



EUROPE FOR CITIZENS -EUDIGIT

Municipality of Genoa – Presentation of city projects and action to
strengthen digital and democracy



GENOVA
MORE THAN THIS

CITY PROJECTS ON THE THEMES OF EUROPEAN CITIZENSHIP AND DIGITALISATION

The promotion of the city image and its international visibility and reliability is one of the **main goal of our department**. In order to do this we are working together with communities of citizens and stakeholders, using social media and digital tools.

Our aim is to **redefine the concept of citizenship** and civic engagement today, making the most of the new channels to **revisit the relationship between the individual and the local community in the digital era**

E-ADMINISTRATION ACTIONS OF THE CITY

- The city of Genoa has different **Wi-fi points** especially in the centre
- Wi-Fi points are also spread **nearby libraries and universities, to facilitate the internet access to young people and students**
- The **majority of the services provided by the Municipality are available online** for citizens also through the use of the **SPID – Public System of Digital Identity**
- They cover a series of public services such as **payment of taxes, educational** (schools, libraries, school canteens), **demographic services, civil protection** and construction services.

E-GOVERNANCE ACTIONS OF THE CITY



Our Municipality is taking into account different **actions to involve in technical and participatory processes citizens and stakeholders**

The Municipality office for ICT and citizen services is developing a **platform called *Sensor Civico* to be used for warnings and advisories**, a quick way for citizens to stay in contact with the public service

PUBLIC-PRIVATE PARTNERSHIP OF THE CITY ON THE THEMES

The creation of good synergies with potential investors, both national and international, it's at the core of the intentions, especially in what **concerns digital technologies and smart city**

A dedicated website has been designed to present projects and find possible partners and investors among privates <http://www.genovameravigliosa.com/>

EXPERIENCES OF THE CITY ON THE THEME RELATING TO THE EUROPEAN UNION

URBACT – Interactive Cities: it has been a cutting-edge project aimed at exploring how **digital, social media and user generated content can improve today's urban management** in European cities

- The project was an opportunity to redefine and **deepen the concept of citizenship and civic engagement today.**
- Interactive Cities focused not only on the technological side but also on how this kind of innovation can be useful for local authorities and residents, **promoting better governance, citizen participation and economic growth**

EXPERIENCES OF THE CITY ON THE THEME RELATING TO THE EUROPEAN UNION

Eurocities: as a consequence of the URBACT – Interactive Cities project, the city of Genoa became co-chair of a working group, within the **Knowledge Society Forum**, called **Digital Citizenship**

The aims of the WG are different:

- Support the cities' efforts **to embrace and widen the shift towards digital citizenship**
- Increase **participative governance through citizen engagement using ICT instruments**
- **Digital Inclusion, decrease the 'digital divide'** between more and less technology advanced cities in Europe as well as between citizens



PRIORITIES AND ACTIONS OF THE CITY FOR SENIORS

The Municipality of Genoa organized during 2019 several training courses giving the opportunity to **people over 65** to improve their skills entering in the digital world

The initiatives, called ***Clickeasy***, had a good success and saw the collaboration also of external stakeholders and civil associations

THANK YOU!



<https://smart.comune.genova.it/>

Gianluca Saba

Barbara Poggio

Sabrina Bruzzone