

INTEGRATED ACTION PLAN GENOVA

The main purpose of our Integrated Action Plan is to find and underline the enormous possibilities that the use of social media and digital technologies are opening in the present of public administration.

Starting from the point that talking about social networks is not simple, because they keep changing and the way the Public Administration use them is not a world explored in deep, we can imagine to plan some areas of actions, but we can't identify now exactly the kind of tool or of digital channel we will use within two or three years.

Moreover the Municipality of Genoa is in a period of changes, due to the election we had last June which brought a new Mayor. In the next months, we will have to adjust our line of actions according to the new priorities indicated by the Administration.

So, in order to give a defined structure to the elaboration of our IAP, we have decided to divide it in several chapters focused on different themes.

In the first part we will present the city context and the economic, cultural and general framework which compose the shape of Genoa; then we will propose an overview of the themes tackled by the project, with an introduction to the tourism and marketing situation within the Municipality and a short description of the work that we are pursuing since, more or less, five years.

After this first part the IAP will be focused on the active and participated work that we've done and we are still doing with our ULG. Starting from the introduction of our main stakeholders, we will elaborate a sort of "list of actions" and way of working planned and discussed with them during our ULG's meeting.

The experimented actions and activities realized during this two years of Interactive Cities will be the main focus of the central part of the IAP, whereas the last and final section will be dedicated to set on focus and future objectives of the project. *Interactive Cities* after *Interactive Cities* will have a key role in the elaboration of the IAP, because the things learnt during this way, the people met and the actions experimented will have the possibilities to become a permanent part of the future work that the Municipality will develop in the next years.

In conclusion we can highlight that we already had the consciousness of the important changes we had in the city in the last years, but now, also thanks to the participation to this project, we have the fully awareness that Genoa is changing its face from both points of view: the city itself and the way citizens and tourists see it. In Genoa we are building a new storytelling using Social Media, a continuous dialogue between public administration, citizens, tourists and stakeholders. In this way a network is and will be the base of our future work and the social media are the instrument through which we will be able to do that work: the *sentiment* of the city has changed and we are working to improve it.