

## **Rome Local Action Plan: Objectives, methodology and actions**

Integrated urban actions  
for fostering and financing  
innovative economies and SMEs





# Main Objective

**The main objective of FIN-URBACT is to enhance the performance of the urban economy and to stimulate employment through structures capable of adequately supporting an innovative, competitive and qualified entrepreneurship.**



# Operative Objectives

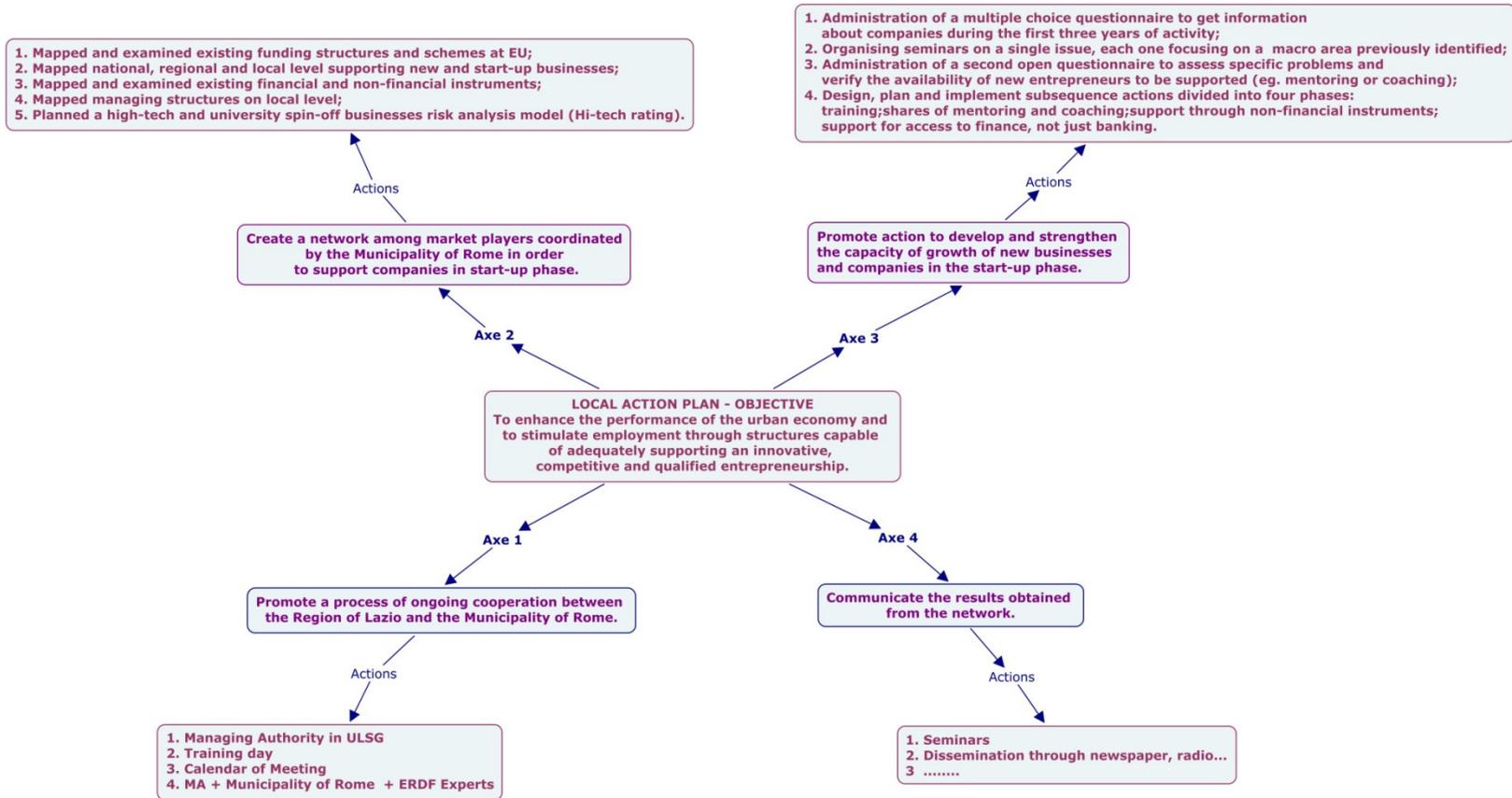
- › **Ensure the establishment of a sustainable and affordable Local Action Plan (LAP);**
- › **identify, support or validate the city's contribution to the project;**
- › **encourage the political and institutional support necessary to ensure that the Local Action Plan is adopted and bring a real change.**
- › **Disseminate project results;**



# Local Action Plan

**The Local Action Plan is divided into four operational axes, which focus on cooperation between the Municipality of Rome and the Administration for regional coordinated action to support the new businesses and start-up companies**

# LAP Map





## The 4 axes of the LAP

- › Promote a process of ongoing cooperation between the Region of Lazio and the Municipality of Rome.
- › Create a network among market players coordinated by the Municipality of Rome in order to support companies in start-up phase.
- › Promote action to develop and strengthen the capacity of growth of new businesses and companies in the start-up phase.
- › Communicate the results obtained from the network.



# Methodology

- › **Set up the Rome Local Support Group (LSG);**
- › **Running of a small group of thematic experts;**
- › **Action Learning Set (ALS);**
- › **Defining objectives LSG;**
- › **Defining the actions of the LSG**



# The Actions

- › Identification of priority issues which brings together the activities under the Local Action Plan;
- › Identification of major problems related to the specific issue and its connections with the possible causes and effects;
- › Defining the general goals of the Plan, which are observable and measurable;
- › Definition of a small number of specific objectives to be achieved;
- › Definition of the activities to be undertaken to achieve the objectives and expected results in terms of outcomes and outputs.



# LAP - Axe 1

## Build a pathway to partnership between Municipality of Rome and Managing Authority

This cooperation aims to develop a coordinated action in order to support self-employment, micro-enterprises and start-up businesses and built a network with all main public and private organizations engaged in supporting SMEs.



# LAP - Axe 1 Actions

- Managing Authority in ULSG
- Training day
- Calendar of Meeting
- MA + Municipality of Rome + ERDF Experts



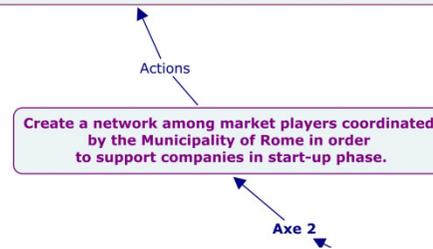
# LAP - Axe 1

## Achieved results

- ✓ Institutional Relationship enhanced
- ✓ Stronger operative relationship
- ✓ Shared LAP focused on start up and new businesses
- ✓ MA has launched *Lazio project Lab* under the “European Neighbourhood and Partnership Instrument” Programmes (ENPI CBC Med)



1. Mapped and examined existing funding structures and schemes at EU;
2. Mapped national, regional and local level supporting new and start-up businesses;
3. Mapped and examined existing financial and non-financial instruments;
4. Mapped managing structures on local level;
5. Planned a high-tech and university spin-off businesses risk analysis model (Hi-tech rating).



## LAP - Axe 2

### Creating a network amongst market actors

This cooperation aims to develop a coordinated action in order to support self-employment, micro-enterprises and start-up businesses and built a network with all main public and private organizations engaged in supporting SMEs.



## LAP - Axe 2 Actions

- Mapped and examined existing funding structures and schemes at EU, national regional and local level supporting new and start-up businesses;
- Mapped and examined existing financial and non-financial instruments supporting new and start-up businesses creation and developing;
- Mapped managing structures on local level;
- Planned a high-tech and university spin-off businesses risk analysis model (Hi-tech rating).



## LAP - Axe 2

# Achieved results

- Presence of numerous public and private structures and instruments to support the creation of new businesses;
- Need to build a network of actors to support the creation and development of enterprises;
- Not a priority to support the creation of new businesses;
- Necessary to strengthen those born less than 36 months;
- Currently there is no distinction between instruments and supporting measures for SMEs in the start up phase and those born less than 36 months;
- Need for financial instruments and non-financial services aimed at new and start-up businesses;
- Decisive factor for the survival and development of new businesses: the strengthen their structural fragility.



1. Administration of a multiple choice questionnaire to get information about companies during the first three years of activity;
2. Organising seminars on a single issue, each one focusing on a macro area previously identified;
3. Administration of a second open questionnaire to assess specific problems and verify the availability of new entrepreneurs to be supported (eg. mentoring or coaching);
4. Design, plan and implement subsequence actions divided into four phases: training; shares of mentoring and coaching; support through non-financial instruments; support for access to finance, not just banking.



## LAP - Axe 3

### Promote action to develop and strengthen the capacity of growth of new and start-up businesses

Objectives of this axis are to strengthen entrepreneurial skills, fighting structural fragility of new and start-up businesses and improve the quality of access to credit: a prepared and aware entrepreneur faces its commitments in a more sustainable way



## LAP - Axe 3 Actions

- Administration of a multiple choice questionnaire, structured in 4 main areas- Finance, Market, R & D, Bureaucracy- and aimed at gathering information necessary to achieve a comprehensive picture of the challenges that new companies face during the first three years of activity;
- Organising seminars on a single issue, each one focusing on a macro area previously identified;
- Administration of a second open questionnaire to assess specific problems and verify the availability of new entrepreneurs to be supported (eg. mentoring or coaching);
- Design, plan and implement subsequence actions divided into four phases: training; shares of mentoring and coaching; support through non-financial instruments; support for access to finance, not just banking.



# LAP - Axe 3

## Expected Results

- Develop a model for analyzing the needs of new and start-up businesses;
- Increasing the level of entrepreneurial skills of new entrepreneurs;
- Increase the average percentage of survival of the businesses during the first 36 months of life.



Comune di Roma

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Grazie Thanks  
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**Ευχαριστώ** multumesc  
Takk dziękuję dakujem hvala  
**Obrigado** dziękować  
tänan kiitos köszönöm aciu  
Tack děkuji paldies  
**nizžik ħajr dank u wel**