



COMUNE DI GENOVA

# CITY OF GENOVA

**« Digitalization and Public Administration » October 26Th 2021**

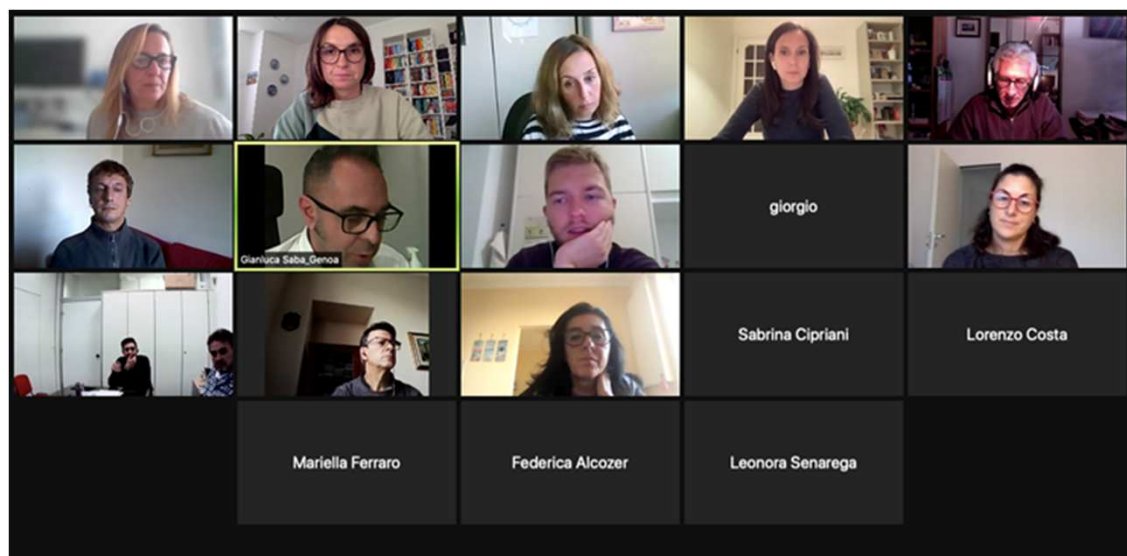
**Gianluca Saba, Head of International Affairs Department**



Europe for Citizens  
Programme



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% Men: 40%

Number of experts (local stakeholders, cities staff):8

% Women: 60%

Number of attendees: 18



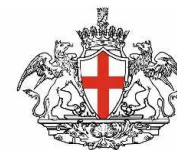
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## Expert committee stakeholders

### Expert committee stakeholders - Details of actions/projects

The city of Genoa decided to focus its workshop on “Digitalization and Public Administration”.

- This topic has been tackled trying to go in deep on the importance of digitalizing public services, with the example of the **“Citizen’ Platform”**, which is an online service, on the website of the city hall, where every citizen can find all the relevant information he needs to live in the city: for examples in this “platform” there are personal data, data on children’s school, data on public library, data on how to pay a fine etc. The platform is still updating, depending on new needs.
- Another topic is the **digitalization of cultural events**. The committee analyzed how has been renewed and digitalized the main event of the city. The “Rolli Days”: Rolli are beautiful historical palaces, named Unesco World Heritage in 2006, opened twice a year to the public. Due to the pandemic our administration re-thought the event, with a complete digital version on its YouTube channel. This change has required a great effort, proposing a large range of contents, with images from all the palaces, villas and churches. The administration identified also a scientific expert committee, with art historians, students etc, to support them in the organization of the event.



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## Senior citizens committee

**Main reactions, lessons learned, expressed needs and proposals “from the field”:**

- the citizen committee underlined the importance to communicate in the best way possible these new digital services, using not only online communication, but also through physical meeting with citizens and stakeholders, to discover how to improve the service and the dialogue with residents
- importance to maintain the digital version of cultural events, also during “normal life”, as a facilitator to promote the beauties of the city and to encourage tourists to visit Genoa and citizens to discover unknown places

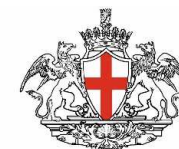
## Best practices

Among all actions/projects, please identify some best practices:

1. Citizens' Platform" an instrument in which all citizens can find all the services they need to live in the city
2. The digitalization of cultural events, with the specific example of the Rolli Days Digital Week
3. How to communicate all these initiatives to a large public? The importance of using online communication as well as not online communication



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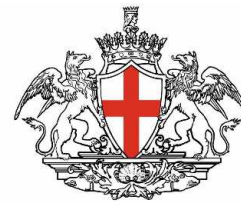


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## Relevance of selected best practices Link with EUDIGIT's objectives

EUDIGIT's objectives	n°	Action/ project
Strengthening EU citizenship and citizens awareness	1	Citizen' platform
Contributing to reduce the digital gap in cities	3	
Co-building digital policies with citizens	2	Digitalization of cultural events

Thank you for your attention!



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