

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

**Vital and welcoming  
urban context**

**City and business  
development**

**Production of economic,  
cultural and social values**

**Shared practices**

## Why?

Urban renewal  
Economic  
revitalisation

Growth and  
strengthening  
of social  
cohesion

Enhancement  
of historical-  
artistic  
and cultural  
heritage

Partnership  
Dialogue  
Participation

DARE FORMA AI FONDI:  
PARTIAMO DALLE CITTÀ



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

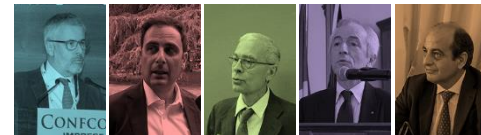
### Knowledge and discussion

Sharing projects, methods and  
processes

### Focus on actions

Discussion topics with expert  
support

## Multidisciplinary approach



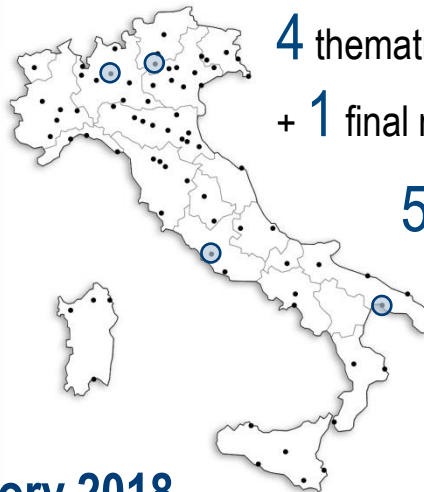




**2016-2017**



**2018**



**4** thematic meetings  
+ **1** final meeting

**53** Territorial associations  
involved

**80** average participants  
for each meeting

## The National Laboratory 2018

### Rome

«City, retail and innovation»



### Rovereto

«Sport and culture for  
urban regeneration»



### Bergamo

«Vacant spaces to relaunch  
trade and city»



### Taranto

«City, commerce and tourism»





**Urbanpromo 2018** | 22 November 2018 | Milan

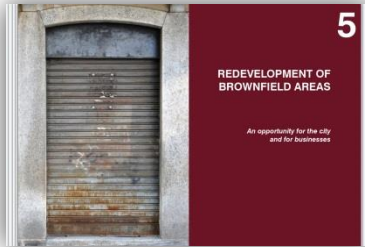
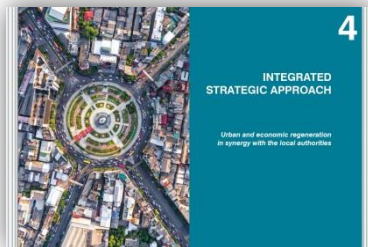
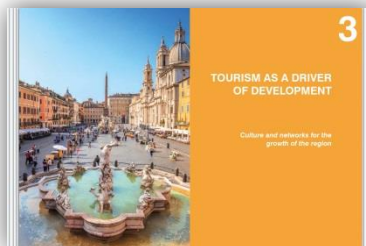


**VII National Urban Review**  
**XXX Congress of the National Urban Planning Institute**  
3 • 4 • 5 April 2019 | Riva del Garda



**International OECD Conference on SMEs and the Urban fabric**  
15 • 16 • 17 April 2019 | Trento





45 best practices

12 experts's contributions

6 chapters

5 THEMATIC AREAS

1 CHAPTER «REPLICABILITY»

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





### Confcommercio Bologna Digital shop 4.0



Window as homepage



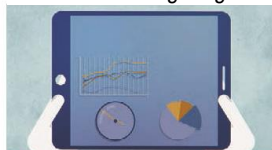
On-demand staging



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»



### Confindustria Ferrara Urban regeneration of Piazza della Repubblica



### Confindustria Torino Accessible design



### Confindustria Ragusa Microcredit





## Confcommercio Bologna Appennino Bike Tour



## Tourism as a driver of development

## Confcommercio Ferrara Sport to strengthen tourist presences



Average Italian store vacancy rate : 28% (713.000 units) <sup>(1)</sup>

E-commerce penetration rate in Italy: 6% (23 bil. euro) <sup>(2)</sup>



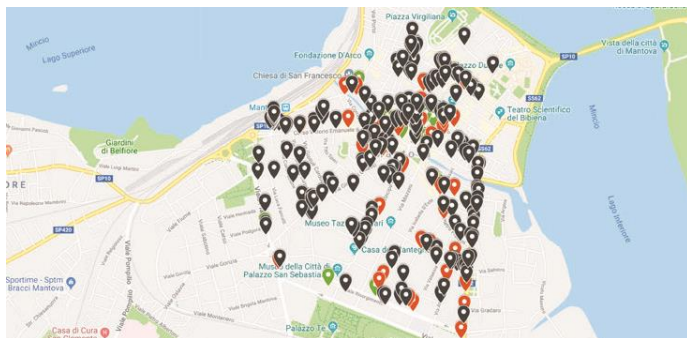
(1) Year 2016. Source: Tamini L., Zanderighi L. (2017) *Dismissioni commerciali e resilienza. Nuove politiche di rigenerazione urbana*, EGEA, Milano.

(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



(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.

198 opening / 170 closure <sup>(1)</sup>

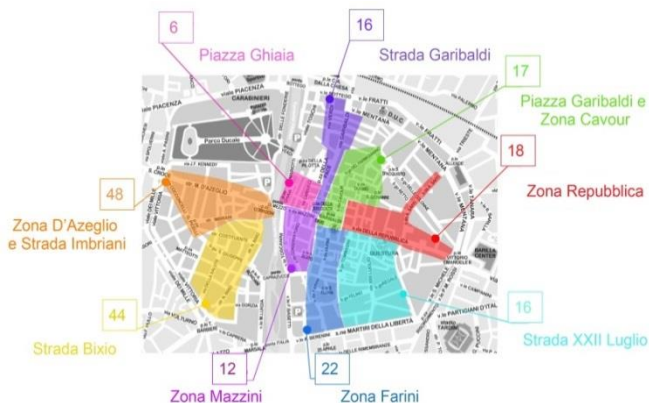
146 vacant spaces in the UNESCO area <sup>(2)</sup>

+ 11 opening after the project *Mantova Opening soon* <sup>(3)</sup>

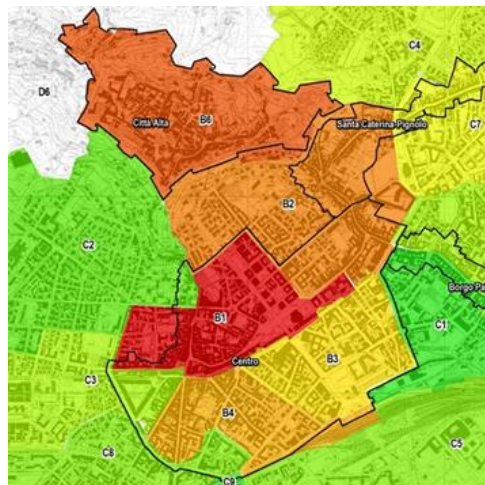




### Confcommercio Parma Small trade plan 2018-2020



### Confcommercio Bergamo Sequential planning approach and urban trade district



### Confcommercio Genova Protection of the historical center - Compatible activities



Local Regulation

Urban Plan

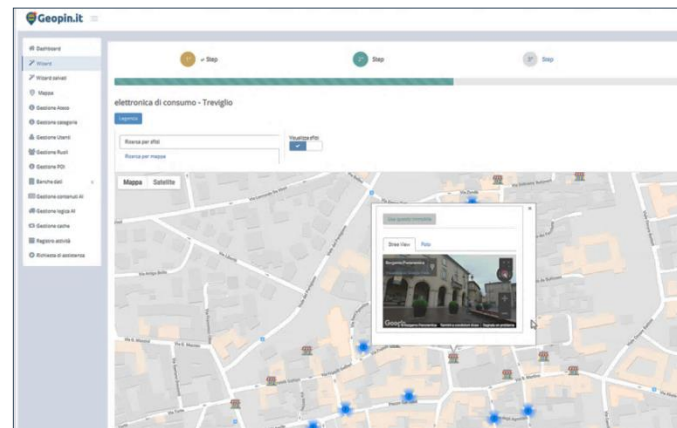
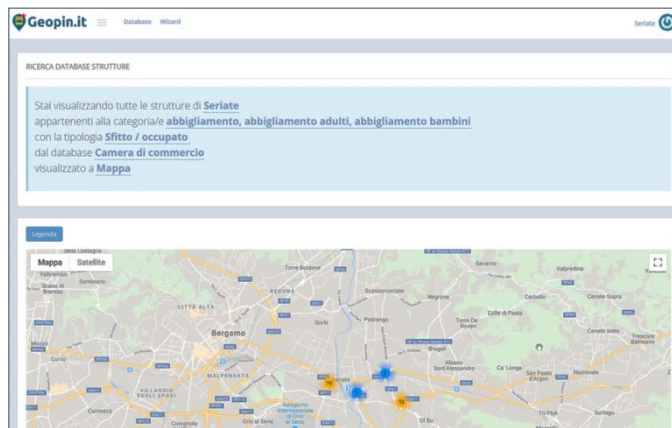
National Law



- *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**



## 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**

## Smart cities

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

### A SMARTER EUROPE

### A MORE SOCIAL EUROPE

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

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

### A MORE CONNECTED EUROPE



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

### A GREENER, LOW-CARBON EUROPE

### 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.)



# THANK YOU!

## URBAN PLANNING AND REGENERATION DEPARTMENT

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<https://www.confcommercio.it/-/laboratorio-nazionale-rigenerazione-urbana-2019>

