National Laboratory for Urban Regeneration: Confcommercio presents its collection of best practices

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Confcommercio and urban regeneration processes

Why?

- Urban renewal
- Economic revitalisation
- Growth and strengthening of social cohesion
- Enhancement of historical-artistic and cultural heritage
- Partnership
- Dialogue
- Participation

Vital and welcoming urban context

City and business development

Production of economic, cultural and social values

Shared practices

General Confederation of Enterprises, Professions and Self-Employment in the sectors of: commercial distribution, tourism, services, transport and logistics.

An extensive network of regional and local associations representing more than 700,000 companies.

The market service contribute to more than 40% to the Italian productivity.

Why?

Vital and welcoming urban context

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Production of economic, cultural and social values

Shared practices

Why?
An open forum where to share initiatives to better our cities, promoted by Confcommercio-Imprese per l’Italia.

Public-private meeting

Participation open to all stakeholders

Knowledge and discussion

Sharing projects, methods and processes

Focus on actions

Discussion topics with expert support

Multidisciplinary approach
The National Laboratory for Urban Regeneration 2018

Urbanpromo 2018 | 22 November 2018 | Milan

VII National Urban Review
XXX Congress of the National Urban Planning Institute
3 • 4 • 5 April 2019 | Riva del Garda

International OECD Conference on SMEs and the Urban fabric
15 • 16 • 17 April 2019 | Trento
Handbook of best practices

45 best practices
12 experts’s contributions
6 chapters

1 CHAPTER «REPLICABILITY»

5 THEMATIC AREAS

- Tradition and innovation
- Economic activities for social integration
- Tourism as a driver of development
- Integrated strategic approach
- Recovery of vacant spaces
Best Practices 2018

Confcommercio Bologna
Digital shop 4.0

Window as homepage
On-demand staging
Innovative lighting
Connected cash register
New analysis tools
Data become a treasure
Winning new clients
Shops meet social media

Confcommercio Palermo
Historical shops and the «Culture of Beauty»
Confcommercio Ferrara
Urban regeneration of Piazza della Repubblica

Confcommercio Torino
Accessible design

Confcommercio Ragusa
Microcredit
Tourism as a driver of development

Confcommercio Bologna
Appennino Bike Tour

Confcommercio Ferrara
Sport to strengthen tourist presences

Best Practices 2018
Average Italian store vacancy rate: 28% (713,000 units) (1)
E-commerce penetration rate in Italy: 6% (23 bil. euro) (2)

(2) Year 2017. Source: Confcommercio (2018) Il negozio nell’era di internet; elaborazione su dati Politecnico Milano e ISTAT.
Confcommercio Mantova

Economical desertification in UNESCO area

198 opening / 170 closure (1)
146 vacant spaces in the UNESCO area (2)
+ 11 opening after the project Mantova Opening soon (3)

(1) Year 2016. Source: Chamber of Commerce, Mantova.
(2) Year 2016. Source: Rianimazione Urbana Mantova Association. (3) 2017 Urban Retail District supported by “Sto@ 2020” initiative, Lombardia Region.
Confcommercio Parma
Small trade plan 2018-2020

Confcommercio Bergamo
Sequential planning approach and urban trade district

Confcommercio Genova
Protection of the historical center - Compatible activities

Local Regulation  Urban Plan  National Law
• Confcommercio Bologna
• Confcommercio Genova

Protocols agreement, documents and tools

Confcommercio Bergamo

An information system for commerce
Pordenone - Rovereto
18 February

Bergamo - Rovereto
6 March

Rovereto - Parma - Genova
9 May

Mondovì
23 May

Bari
13 September

Cagliari
18 September

Pinerolo
25 September

Vigevano - Parma
5 October

NEXT APPOINTMENT: Urbanpromo2019 • Turin • 14 November 2019
The new agreement

ANCI-Confcommercio for the regeneration of cities • July 24th, 2019

https://www.confcommercio.it/-/laboratorio-nazionale-rigenerazione-urbana

New multilevel impact agreement

**European level:** set up international partnerships and work on Cohesion Policies

**National level:** deliver joint proposals to the Government to support cities and to simplify the national rules

**Local level:** support territorial agreements to promote trade as part of urban planning

+ Training courses for representatives of local trading associations and their local administrators
A MORE CONNECTED EUROPE

- Mobility of people and goods in urban areas
- Links between territories
- Accessibility and parking

A SMARTER EUROPE

- New technologies for Smart cities (broadband, cloud systems, smart grids, sensors, etc.)
- Interoperability of data on economic activities
- Physical and digital retail

A MORE SOCIAL EUROPE

- Age-friendly city
- Social role of small retail
- Safety and legality
- Young entrepreneurs

A GREENER, LOW-Carbon EUROPE

- Circular economy
- Reduction and management of wastes
- Air quality and Urban green
- Innovative building solutions
- Recovery of abandoned spaces

A EUROPE CLOSER TO CITIZENS

- Integrated urban projects
- The role of trade in urban regeneration
- Participatory processes
- Public-private partnership
### What can SMEs do for their cities?

- Give concrete support to local actions to better cities
- Drive sustainable changes at local level
- Repair urban voids, creating a sense of security, legacy and social cohesion
- Preserve heritage, identity values, culture and know how
- Offer proximity services to citizens and tourists

### What can cities do for their SMEs?

- Define a shared vision of development
- Face challenges and govern changes
- Implement the local Urban Agenda
- Promote extended public/private partnership
- Support integrate urban policy to recompose fragmentation
- Provide qualitative urban planning standards
  (i.e., accessibility, logistics, green areas for healthier cities, reduction of soil consumption, etc.)