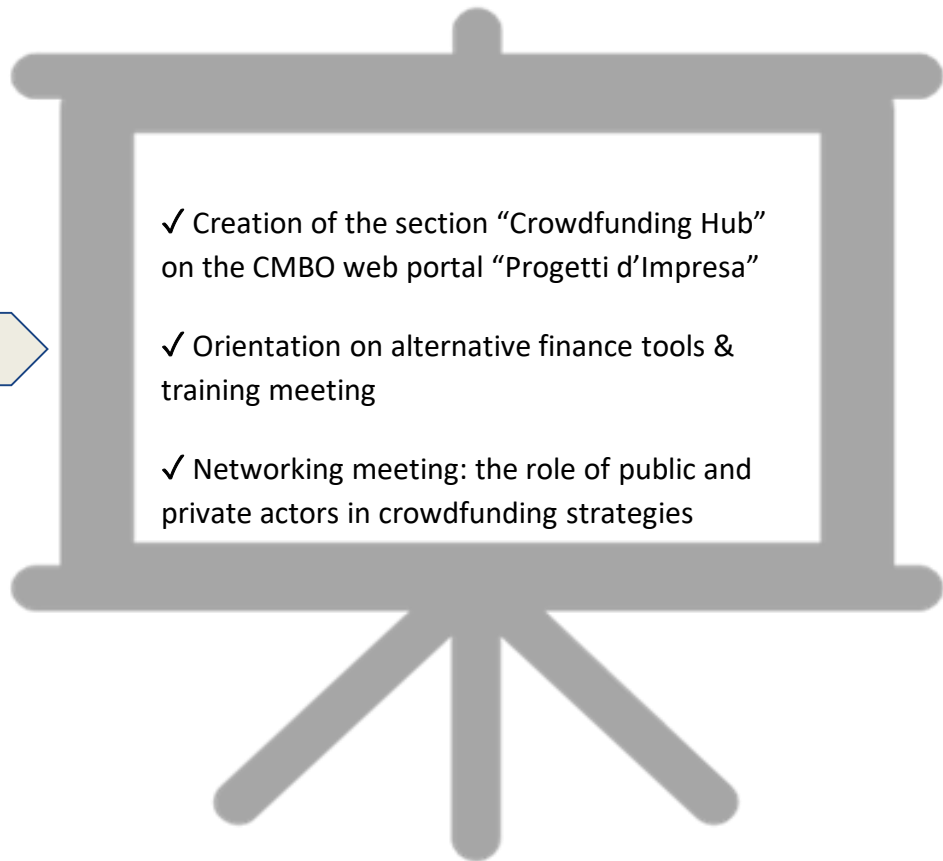
### 2. IMPLEMENTATION OF FORMATION ACTIVITIES



### 3. CONCLUSIONS



### 4. MONITORING AND ACTIVITES EVALUATION



## 2.2 ACTION 2

### 2.2.2. What has been done so far

- **29 June 2022 1<sup>st</sup> Meeting of the cycle “Crowdfunding: resources, community, innovation” - “Crowdfunding: know it to use it better”.** The first part of the day was dedicated to learning about CF and the last was reserved to start-ups who did a practical exercise on the construction of the campaign budget. Total participants: 24.
- **19 July 2022 2nd Module - “Let’s change energy and mitigate the climate: energy crowdfunding and alternative finance”** will be held online.
- **Module 3 - “Social impact and open innovation: new development models with corporate crowdfunding”** autumn 2022



# 3. LEARNING FROM THE START EASY PROJECT

## Action 1

### Name of the experience

**Improving new services for different models of One Stop Shops.**  
PP6 The Office of the Marshal of the Mazowieckie Voivodeship in Warsaw (PL)

**Digital One Stop Shop.**  
PP1 GENCAT Generalitat de Catalunya (ES)

**OOG - Support Point for Entrepreneurs Ghent.**  
PP5 Economic Council of East Flanders (BE)

**Centre of Entrepreneurship Smolna (CES) - Municipality of Warsaw.**  
PP6 The Office of the Marshal of the Mazowieckie Voivodeship in Warsaw (PL)

### Elements transferred in the AP activities

Co-definition and co-evaluation of the SUAP operating parameters of the Metropolitan City of Bologna

Improvement process of digitization and integration of databases  
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Co-definition and co-evaluation of the SUAP operating parameters of the Metropolitan City of Bologna



# 3. LEARNING FROM THE START EASY PROJECT

## Action 2

### Name of the experience

### Elements transferred in the AP activities

**Alternative Funding Recommendation Tool  
PP1 GENCAT ACCIÓ-Catalonia Trade & Investment, Cataluña  
(ES)**

Creation of the section Crowdfunding Hub in the Web Portal Progetti d'impresa

**Labs of Latvia  
PP8 Ministry of Economics of the Republic of Latvia**

Creation of the section Crowdfunding Hub in the Web Portal Progetti d'impresa

**OOG - Support Point for Entrepreneurs Ghent  
PP5 - Economic Council of East Flanders (BE)**

Guidance on Crowdfunding and capacity building (stimulate communication skills development)

**Alternative Funding Recommendation Tool  
PP1 - GENCAT ACCIÓ-Catalonia Trade & Investment, Cataluña  
(ES)**

Guidance on Crowdfunding and capacity building (stimulate communication skills development)

**OOG - Support Point for Entrepreneurs Ghent  
PP5 Economic Council of East Flanders (BE)**

Collaboration with local public-private partners for the creation of a local ecosystem of consultancy services for entrepreneurs

Thank you!  
Grazie!



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