

# REGGIO 2020

An URBACT Local Action Plan  
Municipality of Reggio Emilia

*Mauro Bonaretti*



# INSPIRATION

## Europa 2020: a Growth Strategy

1. Smart Growth (innovation, education and the digital society)
2. Sustainable Growth (climate, energy, mobility and competitiveness)
3. Inclusive Growth (employment, skills and the fight against poverty)

**It means facing the crisis not only through a defensive approach, but with a concrete proposal to build strong and cohesive communities**



# REGGIO EMILIA

**Has a tradition and a structure of production that are indicative of entrepreneurial creativity and innovation**

1. Internationalization of its production structure: the city being ranked number one in terms of per-capita export
2. The high-speed railway station (20 minutes from Milan and 20 minutes from Bologna) will be opened in 2012, placing the city in an ideal strategic geographical position
3. Next to the railway station a large-scale creativity park is being developed where the research centres of the top local firms will be located
4. There are strong and distinctive skills in the city, exemplified by Reggio Children, an international benchmark in education, and Iren, the second most important multi-utility provider in Italy geared towards the production of renewable energy.

**Reggio Emilia is among Italy's top five cities  
for quality of services**



# STRATEGY

1. **Creativity** as leading force for the economic development of small and medium sized cities
2. **The role of Public Administration:**  
to provide opportunities, create conditions, favour relations and increase possibilities
3. **Bottom up approach**



# WAY FOR LAP: METHODOLOGY

As a working method it was decided to hold public meetings with the methodology of BarCamp

This is an innovative way of non-conferences whose contents are proposed by the participants themselves.

The BarCamp is intended as a collaborative time, where people can "get in the chair, " to propose a topic and talk to others, with the aim of promoting free thinking, curiosity, disclosure and dissemination of issues related to business development, innovation and birth of new enterprises and creative industries



# LAP: OUTPUT

Reggio Emilia presents four working lines in its local plan that follow the sub-themes of the Urbact-Creative Clusters network:

- 1. *Talent attraction and retaining: support tools specifically adapted to creative entrepreneurs. Branding the creative place***  
*Related Action: Start Up 150- REGGIOJOBS*
- 2. *The space of the creative class: new urban facilities and hotspots for creative entrepreneurs***  
*Related Action: Coworking*
- 3. *Events and cultural agendas as catalysts***  
*Related Action: Fotografia Europea Festival*
- 4. *Creative education environments at local levels***  
*Related Action: Knowledge, Innovation and Creativity Park and the leading role of Reggio Children*



**The main core of OUR LAP**

*1-Talent attraction and retaining: support tools specifically*

*adapted to creative entrepreneurs.*

## **RELATED ACTION: START UP 150- REGGIOJOBS**

### **THE KEY CONCEPTS OF THE PLAN**

- Social capital as a system of networks and relations
- Business as employment, employment as identity

Public policies developed up to now have been heavy and fragmented, especially as regards the theme of business creation, where we are often faced with an approach that is too orientated towards financing inputs like training, instead of devoting attention to results (attention not only to the start-up phase of a neo - business, but also to its development )



# Start Up 150- REGGIOJOBS

Experimenting with a national programme aimed at stimulating Start-Ups for companies or new businesses:

- In sectors that are the expression of new social needs and lifestyles
- Coherent with the perspective of Europe 2020 and with the guiding theme of Expo 2015
- With a strong potential for employment, growth and innovation

The sectors of development in the programme are:

- \_ *LEARNING & CREATIVITY*
- \_ *GREEN ECONOMY*
- \_ *HEALTHY FOOD*
- \_ *INCLUSIVE SOCIAL BUSINESS*

**The project is part of the BUSINESS CREATION policy**



# START UP 150- REGGIOJOBS

The program works through systemic action:

- Calls for innovative business ideas to involve talents from all European countries
- Selects the most innovative and sustainable ideas
- Identifies needs of access to resources
- Activates a system of relationships to connect entrepreneurs with the stakeholders, potential partners and the market
- It guarantees a 'right of first refusal' to promoters (both institutions and businesses) involved in the programme to acquire control of ideas and innovations developed by Start-Ups.

The project is not just Start-Ups. It does not reward or finance single ideas through grants, but, cultivates know-how and relations to build a pragmatic bridge between entrepreneurial ideas and systems/actors (including equity, venture, credit, markets, suppliers and institutions, etc.)



# START UP 150- REGGIOJOBS

The program is promoted through an alliance of partnerships between:

- a **pool of (private and social) organizations** that are market leaders in the themes of innovation and/or the development sectors identified.
- a **pool of Public Institutions and Banking Foundations.**

For these public and private bodies, there are important strategic advantages:

- promoting Start-Ups as production sector Spin-Offs, with a right of first refusal in terms of :
  - Start-Up share capital
  - partnerships related to commercial exploitation and innovation produced by the Start-Ups
- creating multilevel governance from the bottom up through operational practices



# START UP 150- REGGIOJOBS

The program has a pilot phase that will take place in Reggio Emilia from January 2012 and end in December 2012. The project aims to help group, train, create and support 150 new Start-Ups with occupational spin offs for the territory.

The second phase of the program will begin in 2013. This will be extended to other territories with the aim of presenting an overview of new generation businesses in the most relevant and coherent sectors at the Milan Expo 2015.

**Reggio Emilia is making available its distinctive competences and cultural “humus”, thus becoming a “space of innovation and new entrepreneurship”**



**Thanks for your attention**

**Mr. Mauro Bonaretti**

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**Municipality of Reggio Emilia**