

Good Practice #1 – SMEs and StartUps Showcase

- Optional fields are shown in orange. All other fields are compulsory.

Location of the organisation in charge:	Country	Italy
	Region	Liguria
	City	Genoa
Main institution in charge:	Municipality of Genoa	

Good practice general information		
Geographical scope of the practice:	Local	
Location of the practice	Country	Italy
	Region	Liguria
	City	Genoa

Practice image:	
Title of practice:	<p>[26/100 characters] SMEs and StartUps Showcase</p>

Good practice detailed information	
Short summary of the practice:	<p>[145/160 characters] A platform that connects and collects all events, news, info and grants related to SMEs and startups in connection with the public administration</p>

<p>Detailed information on the practice:</p>	<p><i>[1448/1000-1500 characters]</i></p> <p>The number of startups enrolled in the Chamber of Commerce multiplied by four between 2014 and 2019. The municipality decided to aim for the following goals:</p> <ol style="list-style-type: none"> (1) Give more visibility to startups and enterprises aiming to innovate (2) Set up and support a network of local enterprises and stakeholders (3) Create the conditions for increasing the survival rate of innovative startups (4) Improve the competitiveness of the local small enterprises and startups (5) Attract new investment opportunities to Genoa (6) Promote quality employment <p>The project was launched in 2018 with two main outputs: Enterprises Showcase and Platform for Labour Policies (NOVA).</p> <p>Enterprises Showcase is a website providing innovative businesses with a wider visibility. Companies and startups can register to the website free of charge and through it they have the opportunity to share competencies and test their idea on the market, build new relationships and enhance their network (clients, institutions, other enterprises) and strengthen their business.</p> <p>NOVA is a digital "ecosystem" to promote business creation and innovation culture. It offers tailor-made solutions based on what the user is looking for; sharing spaces (i.e. rooms for meetings, co-working, etc.) to encourage participation and strengthen cooperation; news and updates about events, training courses, funding opportunities, new services offered by stakeholders, etc.; and calls for grant proposals.</p>
<p>Resources needed:</p>	<p><i>[271/200-300 characters]</i></p> <p>This was financed by the National OP Città Metropolitane 2014-2020 (936,000€). Management was carried out by Liguria Digitale: ensuring quality requirements, achieving the objectives, the availability & allocation of resources, and connection with the municipality staff.</p>
<p>Timescale (start/end date):</p>	<p>2018–2021</p>
<p>Evidence of success (results achieved):</p>	<p><i>[478/300-500 characters]</i></p> <p>First phase: ensuring basic functionalities related to the issues of work and training, creation of primary services, drafting an analysis of the context and an action plan</p> <p>Second phase: identifying the implementation steps</p> <ul style="list-style-type: none"> - Activity 1: Integration and implementation of master data systems - Activity 2: Development of the Portal/Platform and the necessary integrations <p>As of today, they count 45 start-ups, 24 innovative SMEs, 27 spin-offs and 103 products and projects on board.</p>
<p>Challenges encountered:</p>	<p><i>[300 characters] Please specify any challenges encountered/lessons learned during the implementation of the practice.</i></p>
<p>Potential for learning or transfer:</p>	<p><i>[371/500-1000 characters]</i></p> <p>The project has a great capacity to transfer learning and can be an innovative way to tackle the issues related to work and training, with particular regard to the fields of technological innovation, creative industry, cultural tourism development of the territory, promotion of employment, internalisation of the world of work, development of new skills and new markets.</p>
<p>Further information:</p>	<p><i>Link to where further information on the good practice can be found</i> https://vetrinaimprese.comune.genova.it/vimp/home</p>
<p>Keywords:</p>	<p><i>Select from existing keywords</i> (something similar to <i>business support, online platform, SMEs, innovation, development technology</i>)</p>